TORONTO'S SEASONAL ENTREPRENHER ONLINE MAGAZINE

HER COLLECTION

COLLECT.CONNECT.CREATE

BACK-TO-HER

FALL 2022 • ISSUE 2• VOLUME 3



NICOLA SMITH

A DOG'S BEST FRIEND



editor's note

I have mixed feelings about Fall because the lazy days of Summer are the only time of year I find it easy to give myself grace. The whole city feels like it slows down and takes it easy. I am okay with letting some of my responsibilities lag during the summer. That changes on the infamous Tuesday in September.

It never ceases to amaze me how the temperature drops and the energy shifts; it's back to business following Labour Day. I have to remind myself that Fall represents new beginnings. It's when we all get back into the swing of things, and it's a chance to create new habits and opportunities.

With three months left in 2022, HER has made significant transformations that reflect what we see in the world. SHE has held a mirror to HERself and decided to dig a little deeper to fulfill HER purpose, to build HER community and continue to share HER stories. When throwing in the towel would be so much easier, SHE marches on.

This month's theme is Back To HER. That's precisely what we plan to do. We had a soft launch of HER CIRCLE (free membership) this summer and are planning to celebrate in the coming weeks. We are also planning the renewal of our Chat With HER series on Instagram. Stay tuned.

This season we speak to Nicola Smith, the owner/operator of WE WAG Toronto, an award-winning dog walking service, and we also welcome some familiar voices. So grab your favourite cup of tea and prepare to be inspired!

Janine

EDITOR IN CHIEF

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NICOLA SMITH OF WE WAG TORONTO

I had the pleasure of speaking with Nicola Smith, the owner of We Wag Toronto. A company that offers dog walking services in Downtown Toronto, The Beaches, Leslieville/Riverdale and Yorkville. Nicola truly embodies the entrepreneurial spirit. This is HERstory.

Tell us about your journey to finding your purpose! How did it start?

I have always wanted to be an entrepreneur. That spirit took me on a journey that started at a very young age. In elementary school, I made and sold embroidery bracelets, it was so successful that it landed me in trouble with the principal because the parents complained about me selling products on school property.

I went on to make and sell prom dresses in high school; In college, I was scouted and modelled overseas for five years. When I returned to Canada, I started my jewelry line, where I learned about price and cost, which has helped me in my current business. I learned to value myself and what I bring to my business because I undersold myself. I was making one-of-a-kind pieces with semi-precious stones and selling them for a couple of hundred dollars, can you imagine? Two hundred dollars seemed a lot to charge someone at that time. I never factored in my time or cost; eventually, I had to close my business because I was working other jobs to keep my jewelry line alive.

This was when I stepped away from being an entrepreneur feeling like a failure, thinking I wasn't cut out for this life. So, I decided to get a corporate 9-5 PM job with a steady pay cheque. I found one at a start-up. Working there was instrumental in my development and taught me a great deal. I eventually brought those skills and what I learned from my jewelry business to We Wag.

In life, you find your people - what works for you and what works for them.

What was the moment when you knew it was time for a change?

I was sitting in an office all day long while my dog was at home being walked by a dog walker or in doggy daycare, and I got to the office when it was dark and left when it was dark. I had to shift my entire thinking, I knew this was not how I wanted to live. So, I took the time to get away and think and asked myself, "what makes you happy?". That took me back to being a child on the farm when I would wake up at 6 am to take my dogs for their walk before school. I'd take them on long trails and train them. That time brought me so much joy.

The answer to my question of what makes me the happiest was being in nature, being with my dogs and having my own business. That's when I thought of being a dog walker and wondered if it was a viable business. I did my research and discovered that it was a real possibility. That's when I quit my job with my comfy salary.

What challenges/difficulties did you encounter in pursuing your goals?

People's perception and resistance. When I resigned from my job, my boss offered me a raise when I told them I wanted to be a dog walker. Friends would ask, "hey, do you want me to ask at my work if they are hiring or do you need a job." even my electrician had this same sentiment and let me know that he had friends who were looking for help.



People had such a hard time understanding that this was my passion. I love dogs, and I love being outside walking. It made perfect sense to me. I had never thought of this profession for the same reasons. Walking dogs was my stress release, it's what I did for fun on the weekends. I would take my neighbour's dogs for the day walking through the city. Even now, people ask if walking dogs is my full-time business.

