

MAKE  
EVERYDAY  
MAGIC

# time for everyday magic

succeed big.  
live big.  
[ without burnout. ]

BY FAMILY, THE REBEL BOSSLADY

A COURSE ON  
HOW TO FIT IT  
ALL IN: INCLUDING  
THAT JUICY LIFE

you were not  
meant to just  
work, pay bills  
& then die.



## Note from Family

Hello, ambitious womxn trying to figure out how to work hard, succeed hard - and still have time for yourself, your people, and "the good life" you dream of:

For most of my life I was a 9-5er cranking out my career all week and "filling up my cup" on the weekends. That left me feeling like 5 out of 7 days were not mine, but my boss!. Which felt deeply horrible.

Once I started working for myself, I actually felt worse before I felt better: like all 7 days were not mine. I wondered, "aren't I supposed to be having magical do-what-I want days now that I don't have a boss?"

My clients - ambitious, executive womxn in fields from tech to law to entrepreneurship - also wonder, "Do I just accept this burnout?" "Do I just work 18 hour days until I'm retired and then find time to read, travel, throw dinner parties again?" (My answer: Hell, no - no - no.)

To save myself from burnout and bring back the everyday magic that makes it all worth it, I researched all the things about life happiness in the modern era & made a planning method to encompass it all.

This course has since helped dozens of my clients restructure their days, weeks, and months to reduce burnout, increase weekday feel-good-ness, improve connection, and get out of the mindset where grinding is what matters.

**FAMILY**

**FAMILY  
COACH FOR AMBITIOUS WOMXN  
IN SEARCH OF JUICY LIVES**

BY FAMILY

# THE [FEMINIST] CONTEXT

**FREE YOURSELF [FROM PERFECTION] AND THE REST WILL FOLLOW**

As womxn, we often internalize societal pressure for girls, womxn, moms, and female business leaders to be **perfect** at all the things.

The push for womxn to be perfect is **especially harsh in male-majority realms** like business, tech, finance, science, law, consulting, and leadership in nearly any field. Womxn - especially womxn of Color - often have to "prove it twice" or more than twice (compared to men) to be hired, respected, given accolades, or promoted.

Given this, it's no wonder that ambitious womxn get caught working **(grinding!) to make our projects flawless** (which nothing ever is, so #hamsterwheel). And, it's no wonder we feel tremendous guilt/shame for any area of our life that we're not giving 10000% to.

I see solving the perfection push as **a feminist issue**. Striving for an unattainably perfect body, business, relationship, look, and life makes womxn miserable, is a huge set up for failure and a big waste of time, and it fosters unnecessary competition among women.

So: Instead of working to to the A+ level every time (on everything from giving our friend/spouse/kid's teacher the perfect present to crafting a picture-perfect deck to throwing your kids the perfect birthday party). What if we saved being perfect for huge moments (like presentations to investors or BFF eulogies), but stopped thinking our worth was based on perfection in **all** realms? What if we aimed for perfect ideas - but stopped caring if some fonts don't match, if we don't have the best snacks for visitors, if we don't have the perfect outfit for the occasion? I've seen **powerful women truly liberated** by embracing a "good enough is good enough" philosophy.


In embracing a little more imperfection - in some areas of life - we find **freedom over more of our hours**. Which is exactly what "the rebel boss method" is about: **giving you back your life. And:** .....



**IN NOT HAVING  
TO DO IT ALL  
PERFECTLY,**

**WE FIND A LOT  
MORE TIME TO  
RECHARGE  
OURSELVES**

**AND ADVANCE  
OUR SOCIAL  
CAUSES, TOO.**



# Good enough is good enough.

- POWERFUL WOMEN WHO GAIN  
A LOT MORE FREE TIME  
FOR THAT JUICY BADASS LIFE

HOT TIP: INSTEAD OF  
RUSHING TO REPLY TO AN  
EMAIL - REMEMBER WHAT  
MATTERS: THE CONTENT OF  
YOUR REPLY.

TOP LEADERS BRING TOP  
THINKING. NOT QUICK  
REPLIES.

