



The 7 Feminine Energies

Discover 7 Unique Sources of Power You Can
Bring Into Your Business So You Can Break Free
From the Daily Grind, Embrace Your Inner CEO
and Elevate Your Income

A Free e-book From Joy Chudacoff, ICF PCC
The Leading Expert on Business Success & Lifestyle Design for Women

Author
Speaker

SMART *Women* ®
Smart **SOLUTIONS**
Coaching and Consulting Services for Women

About Joy Chudacoff



Joy Chudacoff is the leader for business lifestyle design for women. Founder of *Smart Women Smart Solutions*®, Joy specializes in guiding already successful businesswomen from where they are to where they want to be.

Leading by shining example, Joy provides guidance and support to help women live their greatest desired potential. Joy is heralded as “The Coach for Women” in the millennium and she has x-ray vision when it comes to helping women discover their big ideas, dreams and goals. Joy draws from her own life and business experience to lead women in achieving success personally and professionally — on their own terms.

Prior to launching *Smart Women Smart Solutions*® in 2005, Joy owned and operated a successful marketing firm. She decided to let that go (for a profit) in favor of creating a business that better suited her family first lifestyle.

An entrepreneur for over two decades, Joy is a woman who successfully integrates family and passionate work while teaching other women how to do the same. She understands the importance of self-care, family and empowering women to make a difference in the world.

Joy demonstrates what’s possible in life and business and is dedicated to helping women across the world do the same. Her dedication to family is a pillar of her success. In fact, when Joy’s husband needed a kidney transplant, Joy was a match and selflessly donated a kidney to the cause. This selfless love and dedication is evident in all areas of her life. Joy shares more of her story in her book “*What’s Next?: The 7 Steps to Discover Your Big Idea and Create a Wildly Successful Business.*” Through her book and her one-on-one high level coaching, she skillfully guides women to create their own success.

Joy is a professional certified coach, skilled group leader, highly sought-after motivational speaker and luminary thought leader. Her expertise as a coach, consultant, and strategist is highlighted by the success stories and results she generates for her clients. Beyond authoring her book, Joy has published over 250 articles for entrepreneurs and her work is showcased in various magazines including *The Playa Wire*, *Professional Women’s Magazine*, *Ruby Magazine* and *OM Times*. She’s a featured business writer for *Today’s Innovative Woman* magazine. Joy has the distinct honor of being nominated for the Los Angeles Business Journal *2013 Women Making a Difference Award* and most recently was selected to become a member of Leadership America, a small, select group of 50 businesswomen nationwide who gather on policies and decision making for women. Joy masterfully collaborates with her clients to get the results they desire. She works with highly motivated women who have a desire to create freedom-based lifestyles so they can enjoy business and entrepreneurial success, as well as fulfilling personal lives.

If you have the desire to achieve success on your own terms, Joy has systems in place to show you the “how to” have it all.

As women, we are all familiar with that little voice inside our heads—the one that knows change is coming.

Maybe you felt it in your twenties into your thirties, your forties into fifties—anytime you moved into a new decade of life. It’s a feeling that something new and different is on the horizon. Trust me, I know. I’ve felt it too.

This guide is for women who want to navigate the natural ebbs and flows of life and entrepreneurship. Our energies change, our needs change. Tapping into our multi-dimensional energy sources can assure we achieve our goals and evolve into the women we want to be at each phase of our lives.

Are You Like Me?

During my late twenties and thirties, I worked at what I once called “eight to faint.” But there was more going on in my life besides growing a business... and not all of it planned.

The part-time business I had started as a way to earn an additional \$500 dollars per month grew over ten years to be an international company with annual sales approaching two million dollars. But, shortly after I’d gotten married, my husband, Greg, had to undergo a kidney transplant. He was seriously ill for several years before he was back on his feet.