It started out small, just me, and I thought I might bring on another person. I had evolved quickly and even more over the last two years. This is largely due to the number of people who have gotten dogs over the pandemic. When Covid hit, we had to pivot and extend our walking area to accommodate for the reduction in walks and in doing so, we have been the busiest we have ever been.

> *You can't be all things to all people. You must find your niche, stay in it, and don't make exceptions.*

What makes you unique in this field?

We listen to the client's needs and the needs of the dog. We are a combination of people-person and advocates for the dog. I'm always going to do what's best for the dog. For example, if a client wants their dog on a group walk and I know that's not what's best for their dog, I will let them know. Often, that's not what they want to hear, and I am willing to walk away.



I won't create a situation that's not in the dog's best interest to make an owner happy. We see dogs as individuals and treat them as such. I'm here for the long term and want clients who will stick with me. In life, you find your people - what works for you and what works for them.

What's next for you and WE WAG?

Dog training is the natural next step in my evolution and my business. I've been doing this for over four years, and it's great. Now I've asked myself what makes me the happiest about this business, it's when I'm doing solo walks, and I see a difference in the dog's behaviour. It translates to me being able to explain to the owners the why behind the behaviour, what I've done to make the difference, and what they can do to continue.

What is your best "takeaway" advice for anyone interested in starting their own business?

You need to have strong boundaries. Know that you must put everything into your business when you start. There won't be balance until you establish yourself. Lastly, You can't be all things to all people. You must find your niche, stay in it, and don't make exceptions.

Everything in my life has been about dogs. I live and breathe my business. That's how you make a successful business by completely diving into it. I had a lot of careers, and it took me a long time to get to this point, but that's life. You don't always know where things are going to go, and something just clicks all of a sudden.

Trust & Believe in Yourself

By Tanasha Smith

When looking back on your life, it's good to acknowledge your growth and the lessons you've learned along the way. But don't stay focused on the past because you might lose sight of where you are heading. If you find yourself stuck, ask yourself what you need to move forward. We often lose interest in our jobs/careers and relationships, but we keep hoping that things will get better. We continue to push through the stress and unhappiness and keep moving with the cycle of confusion and frustration.

How can we end the cycle before burnout?

Start with **self-awareness**. It means acknowledging the work needed to meet your needs before attending to everyone else's. By stepping back from the noise, you gain a new understanding and perspective in all areas of your life.

Self-reflection allows you to become confident with decision-making and gives clarity to create a new method for success. For example, society teaches us to keep busy by doing more, but we should do less work and more self-work.

Trusting yourself & analyzing your belief system. They are both challenging, especially when self-work has never begun. To trust yourself is to believe in your abilities and be comfortable in your skin. Analyzing your belief system presents challenges as you battle cultural norms that can consume your mind blocking you from your potential.

How to start the work?

Acknowledge and accept that there is a problem, journal your thoughts and allow them to flow through you. Facing the truth can be difficult when your emotions overwhelm you; don't avoid giving yourself permission to feel and heal. Accountability is essential; acknowledging your mistakes as lessons is a lifetime commitment to honouring your journey. Life is about understanding our decisions to move forward with who we once were and whom we are becoming.

Reflect on yourself and ponder the following steps to move forward into your power to believe all you desire. First, ask yourself these questions: **What are my core values, and what are my priorities? What are my unique gifts, strengths, or talents? What influences my decision? What kind of healing do I need? What do I love? What makes me happy? What do I want from my life?**

Knowing what you want helps you reach your destination; repeating the same cycle keeps you stagnant and miserable. Trusting yourself gives you the power to elevate into the best version of yourself. Cutting old ties to the things that no longer serve you makes room to accept new opportunities, relationships and creative ideas. So do yourself a favour this season and trust that you already have all you need.



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HER Beau Tea

Maus Makeup x HER Collected

Stay warm this season with the flavours of Fall. We've added a lil' kick!

Pumpkin Bourbon Cocktail

Pumpkin and fall spices make the perfect blend for an unforgettable fall beverage. Add warm bourbon and you're ready for a cozy fireside chat.
Discover your mixologist skills with our cocktail inspired blends that will elevate your drinks! Simply add your spirit of choice or soda and go from teatime to party time in minutes!