BY FAMILY

# THE METHOD

YOUR HAPPINESS AS A HUMAN - AND AS A BOSS

you deserve it  
all: success,  
freedom, +  
calm

The truth is - we are only able to crank out good work products - let alone genius world-saving ideas - when we are well-rested and well-nourished.

Also, business aside - **a meaningful life** that feels like you not just on weekends or on vacay- is about so much more than getting paid over and over and then finally dying at your desk.

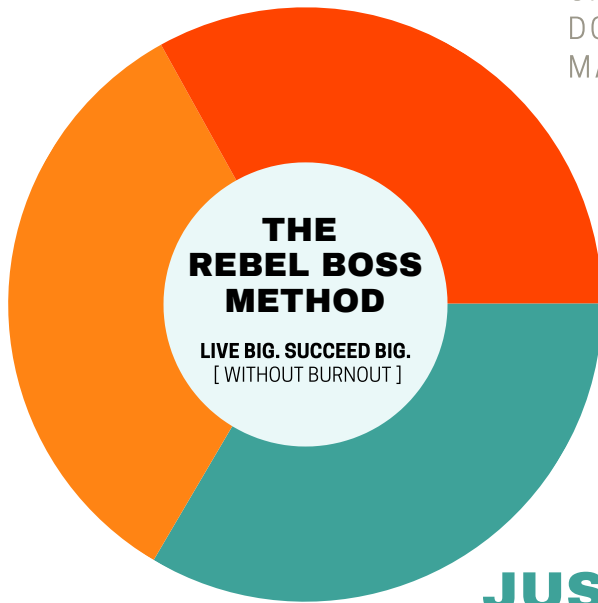
My goal is to help you be better at your work - and at your LIFE AS A HUMAN. The following method helps you really visualize and plan your days in a way that keeps you cranking out those money-making deliverables (**pump it out**), always learning (**soak it in**), remaining open to new inspiration (**just be blank**) and preventing burnout (the balance of it all).

## PUMP IT OUT

CREATE.  
DO TASKS.  
MAKE IT HAPPEN.

## SOAK IT IN

READ.  
LISTEN.  
LEARN.



## JUST BE BLANK

MEDITATE.  
[ SKIP TECH. ]  
LET FRESH IDEAS COME.

### ALL REINFORCE ONE ANOTHER.

When you're blank, you get ideas that enhance your productivity; ditto when you take time to soak in new ideas.

The more you make things happen, the better your learnings will sink in - because they will make sense in terms of the real world. And the better meditating will feel because it's a needed break.

And clearly the more you learn, the more you'll succeed at business - but also the more you learn, the more confident you will be at taking those juicy breaks from tech - you will feel expert enough to take a break.

# THE METHOD

## IN ACTION

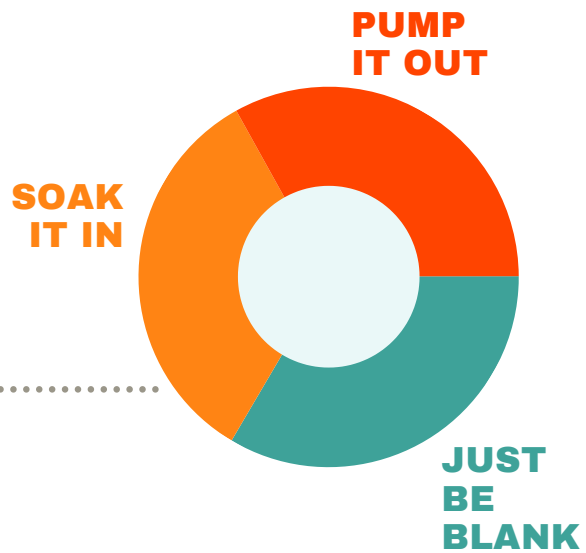
The best business leaders spend time in all three states of being in order to feel nourished, ALIVE - and to be able to make good progress on your career/business life.

To really hit your stride, you will need to figure out the right balance (I've shown this in thirds for simplicity), but your task - and mine here in this guide - is to help you figure out the right balance for you, given your career and lifestyle.