Running a million-dollar company while doing my best to care for my husband proved to be challenging and exhausting. When I was forty years old, I became pregnant with our son, Jack, and soon after he was born, we had our daughter, Jenna.

Everything looked great on the outside—healthy husband, healthy children, and a nice standard of living. But on the inside, I was falling apart. I went through the day feeling like something was missing from my life, but I couldn’t figure out what it was. I began to question the direction of certain parts of my life. I was happy as a wife and mother to my two young children, but I intuitively knew that change was on the way.

Over the next few years, I went through a complete transformation. I began by reaching out to other women who were like-minded, who were familiar with the tug of transition in their lives. I realized that I was passionate about working with women to help them move their lives forward and discover what's next.

I went back to school to get my coaching certification, and in 2005, launched **Smart Women Smart Solutions**®, a business that offers proven, time-tested solutions for women who are looking at their lives in the rearview mirror and wondering about the road ahead. My work allows me to help women do what I have done—to use transitions in your life as an opportunity to realize your dreams and create businesses fueled by passion.

Introduction

We're at a point in history where the women's movement has made it possible for us, as contemporary women, to have it all—career, family, you name it—but now, the difficulty is figuring out how to make it all work.

“We're free to be anything—under incredible pressure to be everything.”

We try to balance work, family, relationships, and squeeze in a little time for ourselves, but fitting all this in seems impossible.

What you wanted in your twenties and early thirties is most likely not what you want in your life as you move into your forties, fifties, and beyond.

If you are a mother, the vast amount of energy it takes to raise young

children may lessen as they grow older, allowing you to focus your energy in other areas, like learning a new skill or saying YES to work-related travel opportunities.

Priorities change, new ideas or ways of being come into play, and it's essential that you clarify what holds the most value for you if you desire a life that is full of meaning, passion, and purpose.

When the activities in your day actually fuel you with more energy than you had before you began the day, your life feels meaningful, on course, and full of purpose.

A good indicator that you are living your life on purpose, with passion and a lively spark, is an **abundance of energy**.

But I'm not talking about energy as a generic, fluffy idea. I'm interested in something more practical, and action-oriented...

In my 18 years as a business coach and strategist, I have found there are **7 distinct Feminine Energies** that women weave into the fabric of their lives. Depending on what your needs and priorities are at different times in your life and business, you may experience each of these Energies to a greater or lesser degree.

But, they are all important to your growth, and to your success.

What do these energies look like? And which ones do you need most in your life today?

In just a moment, you'll take an assessment to get clear on the 7 Feminine Energies. As you examine each energy, you'll start to feel out those that are most important to you, those you may be overlooking, and those you may want to start introducing into your life.

As soon as you understand how each Energy fits into your life today, I'll give you practical ways you can nurture each one, so you can energize and *heal* the next phase of your life and business.

Are you ready? Great, let's dive in!

The 7 Feminine Energies™

Quick note: As you read through the list, I invite you to notice which Energies make your heart skip a beat or give you a jolt of energy! Resist the temptation to focus on the “shoulds.” For example, “I should want this because it’s good for my family” or “I should value this because it will help save the planet.”

Grab a pen and paper, and take a moment to answer the 7 Energies Assessment below.

You will no doubt see some overlap with your personal life—this is natural. But as you go through each Energy, relate it to your professional self first.

Energy #1: Reward & Recognition				
<i>Achieving goals and/or business success, being ambitious, a sense of “going for it,” being recognized, increasing income.</i>				
1 Not Important	2 Slightly important	3 Neutral	4 Important	5 Very Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Energy #2: Nurturing Relationships				
<i>Connecting with clients, sharing yourself, understanding the needs of your team, bonding with colleagues, being a caring service or product provider, helping out those in your network.</i>				
1 Not Important	2 Slightly important	3 Neutral	4 Important	5 Very Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Energy #3: Personal Mastery

Nurturing self-esteem and confidence, gaining clarity, having the courage to be who you are, committed to living in your genius, accepting and loving yourself.

