

enlighten



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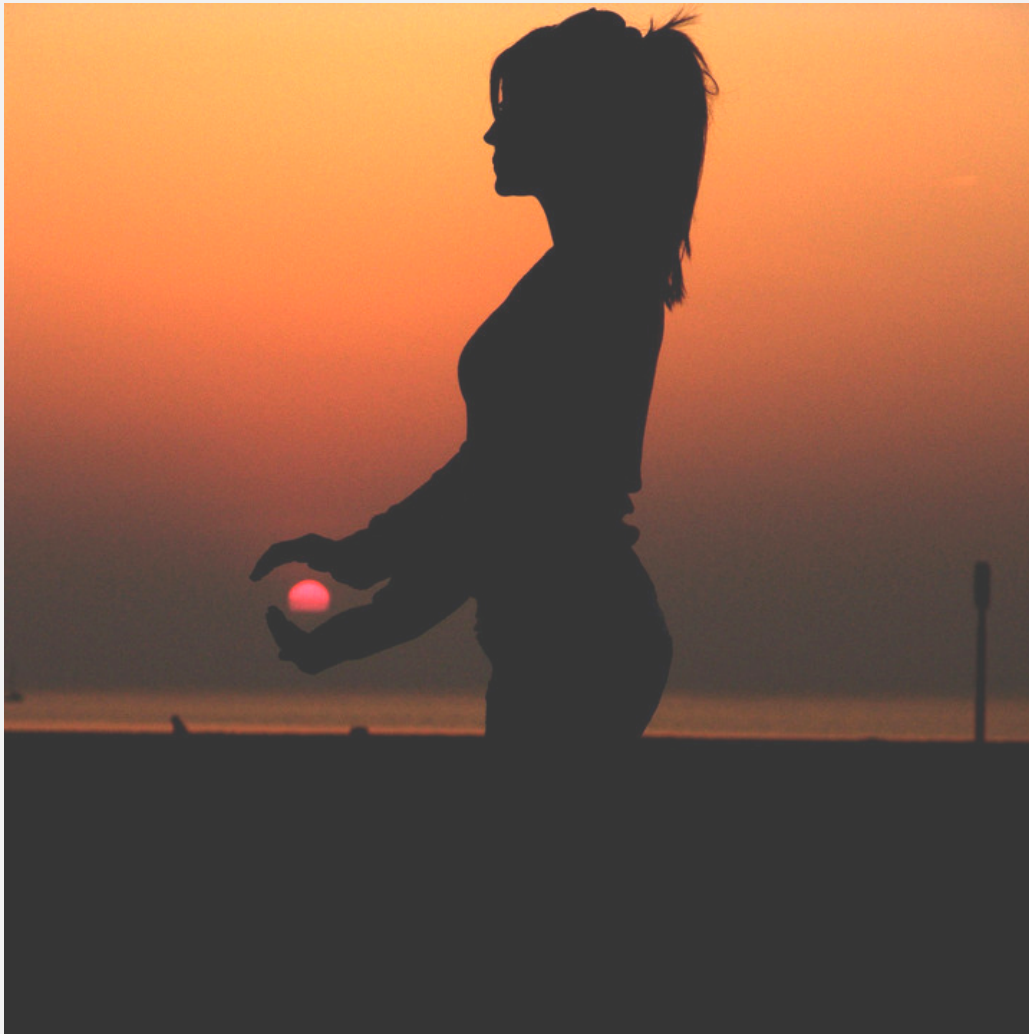
**MINDSET MATTERS:
HOW YOUR STATE
OF MIND DIRECTLY
INFLUENCES YOUR
RESULTS**

**TRAVEL:
THE CITY THAT
ALLOWS YOU TO BE
ANYTHING - NYC**

**IN THIS EDITION:
INSPIRING REAL
STORIES ABOUT
MINDSET CHANGE**

**EAT:
MAKING SUSHI AT
HOME: THE PERFECT
SUSHI RICE**

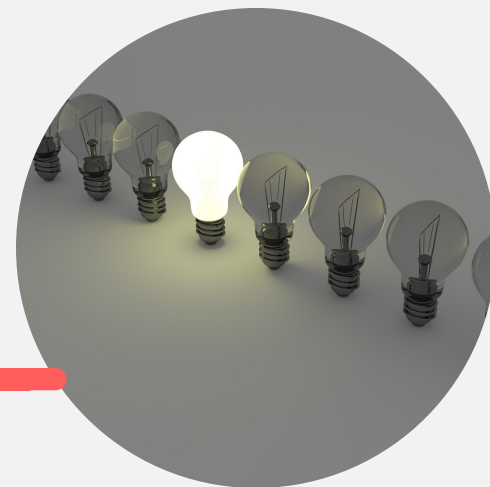
Thoughts



"Your mind is powerful.
But you need to control it,
not the other way around."

coach izabelle azevedo

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Martha Sachser

Ashley Love

Nova Noell Sommer

Bridget Randolph

Letter From the Editor



To learn more about
the Founder and Coach, go to
<http://ialcoaching.com/about>

Let's talk mindset? Not because it's a trend, but because it is necessary. I've been working on a mindset shift myself. It's a long road, but I can feel the difference already. If we all knew how important it is to control our minds instead of the other way around...

This month I have a few collaborators, and I want to thank each one of them! Laura Robinson and Nova Noell for the interviews, Ashley Love and Bridget Randolph for the "mindset letters", and Martha Sachser for sharing tips about the city that never sleeps. I also want to thank the Assistant Editor for once again sharing his secrets in the kitchen, this time teaching how to make a perfect sushi rice for homemade sushi night - which we love!

I also would like to let you all know that the magazine will be released now every other month, so I'll see you here again in September - but don't forget to check my blog posts on my website - <http://ialcoaching.com/blog>