Visit recipes.sipology.com for fun and creative drink ideas!

Ingredients: Black tea, Apple pieces, Pumpkin pieces, Cinnamon, Grapefruit peels, Orange peels, Rose hips, Ginger, Cardamom, Black peppercorns, White peppercorns, Calendula petals, Sunflower petals, Cloves, Nutmeg, Natural flavours.
Contains Naturally Occurring Caffeine



Sipology by Steeped Tea

For more follow HER BeauTea @her.beautea.project
Sipoloy www.sipology.com/en-ca?u=beautea

get clean beauty



All Bright C Serum

Brighten up with this game-changing serum. This ultra-potent 10% blend of two forms of vitamin C, turmeric, and camu camu instantly brightens skin and helps even skin tone. The antioxidant-rich formula also helps defend skin from the damaging effects of environmental stressors, revealing a more youthful-looking complexion.
Benefits:

- Brightening: A unique blend of two ultra-stable forms of vitamin C delivers a supercharged 10% potency
- Quick-absorbing: Our quick-absorbing formula allows for easy layering and an instant boost of radiance
- Glow-boosting: Leaves skin glowing and promotes an even skin tone

Vitamin C is a powerful, safe, science-backed compound that doesn't just brighten and refine your complexion, but actually protects it from future damage.



BEAUTYCOUNTER

For more follow Maureen@mausmakeup Beauty Counter
www.beautycounter.com/en.ca/maureengreenstein



By Laura Marchione-Giurdanella

Happiness is an Inside Job

A single definition of happiness has been and continues to be long-debated. The ego mind equates happiness to the attainment or achievement of "things" that once we achieve a certain status, goal, or success in life, we will be happy. The trouble is that when we achieve those things, the sense of happiness we experience is short-lived. Not long after, we start to feel the need for the next best thing, the next level of achievement or attainment, because the 'happiness' we previously felt is gone.

In reality, worldly possessions, status, or material achievements are not a source of true, lasting happiness. You can have all the money, power and wealth in the world and still not be happy. On the other hand, you can have no worldly possessions and live a life filled with joy. How can this be? **The truth is, happiness is an inside job.**

Happiness comes from within, from a place that is completely independent of outward achievements, status, or tangible possessions. It is born from your emotions and reflects how satisfied you are with your current life situation and whether or not you are living your values. Are you aware of your values?.... If so, can you say that your life reflects these values? If not, maybe it's time to re-evaluate this area in your life.

In reality, we all need to make happiness our goal. So here are a few simple things to think about to help you start:

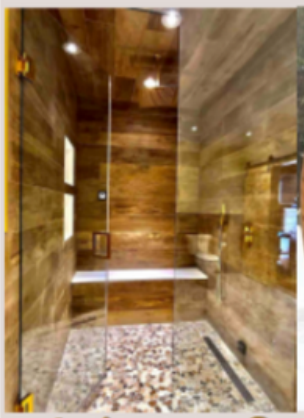
1. Are you in a career or job that 'fills your cup' or depletes it? If you feel depleted, what can you do to find a more consistent path with your passions?
2. How do you speak to yourself? Are you aware of the power of your thoughts in creating your experiences and emotions? First, spend time listening to the thoughts roaming in your mind all day long. Then, try flipping the script and speaking kindly to yourself.
3. Are you grateful for your life? Or are you always looking to upgrade and compare your life to others? Stop doing that! Think of three things you are thankful for every morning and every night before you drift off to sleep. A daily practice of gratitude will bring an abundance of happiness to your life.
4. Love yourself first, every day. If you can't love yourself, you can't truly be in a state of happiness and peace with yourself, others, and the world. So take care, nourish and pamper yourself. You deserve it.

The quality of our lives is the result of the choices we make every day.
Choose wisely.
Choose happiness.

© Laura Marchione-Giurdanella,
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*Special Girls Night Celebration!!!

*Use of outdoor sauna, hot tub & walking trails!

*Spectacular SWAG BAG full of wellness goodies!

Exchange is $689 per person, double occupancy







For more information contact **Laura** at **416 301-5502** or email **revivalhealthandlifecoaching@gmail.com**

Style & Fashion

by Aliya Singh

Looking in your closet should bring you peace, excitement and joy! Closet freedom is a beautiful thing.

