

# my STORY

ETTI  
ELIEL

Get to know this  
amazing architect!

**LET'S  
TALK  
BUSINESS**

**GET TO  
KNOW  
DEANNA  
SELBY**

**BOSS BABES OF THE WEEK**

**THE INTERVIEW  
MAGAZINE  
FOR FEMALE  
ENTREPRENEURS**

**FAYE COX**

**LAURA JANE**

**RACHAEL JENKS**

**MEET  
IBBIE AROMOLARAN**

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## LETTER FROM THE EDITOR

**I'm Nicolene Elhadad.**

**I am a wife, a mother of 3 and an owner of multiple successful Brick n Mortar businesses.**

**I love the creativity of entrepreneurship but more than that, it is my passion to help other female business owners get their businesses online. I help business owners through franchising & branding themselves.**

**Here I want to share all my tips, business ideas and life lessons to help other business owners scale their businesses, create multiple income streams while living their best life.**

**I have a passion to share how it is to work while being married to a foreigner.**

**I am so proud to share my dream of featuring successful female entrepreneurs on the front cover and inside of my female entrepreneur magazine, MY STORY.**

**I believe each business woman has a valuable story to share which thousands of women from across the world can learn from.**

**Starting, running and managing your own successful business, with all it's ups and downs, is the unicorn of all stories.**

**It is my honor to share these amazing stories with the world, told by fabulous women building a bigger and brighter future.**

**- NICOLENE ELHADAD**

## GETTING TO KNOW

**Etti Eliel**

**Q: How would you describe your business to someone else?**

**A:** It is an Architectural Planning Office and we specialize in Issuing building permits. My business is like my baby. I've been planning it for a year, when he was ready, he went out into the air of the world. I chose a name for him, I take care of him for all his needs until he's independent and can take care of himself and one day spread his wings.

**Q: How long have you been in business?**

**A:** In my heart it exists from the youth period, in practice 8 months. I started 8 month ago.

**Q: How did you come up with your business idea & what was your goals when you started?**

**A:** My career background allowed me to sharpen my skills in City Planning and Construction. I've learned a lot about how people operate in the gray areas of building and alterations. After 10 years in a senior position on the Planning and Construction Committee, I've decided to develop the knowledge I acquired independently and my goals were to invest in myself and work in areas I love. This is what I love!

**Q: What was your biggest struggle you had to face to build your own business?**

**A:** Two things. 1. Support from the environment close to me (friends, family). 98% told me I was crazy and didn't understand why I was looking for adventures at this point in my life. And 2% supported me and encouraged me to take my chances but in a calculated way. 2. In short, it was financial. Initially I needed money for investment in my business and subsequently, I need additional funds for the survival of the business in the first year.

**Q: What were some of the first things you did to get your business off the ground?**

**A:** I set up a website and invested a lot of time and money in marketing. After a lot of soul-searching and planning, I built a business plan with a four-year forecast ahead. So far so good!



**Q: Which advertising methods & platforms do you use to promote your business? And Why?**

**A:** I have a Website, and use Organic Promotions. Also articles and I am a member of Networking in Israel - I believe these advertising methods are long-term marketing infrastructure and are the best for me and my business to use. As it evolves, I will look into alternative ways of marketing.

**Q: What position was your first hire when you started growing your business? And do you have any tips for hiring good staff?**

**A:** I don't have any employees for now. Good employees to me are honest people who are willing to work hard even if they don't have the full experience required. I believe that a workforce must be as committed as you to make the best of your business.

**Q: What do you enjoy most about your business?**

**A:** I love that I can work from home, making decisions independently, creating relationships in circles I connect with and deciding the types of clients I want to take care of. Not all clients are always a good fit. You need to be selective.

**Q: How does your day-to-day life look in your industry?**

**A:** Waking up at 7:00 a.m, having coffee with my wife Danit and going up to the office and working on a daily schedule that includes accounting, marketing, writing articles, working on projects, business meetings, meeting clients at the end of the day backing up the computer and moving on to shift B - my twins Omer and Sol.

**Q: Name one thing that is on your bucket list**

**A:** To buy a land and build on it with my own hands a house with an organic farm that has all the vegetables and fruits by season.

**Q: What is one key piece of advice that you could share with new starting entrepreneurs?**

**A:** Go with your feelings and in cases of dilemma, consult. Never be afraid to ask for advice from your peers.

**Q: What is your favourite podcast and/or book, and why?**

**A:** The Four Agreements by Don Miguel Ruiz. The book explains the source of beliefs that limit us, which rob us of joy and create unnecessary suffering. The four agreements are based on behavioural values that make our lives an experience of freedom, true happiness and love.