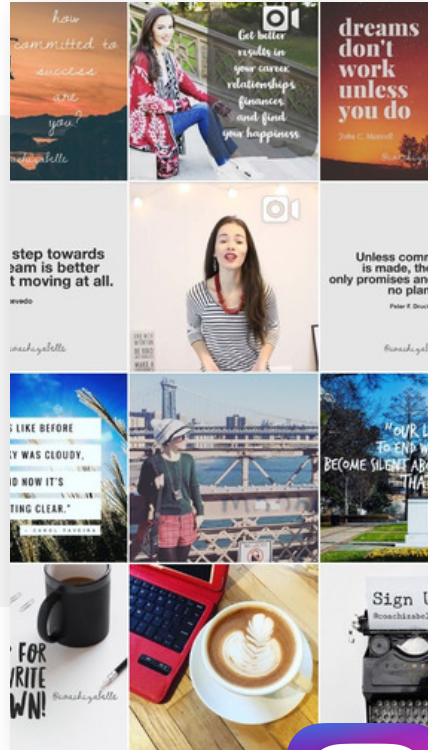
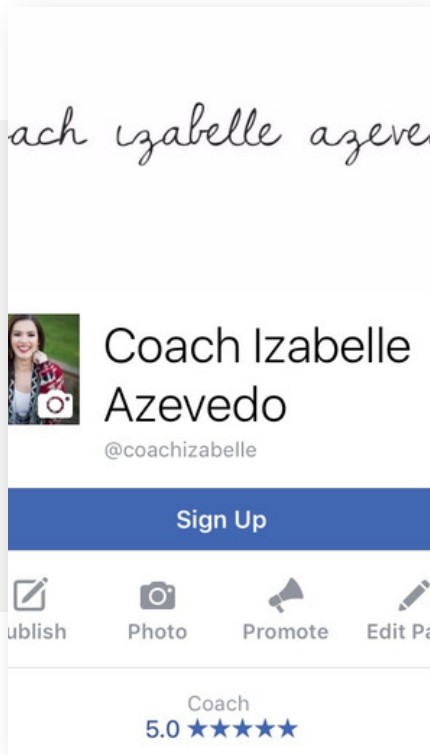
Questions or suggestions? Write to me at coachizabelle@gmail.com

Hope you're having a great summer!

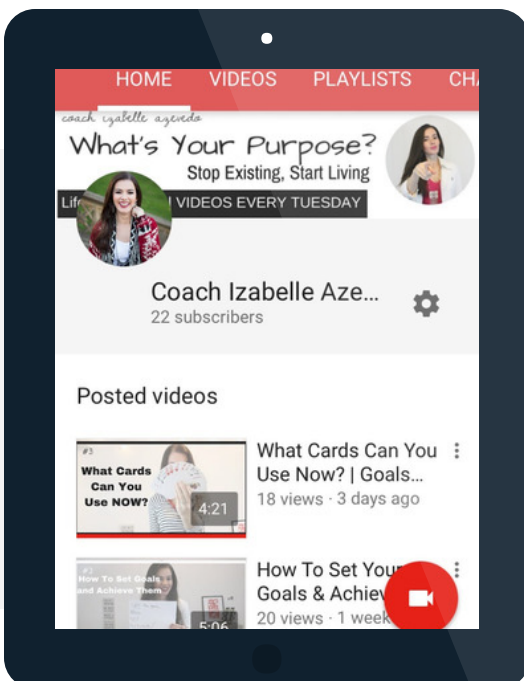
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Izabelle Azevedo

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An Entrepreneur's Profile

With Laura Robinson

- What inspired you to start your business?

I have always admired individuals who work for themselves and have started companies from the ground up. I always thought that if they can do it I can do it too. I enjoy making my clients look good therefore they feel good about themselves and that makes a huge impact on their day. That feeling is what inspires me to keep doing what I love to do.

- What was your biggest challenge when you first started?

The biggest challenge I had before opening my waxing studio was finding the right staff. Staffing is one of the biggest challenge businesses encounter. I was serious about choosing who I would like to be a part of our Waxing the city Alexandria family.



Laura has been in the beauty and skincare industry for over 10 years, and when she decided to start her own skincare business, she partnered with Waxing The City to open a location in Alexandria, Virginia. As an Aveda Institute alumni, she cares about connecting with her clients on a more personal level. She is also a working owner who dedicates her time to creating a comfortable, safe and clean environment at her Waxing The City Location.

I wanted each individual to share my passion for customer service and love what they do. In our waxing studio we have developed a "work family". We spend more time at work than our actual home within our lifetimes and I want our place of work to have a comfortable atmosphere in which we treat our co-workers as a second family.



- In your journey as an entrepreneur so far, if you could do anything different, what would it be?

I would take the time to enjoy each milestone and to embrace each learning curve. I get so focused on what needs to be done that I have missed the small joys of success we had thus far. This is a work in progress and I'm working on being in the present moment and being compassionate about my own mistakes.

- Tell me one goal that you have for your business.

I would like to create a strong team of women that enjoy what they do and provide an excellent waxing experience to each individual we encounter in our studio. I would also like to open another Waxing The City location either in DC or another one in VA within the next year.

- Could you give one piece of advice to people out there who want to start a business?

My advice is write a business plan, make sure you have the right resources, and don't be afraid to take the risk. "You never know until you try and if you don't you will always be wondering what if? ..and that is worse than failing because of your fear of trying". You can be your biggest obstacle if you don't get out of your comfort zone.💡



If you're in the DMV area, Laura is open for business in Del Rey, Alexandria, Virginia

Address: 2727 Mt Vernon Ave D1, Alexandria, VA 22301

Phone: (703) 721-4532

You can also follow them on Instagram

@waxingthecityalexandria

To know more about Laura's business, go to

<http://waxingthecity.com>



We all have dreams and goals.
But many of us also have
something that holds us back...
Self-doubt, low confidence,
limiting and negative thoughts.

Do you sometimes feel like your
dream isn't worth the battle?
Think twice. You're not alone.

I'm with you. Are you with me?
Become part of a supportive
community - it's FREE

Join the Live Your Dream Project tribe on
www.facebook.com/groups/LiveYourDreamProject



The way you think
matters, and it
has direct impact
on your results.

What Is Mindset?

Well, I got a few definitions... one of them from a Ted Talk says: "A lens or frame of mind which orients an individual to a particular set of associations and expectations."

From the Cambridge Dictionary: "a person's way of thinking and their opinions", and it's associated with "attitude", "belief", "judgment", "matter", "manifesto", and even (not that surprisedly) "baggage".

From what I've been studying and witnessing, the mindset is indeed related to a "baggage" - with all the things we've experienced inside. Our beliefs, judgments, attitudes, it all can become a definition of who we are through the way we behave, think, react.

The truth is, our mind is uber powerful.



It can take us very far, but it can also leave us behind or stuck. It's a matter of learning how to use it the best way possible.

From healing or preventing depression or anxiety, to learning new skills and developing new talents, studies have shown that it is possible to improve our quality of life, or our results in sports or career, if we change our mindset. In other words, if we change our way of thinking.

It all starts with what you're feeding your 'self'.

Thoughts happen fast, but they don't go away easy. At least not the ones that shouldn't stick. I'm talking about negative thoughts, that eventually become negative attitudes - or even lack of action.

