

Old enough to know better...

But young enough to not  
give a shit.



Dear hottie,

Just wanted to shoot you out a rambling from my heart. UNedited, grammar cops BEWARE, UNCensored and totally off the top of my noggin and depths of my heart!

In retrospect, this isn't where I thought I would be. I've done the entrepreneurial thing before. I had a sustaining business. I wasn't getting rich off it but it allowed me to spend time home with my babies when they were little. And that was all I wanted. I continued being self employed for the first few years of their school days and when they no longer wanted me volunteering in the classroom, I dwindled my inventory from my bead exporting company, notified my customers that I was closing the doors and went back to work part time. It was fun, supporting & creative while it lasted.

The flip side of being self employed with small children.....

The strange hours you hold to get shit done. You get up at the crack of dawn to hustle before the kiddos are calling "MOM". You stay up late to get a little more work done, ship one more order, email back and forth with supplier in countries that are still in the middle of their days. Basically, you burn the candle at both ends. And you get kind of lonely. You're juggling 2 full time jobs and you are ONLY one mom.

So I actually find it kind of funny, that here I am, twenty plus years later, traveling the same journey, just a different path. Interesting to say the least, how life always brings you back full circle. There's a bonus if we are willing to examine that crossroads where we took a turn this way vs. that way. For me, I stopped the insanity of hustling two full time jobs. One I got paid pretty well and had exuberant potential to be something more... The other a labor of love, that paid in oodles of hugs, smiles, scraped knees, and the most unique artwork a gallery could ever dream of displaying on their refrigerator. I've asked myself lately...why? Why did I give one up? What was the REAL underlying factor that projected me to choose to go back to work at a dead end job vs. continuing the hustle and building an empire?

There's nuggets at that crossroad. That nugget holds the answers, wisdom, magic, and gifts to continue pursuing the elusive 7 figure business, today. Was it the stress? Fear of failure? Fear of success? Fear of not knowing? Would I lose my family if I kept working like a maniac? Was I afraid of something deeper? If I became insanely successful, wealthy, super mom independent.... Would I have then had to face the truth about my marriage? Worse... Would I have to face the truth that deep down inside I was miserable? Would I have to start looking at why? What am I missing? What's lacking in my own soul that needed to be feed? So many questions as I look back at that crossroad. Questions I didn't have the courage to answer 20 years ago.....

Fast forward 17 years later...

Things always work out the way they are suppose to eventually. Often when it's forced upon us because we ignored the warning signs, red flags too long, the path is harder. My marriage fell apart. It was destructive. I was slowly dying from the inside out. A death of my spirit, you could say. I left. I lost it all. Money, house, cars, vacations, savings, and though I was the one whom asked for the divorce....I utterly left with no security, no family support and few friends that hung out for the explosion. It was scary. Looking back...I could have built that business up. I could have focused on my own financial security. Instead I took a hard turn, the easy path that actually was far more detrimental in the long run. The lessons we must learn later...

Today: Mid.life and starting over. I could cry, beat myself up for not heeding the warning signs sooner, but what good with that do to my weary soul now. It wouldn't. Instead I've had to sit with those hard questions and seriously be honest with myself about the ugly truths. The ugly truth is change is scary. Letting go is frightening. Being alone makes me sad. Now that I can face them, I can also create a gentler path for healing and building up all the things that I have neglected inside of myself for so many years. Being a midlife entrepreneur is a fascinating place to be. So many lessons. Powerful gifts. Years of wisdom. Deep healing work. Old enough to know better, still young enough to not give a fuck...

I embrace it all.....

I'd be bullshitting you if I said that it was all peaches n' cream. Hell, some days are still downright ugly. Not settling. Forging forward. Not having the oomph I had at 25. Wondering is this the right path. Am I finally following my heart. Hell, time is running out. Isn't that what we begin thinking, feeling, seeing at mid.life. It's NOW or never. No more fucks given! We don't have time to second guess ourselves. We no longer desire to play small. I don't care what any 20 year old enlightened soul thinks they know...Til you walk through the embers and burn your soul, you don't really know.

I invite you....

Midlife, marvelous and ready to do this entrepreneur thing - YOUR way!

I'm here...

Feel free to reach out. Let's have coffee. Let's pass the afternoon away over deep conversation and see what your business could look like. I get it's not easy. That's why I am doing what I'm doing....Support is crucial and I know the path to here hasn't been a fantastic journey. There have been some rough spots and we are all still healing..

We get to honor all of it and MORE...

If you want to talk, I've enclosed a calendar where you can schedule in a FREE chat that is convenient for you!

<https://calendly.com/sheluncensored/businessbreakthrough>

Together we'll get to the other side and create a business that fuels you inside and financially takes care of you and your dreams!

- Shel XO