**Q: What do you do to treat yourself or to relax?**

**A:** Putting on my wetsuit, making a thermos of hot tea with mint leaves and sugar. Drive out to sea on rainy days and sit on my surfboard and get lost in the circles across the water generated from the raindrops.

**Q: What advice could you share to stay motivated and grounded?**

**A:** Be true to yourself and trust your instincts. Intuition is as a great a tool as experience.



**Get in contact  
with Etti**




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<https://www.lb-arc.co.il/>



Everything  
comes to you  
at the right  
time.

Be patient.



MEET THE ALLURING

# Ibbie Aromolaran



**Q: How would you describe your business to someone else?**

A: My business involves dating coaching for women and includes coaching, education & accountability for women stuck in less than ideal relational patterns and desiring long term commitment and marriage.

**Q: How long have you been in business?**

A: I have been in business for under a year.

**Q: What were some of the first things you did to get your business off the ground?**

A: I just took a leap! I had no clue what I was doing but I knew the impact I wanted to have. I started fiddling with different ideas, created my website and social media profile. Soon after I hired a business coach and a social media strategy coach.

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**Q: How did you come up with your business idea & what was your goals when you started?**

A: I was quite interested in the love & dating space due to my experiences and also my interests in school. I spent a lot of my time studying dating & relationship patterns and turned my passion into a business. My goal was to help women see that there are more effective and healthy ways to land with their ideal partner rather than the ineffective and often toxic patterns they were currently involved in.



**Q: Which advertising methods & platforms do you use to promote your business? And Why?**

A: I currently use Instagram. It has been most effective in landing me my first and current clients and it's a platform I know how to manipulate a lot better than the others.

**Q: What do you do to treat yourself or to relax?**

A: I curl up in a ball on my bed with snacks, tea, my blanket and favourite tv shows. It may look depressing to some, but to me, it's my happy place for unwinding.

**Q: What position was your first hire when you started growing your business? And do you have any tips for hiring good staff?**

A: I am a one-man show! At some point, I would like to outsource my social media tasks or hire a VA, but right now doing it by myself works best for me. I would go through a trial period with the intensive interview process to make sure I'm making the right pick.

**Q: What was your biggest struggle you had to face to build your own business?**

A: Information overload. Listening to everybody under the sun and downloading all their freebies and information. It left me feeling overwhelmed and confused. I was moving in circles rather than forward.

**Q: What do you enjoy most about your business?**

A: I enjoy seeing women completely transform from settling and confused to confident and happy within their interpersonal relationships. Being able to provide them with the tools I used to gain clarity on and land my ideal partner is quite exciting and rewarding.



**Q: How does your day-to-day life look in your industry?**

A: Content planning, recording videos, prepping for and coaching clients, engaging/networking on marketing platforms, and of course, the lovely admin work.

**Q: Do you have a mentor and if so, who & why?**

A: I do not have a mentor at the moment. I would absolutely love to find one though.

I believe it is extremely important to connect with people that have gone before me and have a strong passion for dating & building healthy relationships like I do. Having a person I can bounce ideas off of and avoid unnecessary business mistakes with.

**Q: Name one thing that is on your bucket list**

A: I would very much like to go sky diving. I've got to avoid hearing my mothers fears in the back of my head though!

**Q: Who is your soundboard for when you need to plan, think, share or more?**

A: My partner is my first soundboard then, of course, my coach and oftentimes my best friend.

**Q: What is your favourite podcast and/or book, and why?**

A: I'm more of a YouTube watcher and enjoy Shan Boody's channel about intimacy, dating, sex, relationships and everything I'm interested in. Her book, The Game of Desire is also amazing.



**Q: What advice could you share to stay motivated and grounded?**

A: Know what inspires you so when you're feeling less than motivated, you can turn to that thing that inspires you and all of a sudden, here comes the adrenaline. Use it to get back to work! To stay grounded, keep your eyes on the end goal.

**Q: What is one key piece of advice that you could share with new starting entrepreneurs?**

A: Just go for it! The more you wait, the more you plan, the more you try to get all your ducks perfectly lined up, the longer it will take for you to start. Nothing will ever be perfect, so start with what you have- your passion- and run with it!

**Get in contact with Ibbie**



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# TALK BUSINESS

## WITH NICOLENE

### Let's EXPLODE your brand.

It is extremely important for your business to be as visible as possible.

I recently hosted a challenge to explode your brand and I thought- Why not share it with you as well!

Let's get started!

You don't need to be on every social platform but the platforms you do choose to use, you need to be active and show who you are. In the challenge I shared actionable steps you can take to upgrade your visibility and I am really excited to share it with you too!