### SOME EXAMPLES:

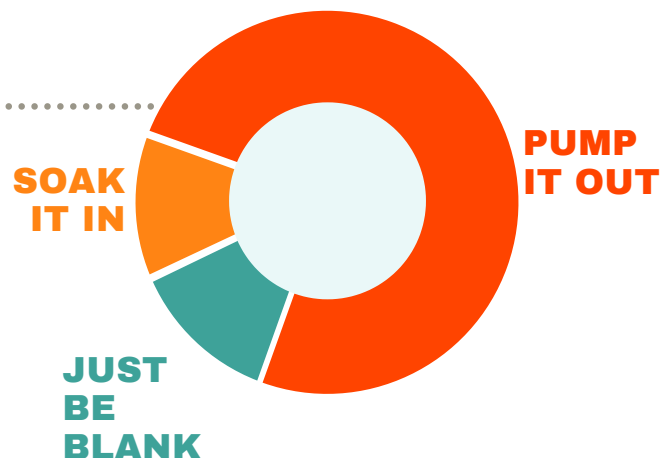
For me, as a **consultant/speaker/expert** who works for myself, I (get to) focus a third of my time in each area:

1. **PUMP IT OUT:** Cranking out homeruns for my clients - and pumping out marketing, articles, this guide
2. **SOAK IT UP:** Devouring ideas; learning from research/ideas/experts/webinars/events/books
3. **JUST BE BLANK:** Downtime well outside of learning for my industry or networking for work. For me this often looks like: walking, getting a massage, yoga, gym, friends, meditation!, junk tv, drawing); letting new ideas & energies come to me.



For a client who is a **tech executive working 70+ hours a week**, she has mostly "PUMP IT OUT." (Before we started working together she was *fried* - and was only doing "PUMP IT OUT" - she says she is "*soaring*" now.):

1. **PUMP IT OUT:** Leading big teams in fin-tech to change the way the world does money
2. **SOAK IT UP:** Attending lectures, finally finding time to read articles in her field
3. **JUST BE BLANK:** Running, cooking, browsing the farmer's market, playing video games



# YOUR CURRENT STATE

## YOUR ACTIVITIES: TODAY

Now the real work begins. In the next few pages, you will apply what you've learned so far and start to craft a new, juicy, happy boss future to test out.

In each of the boxes below list all of the things that you **regularly do** in those areas. Even the tasks you do not like - especially in "pump it out."

The key is keeping honest. If you love yoga or running or going to synagogue but you haven't done them in the past month, don't include them Yet. (You'll have a chance in the next page).

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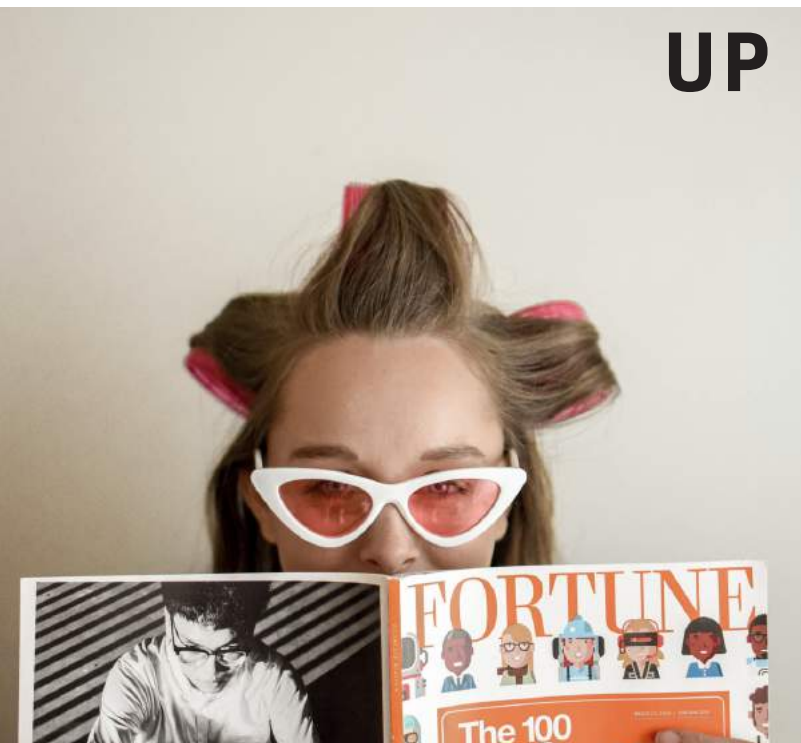
**What did you notice? What percentage of time do you spend on each today? (Write that in the circle)**