1 Not Important	2 Slightly important	3 Neutral	4 Important	5 Very Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Energy #4: Fun & Expression

Being playful, spontaneous, creative, and childlike, carving out time to create new ideas for your business, enjoying time with friends outside of your business.

1 Not Important	2 Slightly important	3 Neutral	4 Important	5 Very Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Energy #5: Spiritual Awareness

Finding inner peace and enjoying the process of being, trusting in the universe, becoming reflective, practicing solitude, gaining inner wisdom.

1 Not Important	2 Slightly important	3 Neutral	4 Important	5 Very Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Energy #6: Embracing True Leadership

Committing to bringing out the gifts in others, honoring your personal and professional evolution, empowering your team to do their best work.

1 Not Important	2 Slightly important	3 Neutral	4 Important	5 Very Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Energy #7: Longevity & Legacy				
<i>Making a contribution to your field, mentoring others, leaving the world a better place, caring for the environment, serving your community.</i>				
1 Not Important	2 Slightly important	3 Neutral	4 Important	5 Very Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Many women report that they love ALL the energies. But, if you are truly honest with yourself, there are probably no more than three or four that hold the greatest meaning for you at this time in your business.

Still, even if you’ve discovered what feminine energies excite you most at this stage of your life, you may be wondering how to incorporate them into your daily routine while keeping your commitments to others.

If you are like most women, you play multiple roles and have responsibilities that may not be part of the feminine energies you’ve chosen.

Nevertheless, you can’t just walk away from your roles and responsibilities (nor do you want to, I suspect).

The key is to incorporate these newfound energies into your life—to make the space for them and allow them to live amidst all the realities of your life.

Next, you’re going to discover some smart solutions on how you can easily add these to your daily life. As you read these ideas, you may find you’re already doing some of the listed activities; this means you are on the right track! But remember, if your energies are shifting, try to focus on the activities in those areas that you want to prioritize as you move forward.

Energy #1: Reward & Recognition

You can bring more of this into your life by:

- A. **Having a clear plan of action:** Work with a coach, mentor, or trusted friend to help you get focused on your goals and create a step-by-step plan to accomplish them.
- B. **Setting specific goals with a target date of achievement:** Declare deadlines for goals and projects. Deadlines are the secret weapon I use to get moving on a Big Idea, Dream, or Goal.
- C. **Using your time wisely:** Understand the difference between being productive and merely being busy. Make sure you are doing tasks that will actually take you toward your goals rather than wasting time on matters that keep you busy, but take you away from what your goals are. For example, when I'm in my office, I stay focused on activities that will generate new business. Period. I avoid wasting time on personal phone calls and emails while I'm working on my business. Once you have discovered where your feminine energies lie at this time in your life, you must manage your time to make sure they stay a part of your daily life.
- D. **Clearing the clutter in your work environment:** A cluttered environment can extinguish creativity. If you are not an organized person (I'm not by nature), invite a nutritious friend who's organized, or hire a professional organizer to help you sort through the clutter. This was one of the best decisions I ever made when I was creating my new spark!



- E. **Surrounding yourself with success-oriented people:** Stay connected to people who are on a journey to grow in their lives. Reach out to people who look at life as a garden in full bloom, breathing positive life into the world.
- F. **Attending networking events that will help you meet your goals:** You need to network and connect with your ideal client to start or grow your business. Reach out to your centers of influence (people who are connected to your ideal client or influential in your industry). It can catapult your business to the next level of success.
- G. **Gaining access to new learning:** Become a lifelong learner. I wake up each day ready to learn something new. With all of the online learning communities available today, it's easy to add new skills and feed your cravings for knowledge on a particular subject.
- H. **Staying on the cutting edge of your industry:** Master your craft. Become the expert, the “go-to gal” for your industry.