**BUT**, remember, this will **ONLY** work if you are all in and take action

So, first 4 actionable steps are down below, and during the challenge the members had to post the evidence of their steps inside our group. It was a great way to create accountability.

But, you need to find a way to create accountability for yourself. Maybe tell a friend so they can check on you and motivate you.

1. Upload a **NEW** profile picture of yourself and do the **SAME** on **ALL** social media your platforms.
2. Upload a **NEW** cover photo on Facebook & LinkedIn.
3. Update your email footer with an image of yourself.
4. Write a catchy Bio of yourself and **SHARE** it in 4 groups!

I really hope you take the necessary action to explode your brand! You deserve to look like the expert you already are!

# Deanna Selby

The Founder of Better Indeed Group, LLC

## How would you describe your business to someone else?

I coach early-stage entrepreneurs to set up their bookkeeping and financial processes so that they can be successful and avoid bookkeeping headaches.

## What were some of the first things you did to get your business off the ground?

I immediately began to build an Instagram following, started a lovely Facebook Group for female startups and the professionals who serve them as a support community, and also developed an online presence in other Facebook Groups. I dubbed myself THE Bookkeeping Headache Doctor and did everything I could to make myself known as such!



## How long have you been in business?

Since June of 2020

## How does your day-to-day life look in your industry?

Desk time and Zoom calls...lots and lots of both of those things. I spend hours pouring over transactions and financials and hours walking hand-in-hand over Zoom with entrepreneurs who have made the decision to invest in one of the most important aspects of their business...it's financial health.

## How did you come up with your business idea & what was your goals when you started?

When I started my business, I intended to continue to do what I had done for the previous 8 years...bookkeeping. I began working with a business coach and after much thought and working through a great deal of coaching content, I realized that I had a passion for female entrepreneurs. I decided to shift focus on teaching them how to maintain their financials on their own. There's a saying that goes "Give a woman a fish and you feed her for a day; teach a woman to fish and you feed her for a lifetime." Once I embraced this focus, I decided that this business will be supplemental income for us for the remainder of the year, but next year, I accelerate on my path to working entirely for me.



## Which advertising methods & platforms do you use to promote your business? And Why?

At this point, I promote my business on Instagram and Facebook (mostly in Groups). I've chosen these platforms because they are currently rich with female entrepreneurs looking to bring their dreams to reality as we face this new lifestyle due to COVID-19. I absolutely adore the calibre of women that I have met and interact with on these platforms. It is absolutely amazing and I have richer friendships here than in face-to-face life at the moment.

## **What position was your first hire when you started growing your business? And do you have any tips for hiring good staff?**

My first hire was a Virtual Assistant. I hired a wonderful young man from Kenya to help me develop my coaching documents. He did an incredible job, but it was through working with him that I realized the importance of hiring employees who know and can relate to my market. When hiring good staff, you need to interview several people, review samples of their previous work, and make sure that they have the same drive and mindset that you do. Personalities must mesh well in order for productivity to be maximized.



## **What was your biggest struggle you had to face to build your own business?**

My biggest struggle and this is a very prevalent topic right now, was imposter syndrome. I have a Masters Degree in Accounting from the Georgia Institute of Technology in Atlanta, 8 years of bookkeeping experience working with entrepreneurs, and a year of experience spent as the Director of Finance for a boutique law firm. I know my stuff. But, I still had to overcome the "Am I good enough?" mindset. I even wear a ring that says "I am enough."

## **What do you enjoy most about your business?**

Freedom to do what I want to do. Freedom to work as hard as I want to work and not have someone else reaping the benefits of my long hours. Freedom to make the difference in the business lives of as many female entrepreneurs as I want to. Freedom to pursue freedom!!!

## Do you have a mentor and if so, who & why?

I do have a mentor. I actually have a couple of them. I have a teaching mentor, Zsuzsanna Bekesi Smith, who helps me to make sure that my material is student-friendly and a business mentor, Maria Wendt, who guides me through developing my business and my approach to it. I have honestly come to realize that without a mentor, you will expend more time and money by making mistakes you could have avoided on the front end. I will likely always have a mentor at all times.

## Who is your soundboard for when you need to plan, think, share or more?

I have an amazing friend that I met through my coaching program with Maria Wendt. She and I spend hours planning and discussing our approach in many different facets of our businesses. We have gone so far as to start The Millionaire Girls Facebook Group where we plan to share the results of our planning sessions with others who want to commit to a similar path.