# EXAMPLES FOR BUSY BOSSLADIES WHO GET CAUGHT IN THE GRIND

Modern working women - especially those of you with elder care, families, or other people who need you - have no trouble crafting mile-long to do lists of deliverables (**#pumpitout**) that keep us busy working and supporting others.

Here's a little nudge on making time JUST FOR YOU - soaking up the richness of life or just being blank and letting inspiration come. Elevating yourself like this also supports you cranking out your "to-dos," so think of working on yourself as helping others, if you need to!

## SOAK IT UP



READ.  
LISTEN.  
LEARN.

## JUST BE BLANK



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Here are some ideas - straight from my elite business leader clients - on **how to weave "doing things for yourself" into that hectic schedule.** The key here is **scheduling** some of these before you get too busy - and committing to them like you would for sleep, or a vacation you already have scheduled.

- Block evening a month to go to a juicy lecture.
- Between meetings wander a nearby art gallery. Or farmer's market.
- Go to bed an hour early to read.
- Schedule time in your work calendar to read industry articles & news.
- Join a really good book club.
- Ask your friends "how are you right now?" and really listen. (Ask yourself how you are & listen.)
- Schedule a regular happy hour in your calendar.
- Make a weekly tradition of going somewhere pretty at your office to ponder gratitudes and marinate in the coolness of your career accomplishments.
- Leave work early (or on time!) once a week - schedule it in: pretend you have an appointment if you must! Yoga counts!
- Get coffee and sit somewhere pretty.
- Stretch your body all the time at work. Even in meetings!
- Take weekend naps. (With your phone off.)
- Walk to work - or after work - without looking at your phone or having your headphones in.
- Meditate in the work bathroom.
- If you have kids - explicitly schedule out "time off" for you where you're not working or caring for kids.
- Take your morning coffee sans phone/laptop.
- When flying/taking the subway just gaze out the window for a while. Let the ideas come. Soak in your thoughts.



# YOUR FUTURE STATE

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## YOUR ACTIVITIES: TO ADD BACK

First, in each of the boxes below, list the **additional things** that you regularly **would like to do**. (This is where you add back running or yoga or something new or even the name of a person/hobby/place you want to see more of.) **Think everyday life** - not "travel to Iceland." What would make your everyday boss life richer?

Then, flip back to **page 7**. Circle all the things that, without question, bring you joy, good energy, calm, or inspiration. Write those on this page where they go.

Now, on **page 7**, notice what's **not circled**. *Those are likely your "shoulds" which deplete you.* Consider leaving them in the dust. Or, ditch some un-joyful *shoulds* each month.

For those unjoyful "shoulds" you have to do - like "doing taxes" - weave in something good into that activity (i.e. order your fave dinner take-out in while you do taxes; blast your favorite music).

Of course **"pump it out"** is where the **money** is usually made. My goal is that you get more good energy and inspiration from your job and tasks and life than not. If your job (or commute or colleagues) are bringing you down, consider getting a hot new job in a respectful, welcoming, cool company of the future.

### PUMP IT OUT

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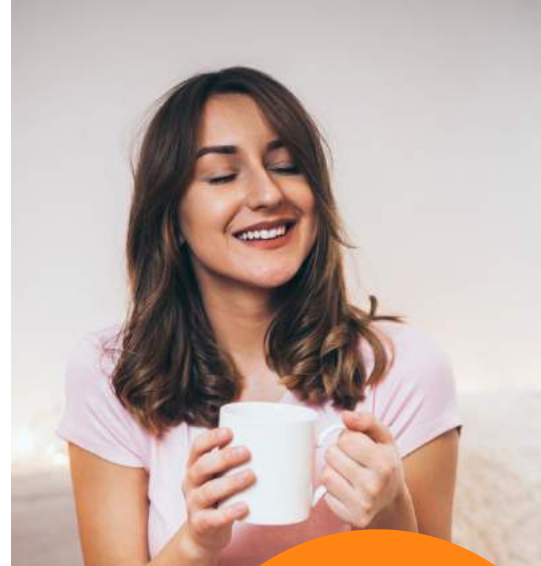
Now, re-calculate the percentage you will be spending in each area (over the course of the week or so).

