

Get All A's in the Game of Life

Insights Along the Way

Entrepreneur Edition

Edited by
Susan Vernicek
&
Julie Lauton, Assistant Editor

*Brought to You by
IdentityMagazine.net*

Get All A's in the Game of Life
Insights Along the Way
Entrepreneur Edition

An IdentityMagazine.net Book

Edited by
Susan Vernicek
Julie Lauton, Assistant Editor

Copyright © 2019
ISBN:978-168454196-6

Back Cover Photo: mikifoto | Mallika Malhotra
Cover Design by Elena Suster

All rights reserved.
Printed in the United States
No part of this book may be used or
reproduced in any manner whatsoever without
the written permission of the author, except in
the case of brief quotations embodied in critical
articles and reviews.

Published by
CJS Identity Properties, LLC
PO Box 36
Shawnee on Delaware, PA 18356
IdentityMagazine.net

*In deep gratitude to my fellow Entrepreneurs.
Thank you for supporting me in my journey to
Get All A's in the Game of Life—especially in
entrepreneurial life.*

The destination of entrepreneurialism is embracing the journey and giving it your ALL, day after day.

Susan Vernicek
Identity Energizer, Author, Speaker
IdentityMagazine.net

Table of Contents

Foreword	1
About Identity	2
Why & How To Use This Book	6
Accept	9
Appreciate	37
Achieve	58
Advertisers	82

All you have to do to ACHIEVE is take a step.
Then another and another—at your pace and
you'll WIN YOUR RACE.

Susan Vernicek
Identity Energizer, Author, Speaker
IdentityMagazine.net

Foreword

Prepare to Know Your Greatness

As a woman, you can have it all. Getting all A's in your life through self-acceptance, appreciation, and personal achievement is an undeniable formula for filling your purpose and living a life of joy. We all share in this journey together—you are never alone.

I am extremely fortunate to work with some of the greatest thought leaders of our time, and Susan Vernicek remains in the top tier of those individuals. Her vision and mission have not only surpassed incredible reach, but her impact is felt on a personal and global level.

There is no one better to assemble a group of incredible change-makers who will inspire your journey to greatness. Use this quote book daily to stay on track, conquer fears and challenges, and ultimately live your potential.

“NOW is your time.”

*Amber Vilhauer
Websites, Social Media, Copywriting,
Coaching
InsightfulDevelopment.com*

About Identity

The Identity Mission

Identity is a national online magazine that empowers women to **Accept. Appreciate. Achieve.**™ Through a hand-selected team of writers and expert Q & A columns, our *mission is to empower women to get all A's in the game of life by discovering the power of Self-Acceptance, Appreciation, and Personal Achievement.* We believe that once you accept a situation or circumstance and show gratitude and appreciation for what you currently have, it is then that you can achieve at a greater level within yourself and your life.

The Identity Experience

We are all individuals in our thoughts, interests, beliefs, and experiences. Each of us harbors our own fears, doubts, questions, and insecurities. That's why *we bring you a positive and safe place to turn to* for information, inspiration, support, sharing, and permission to just be who you are. We allow you to be *perfectly imperfect.*

You won't find articles on our website about the latest and greatest diets, fashion fads, celebrity chatter, and beauty miracles. Why? Because

there's enough of that in the world, and we understand that there is no quick fix when it comes to your mental or physical health. *The full Identity experience allows you to embrace your inner self, to love who you currently are, and to achieve your potential without comparison to anyone else.* Our articles and insights reflect these important philosophies of self-love and self-help.

The Identity Woman – You!