Individuals who happen to have a strong negative mindset are often doubting themselves, and even people around them. They have low self-esteem and low confidence. They don't want to learn new things because in their minds it's a waste of time. They avoid situations where they might be evaluated, and they also complain a lot. These individuals tend to be more likely to fall into depression and frustration. A person with a negative mindset is feeding her "self" with poor thoughts, there's no growth.

On the other hand, individuals who have a strong positive mindset are achievers, passionate about life, they don't see negativity in every situation that happens, they are ok with themselves - but trying to improve. They feed their "self" with encouraging thoughts.

The environment, the people we hang out with, the things we read, what we watch, it all helps to build a negative or positive mindset. I say that these are the things that we feed our "self" with. The kind of information that you're giving to your brain, and feeding your mind, plays a big role in building a strong positive and growth mindset.



The Fixed Vs Growth Mindset

Dr. Carol Dweck wrote the best-seller "Mindset - The New Psychology of Success", where she describes the fixed and the growth mindset:

"In a fixed mindset, people believe their basic qualities, like their intelligence or talent, are simply fixed traits. They spend their time documenting their intelligence or talent instead of developing them. (...) In a growth mindset, people believe their most basic abilities can be developed through dedication and hard work. (...)" - mindsetonline.com



I see the fixed mindset when we close ourselves to seeing the whole picture, not listening, not stepping out of the comfort zone, feeling like a loser or failure when things don't work out. And don't think you are either one or the other, we all have potentially both, the fixed and the growth mindset.

Dr. Dweck talks about "the power of yet". Through her studies with children, she noticed the difference it made when kids were rewarded for their effort, not just for getting A's. Instead of seeing themselves as a failure for not getting the best results, kids with a growth mindset understood they were learning, and that they needed to work harder in order to get better. They were not dumb, they were developing their intelligence.

Applying Mindset Change

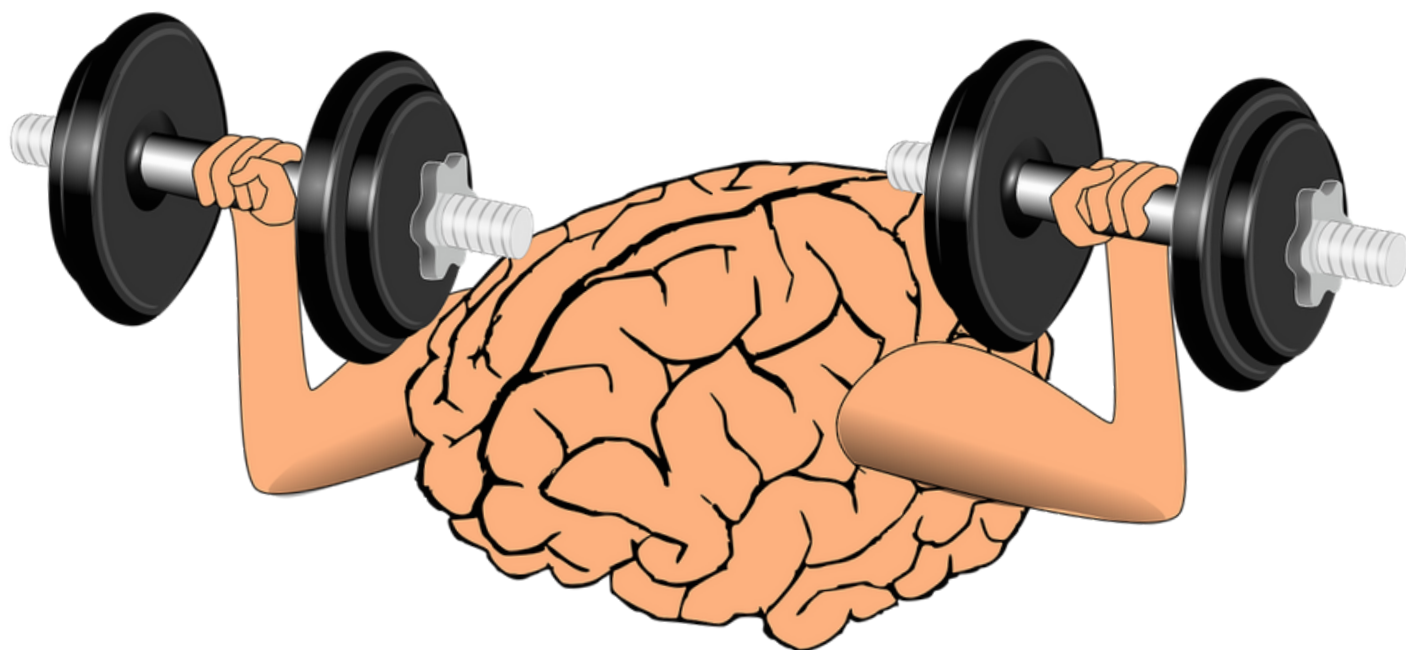
It's important to be aware of the thoughts that cross your mind: are they full of judgment, criticism and negativity? Are you pulling yourself lower? Are you feeling like you're failing, or do you often say the phrase 'I can't do this'? Do you believe your skills are set and it will be so hard to learn new things that you don't even bother to try? CAREFUL.

You can be dragging yourself to a precipice without even noticing... How can you be expecting positive results if you're thinking this way?

It takes more than just intention to get your accomplishments. It takes a solid growth mindset to get you from "zero to hero" in all aspects of your life - personal and professional.

The way you've been thinking is a habit, just like any other habit you have. And as with any habits, the change won't happen overnight. But YOU CAN DO THIS.

On the next pages you will see a few actions you can take to start building a strong positive and growth mindset.





The first step is to believe that it is possible to change for the better. And believe in yourself and your capability. The cliché self-empowerment, yes! Embrace your worthiness.

Control your mind, not the other way around. It's tricky, but it's a daily exercise you gotta practice. Every time a negative thought come up, breath in and out, and take control. Ask yourself - What's really happening?



Less complaint, more gratitude. Life is too short to be complaining! Why don't you be grateful for the things you have instead? It is also a daily exercise, and you can start practicing it in a journal.

Write things down. Anything and everything. When you do it, you organize your thoughts, and you start seeing things from another perspective. It's like talking to a friend, but in a more effective and helpful way.



Stop paying attention to other people's lives and concentrate on your own. Concentrate on your accomplishments, goals, and forget what others are doing or not doing. Use the energy to work on your projects and relationships.



Don't expect things to be easy, because they won't be. What differentiates you from others is that you will have a strong mindset that will keep you on your feet. It will keep you going, even when the weather changes and things start to get unclear.

Shut your eyes and ears. Every time people with the fixed mindset come with their fixed opinions (it applies to anything), hear it, but don't engage with it. Do not allow your mind to go with them, because they are not in your shoes, you are.