Then, indicate how often you'd like to weave these into your life. 1x/month? Everyday? Set intentions.



When you ditch a  
"should" - you gain  
more room for  
energy &  
inspiration.

FAMILY



BY FAMILY

# HOW TO SCHEDULE YOU

MAKE SURE YOU **SOAK IT UP** AND LEAVE TIME TO **JUST BE BLANK**

Most businesspeople look at their calendar and then do email/work in between meetings. (Which, for my clients often means their only time to crank out work and answer email is nights and weekends. Ugh.)

First, I strongly suggest you flip that approach. Try looking at your blank day/week - and review all that you want to accomplish - and try to only attend meetings in when you truly have time. You can win a lot of time back by skipping boring meetings. You can say, **"I am on deadline right now, but feel free to grab me."** Then, do your actual work, make progress and get promotions.

Second, when you schedule your day, leave time for learning more about your field and time for being still with your own mind/body/spirit.

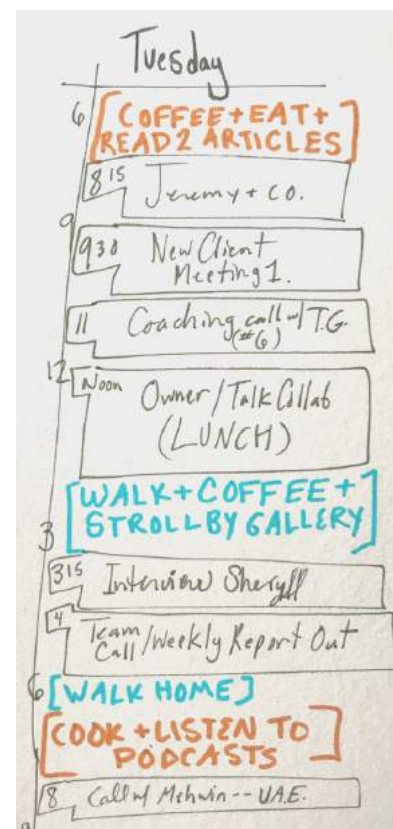
Schedule it as **sacred - untouchable time** for **soaking it up** and **just being blank**. You do this for sleep and eating (and if you don't - call me ASAP for an emergency coaching sesh, LOL).

**Get a little YOU every day.** Don't just pump out work - even if you LOVE your work - 5 days in a row and then get inspired and relaxed on the weekend. This is about balance. About making your everyday life feel like you.

Even just reading an article (**#soak**) and sitting in silence (**#justbe**) can really re-fuel you and make your business life even stronger - and YOUR ACTUAL LIFE EVEN BETTER.



Example of weaving in soaking & being. Seeing the activities on there - that nourish your mind and soul - can really help you get through a busy, stressful day of grinding and non-stop meetings. Think: Oasis of calm. Moments of the real you. The good life.





BY FAMILY

# MAKE EACH DAY FEEL LIKE YOU

BY SCHEDULING IN TIME TO **SOAK IT UP** AND TIME TO **JUST BE BLANK**

DAY OF THE WEEK: \_\_\_\_\_

6 (Hi, gorgeous smarty pants!)

9

12

3

6

9 (Go to bed, lovey. Go early to read something luscious!)



BY FAMILY

# YOU'VE GOT 12 MONTHS A YEAR

TO **SOAK IT UP** AND **JUST BE BLANK**

It may be helpful to set some intentions for the bigger things you want to do in the following spaces. Silent meditation retreat? Read 12 books by womxn of Color? Learn Spanish? Implement a tech fast? Do the Kundalini Kria meditation daily? Also indicate how often / when you want to do these nourishing activities.

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WORK WITH FAMILY

# COACHING FOR MILLENNIAL BOSSLADIES

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