We all do it. Hold onto that 'PIECE' that reminds us of our first date, that promotion or that night we just felt like a million bucks...20 lbs less.....20 years ago?! I'm guilty. I know it's a daily struggle for me. Retiring pieces of your beloved wardrobe can be challenging but incredibly rewarding! Looking in your closet should bring you peace, excitement and joy! We often hold onto the 'wrong' items much longer than we should, which can add to so much unnecessary stress.

Let's remove the emotion attached to certain items and make room for a more useful wardrobe! It's easier than you think- here are my top tips!

1) Does it fit!?: If you have opted out of wearing something because it doesn't "fit that well," it's time to let go. The whole point of 'great style' is to look great while feeling like yourself. Why hold onto something that doesn't make you feel your best? We grow, we shrink, we change in life...update your closet to your size and you'll feel 10x better immediately, I promise you.

2) Worn out/Faded: Here's the good news- you loved this item SO much that it actually wore out! How wonderful is that? Great memories, and it served you well...now it's time to close that chapter. We must remember our garments for the happiness they once brought and release them once their purpose has been served. A replacement may be in order- Yay, shopping! Wearing faded and worn-out clothing doesn't give a very good impression, especially when we all know you have other options in your closet! Wear a favourite well but know when to say goodbye and source a replacement.

We must remember our garments for the happiness they once brought and release them once their purpose has been served.

3) The 1-Year test: Have you worn this item in the last year? If you have, continue enjoying. If not- question yourself why. Does it fit? No occasion- does it still fit your lifestyle? Are you holding onto it in 'hopes' that you'll have a day to wear it? I've done this (still struggle) way too much in my past. Holding onto that sequin jumpsuit, waiting for the PERFECT occasion to wear it again was 7 years ago. It may not even be a flashy piece or a favourite cardigan. It doesn't change the fact that 1 year is a long time with many opportunities to wear it. This is the toughest of my tips to work, but maybe donating these garments for another to enjoy will also bring some joy! What a waste to watch it collect dust...

4) Do you love it? Simple: Image Consulting 101- if you don't feel amazing in it, don't bother. Quality over quantity when you really start your closet makeover. You'll slowly feel a lowered tolerance for the items that truly don't make you feel great. You know the pieces that do that for you, so why not have them all bring you that same feeling? The truth is, we'll always reach for our favourite pieces- the others are simply etc's that we feel obligated to keep. Do yourself a favour, lose the guilt and purge the pieces you no longer reach for.

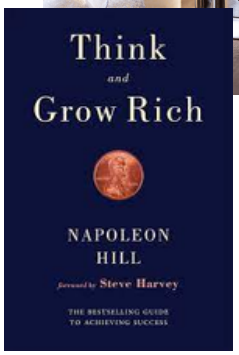
Wardrobe Audits are by far my favourite part of being an Image Consultant. I love helping clients audit their closets to purge the past or fall back in love with vintage gems. Want me to take a peek and help you out? Let me know!



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THE READING ROOM





Think and Grow Rich
by Napolean Hill

"During the past twenty-five years, I have been blessed with more good fortune than any individual deserves, but I shudder to think where I'd be today or what I'd be doing if I had not been exposed to Napoleon Hill's philosophy. It changed my life."
--Og Mandino, The Greatest Salesman in the World

This season's must-read is a classic **Think and Grow Rich** by Napoleon Hill. Philanthropist Andrew Carnegie inspired Hill to study & write the book, which was published in 1937 during the Great Depression

. It was the first book to examine the mindset and personal philosophies of the great "men" of its time. The author looked at the commonalities of business leaders who had amassed great fortunes. What were their common traits, and what could the average person learn from them?

His findings provided 14 principles anyone can follow to find financial success and overall satisfaction and abundance in their life. Think and Grow Rich can be found on many must-read lists. The message is simple you can achieve the greatness you seek, but it takes the right mindset. Only you have the power to be the very best version of yourself.

Here at **HER**COLLECT, we embody these principles as a catalyst to living one's life on purpose.

Enjoy

GOOD EATS



MARKED RESTAURAT

132 John St, Toronto, ON M5V 2E3

On a hot Friday night during the last days of summer 2022, I coordinated a night out with some of my best girls to celebrate the long-awaited return of our sister friend.

