

AUTHORITY 5.0

MAR 2020

ISSUE NO. 5

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BE RICH.

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TO COMMERCIALIZE THEIR
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15 WOMEN WHO CAN INFLUENCE

#IWD2020 ONLINE EVENT

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Mary Henderson
Personal Branding Specialist

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EDITOR'S NOTE

By Mary Henderson | Photos by Mauro Palmieri

March the 8th is International Women's Day 2020. I am excited.

The most powerful position that anyone can place themselves in is to collaborate with experts in their field and learn from them.

This has always been my default state of being. I love surrounding myself around success and I celebrate success.

This year for #IWD2020 I wanted to create an online event and not only celebrate women who are at the top of their game but collaborate with them to create some level of impact.

The digital economy will provide many new opportunities in 2020 but will also wipe out the status quo in many organisations.

Digital is the future. It is here to stay and many people will find themselves literally re-inventing themselves at the age of 50+.

Personally, I find this exciting. When I look back at my parents and when they were 50, they were getting ready for retirement. Today, 50 is the new 30.

Re-invention requires a new way of thinking and embracing new technologies, new platforms, social media and automation.

This may sound daunting but it is the future and we all need to get acquainted with digitization, digitalization and digital transformation.

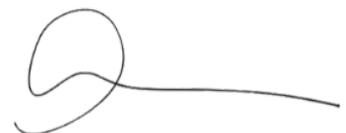
This issue, I celebrate 15 remarkable women who are at the top of their game and have all embraced technology in a profound way.

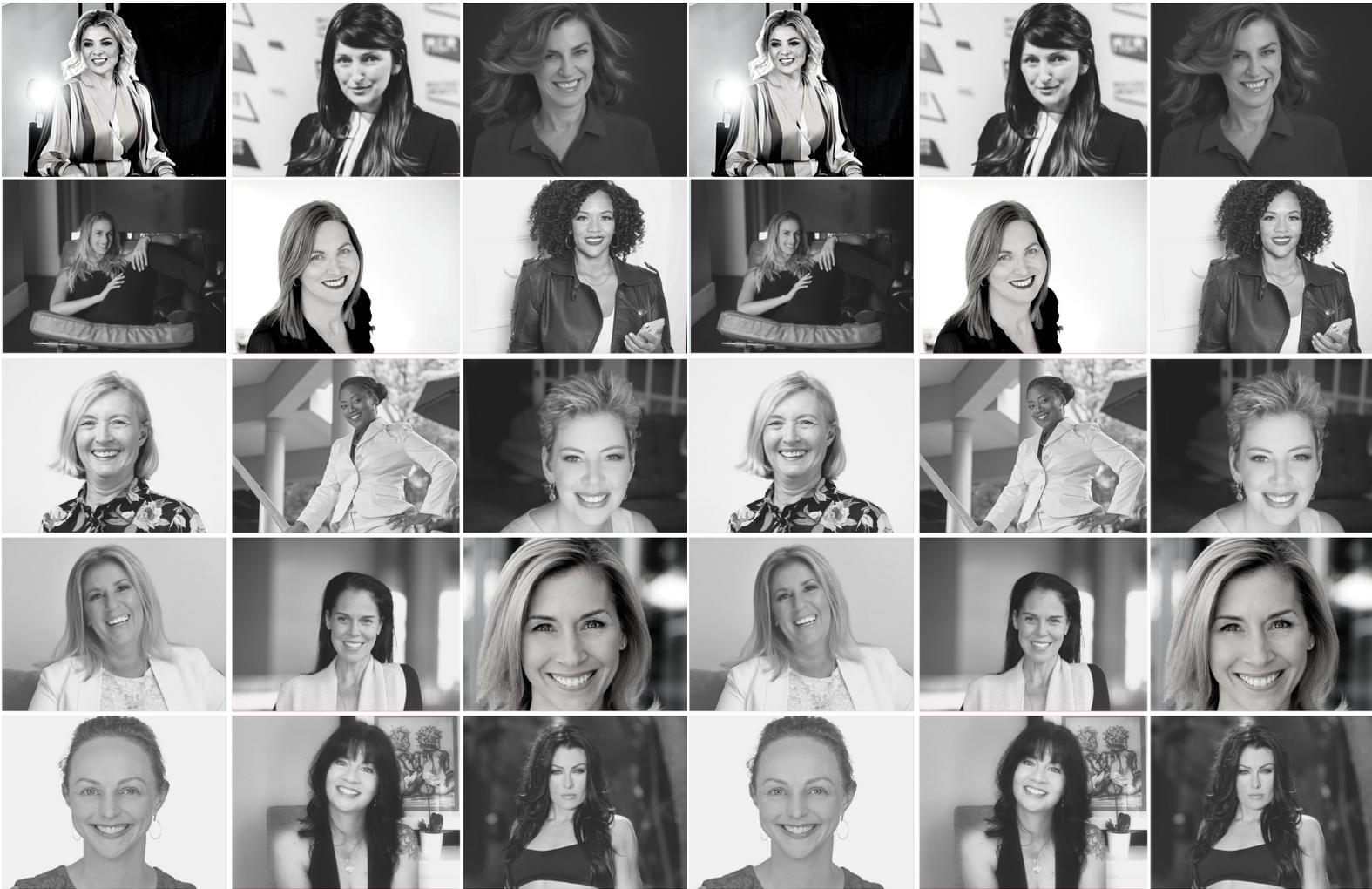
On March 8th, we will be launching an online summit for women by women with 15 hours of FREE coaching classes.