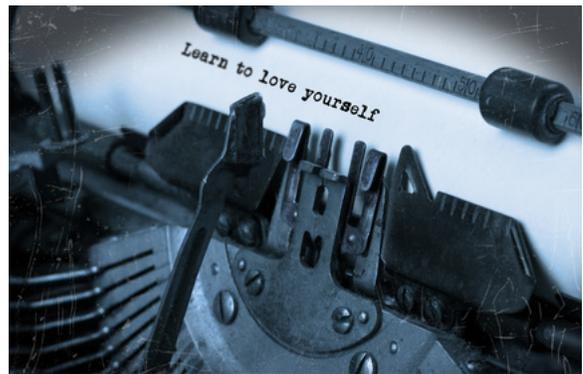
Energy #2: Nurturing Relationships

You can bring more of this into your life by:

- A. **Starting with the heart in all communication:** Seek first to understand the other person.
- B. **Listening:** Make a commitment to be fully present and hear what someone else is communicating.



- C. **Being there for your team:** Let the people who you work with know that you are there for them during times of celebration and challenge. Reach out and express your feelings about them and share what it is that you really enjoy about working with them.
- D. **Truly caring about your clients and colleagues:** Celebrate the accomplishments of others by honoring their successes, taking them to lunch, or remembering their birthdays. Clients and prospective clients will definitely remember who has taken the time to know them as something more than a paycheck.
- E. **Creating healthy boundaries:** One of the most effective ways to nurture your relationships is to nurture yourself first. Commit to self-care in your calendar. Say NO more often when what's asked of you doesn't fit into your value system.
- F. **Smiling:** It can change your entire day.
- G. **Creating rituals:** Find ways to make celebrations, birthdays, and holidays more personal. We have a birthday tradition in our home where, on someone's birthday, I make homemade spaghetti and meatballs along with chocolate cake for dessert. But you can also apply this to work, by having an annual July 4th picnic for your team, or a Holiday Dinner.



- H. **Looking for resolution:** Strive to resolve conflict when it occurs rather than ignoring it and hoping it will magically disappear. The longer conflict remains in your relationships, the more challenging positive, supportive communication becomes. Reach out as soon as possible (preferably in person or by phone) and start the conversation.
- I. **Compromising:** This is a win-win solution in almost every situation. Everyone gets something and each person can walk away feeling better.
- J. **Creating special time with those who matter:** Set a date night with your spouse or significant other. In addition to date nights with each other, my husband and I each have our own date nights with our children to create a deeper level of bonding with them. One woman I know has two sisters and each one lives in a different part of the country. On two weekends each year they meet in a different city to share special time catching up. This helps the three of them maintain a tight bond. This same idea applies to your business. If you work with a virtual team, getting everyone together for a weekend retreat would do wonders for morale. But on a weekly basis, regular meetings and check-ins are also a great way to stay connected. Not just to stay on top of projects, but also to find out what's happening in everyone's world.

Energy #3: Personal Mastery

You can bring more of this into your life by:

- A. **Practicing abundant thinking:** Write down three things you are grateful for at the end of each day. It could be something as simple as the weather. Some women report they enjoy this practice at the beginning of the day, as it helps them to feel they are starting their day on a positive note.

Conversely, some women enjoy thinking about what they're grateful for at the end of the day, as it allows them to reflect upon the day in a positive light before they head off to sleep.

- B. **Reading inspirational books and quotes:** Beginning or ending your day with a positive and uplifting message can change your outlook on life and give you pause for needed reflection.
- C. **Appreciating your accomplishments:** Honor your milestones. No matter how big or small you think an accomplishment may be, celebrate the moment. Have a toast with your favorite beverage, or treat yourself to a spa day with a nutritious friend.
- D. **Being focused and clear in your communication:** Know what you want and ask for it clearly and concisely. You will find people respond better and more effectively when you are clear with your communication and directions.
- E. **Taking care of your body:** Your health is paramount to everything else in your life. Without good health, nothing else matters. You will need a strong mind and body to reach your peak potential as a woman.
- F. **Eating healthy:** Life wouldn't be much fun if you never got to enjoy your favorite foods. I love chocolate cake and pasta (any kind!); however I'm conscious of how often I indulge and make sure that when I do, I keep it in moderation.