MARKED was the restaurant of choice for this occasion. Described as "A vibrant love letter to the culture, flavours and spirit of South America in the heart of Toronto." It didn't disappoint.

Long gone are the traces of the previous eatery, and in its place is one of the most beautiful gilded and plush restaurants I've been to in Toronto. Every detail, from the butcher aprons the servers wear to the carefully crafted cocktails, screams decadence. This was an evening to remember, not just because of the company but the entire experience. The service is incredible, and the wait staff take their time to assist you in ordering a wonderful feast meant for sharing. The flavours and presentation were perfection. The brussel sprouts, one of my favourite dishes, were out of this world. When do you hear someone rave about brussel sprouts? Unfortunately, we missed out on the famous dates, mostly because I forgot to order them, but that's just an excuse to return.

MARKED was hands down my favourite dining experience this summer. I would describe it as an adventure of the senses, and I look forward to returning soon.





5 Steps to Finacial Freedom!

Let's begin by defining what we mean by Financial Freedom. To me, financial freedom means having the resources to cover your basic needs without creating additional stress, fears, or concerns related to your finances.

This definition is subjective. You can earn $60k per year and feel comfortable. Or generate over $2 Million annually and feel enslaved. It's challenging to tie financial freedom to a dollar amount.

Here are 4 Vital components of financial freedom.

1. The ability to generate money
2. The competence to manage your finances
3. The discipline to follow economic principles and practices to cultivate wealth
4. A psychological mindset that doesn't get in your way

Each of these pieces is important. But, leave one out, and financial freedom is elusive. So how do you do it? I compiled five steps for cultivating the freedom you deserve based on the many wealth books I have read in my 20-plus career in the financial industry.

Step #1:

Develop a psychological foundation that removes resistance to wealth.

If you try to skip this critical first step, unconscious parts in your psyche will eventually hijack your efforts. And this is not a do-this-once type of thing; it takes ongoing vigilance to pay attention to different voices, attitudes, and emotions you associate with money and wealth.

Step #2:

Clarify your purpose and establish clear financial goals.

Why are you investing your time to cultivate wealth? Knowing you're 'why' is very important. First, you need to know your financial goals and what you believe these goals will give you.

Step #3:

Develop the discipline to follow wealth-building principles.

Discipline and impulse control are essential for developing any skill or intelligence. Managing money is a skill. Cultivating wealth requires financial aptitude—those who have it through education, willpower, and constructive habits.

Step #4:
Design and execute a financial system.

First, educate yourself in the various areas of money management. Then you can develop a personal financial system that automates as much as possible. Automation is essential because it reduces the need for willpower (which is usually in short supply).

Step #5:

Find ways to increase your earning potential.
This step happens in conjunction with the others, but you may need to increase your current income level to achieve financial freedom. You can accomplish this increase through a career promotion, marketing your skills, investing, starting a side hustle, or growing a business.

In the Summer Issue of **HER**COLLECTION, I wrote MY FAMILY MONEY STORY, discussing how my upbringing affected how I valued money. One of the topics I started to investigate was the unconscious programming that happens in childhood around cash. This programming is the most pervasive barrier to financial freedom. You can know everything about creating wealth— even being a high-performing earner —but if you have unconscious aversions toward money, you'll ultimately lose whatever you generate.

I've seen these patterns with many of my clients who are high-achieving entrepreneurs. Here are some of the sabotage I've observed:

- They navigate through the startup phase successfully, but they start hijacking themselves as they begin to scale.
- After achieving moderate wealth, they start overextending themselves, buying real estate with money they don't currently have.
- Fear begins to consume them, and they fail to pivot to ensure their business succeeds in the long run.
- Even if their business is doing well, they fail to master their finances (neglecting to invest in their Future Self).

These behaviours stem from unconscious programming we often pick up during childhood.

How do you know if you have negative associations and beliefs about money?

