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Hey Gals! Kate here. Welcome to the kickoff of our Empowered Gal E-Zine! I am so excited to share this with you, and deliver this to your inbox each month! And, just in case you don't know about Empowered Gal or me, here's a little into! I'm 21 years old, and I do seminars, classes, create products and write books for YOU! (That is assuming you are a teen girl or young woman!) I've been doing this since I was 18, but wanting to do it since I was 14! So, it's been a dream of mine for a really long time. And, another dream about to become a reality is my book that's going to be published this Fall! I'm so excited for all of you to read it! Our goal here at EG Inc is to empower 101 million girls and donate \$101 million to girls and women around the world by 2025. It's a really, really big goal, but with your help we can achieve it. We'll keep you posted with all the info on our progress here in the E-Zine and our website, www.empoweredgal.com! So, enough about all that, you have a whole E-Zine to enjoy! And, if you have any ideas for articles, stories, features, contests, or if you want to write for us, please let us know!

With Love,
 Your Founding Gal,
 Kate Whitfield

STARTING A BUSINESS THIS SUMMER?

Ok Gals, so summer is rolling around again, and that means warm weather, late nights with your friends and a ...JOB! Whether you want to make your own money, or your parents want you to get work experience and stay out of trouble, a summer job can be a really great idea. But, the down side to that is it can be tricky to find a job that is really stimulating and something you love. So, how about starting your own business instead? It's really not as hard as it sounds, trust me! I started my biz when I was 14, and it turned out pretty well, so what do you have to lose? You'll get a really good understanding of how businesses work, you'll get to do something you love, and make money while you're at it. Plus, it'll look great on a future resume or college app! So, follow these simple steps and you'll be giving Martha Stewart and other women in business a run for their money in no time!

1) Find Your Passion

What do you love? What would you wake up every morning and do for free because you love it so much? What makes your heart skip a beat when you think about it? *This* is what your business should be about. For example, let's say its jewelry making. You love beads, you stay up to date on the latest trends, you go to trade shows, and your friends always compliment you on

your amazing hand make jewelry. Think about what makes you feel alive, something you are truly passionate about and think how you can turn it into a business. If you love dogs, start a dog walking business for your neighbors this summer, if you love to cook, start a cupcake company and go door to door selling your creations, if you are a great soccer player, coach the neighborhood kids twice a week. See what I mean?



Don't break the bank this summer...start your own business!

2) Write a Business Plan

A business plan just tells you what your business is all about, covers your financial strategy, goals, marketing ideas, time span, and target audience. Here are the questions you need to answer. Who is your target market? Who are you selling to? What makes you better than your competition? What kind of name can you use that's catchy and memorable? Who is supporting you? Do you have financial support? Do you need a business s plan? What are your goals? Are you going to market online, in print, use flyers, go door to door, or rely on word of mouth? Do you have any connections you can use? Where can you advertise? What is your product? How are you going to produce it?

Is shipping and handling involved? Grab a pen and paper and start answering these questions now, Gals!

3) Recruit! Get your friends involved. They could help you make the products, sell the products, advertise, package, ship, etc. I'm sure you have a handful of friends who you could "hire" as employees in your business. Talk to them about it, and see what you can work out! They'll appreciate some cash flow this summer, and you'll get a hands on experience for what it's like to have employees. But remember, when it comes to your business you have to be the boss first, so make sure your friends know that and have them treat it like it's a real job and you are just any other boss. (Okay, a slightly cooler version of a regular boss, but a boss none the less!) And, your responsibility is to make sure they stick to their deadlines, are reliable, represent you and your company well, and you stick to your payment schedule.

4) Advertise! Flyers, articles, press releases, internet ads, craigslist.com, a website, word of mouth? There are lots of ways to get out to your target market. Start getting your friends involved, word of mouth is a great way to go about it, and it's FREE! Other good places to start are printing up some really cute and professional brochures or flyers on your computer. Put your name, company name, contact info and a description of what you are offering. A great logo or graphic that captures the nature of your business is a really good idea, also. Your local paper is always looking for community interest stories, so write a press release covering the who, what, where, when and why of your business, with background info and some pics, and e mail or deliver it to your local newspaper office or radio station. You could also follow it up with a phone call a couple of days later. Craigslist.com is a huge website where you can place an ad for FREE in the appropriate heading and get to lots of people in your neighborhood. If you have website experience, put together a simple site that you can direct people to for more info, or to sell your products. The bottom line is to keep it simple and be creative. There is no point

blowing your entire budget on advertising when you can think outside the box and get loads of free publicity.

5) Sell, Sell, Sell! So, by now you have your idea, your business plan, your employees, your marketing idea and all you need to do is sell, sell, sell! Whether it is selling your services as a babysitter, a gardener or a chef, or you are selling a product like jewelry, cookies, or artwork,



If they can do it...SO CAN YOU!

you need to stay focused on selling, getting clients or consumers, and offering them a great service or product. You need to put yourself out there and involve anybody you think could help you. Don't be afraid to ask people for what you

need or for some help. The worst they can say is no, and if that's the case, you'll be one person closer to the person who can actually help you.