It's called:
#BeSeenBeHeardBeHealthyBeRich

In honour of all the women around the world, we see you and we hear you. Happy #IWD2020.

It's your time.





WHAT DOES #IWD2020 MEAN TO THESE 15 WOMEN?

By Mary Henderson | Image by Mary Henderson

These women are not Hollywood actors, famous grammy singers or famous motivational speakers. They are everyday women who are creating impact in their niche, industry and social media platforms.

The reason they are successful is because they are dedicated to their craft and changing the lives of people they touch on social media and in their niche.

These women collaborated because they had everything to gain - they wanted to lead by example.

They wanted to show the world - THIS IS WHAT HAPPENS WHEN WOMEN SUPPORT EACH OTHER.

Every one of these women gave up their time and dedication to deliver an online event made up of 15 hours of FREE coaching that launches on the 8th of March 2020.

I asked them "what does Be Seen, Be Heard, Be Healthy and Be Rich mean to you and what do you want to teach women?" Here are their answers.



**Be Seen
Be Heard
Be Healthy
Be Rich**

"Every woman has access to technology and technology is an enabler of opportunity that converts ideas to commercial opportunities."

Mary Henderson

To me BE RICH means knowledge. It's upgrading your knowledge base to get you to your destination in the shortest time possible. It means admitting that you need help and accepting that you MUST invest in yourself to break a sub-conscious narrative of DIY and replacing that narrative with Do It With Partners.

I want to teach women to stop the cycle of doing it yourself. This is an old narrative passed down from generation to generation that doesn't fit in today's digital paradigm. Every woman has access to technology and technology is an enabler of opportunity that converts ideas to commercial opportunities.



Janine Shepherd

"I want to teach women: How to unleash their own 'Defiant Human Spirit' so they can build an Unshakable Core, and handle anything the universe throws at them."

Janine Shepherd

To me BE SEEN means: Sawabona.

This is an Africa saying that means, "I SEE YOU. I respect and acknowledge you for who you are. We are all connected by a shared human experience.

I want to teach women: How to unleash their own 'Defiant Human Spirit' so they can build an Unshakable Core, and handle anything the universe throws at them.

Leesa Soulodre

To me BE HEARD means having the courage to tap into one's internal voice and to speak authentically and openly about one's accomplishments in the workplace and beyond, and for the listener to accept, acknowledge, respect and hear that message with the pure intent in which it was served.