Whether you're a wife, mother, student, **entrepreneur**, business professional, teacher, or artist, *you are the Identity woman.* You're strong and intelligent, funny and curious, ambitious and outgoing, and open to new ideas that will make a worthwhile difference in your life and the lives of others. You're caring and nurturing, often more focused on home and work obligations than you are on yourself. You go all day, yet can't resist the urge to curl up on the couch with a good movie or book. Separate from that, you're a woman with moments of discontent, like us all, and at times feel less than self-confident and alone in your concerns. You need a place to reach out. Identity provides that safe space. *Identity is designed by women and for women.* It's an online community for those of us who have no interest in feeling inferior while looking at the airbrushed and enhanced cover girls who dominate our media, and who we

sometimes feel compelled to emulate. *The Identity woman doesn't want to be constantly reminded of who she's not—she wants to know that who she is, currently, is far more than enough.*

The Identity Butterfly

We embrace the butterfly as a symbol of our uniqueness and the personal journey each of us travels. Not one butterfly looks alike, and this is a reminder that we don't need to compare ourselves to anyone else because we are talented and beautiful just the way we are. Like our own identities, a butterfly morphs through many stages and layers during its lifetime. The changes we face—day in and day out—help shape our identities into the multiple layers that make us who we are. Our identities are made up of our physical, mental, and spiritual selves, as well as our hobbies, religious beliefs, education, intelligence, and distinct viewpoints. We embrace the belief that our identities run far deeper than what can be seen on the surface.

The Identity Community

We invite you into our community of women who are eager to support you and learn from you. In our community, *we celebrate the real layers that make us each distinct, and we share our*

personal experiences and personal stories. Identity is a not a place where you will leave feeling like you need to change but a safe haven for women who desire to evolve and become stronger through the support of others.

The Identity Community is composed of readers and writers who spark rich discussions and learn from one another. We're always looking for women to join our panel of writers and columnists and share their tips and advice with our audience. We also allow paid advertorials that support our mission and message to best serve you.

Why & How To Use This Book

The Why: Rooting for Your Success

In the Entrepreneur Edition of *Get All A's in the Game of Life* we offer words brought forth from a diverse group of women entrepreneurs for the purpose of nurturing and motivating you ever forward. It is our hope that this book of quotes *and other useful tidbits* becomes a source of fuel and comfort: a wellspring from which any female entrepreneur can draw upon over and over—that is, inspiration, invigoration, advice, nods of recognition, and, at times, laughter. The original quotes and anecdotes that pepper these pages—some poignant, others informative, many compassionate—can serve to fortify and elevate you.

This book was conceived as a tailored tool to help optimize your experience as a business owner and master multi-tasker, via lessons learned and paths taken by none other than your fellow female entrepreneurs. It appears at your fingertips to *read, refer to, repeat, and relay*.

The How: Embracing the Words

Read: So, go ahead and read—swiftly or at your leisure. Either way, we highly recommend that you bookmark your favorite quotes as you peruse our pages. Make note of quotes that resonate with you. Highlight excerpts that elicit thought or emotion, that guide or reassure, and quotes that simply pique your interest. Recognize ideas that sync with your personality or relate to your circumstances. Identify strategies that you can incorporate (no pun intended!) into your life.

Paste, post, share, repeat: Here's when the goin' gets good: Now you can begin to embrace the true spirit of *Get All A's in the Game of Life...and benefit to the fullest.*

Select those quotes that speak to you, that really hit home. We're referring to the insights that guide, revitalize, and soothe; as well as the words that bring about confidence, courage and joy. Next, jot them down and tape them onto walls, mirrors, computer screens, refrigerators, lamps, and dashboards. Better yet, recite them with pride, either to yourself or out loud. Celebrate *YOURSELF* with affirmative quotes as you face the vibrant (yet occasionally self-doubting) champion in the mirror. Dispense yourself a hefty dose of entrepreneurs' quotes first thing in the morning to ensure an '*I CAN DO*'

day! Remind yourself that these are articulations that have already backed and bettered like-minded woman well.

We didn't create this book of quotes just to look pretty. The quotes on these pages are available for you to be emboldened and to share. Leverage the connectivity of the internet to plant these seeds of empowerment among your colleagues. Text or email your favorite quotes to those who will appreciate them. Add an engaging and uplifting image and post them on social media. Share these expressions and assertions to SUPPORT other ladies, as well as the originators of these quotes, completing a full circle of empowerment.