If you choose to start your business, you have to work hard, deliver, be fair, provide a quality product or service and follow through. If you are unsure, it's a good idea to get an adult involved. It can be a really fun, valuable and profitable thing to do. And, hey, you never know, you might have just discovered your dream career! Good luck! See below for some great business ideas!

Pet sitter, dog walker, babysitter, gardener, errand runner, personal chef, tutor, coach, house sitter, jewelry, t-shirt, purse, dog outfit, journal, or candle designer, creator or producer, house cleaner, matchmaker, stylist, baker, coffee picker-upper, etc! Be creative and have fun, that's what it's all about. Never do anything just for the money, do it because you are passionate about it.

For more info, check out our summer business kit coming this July to empoweredgal.com!

DAILY AFFIRMATIONS

Say these every day as you look in the mirror during your makeup, when you wake up or go to sleep, get dressed, or whenever you may need a little boost in confidence or when you need to be reminded of your awesomeness!

"I am a beautiful, empowered young woman. I see myself overflowing with potential, love, happiness and abundance. I walk through my life with my head held high, proud to be an Empowered Gal."

"My body is beautiful, strong and powerful. My hips swing with pride with every step I take. I am confident in my skin and am grateful to have the body I do."

EG TIP OF THE MONTH

Instead of going out and buying an entire summer wardrobe, how about plan a clothes swapping party with your friends, and then donate any extra clothes to a local charity, homeless shelter or women's shelter? Here's how to do it. Go through your closet and pull out all the clothes you haven't worn in a long time, outgrown, don't like anymore, or are just plain tired of, and have all your friends do the same. Plan to meet at one of your houses, and let the swapping begin! You never know what you could end up with, plus you are giving back to people who aren't as lucky as you. It's a win-win! Plus, take pics of your party and be featured in our next newsletter telling us all about it!

Q & A

Q: My mom and I don't get along very well anymore. It's like she has no time to be with me, and whenever we do talk, it ends in an argument about really stupid stuff. Any advice on getting along better? -Amy D. -14

A: Hi Amy. I know exactly how you feel, and it's really difficult, frustrating and upsetting. You two need to sit down together in a "safe zone" where no arguing is allowed, and you both need to take turns telling each other how you feel about your relationship. Once you have it all out in the open (and trust me, you'll feel so much better!), you can begin implementing strategies to make sure you keep moving forward. For instance, have mom and daughter time for 15 or 30 minutes a day where you can talk about what's going on in your lives and support each other. You can also plan a girls nights once every

couple of weeks where just the two of you go out somewhere together. It sounds like you really want a relationship with your mom, which is great, so it's just a matter of working on it and keeping the lines of communication open. Remember, she can't read your mind, so tell her how you feel. And, remind her to do the same.

Q: I used to be best friends with two other girls, but now they are best friends and don't want to hang out with me anymore and I've been really upset about it. I don't even want to go to school anymore. What should I do? -Jess, 15

A: Hi Jess, I'm sorry to hear that. That happened to my sister in high school, and it really hurt her too. And, as much as it hurts, there are lots of other girls out there going through this right now, too. Have you ever heard the saying, "3's a crowd"? It's all too often true. So, what I suggest is that you talk to them and tell them how you feel. They may not realize that they've hurt you like this. But, it's also a really good opportunity to go out and meet other people. You could join a club or a team, or any other extracurricular activity, volunteer as a tutor, or re connect with old friends from elementary school. The point is, that yes, this really hurts right now, but if you start to look at it as an opportunity to make new best friends, then it won't seem so hard. Good luck!



ON MY IPOD:

Beautiful Flower, India.Arie. Written for the girls at Oprah's Leadership Academy in South Africa, this song is super empowering, inspiring and makes you proud to be a smart, beautiful gal. Download it today at iTunes! And, the best part is, all proceeds from the song go right back to the girls! Love it!

TELE-SEMINAR SCHEDULE

The Empowered Gal's Guide to Feeling Confident—Monday June 25, 5:00 pm FREE!

In our tele-seminar kick off, join Kate as she discusses the 10 key, proven tips to increasing self confidence, loving your body, feeling great about yourself and being an empowered gal! You don't want to miss out! Invite your friends!

Raising Empowered Teens—Thursday, July 5th 5:00pm FREE!

For Moms (and Dad's too) with daughters of any age! Learn the five keys to raising an empowered gal, ways to improve your

communication, set up "gal time" together, and tips and strategies to improve your relationship every day.

Stress Reduction and Relaxation: Wednesday July 11 5:00 pm FREE!

Ok Gals, so we know exam time is coming up and you are probably super stressed right now, so we want to offer you this FREE teleseminar to help you de-stress, relax and BREATHE! Plus, learn the five tips to stress free studying and test taking! Sign up for our e-zine for call in numbers, or visit us online at www.empoweredgal.com!