First, look at your financial situation. If you're currently in debt, this is one clear sign. Second, consider the economic circumstances of your parents during childhood. If they struggled financially, you observed and absorbed their beliefs and emotions about money.
Cultivating financial freedom is chiefly a process of unravelling these unconscious programs and freeing yourself from your past. This process can spontaneously unfold as you develop self-awareness.
Here are some questions to consider:

- Do you have enough money to cover all your needs for food, clothing, and shelter for the next five years without worrying about it?
- If you get a flat tire or your car breaks down, are you sure you have the funds to cover it?
- Can you go out to eat with friends without worrying about the bill?
- Are you saving and investing sufficiently for the future? (Let's say at least 10% of your income each year.)
- Are you debt-free?

If you answered "no" to any of the above questions, you would likely experience anxiety. But that's another way to define financial freedom: the absence of stress about money. And if you did answer "no," fear not. You're not alone. The majority of people are in debt. In Canada, 73% of the population is on average $62,000 in debt when they die.

What can you do? T**he first thing you need to do is look at your Limiting Beliefs about Money**. Most of the "wealth mindset" literature focuses on people's limiting beliefs about money.

If you've heard of "The Secret" or the "Law of Attraction," you're probably already familiar with this concept. However, in my experience, I've come to question a great deal about this material as it seems disingenuous and Pollyanna.

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It appears that prominent people are profiting and promoting the idea of wishful thinking. I strongly believe in manifesting the life you want; with that being said, if you have not dealt with your childhood programming, you are blocking your abundance.

Real wealth isn't about money. Real wealth is about freedom.
James Clear

I prefer objectively approaching beliefs around money and fostering a more comprehensive understanding of its nature. As I have said many times, money is a tool and understanding it from this vantage point increases your awareness, grounds you to reality, and removes resistance to wealth.

Simply put, it's not your beliefs themselves that influence your actions and behaviours but your orientation toward these beliefs. For example, you might outwardly say I love money, but spend it faster than you can earn it. This is because we have an underlying negative relationship with money that limits our ability to create wealth and, ultimately, financial freedom.
But change your orientation, and you change your financial destiny.



Loveleen Rai
Money Mindset Coach
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Coaching Corner

6 Ways to Deal with a Negative Co-worker/Boss

BY JANINE BOWEN

2023 is 14 weeks away, and many people threw their resolutions and New Year New You promises in the trash back in January. Unfortunately, it looks like another year will pass, and you are not living your purpose.
Ask yourself - Is the timing always off, or is something or someone standing in your way?!?!? Chances are that someone is you!
Why can't you seem to "get'r done?" Is it starting that new business, looking for a new job, or returning to school?

"Make sure you're not the weapon formed against yourself that's causing you not to prosper" - Unknown.

Self-sabotage, by definition, "refers to behaviours or thought patterns that hold you back and prevent you from doing what you want to do" - Health Line.

It can relate to many critical areas of your life: relationships, health, career etc. The behaviour is the same regardless of the goal. It comes in the way of excuses. You devise the "why's" for not doing the thing. **Combative behaviours** make it impossible for another person to be with or work with you.
Perfectionism! Waiting until everything is right before you make your move; waiting on the "perfect" person who checks off every box.
These are roadblocks to your happiness. You are literally in your own way. You are stopping you!

The first step is acknowledging that you are sabotaging yourself. What area of your life is not where you want it to be? Write down the whys. Are these reasons, or are they excuses? We often trick ourselves into thinking they're different but are often the same.

What are you afraid of? Fear is usually the main culprit - both fear of failure & fear of success. Worrying about what people will think or say. What if you do make it? What then? We spend so much time playing the what-if game we psych ourselves out and never take action.

One of the techniques we use at HER is to stay focused on our goals and tasks. We tune out the world and keep grinding. This prevents us from getting caught up. The same can work for you when achieving your goals. Clearly define it, establish what you need to do to make it happen; keep it to yourself until other people have to know; create a schedule, stick to it and don't stop working.

When we started HER, we had a vague idea of what we were doing. Our early videos are questionable, there are spelling mistakes and typos at all times, but we haven't let anything or anyone stop us. When we feel scared or anxious, we talk it out. We will not allow ourselves to be ruled by fear; we use it as fuel to propel us. Success is scary for many reasons; not living your dreams is scarier. So, as Luda says, " Move bitch, get out the way"... your dreams are waiting for you on the other side of sabotage.

Need to create a plan? Reach out we can help.



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ISSUE 04 I VOLUME 2

HER COLLECTION

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