Unfortunately accomplishments do not speak for themselves. It is a fact that Race and Gender stereotypes, and other unconscious biases impact our perception about a person's competence and ability. Without exercising the ability to sell oneself, the reality is that you are likely to languish behind your self-promoting peers.

Did you know that 20 years ago, a study found that self-promoting women were seen to be less competent, less socially attractive and less hireable than self-promoting men. Since then, further research has confirmed that this is still the case.

I want to teach women in VC, women in tech, and women founders, the benefits of self-promotion, including

1. Taking control of how they are perceived by others, to make them understand the unique contribution that they can make in their workplace, their community, their homes, and in society;

2. To empower them to overcome cultural, social and gender related issues that hold them back and

3. By giving them the tools to sharpen their self-promotion skills.

Amy Blaschka

“To me, BE HEARD means stepping out of the shadows and into your truth to make a positive impact.

I want to teach women to discover their authentic voices, articulate their unique stories, and embrace the highest and best use of their talents to communicate and connect better.”

Jacqueline Way

To me Be Seen Be Heard Be Healthy and Be Rich is your purpose on this planet.

It’s an understanding that we are all here for reason - all unique, all different – with something to give to the world.

Now on the other side of 50, I can see that path that has led to me right here and right now. It hasn’t always been easy. Some days are just plain hard. But teaching and inspiring a generation of people to give from their hearts – literally love in action – will leave a positive impact, a path to happiness long after I’m gone.

I want to teach women that anything is possible. That happiness is born in them and the true gift they are to the world is their innate sense of care, compassion and giving to everyone. You can be a high performing business leader or a full-time caregiver to your family and you can leave a living legacy right here – right now – every day of your life. A trail of happiness to all you touch and most importantly yourself.

Clarissa Kristjansson

To me BE HEALTHY means finding balance in your life, understanding your needs and what works for you. You have the power to transform the way you feel about yourself on every level.

I want to teach women: How to make menopause a positive experience that sets you up for the best third of your life



LEESA SOULODRE

"I want to teach women in VC, women in tech, and women founders, the benefits of self-promotion"

Louise Taylor

To me BE RICH means to be able to generate money with confidence, and have choice and freedom to live life doing what you love.

I want to teach women to be comfortable with receiving more money by rewiring the subconscious fears, beliefs and habits that are holding them back.

To have more impact and more income, know what you are worth.

To get paid for being YOU , and learn the practical tools to execute your ideas and to articulate your value with confidence.

Anel Bester

To me BE HEARD means using your

**ANEL BESTER**

"I want to teach women: How to be the legends of their childhood dreams by reclaiming all of who they are and showing up unapologetically from an energy of thrive!"

most powerful gift, your voice to BE the change you desire to see in the world by dropping shame and blame, gifting us with your truth from a space of non-attachment, wisdom and certainty.

I want to teach women: How to be the legends of their childhood dreams by reclaiming all of who they are and showing up unapologetically from an energy of thrive!

Megan Edwards

To me BE HEARD means tapping into the innate creative wisdom we all possess, but frequently lose touch with in our attempts to fit the corporate mould.

To me BE HEARD means engaging all your senses and finding a natural rhythm so that the written word can't help but burst forth and make your audience feel that you are speaking directly to them, and only them.

Anne Beaulieu

To me BE RICH means thriving emotionally and financially. In a society that often expects women to be cold in business while being warm and nurturing in the home, is it any wonder so many of us, women, have attached feelings of shame and guilt to emotional and financial success?

I want to remind all women that we are deeply DESERVING to live a life full of emotional wealth and financial abundance. I want to show that what you've come to believe you deserve money wise is based on the hidden beliefs passed on to you as a child before you could even decide if you wanted them.

Being financially emotionally intelligent is about stepping up to take charge of our feelings and emotions before our money beliefs take charge of us. It's about thriving in every area of our lives from a place of gratitude and joy.

Because THE HEART OF MONEY MATTERS.