BOOK BLOG:

This has been a big month in the book world for me! I went to Book Expo 2007 in NY, and it was so amazing. I got to spend some time with Mark Victor Hansen, meet Tom Antion, who is really cool and down to earth, and see a bunch of other speaker's and authors I met earlier this year. It was great, and I got to spend an entire day wandering around NY, which is such an awesome city!

I also met with the CEO of iUniverse, the company I'm publishing my book with, and she was so nice and supportive. She told me to take as much time as I need to make the book perfect for you guys, then send in the manuscript. So, it got me thinking, since this book is for YOU anyway, why don't I ask you to be my editors? I'd love your feedback, advice, and comments on the book. So, if you are interested in being in my book editing inner circle, then please go to the contact page, and send me an e mail saying so! I'll send you the chapters in advance (before anybody else sees them!) and you can tell me directly what you think! And, on a final note here, it looks like I have a release date nailed down! September 17! Check back here each month to find out more in my Book Blog!

3 MONTH WEEKLY MENTORSHIP PROGRAM - \$59.95 THIS MONTH'S SPECIAL - \$49.99!

I know what it's like to be a teen girl/young woman, after all, I was just there. That's why I put together this three month program that covers, in depth, everything from our changing bodies, self confidence, body image, relationships, diet and exercise and so much more! I show you how to take charge of every are of your life, feel great about yourself, develop stronger and deeper relationships and give you all the tools you need to succeed. You'll receive weekly e mails loaded with advice, tips, exercises, strategies, guided imagery, affirmations, inspiring quotes and so much more. Plus, each week you'll receive advice from experts answering YOUR questions! And, don't forget, you'll get personal e mail access to me to ask anything you want, share your story with me, or whatever else you like! And, for signing up right now, I'll also send you a free e-book! I really want you to succeed, feel great about yourself and be an empowered gal, so sign up today, risk free at

KATE: COMING TO YOUR SCHOOL!

So, we know the last thing you want to think about right now is going back to school, but how cool would it be to see Kate there next year! She's going across North America in support of her book and would love to speak to you and your friends at your school! Print off our Speakers Kit at www.empoweredgal.com and give it to your teacher

VISIT OUR ONLINE EG BOUTIQUE!

Place your order by July 17 and save 15% on already reduced items! Plus, buy 5 Cd's and get 1 FREE!



Live in Santa Barbara CA or Vancouver BC? Then see Kate Live this Fall on her first two stops of her nation wide book tour! Checkback next month for dates, locations, events and more!

SHARE WITH YOUR FRIENDS!

Want to share this Empowered Gal newsletter with all your gal pals? Please do, it would mean so much to us and help us get the empowered gal philosophy out there!

WHY DON'T YOU...

LAUGH FOR NO REASON, FIND A MENTOR, TRUST YOUR INSTINCTS, CALL AN OLD FRIEND JUST TO SAY

HI, ASK YOUR MOM HOW HER DAY WAS, TRANSFORM AN OLD T-SHIRT INTO SOMETHING BRAND NEW, GET A GOLDFISH, MAKE AN UNTIMATE MIX CD OF ALL YOUR FAVORITE SONGS, PICK FLOWRS FOR YOUR ELDERLY NEIGHBOR, SMILE AT SOMEBODY ON THE STREET, TRY SOMETHING SUPER HEALTHY LIKE TOFU OR SPINACE, SKIP, BE HONEST WITH YOURSELF, TELL YOURSELF "I LOVE YOU", DONATE SOME OF YOUR OLD CLOTHES, BABY TOYS OR FURNITURE, SING REALY LOUD IN THE SHOWER, EVEN THOUGH SOMEBODY IS PROBABLY LISTENING, PAINT YOUR TOENAILS FUCIA, LIME GREEN, ORANGE, OR ALL OF THE ABOVE, HAVE A REALLY, REALLY, REALLY LONG BATH, WRITE A LETTER, POEM, SONG OR STORY, BUY YOUR FAVORITE PERFUME, WALK YOUR DOG, STUDY REALLY HARD AND ACE YOUR NEXT TEST, READ A BOOK JUST FOR FUN, MAKE A COLLAGE OR VISION BOARD, THROW A PARTY, GO FOR A SWIM, SPEND AN EVENING WATCHING OLD MOVIES, HAVE A DAY WITHHOUT TV, SLEEP UNDER THE STARS, DO A CROSSWORD PUZZLE, CRANK THE STEREO, HELP SOMEBODY, GET UP EARLY AND WATCH THE SUN RISE, FALL IN LOVE, FOLLOW YOUR DREAMS, BE HAPPY, LAUGH. EVERY CHANCE YOU GET.

QUOTES

“As you vecome more clear about who you really are, you’ll be bet-tera ble to decide what is best for you-the first time around.”

-Oprah

“If you don’t like something, change it. If you can’t change it, change your attitude. Don’t complain.”

-Maya Angelou

“I’m not going to die because I failed as someone else. I’m going to succeed as myself.”

-Margaret Cho