



## A LOVE LETTER TO YOU!

I deeply know there's a reason we've found each other here, because this is a place where we celebrate entrepreneurs who are building a business which supports a life you love – and that starts with loving yourself.

**Here's the thing though. I didn't know how to do that because I didn't even realise I didn't love myself...**

Let me take you back to August 2012. My then husband of 10 years had just told me he'd fallen in love with my friend. In the blink of an eye he was gone and, in my mind, I'd lost everything. I was surviving minute by minute measuring my own self worth based on his choice to leave.

I'd lost me. I didn't know who I was anymore. I was stuck. For the first time I knew how it felt to be broken and I had no inner power or knowledge to deal with this crisis.

That's when I turned to learning. Blaming the world wasn't making me feel any better so I became obsessed with human psychology. The Ego, emotions, judgement, blame, criticism, (self)worth. It took a year and a half, but eventually I was ready to take my life back.

I found a coach that challenged me and held up a mirror so I could really see myself and that was the key to re-building my life. However uncomfortable change felt, each tiny step freed me just a little bit more.

Life got better. I found love again. I moved to the seaside. I had financial stability again. But my lessons were far from over. I hadn't stopped being a people pleaser so I was burnt out. I still wasn't pregnant after 9 years of trying. Why, after turning my life around, was I still exhausted and not achieving the things I wanted most? I hadn't discovered the power of MINDSET.

Then I met Marisa Peer. An English psychotherapist and a hypnotherapist. I was sceptical, but I was open to learning. And thank the Universe I was, or my life wouldn't be what it is today. I wouldn't have my son and I wouldn't have my thriving business or the people in my life that inspire me every day.

**Here are the facts today.**

- I've joined and been successful in the online business world.
- I've launched 14 online courses and 2 memberships.
- I've led over 180 1:1 coaching sessions in the last year alone.
- I went from being a professor of English (I studied in Vienna, London and Paris), to writing my Master's thesis on Semiotics of radio advertising.
- I've travelled around Europe as an expert that teaches radio executives to create effective ad campaigns for their advertisers.
- I'm the founder of the new marketing, marCAREting – bringing you, the human, into the whole marketing mix.
- I'm a certified laser mindset coach.

I'm proud of who I am today but I'm also under no illusions. I am a work in progress. I still have a lot to learn. But I'm ok with that because as I learn more, I'll share that too.

As I'm loving myself each day, I am freeing myself from old limiting beliefs such as "You have to work hard for good money!" Or "Don't stand out!", "Be a good girl!". I freed myself from the old me and I'm here to guide you to your freedom too.

You deserve a great business without killing yourself over it. You should have amazing clients that you love working with and hanging out with, who pay you generously and on time because you guide them to faster, better and easier results.

Bringing back (self) love to business is the key to having it all – a thriving growing business and a fulfilled bank account, heart and the energy to enjoy your private life to the fullest without guilt, stress, or an overwhelming schedule.

If you join our family, here is my promise to you. Here, you are seen, heard, accepted, appreciated and loved, because you are a worthy human. End of.

"I believe our brands are worth 400 trillion, because there was a 1 to 400 trillion chance of even being born and this should be the only fact we consider when thinking about our self-worth. Our achievements or projects do not define our worth, us being a Human is worthy enough."

*Lenja Faraguna, 2020*