Monique Russell

To me, Be HEARD means being able to have a CLEAR presence, knowing, being, brand and message.

You don't have to keep explaining what you do and who you are because your audience understands what you say and do from the get-go. You are the same person online and offline. You have the ability to connect on a human, emotional, physical and spiritual level.

I want to teach women how to give power to their voice from the inside out. Being heard is a two-way street, and with self-compassion and self-love, you will be able to fully express yourself in a way that gets you connected in a NATURAL way with powerful results.

Christie Array

To me Be HEALTHY means being able to show up powerfully in life- to be the ROLE MODEL for your children, for your loved ones- for YOURSELF.

To reclaim agency over your body and feeling proud and in control of your body before you put on your clothes, before you put on your makeup.

To redefine self care - to treat our body temples significantly better than a car, a purse or our hair.

To reframe the conversations we are having- to no longer think we NEED to buy something external; that there is a symbiotic relationship between all systems

of the body, and optimizing that relationship between all moving parts combined, for the strongest foundation.

The best "bio hacks" are ones our bodies are actually capable of on their own.

I absolutely love teaching & supporting women with powerful non negotiable habits to empower them with the knowledge & mastery of their body, that simple equals success.

To fiercely guard themselves from societal dogma selling them 'their bodies aren't capable or aren't worthy'- that it is NEVER too late- and instead giving them the tools to transform, freedom rather than fixation on food & achieve body and health they never realized they were truly capable of having.

Shay Rowbottom

To me BE SEEN means to provide value to others. I want to help women who want to help themselves.

Cher Jones

To me be seen means being introduced to and be remembered by those I'm meant to impact through my content and services. I want to help women in corporate own their professional awesome online so they create more opportunities to shine at work.



Janelle Bostock

We all know the saying "it takes a village". The size of your "village" is not what matters; it's the quality and realness of the people in it. Janelle believes that networking is a life skill, not just something we do when we want something. Great networkers give without expectation, they do things for others without an agenda.

HOW FAR WILL YOU GO FOR VANITY?

BY: MARY HENDERSON

This year, I have decided to commit to growing my Instagram profile and my team have been busy creating a lot of content.

Nobody told me it would be a tough gig. I am posting three or four times daily and growing my following by about five to ten people per day and getting ok engagement on my posts.

But like most business owners, I wanted to see what the "influencers" are doing on this platform



TIPS FOR COACHES & CONSULTANTS

- Create a content strategy that is congruent with your business promise, values and what you stand for. Selfies don't offer value. Instead do what others aren't doing on Instagram and create high quality content bites that is value driven not vanity driven.

so I can learn from the pro's and try to replicate some of their creativity.

I started noticing with some of the "influencers" who have one millions plus followers that their followers have zero followers.

My immediate question was "who are these people influencing if their followers have no followers?"

Common sense, right?

In a world where instant gratification is normal and getting famous for creating challenges is seen as "genius" - where are we heading as a society.

We are seeing adults who are desperate for fame and will do ANYTHING at ANY COST to get themselves on a stage next to Gary Vee and Grant Cardone. These same people are the ones that will post 4 paragraph comments on Gary Vee's post to "hopefully" be discovered.

Vanity doesn't pay the bills. There is an expiry date for those that want to be famous for being social media famous because consumers and corporate brands want different.

What do you think? Are "influencers" on social media a dying breed or are they very much on the rise?

INTERNATIONAL WOMEN'S DAY



BY: MARY HENDERSON

This year, I have collaborated with 15 women who are the top of their game and launching an Online Summit on the 8th of March for International Women's Day.

These heart centred women have all given up their time to record a one hour masterclass to help women upgrade their knowledge in one or more areas of their life and take action. The online summit is called:

BE SEEN. BE HEARD. BE HEALTHY. BE RICH.

To get access the the 15 masterclasses, you must register. Please share the registration link with your tribe and network. The registration link is:

www.beseenbeheardbehealthyberich.com



Mary Henderson
Personal Branding Specialist

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