Energy #4: Fun & Expression

You can have more of this in your life by:

- A. **Playing with children:** Feel their lighthearted energy; I love going to the park with my kids and swinging on the swing set. It makes me feel free, light, and easy.
- B. **Finding ways to express your creativity:** Enroll in an art, writing, or photography class. You will be amazed at how creative you feel, and how much this will illuminate new ideas for you. I have one friend who enrolled in a trapeze class; she says this activity has energized her in all aspects of her life.
- C. **Playing with clay or play dough:** I always come up with new ideas when I work on an artistic or creative project. Feeling the damp, cool ball of dough in my hands stimulates my mind as I mold the dough into different shapes and sizes.
- D. **Singing:** I'm no Adele, but I enjoy humming or singing those songs that lift my energy! Sometimes whatever I'm singing ends up taking me back to my teenage years or college days.
- E. **Riding a bike:** This activity gives you a feeling of freedom and it's great exercise. When the wind whips through your hair and around your face, there's nothing quite like it.



- F. **Hanging out with friends who make you laugh those big, deep belly laughs:** You can't put a value on a good laugh. I love spontaneous gatherings with friends where we enjoy a glass of wine and laugh about life.

Energy #5: Spiritual Awareness

You can have more of this in your life by:

- A. **Meditating:** This one action has strengthened my intuitive self, which in turn has helped me make better decisions professionally and personally. I find that my days are much more calm and focused when I take just ten minutes to sit quietly and clear my mind.
- B. **Practicing solitude:** Spending time alone is a wonderful gift to give yourself. Solitude allows you the space to hear your internal voice—what's calling you in your life. As you begin to spend more time alone, you will begin to rely more on yourself for decisions rather than looking outside yourself for others' opinions. I have taken several twenty-four-hour silent meditation retreats over the years, and upon my return, my level of peace with myself and my life is much higher. Make an appointment in your calendar to spend time alone every week; just one to two hours without phone, TV, computers, family, or friends can have a dramatic impact on opening up that internal voice.
- C. **Practicing reflection and introspection:** All of the answers to your questions lie within you. You will find that the two tips mentioned above (meditation and solitude) nurture reflection and introspection.
- D. **Praying:** No matter what your belief is, prayer brings a sense of peace that comes from having the comfort of a trusted higher source that you can call on or reach out to in times of challenge or celebration. Embrace your faith and allow it to soothe or console you in times of need.

- E. **Volunteering:** There are scores of women and children in the world who are in need of someone to take them by the hand and illuminate a path for them. You can find these organizations by going online and researching mentorship in your town or area. The local Boys and Girls Clubs typically embrace these types of mentorship programs. Be that person.
- F. **Listening to your internal voice:** Some refer to your internal voice as your instinct or your gut. When you practice meditation and block out time in your calendar for solitude, your internal voice will become loud and clear.
- G. **Taking long walks alone:** I grab a cup of coffee and head out to the bluffs near my home to get in touch with nature. Being alone gives me the opportunity to hear my inner voice loud and clear as well as marvel in the magic of nature.
- H. **Taking a long drive in the car alone:** This is when I get some of my most creative ideas! Turn off both your phone and car radio.
- I. **Listening to music:** Music can be healing and it can also give your body that extra pump it needs to get going. I love listening to all kinds of music to lift my mood—solo piano, rock, dance trance, classical.
- J. **Spending time with people of great wisdom:** Make a commitment to spend time with people who have walked the path of life in a grounded, thoughtful manner. Listen when they speak.
- K. **Reading books on spirituality:** If you aren't sure how you feel about your own spirituality or you want to take a deep dive into your own beliefs, reading about what interests you in this area is a great exploration.