Apply the power of yet. Whenever things don't go the way you expected, remember you're learning. So you're not a failure, you just didn't get there yet. But to do so, you gotta keep going and learning.

I could keep going on and on here, but if you're looking to build the mindset of a hero, don't hesitate to email me at **coachizabelle@gmail.com**

Remember that having a positive mindset will increase the results in your career, relationships, family, and make you become unstoppable. Your mind has power, and you control it. 🧠

Mindset Shift Letters

A close-up photograph of a person's hands writing in a notebook. The person is wearing a grey sweater and has dark nail polish. They are holding a silver pen with a red band. The notebook is open on a wooden table. In the background, there is a white coffee cup on a saucer. The overall scene is bright and focused on the act of writing.

I Invited Ashley Love and Bridget Randolph to share their stories about how they shifted their mindsets, and changed the game in their business and career. And I'll put it here in the form of a letter, just like they sent it to me.



About a year and a half ago I was feeling pretty stuck. On the surface I was doing well - I was a small-town girl living the big city life in London, UK, where I had gotten a job as a marketing consultant after completing a masters degree at the University of Oxford. My job took me to interesting places, and I was gaining a reputation as a conference speaker within my industry. I had good friends, fun hobbies, and an apartment I loved. But I wasn't happy.

The most obvious reason for this was that I had recently gone through a painful breakup with a man I thought I would marry. This experience was a catalyst for me to spiral into a depressed state and re-evaluate what I was doing with my life.

But this wasn't the only reason I felt unhappy. On a deeper level, I was unhappy with my life path. I had dreamed since I was young of pursuing a career as an actor, and despite taking a few baby steps towards that goal (taking acting classes, performing in a few amateur productions), I knew I was holding back. I also was increasingly cynical about the positive impact of the work I was doing for my job, and realizing that my highly developed skillset as a coach, mentor and manager wasn't valued in my current role.

I knew something had to change. But I wasn't sure what I could do differently - after all, I had spent years working on myself. I joked that I was addicted to personal development books, and followed a number of coaches and entrepreneurs whose ideas I implemented in my work and personal life. I was doing all the right things - as long as they were

cheap. After all, I didn't feel like I could justify a big expense to sign up for one of these paid programs. I had a lot of student debt from Oxford which I regretted taking on, and felt that it was financially irresponsible to spend money on something if I could figure it out myself.

At this point, I had been following one particular life coach, Rebecca Niziol, for about 3 years. I had joined all her free Facebook challenges, and signed up for her email newsletter. I had added her on Facebook and sometimes commented on her posts. And so it wasn't too big of a leap for me to comment when I saw a post she'd written asking whether people felt unclear about their next steps towards their big dream. I replied something along the lines of, "my problem isn't that I don't know what my next steps should be to achieve my

goal - but for some reason I can't get myself to take action." I sort of felt that this was opening myself up to a sales pitch but I also knew that I wouldn't say yes to anything expensive - because I didn't believe in spending a lot of money on personal development. After all, I'd read all the books and I could do it myself. She asked if I was willing to hop on a free call with her to talk a bit more about it, and I said yes.

When I got on the intro call with her, she very quickly was able to identify a deep-rooted block that I'd been unaware of, which was holding me back, and give me tools for dealing with it more effectively than I had been. By the end of the call, when she talked about the packages she offered, I agreed that I would think about it and see whether I wanted to move forward.

This was the point at which my whole mindset shifted.

I realized that I was paying for all sorts of other things, and yet somehow wasn't willing to spend money purely on myself. Of course I did spend money on myself in the sense that I bought clothes and food and treats like theater tickets. And sometimes I would spend money on acting classes or other things that I could tell myself were "for my career". But I had the idea that spending a large amount of money on my self-development was extravagant and I couldn't afford it. In other words, I didn't spend money on my Self.

Because on some level, I didn't think that was as important as work, or friends, or family. And I started to ask myself "why not?" Why is my own happiness and growth not worth as much as a career or a friend? Why would I be completely willing to "invest" in a car, or a house, or the stock market - but not willing to invest in myself?

So I decided that I wanted to change my mindset around my own worthiness. Which was another way of saying, I wanted to bet on myself, instead of waiting around for a time when I had more money, or lost more weight, or felt more ready - I wanted to trust that if I put money, time, investment towards myself, I would see a solid return on that investment. And it was that realization that convinced me to move forward with a 3 month coaching package that day - which also happened to be my birthday. A fact that felt very fitting. I decided to gift myself with this investment, not just of money, but of time and attention. Giving myself space and focus to really dive in and learn about myself.

I didn't stop there. That first 3 months of working with a coach was incredibly fruitful, and in that time I finally was able to stop feeling so blocked about those next steps. I got headshots done,

I started having the confidence to call myself an “actor” and a “writer” instead of sheepishly saying “well, I do marketing for my day job but I guess I’m an aspiring actor”. I found a way to move from London to New York City - the epicenter of the actor’s universe. I began to unpack the weight of the imposter syndrome that was holding me back from pursuing my dream - that fear of failure, of looking stupid, of not being good enough.

And as I came to the end of last year, I knew that this shift towards believing that I am worth investing in was not only the right decision, but I wanted to double down even more. I made my New Year’s intention “Investing in Myself”. I took a closer look at the other areas of my life that I was unhappy with - relationships, stuck in a 9-5, and physical health and fitness. This led me to sign up for some other programs:

Terri Cole’s Real Love Revolution course (to help me create healthier romantic relationships), Marie Forleo’s B-School (to help me finally quit my day job and start my own business as a career coach and marketing consultant), and investing in my personal fitness with Beachbody’s On Demand workout streaming service.

I also signed up for another coaching package with Rebecca, this time for 6 months. That was in January - so now I’m nearing the end of that period and starting to think about what I’ve gained from all of this work over the past 6-12 months.

So what is the result of my shift, from believing that I was the last thing I should spend money on, to choosing instead to prioritize my self and well being, and reflect that in how I invested my money, time and energy? I'll tell you.

I made the decision to move back to the US so I could more easily pursue acting work, after 6 years in the UK. I have performed in professional productions at a NYC theater - including in a sketch that I wrote. I have started doing standup comedy which I was always afraid of doing - and I love it.

I am no longer embarrassed or sheepish to call myself an actor, a writer, a performer, or a coach. In fact, I am currently visiting family for the summer and in the process of arranging to teach some performance workshops at a local arts venue while I'm here.

I'm healthier than I used to be - although that's an ongoing project for me!

I got a healthy salary increase, then a new job, and then quit that job so I could work for myself and earn money doing

the work that I actually love doing, instead of work I don't really believe in.