We will all testify that no one individual succeeds solo. Support from others throughout the entirety of our ventures is indispensable. Guidance, encouragement, and enlightenment are crucial to the formidable undertaking that is entrepreneurship, and this holds especially true for females in today's society. We are confident that this book of quotes will ultimately underscore the vast power and potential of every entrepreneur who reads it—as well as those with whom she shares it.

Chapter One

Accept

Receive and Assent

Accept and you shall receive: a spin-off of the familiar, although just as much a truism (*and we're stickin' with it*). In order to flourish, the devoted entrepreneur must begin at the beginning. That simply means accepting oneself and one's circumstances at the current moment in time.

Born of self-awareness, augmented with self-love, and paired with a lack of criticism and negative judgment, acceptance emerges. Let's embrace and cherish all that is positive along with, well...the "neutrals." Place them in the forefront of the mind. Cradle and cultivate these qualities and conditions. As for that term "acceptance," we're not talking about passivity or bowing our heads in resignation. And disappointments? Well, we need to admit those, too. The quotes in this chapter speak to these same notions: receipt and assent to *what is*, noting too, the enormous potential for positive change. Because the future lies ahead, wide open, to bear out the goals and dreams we envision and are working so diligently to meet.

Surely acceptance is a fundamental component within a process: a decidedly challenging one for many women, especially the entrepreneur. It first entails purposeful reflection. We need to face that mirror—look into

our authentic selves and ask some serious questions. Identify our values, virtues, morals, and beliefs. Unearth those talents, passions, and visions. Get to know ourselves inside and out. Love our “selves.” Allow and simultaneously own our worth, our might, and our extensive capabilities.

Next, we need to recognize our circumstances, from familial to financial to logistical and more—the whole shebang, the entire gestalt. Distinguish the ideally independent individuals that we are today with a fine-tuned sense of where we'd like to be in the future. Imagine how we can arrive there in business and in all of life. In this way, we also begin to define what success means to each of us.

Only when we ascertain our realities can we harness the qualities that constitute our identities, in order to truly acknowledge our powers of efficacy. And only when we comprehend what lies before us can we transform any perceived negatives into forces with which the world will reckon. We take responsibility for ourselves, recrafting life along each of our entrepreneurial paths.

As the following quotes illustrate, acceptance begets growth. Assenting to our truths in the NOW becomes the base from which our businesses will bound forward. In other words, we accept what *is* to work with what we've got;

build upon it to progress; and, subsequently we soar. As we tread on the path of entrepreneurship—managing our enterprises and personal matters concurrently—once these insights gel, well, we're golden.

Get All A's in the Game of Life

Smile to Inspire

Smile to inspire and light up the room when you enter. A smile goes such a long way in life and in business. #smiletoinspire

Susan Vernicek
Identity Energizer, Author, Speaker
IdentityMagazine.net

Disappointments

Accept that disappointments in business are simply your misunderstanding of the Universe's intentions for you.

Melanie Notkin
Author of Otherhood
SavvyAuntie.com

Your Comfort Zone

Accept that being in business requires living out of your comfort zone—a lot; but you soon realize that you no longer flinch at things that used to scare you.

Amanda Abella
Millennial Business Coach, Author
amandaabella.com

A Sustainable Business

Accept that starting a business that is sustainable for many generations to come means a lot of hard work, sweat, and tears.

Shobha Tummala
Founder & CEO
myshobha.com

BBF

Feeling alone is a common experience of women entrepreneurs, but it doesn't have to be. BBFs—Business Best Friends—will help you more than almost anything.

Shasta Nelson
M.Div., CEO
girlfriendcircles.com

Anticipation

Accept that anticipation is always worse than reality.

Amy Marks-McGee
Trendincite LLC
trendincite.com

Human Right

The right to treat your own body with love and respect is the ultimate human right - and unless you do, it becomes incredibly hard to ask others to treat you with love and respect. Talk to yourself the way you would a close friend. Be kind, acknowledge all you can do, focus on the positive, love yourself.

Alexis Wolfer
The Beauty Bean
thebeautybean.com

Surrender

It was the moment I accepted, no, it was the moment when I flat-out fully surrendered, that everything began to flow to me.

Carol Egan
The Mindset of Health for Success
carol-egan.com