Energy #6: Embracing Leadership

- A. **Becoming a mentor:** No matter where you are in your professional career, you can be a beacon of light to someone just starting out. Be open to sharing your insights and experiences, and let others reap the benefits of everything you've learned over the years.



- B. **Becoming a Power Connector:** As you rise in your own profession, your network gets more varied, and interesting. Be that person who happily brings people together. Simple ways to do this online are to start a Facebook group, or a forum. You can also host breakfasts, or start a mastermind. Not only will your network begin seeing you as someone to know and love, but you will also learn and grow tremendously in the process.
- C. **Reading books on leadership, and life stories of successful people:** Leadership is about constantly thinking in new, positive ways, and one of the best ways to do that is by learning from others who have beat the odds in their own way. Read biographies of successful entrepreneurs, inventors, singers, and scientists. It will help you expand your mind, and help you change the world around you.
- D. **Dropping Your Defenses:** One of the most exciting shifts I see in a woman ready to embrace leadership is a willingness to let go, and let others bask in glory and recognition. This holds especially true with your team. If you can empower people to bring their unique gifts out, without feeling threatened, it means you feel confident and grounded in who you are, and what your unique role is amidst change and growth. Remember, we all shift and evolve. Embracing this truth is the very essence of leadership.

Energy #7: Longevity & Legacy

You can have more of this in your life by:

- A. **Making a commitment to be of service to others:** Offer your time to an organization that is craving your knowledge and expertise. Reach out to people at your local chamber of commerce or go online and look for information on a charity of whatever subject that you feel drawn to. I give back in this area by speaking to organizations where women need support after a downturn in their lives. I've also spent some time working with teen girls in schools where gang activity is present.
- B. **Giving freely without the expectation of anything in return:** Become known as someone who is on this earth to serve and support others with no expectation.
- C. **Actively supporting your favorite charity:** Make a solid commitment to take on a visible role.
- D. **Serving the homeless:** Become a beacon of light to those in need.
- E. **Becoming a peaceful person:** In my own life with a busy family and my passionate work helping women, things are not always peaceful! My life is more a state of controlled chaos a lot of the time, but I have set the intention to bring more peace into my life. Both meditation and solitude have helped me to become a more peaceful person.
- F. **Practicing daily rituals that promote healthy aging:** meditation, moving



your body for strength & flexibility for 30 minutes a day, choosing healthy eating habits, committing to a minimum of 7-8 hours of sleep per night.

What's Next for You?

Your feminine energy choices become the daily spark in your life and will guide you in designing your days for maximum enjoyment.

Embracing your feminine energies will help you design the next chapter of your life and keep you firmly grounded in what you know to be true.

I invite you to take some time now and journal what your top three or four feminine energies are and begin to think about how you will add some of the smart solutions into your day.

You'll Love My Podcast: *She's Got Moxie*

Ladies, it's time to dig deeper and talk candidly to the women who are rocking their profits so in September of 2017 I started my podcast, *She's Got Moxie*. Each week, I showcase today's thought leaders, renegades, mavericks, pathfinders and of course, women who are flexing their moxie muscle. I'll find out about their biggest challenge, their best productivity tips and what they did next when they discovered they were on to something BIG. **Subscribe:** <https://JoyChudacoff.com/apple>

Free Text Messages from Joy!

Text "Finding Joy" to 833-417-0702.

Feeling better can start with a single message. That's why I've decided to start my "Finding Joy" feel better, inspirational text messages, completely free. Just text the words "Finding Joy" to **833-417-0702** and you'll receive timely messages that give you a lift at just the right time. The world needs more women like you leading the way – now more than ever.

Join me on Instagram!

I'm LIVE every Thursday morning at 8amPT so grab your coffee and join me to get your day started. @JoyChudacoff