I'm much much happier than I used to be - and I am slowly but surely discovering real self-love and acceptance through the work I've been doing. I understand myself, my patterns, my insecurities so much more deeply than ever, and now I have a whole range of tools and practices (spiritual, mental, emotional, and physical) which help me to move through my negative patterns and insecurities much more gracefully than before.

In short - I am doing more of the things I love to do, working on projects that light up my soul, and learning to love myself fully. Because that's what happens when you realize that you are worth the investment.



Bridget Randolph is a marketing consultant, career coach, and actor/writer based in New York City. She holds a masters degree from the University of Oxford in Social Anthropology, which she then found a practical use for as an SEO consultant for London digital agency Distilled. After relocating to the US and working at Hearst Magazines, Bridget made the leap to self-employment and currently offers consulting services in digital marketing, copywriting, and career clarity coaching, helping her clients to get clear on their value and communicate that to the right audience. Bridget is also a performer and writer with a passion for telling unusual stories.



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Hi. I'm Ashley Love. Let me tell you about the time my first business failed.

Let's back track this story to when I was in elementary school. That's where it all started. Growing up my entire life, I was told I'd make a great lawyer. I watched every episode of Law and Order, saw Legally Blonde 284 times (maybe underestimating here), basically if it had to do with the law, I saw it, read about it, dreamt about it, etc. If I wasn't at cheerleading, I was reading about the law. I made all of my electives in undergrad, law classes just for the recommendations. When I graduated with my first BA, I realized working 80 hours a week wasn't for me. So, what was I going to do with my English degree?

I got a job at boutique PR firm in Delaware. It was awesome. Sushi lunches. Hotel rooms. Comedy shows. No shoes in the office. Definitely my type of place. I was a rock star. Within my first six months, myself and the two other women I worked with in our department won 3 international marketing awards. I felt on top of the world.

I stayed in marketing for years after that first job. Every single job I was hired at, I managed to only stay for a few months at a time. Something was always off. Then I discovered the world of the online business. I could totally do that! At this point I had 3 degrees in the marketing world and counting so this was something I absolutely could do.

So, I started A. Love Marketing. I kept seeing everyone talk about mindset and I thought it was a bunch of woo woo nonsense. What did I need mindset work for?

I was an international award-winning marketing strategist, surely, I could make my business successful on that knowledge and skill set alone. False.

I had less than stellar clients who undervalued me. The income was NEVER consistent. I cried every single day. This was not the dream business I was hoping for. After 3 months, I packed my bags and closed my door on my business. This was also known as the time I went back to corporate.

The same song and dance started to happen around the two-month mark. I was unhappy in my 9-5 life. I had tasted the work from anywhere lifestyle and sitting behind a desk was not made for me. Since my first business failed miserably I needed to be more strategic about my efforts moving forward.

Almost a year later, I figured out the missing parts. First thing I did was realized I had launched the wrong business. I never wanted to be a marketing strategist. I did however realize I had been a cheerleading and gymnastics coach for 15 years. Yes, I'm only 27. Coaching was my passion. So I combined my love of coaching and combined it with my business knowledge and launched my dream business.

I couldn't however run my business the same way I had last year. I had to do something different. I started working on that woo woo nonsense, mindset. Let me tell you what a difference it has made for me.

I have had the most successful months I've ever had in my life. I have sold out my coaching spots. Helped women launch their own dream business. My husband and I have traveled more and done more

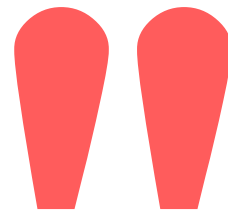
of the things we love all because I decided to do the deep inner work that needed to be done.

What I learned is that you can have all the right tools, the skillset, the knowledge, etc. but if your mindset isn't aligned, you'll go nowhere. It took a failing business for me to realize that mindset was so important. I learned so many wonderful things about myself in this journey. I've been able to change my thought habits that no longer served me. I wake up feeling more positive. I've been able to manifest things on command. This was not my situation a year ago.

Mindset work isn't something you do once and then move on either. It's something that must be worked on daily. Some things I do to help me stay focused and in a positive frame of mind is having affirmations go off on my

phone daily. I also journal at night. I listen to guided meditations. I read personal development books. The point is that you have to make an effort if you want to see change.

I won't promise you'll make 20 billion dollars in 2 minutes. I cannot promise there won't be difficult times. What I can promise is that when you take the time to do the deep inner work, your life and business will change for the better.



Ashley Love is an international award-winning brand strategist and business mentor. She holds a B.A. in English, a B.S. in Political Science, an M.A. in Multimedia Journalism and an M.A. in Public Relations. She's worked with major nonprofits, politicians, startups, and solopreneurs. She's a former editor of the lifestyle section of a local newspaper. Now she focuses her attention on helping female entrepreneurs embrace their passions and create a laptop lifestyle. You can find her regularly hanging out in her Facebook group, The Classy CEO Society.



Where to find her:

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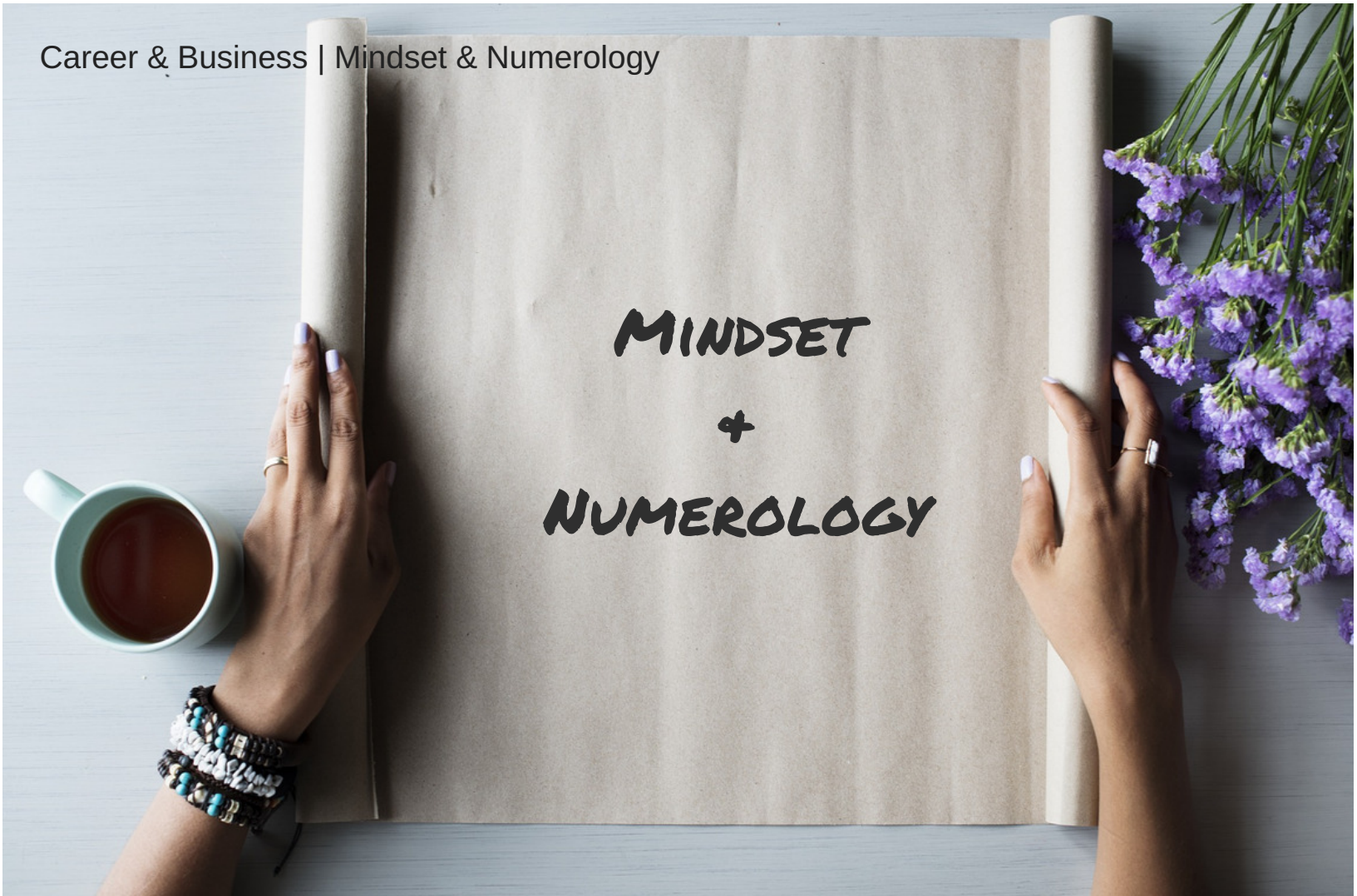
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Instagram: [Instagram.com/Ashley.e.love](https://www.instagram.com/Ashley.e.love)

Twitter: <https://twitter.com/theclassyceo>





MINDSET
+
NUMEROLOGY

When Nova told me about her mindset shift story, I wanted to know more. I never did any work related to numerology, but I confess I got very curious and felt like going a little deeper to understand. So I interviewed her and thought I could share it here...

Nova was born in Denmark and studied acting at the William Esper Studio in New York City.

She is a certified Match Numerologist® by the Institute for Numerology (DK). She is based in New York, where she runs her Numerology practice and takes clients both in person and online. She is combining her unique sense of the human experience, gathered through years of character work, with Numerology to help people get on new paths with new names.



- First, explain to me what Numerology is?

- "I call it Astrology's practical sister. Numerology is an ancient esoteric science that works with the vibration of numbers and letters. Numerologists look at the numbers in your birthday to see your personality, your strengths, challenges and inherent gifts. Then we look at your name to see how it is supporting or getting in the way of you living your full potential. Your name puts a filter on how you experience life. Some vibrations can push us out of essence and down paths that do not fulfill us."

- How did you get into Numerology and why did you choose to become a certified Match Numerologist®?

- "It all connects to my own name. Everyone has a story about his or her name. Mine is that I never liked mine. My family would call me by my middle name and in school they called me by my first name so I always felt split between the two and unhappy with both. When I seriously began thinking of changing my name in 2014, I got interested in Numerology. I booked a session and secretly thought, "Well if it doesn't work I'll just change it back!" The numerologist somehow knew everything about how my life was playing out and even how it felt inside to be living my life. It blew my mind and I made the legal name change within a week to a name I picked out from the name lists she gave me. Then my life started to change, my inner life started to change. (...)

My mindset started to change. I lost a lot of weight and I met the most amazing guy (now my husband) after having been single for more than 8 years. After all this I was just so deeply curious about why this simple thing worked better than all the other work I had done on myself over the years. Finding the best training and getting certified was the next logical step for me."

- Can you go deeper into how your mindset changed?

- "Yes, certain thoughts changed literally overnight and others felt like they were slowly draining away. The first thing for me was my thoughts surrounding love. I had been kind of indifferent to the thought of having someone else in my life. I had shut down the part of me that was even interested in that. I had thoughts like "I hurt people", "people hurt me", "people who love each

other have to fight and struggle or it's not real love" and more of that rubbish. After my name change I got this clear idea that said: stop saying no! My thoughts turned from all the reasons why I couldn't have love to a very specific: What kind of love do I want? My intuition even made me write down the specific things I wanted my love to be. And low and behold, one month later I was dating the guy that became my husband. (...)

Nova - Before & After



To this day we have not had a fight.

Another thing in my mindset that changed was my devotion to struggle. Before my name change I somehow thought that if it wasn't hard, cost me money, blood, sweat, sleep, and tears then it wasn't worth it. When I look back now I feel like I was actually looking for mountains to climb! Now, I look where I want to go and if there's a big obstacle in my way I ask my intuition if we could take a detour. It always says yes and shows me that perfection is simply an illusion. Life is not inherently hard anymore. I focus on what feels right and that makes everything more pleasurable.

A third mindset shift came from a name vibration I got rid off. It was vibrating with failure and the need to fill the hole that grows inside when you work hard but don't get rewarded.



I have worked very hard all my life and I've always been very good at whatever I did. But I didn't see the rewards; I didn't get the role, promotion or into the courses I wanted. Still I kept going. It's hard when you have to fill yourself up with something, be it food, shopping, exercise, sex, alcohol or any other substance because you cannot deal with the rejection you feel. My mindset was so centered about what I was lacking and I had to do things to not deal with the deep pain that caused. This spiral of lack, looking at others succeeding, numbing the pain with something unhealthy and then powering through it is one of the things I am most grateful for having gotten rid off. (...)

When my world and mindset changed so deeply over a relatively short period of time a lot of my relationships changed too. I lost some friends that suddenly didn't find me as interesting because I was not feeding the drama and constant focus on what we were missing out on. When you raise your vibration some things will fall away to make room for new relationships and experiences. I feel like the biggest take away for me is the belief that the future holds so much good stuff, positive experiences and nurturing relationships. The mindset of trusting the future to provide is so liberating to me."



- Is it possible to work with numerology and mindset without changing your name?