## What is your favourite podcast and/or book, and why?

The Artist's Way is my favourite book at the moment. I have only just begun working through it and the impact it is having on my life is profound. The subtitle for the book is "A Spiritual Path to Higher Creativity," and I am here to tell you, it is exactly that. This book has lead me to so many incredibly creative ideas for my life, my business, and my husband's business simply through the daily writing that it encourages.

### **What do you do to treat yourself or to relax?**

Oooooooo...tough question. I am horrible about this.

My business is my passion and I have to try very, very hard to not let it consume every aspect of my life. I go for walks and I like to shop. A big treat for me is a trip to the thrift store to see what treasures I can find there. I know, thrift store?! Yes! It's a favourite past time for me and my oldest daughter.

### **What advice could you share to stay motivated and grounded?**

When you feel the overwhelm begin to set in, push through the current stressors and then give yourself permission to mentally regroup. It is vital to acknowledge the overwhelm and give it it's due. Get to a comfortable place, and back off just enough to let the passion for what you do rekindle! If it is truly your passion, it will rekindle.

### **Name one thing that is on your bucket list**

I will move to the beach within the next two years. I grew up in an area near the ocean and my greatest desire is to have a house ON the beach. The location of this beach house is still to be determined.

### **What is one key piece of advice that you could share with new starting entrepreneurs?**

Do not buy into the "this will be easy" idea that so many coaches are pushing these days. It's not! Being an entrepreneur is nothing, if not difficult. With that in mind, set realistic expectations of yourself and then respective goals to bring your dream to fruition. AND, BELIEVE that it will happen!

## **Get in touch with Deanna**



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# CONNECT WITH THESE BOSS BABES

## Faye Cox



Faye is a Mindset & Confidence Coach who works with a range of ambitious individuals and business owners world-wide. Using her Coaching, Cognitive Behavioural Therapy knowledge and NLP skills and experience, Faye supports these individuals to gain the necessary confidence to help them achieve what they truly want in life.

Faye believes that in order to gain clarity and move forward you need to go deeper and release the fears and limiting beliefs that are holding you back. Faye founded Faye Cox Coaching in 2018 and works with a range of ambitious individuals, but specializes in working with women in male dominated industries

Connect with Faye: [faye@fayecoxcoaching.co.uk](mailto:faye@fayecoxcoaching.co.uk)

## Laura Jane



Laura Jane is a Personal Stylist & Women's Empowerment Coach based in London, UK. She is the founder and creator of Girl Behind The Look. With over 12 years of experience within the fashion industry, Laura's work as a stylist has been featured in fashion magazines and she is very passionate about Body Positivity. In June 2017, she started Body Positivity and Confidence Week where she joins forces with some amazing guest speakers from Confidence Coaches to Nutritionists to Plus Size Bloggers who shared their stories on these topics to help women feel confident about themselves. In January 2018, Laura became a Body Image Movement Global Ambassador.

Connect with Laura: [hello@girlbehindthelook.com](mailto:hello@girlbehindthelook.com)

## Rachael Jenks



Rachael has been an entrepreneur for over 20 years. She studied to become an attorney and accountant to realize that she did not want to be stuck behind a desk or in a courtroom so she moved into the online space. She started coaching women in health and fitness and realized that women needed help in goal achievement in other areas of their lives. Since she always LOVED business, she started coaching women in achieving their business goals so that they can achieve goals that they thought were impossible. She is a mom of 6 and enjoys driving her kids to gymnastics and triathlon training and in her free time she likes to work out and occasionally has time to read a book.

Connect with Rachael: [info@rachaeljencks.com](mailto:info@rachaeljencks.com)



## WORK WITH OUR FOUNDER

*Follow us to ensure you never  
miss out on an interview!*



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<https://www.instagram.com/theelhadadcompany/>

Hi, I'm Nicolene Elhadad. A multiple business owner and franchise & branding coach.

My One-on-one service is designed to help you get out of your current rut and level up your business with franchising or branding. I want to help you set new goals, design new action plans and take drastic steps to move and scale to dimension.

It is my mission to help you succeed. Your success is my success story.

With 13 years of experience I have found my niche. I would love to help you re-brand and scale, or even help you franchise your business, while attracting the best potential investors to your brand!

If you are looking for someone who has experienced it all & who understands your concerns and worries, connect with you and help you brainstorm and ignite a new income stream into your business? HERE I AM!

Sometimes in life, we just need someone to support us, push us forward each day and keep us motivated.

I make it my goal to see you succeed and I share with you all my advice, business tips and life lessons to help you start living your best life now.

Let's get connected!  
Nicolene.

**CONNECT WITH ME  
TO FRANCHISE  
& SCALE  
YOUR BUSINESS  
THROUGH BRANDING**

*my* **STORY**