- "It's definitely possible to gain a deeper understanding of what our strengths and challenges are, and how to maximize the potential of these. I've been working on addressing this in a specific numerology session too. Some of my clients have powerful essences and clear leader traits yet somehow they find themselves working too low in the chain of power. It is truly not in service to yourself or the world if you dim your light. I see people where their essence screams how creative, innovative and artistic they are, but they don't recognize these traits as the unique thing to nurture and focus on. They climb 'mountains' when they should be daydreaming and creating works of art the world has yet to see. When our minds focus on how to fit in (...)

or how to change into what other people need us to be, we lose sight of what our soul needs to express and experience. When we own up to our potential, the path appears in front of us. We do not need to look so hard for it."



If you are interested in Numerology
and want to learn more, you can find Nova at
www.novanoell.com and Instagram @novanoell

She offers a variety of sessions for both businesses and private clients.

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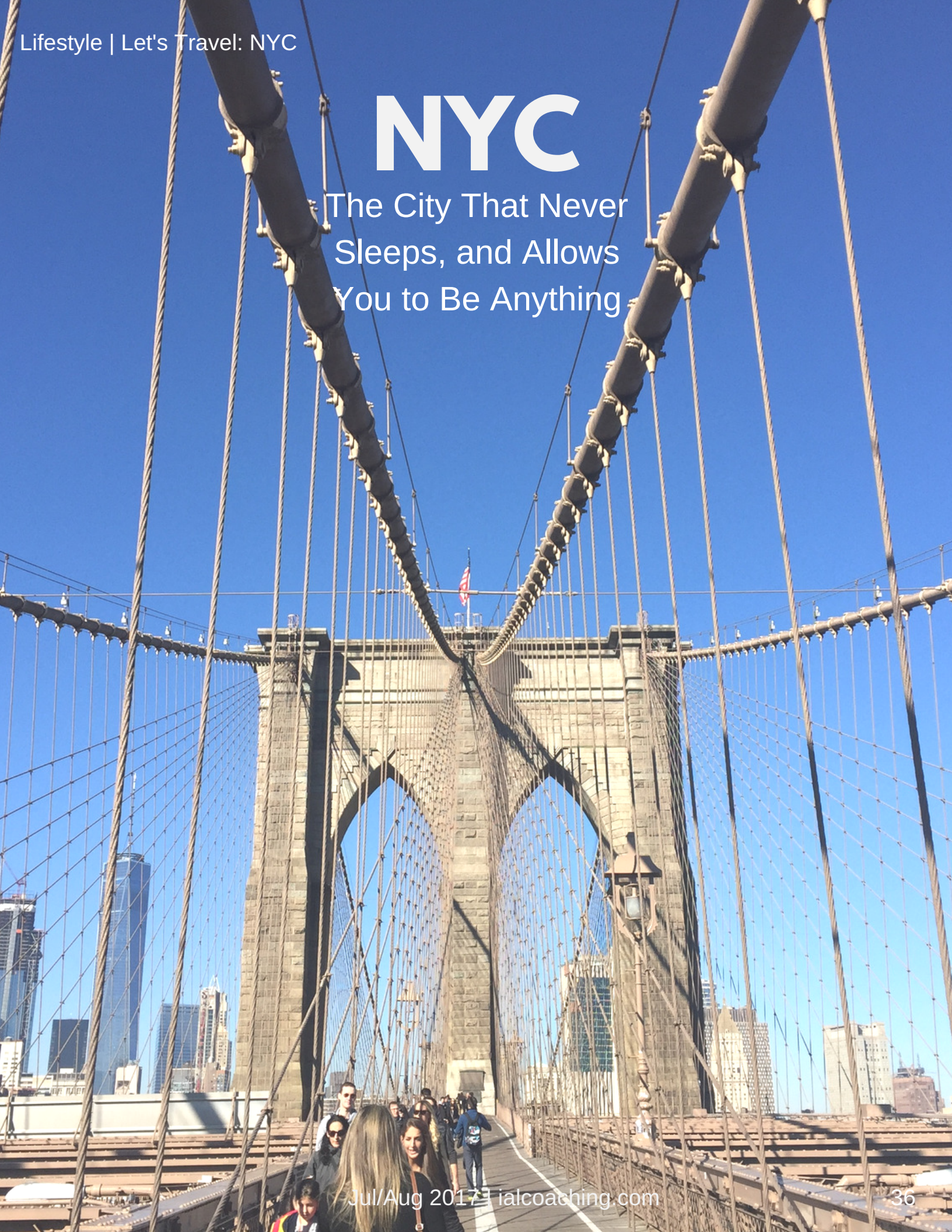
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NYC

The City That Never
Sleeps, and Allows
You to Be Anything



I know I could pick any other city I've been to, but the one that never sleeps seemed so right to me, since we're talking about mindset. Well, let me explain why... every time I go to the city, I feel free to be myself, to dress however I want to. It's like what I do and say is nobody's business - because it isn't. And in NYC nobody really cares about your behavior, even if you walk naked (this one I don't recommend though). And I thought that relates to a kind of mindset we might be trying to build: break the chains of judgment and fear of showing who we really are.

So I picked 3 spots not-so-cliche that are on my list of favorites, and I invited my friend Martha Sachser, a photographer and travel blogger who lives in the city, to show 3 spots as well. Enough said, let's keep going.



My love for the **Brooklyn Bridge** - I've done this like 3 times already... Cross the bridge, stop in the middle to enjoy the view and take some pictures, and appreciate the beauty of NY. My tip is to go from there to the Financial District, then to the **Staten Island Ferry** (next page).



Central Park... so cliché, huh? Yet, one of my favorite places to get lost - because I do get lost there, and I have no shame in admitting it.



Perfect for a picnic, read a book, get some work done, or to take professional pictures. These were taken by Martha Sachser, who will be showing her spots in the next page.



Yes, I have a thing for ferry boats. And that's why I do this same thing almost every time I go to the City with time to spend. It's just so peaceful, and it is indeed a great view. Although you don't pass that close to the Statue, you can still see her. And best of all: it's free. On the way back, the view of Manhattan is just stunning!



St. Marks street has to be one of my favorites in NYC! Located in the heart of the East Village, this is the place for a fun night out: arcade and karaoke bars, plenty of Japanese restaurants, dessert bars, street vendors selling a bunch of NYC inspired stuff and young and local people! It is the place to be on a summer night!



One of the oldest streets (or the oldest paved one) of Manhattan. Located in the Financial District, **Stone Street** is the place for a great happy hour. There are plenty of restaurants to choose from and the architecture will make you feel like you are in a cute European town. It's really close to Pier 17 and the iconic Wall Street.

Roosevelt Tram - One of the cheapest attractions of NY! Fly over the East River from and to Manhattan using only your metrocard. the ride is about 3 minutes long and it gives you a different perspective of the island!



Martha is a NYC lover, Travel Blogger and Photographer. To see more of NYC (and other cities) through her lens, access <http://nyandabout.com/en> and follow @the50statesgirl and @marthasachser on Instagram. Martha captures moments in the city, and also travels to photograph upon request. Check her portfolio on <http://marthasacherphotography.com> 

Making Sushi at Home: The Perfect Sushi Rice

Written by Ben Takis

We started making sushi at home about a year ago, and after some practice it now comes out so good that we rarely go out for sushi anymore.



Except for sashimi (raw fish served by itself), most sushi starts with the rice, and this can be one of the trickiest parts of making sushi at home. I watched dozens of videos on YouTube and experimented with many online recipes, and I've found the following recipe to be the most consistent. This recipe serves two people, but feel free to double or triple it if you're serving a larger (or more hungry) group.

Making sushi at home is fun and saves a lot of money, so we hope this recipe for the perfect sushi rice will get you started adding this to your dinner repertoire.

INGREDIENTS

- 1 cup of short-grain sushi rice (I prefer the Tamaki Gold brand -- do not attempt this with regular white rice from the supermarket).
- 1 cup of water (you can use a tiny bit more water if you find that the water gets absorbed too quickly)
- 1.5 tablespoons of rice vinegar
- 1 tablespoon of sugar
- 0.5 tablespoon of salt
- Optional: a couple strips of kombu (dried edible kelp)
- Optional: a tablespoon of sake

PREPARATION

1. Wash the rice in cold water. Do this by pouring the rice in a large bowl and filling the bowl halfway with water from the sink. Gently swish the rice around with your hand until the water is cloudy, and empty the water using a strainer to hold the rice in the bowl. Repeat this step 4 or 5 times until the water is moderately clear.

2. Drain the water from the bowl and place the rice in a medium-size pot. Pour 1 cup of water into the pot with the rice and put on high heat. Note: you can also use a rice cooker, but this isn't necessary.

3. Optional: Adding a strip of kombu and a tablespoon of sake to the pot can create an extra layer of subtle flavor.

4. Heat until the pot just starts to boil. Reduce the heat to the lowest possible setting and cover it with a lid.



5. Simmer until all the water is absorbed. This should only take about 5 minutes or so, depending on how much rice you're making.



6. While the rice is simmering, prepare the mixture of vinegar, sugar and salt. Stir until the sugar and salt is as dissolved as possible (if you have a microwave, putting it in the microwave for about 20 seconds should help). Note: do not use a metal bowl or utensils, as the metal can react with the vinegar -- glass, ceramic or plastic is preferred. Optional: some sushi chefs let the vinegar mixture sit overnight with a strip of kombu for added flavor.



7. Once the rice has absorbed the water, remove from heat and let the pot sit covered for 5-10 minutes.



8. Put the rice in a plastic or wood bowl and slowly pour the vinegar mixture over the rice. Very gently turn the rice over in the vinegar mixture repeatedly using a plastic spatula or paddle. To avoid damaging the rice, you should use a cut-turn-fold motion rather than stirring the rice aggressively. Fan the rice with a paper plate while you do this.



9. Let the rice sit covered in the bowl until it reaches room temperature.

Final steps:

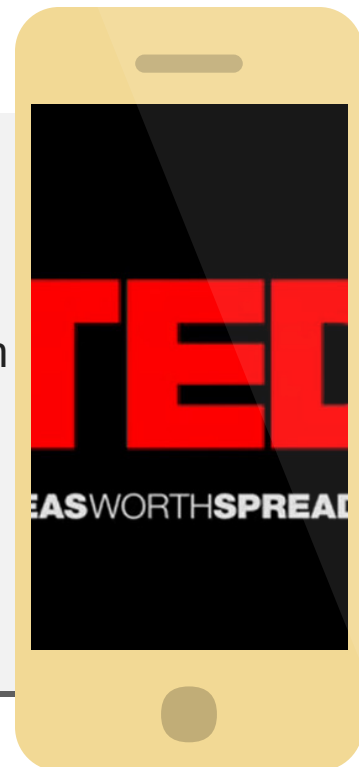
You'll need a good source of fresh sushi-grade fish, a very sharp knife, and a bamboo rolling mat and nori (seaweed) for making rolls. There are many videos on YouTube that teach the proper rolling and cutting technique. This takes some practice, but is not too hard to learn. Enjoy! 🍴

Coach's Picks

3 Things You Gotta Check Out

Tim Ferriss Experiment

I talked about this guy here before (his podcast and one of his books), but this time I want you to know about this experiment - as he calls it. He decided to prove that, with the right mindset, you can learn anything. Even hard tasks, such as surfing, playing drums, or Brazilian Jiu-Jitsu, and he attempts to do it in record time. Very impressive, just proving the power the mind has. Each episode is available for purchase at the iTunes store.

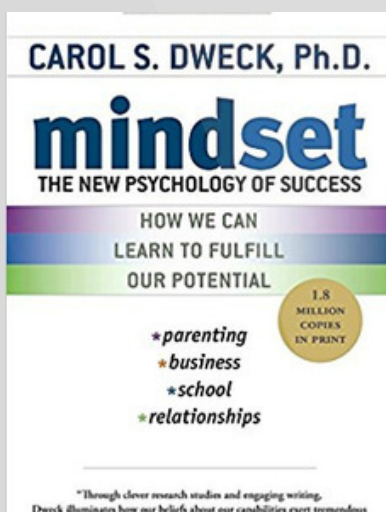


Ted Talks

I say that every morning, I have to feed my stomach, but I also need to feed my brain. And Ted Talks are my go-to meal for feeding my mind. I can't describe all the benefits here, but I can assure you that the only harm it can cause is your hunger for change and growth. So if you're not watching Teds, or feeding your mind every day, please start. That's a great way to start your mindset change, and it's free - on Podcast, YouTube, or their website <http://ted.com>

Mindset - By Carol Dweck

In this book, Dr. Dweck shows that if we can shift the way we think about intelligence and talent from something that is fixed, to something that is changeable, we can dramatically improve. She talks about the "power of yet" (as I comment on page 14). How about instead of saying that you failed, you can say that you just haven't gotten there yet. It's about seeing the challenge as an opportunity for growth, not for possible failure. In other words, it's about having a fixed or a growth mindset.





"It's a beautiful day
sky falls, you feel like
It's a beautiful day
Don't let it get away"

