

# FEM ABULOUS



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# THE POWER OF A WOMAN



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# THE POWER OF A WOMAN

## The Power of a Woman

From the beginning, women have held a special role in the world...mother, nurturer and keeper of order. Also, women have found their voice as entrepreneurs and professionals. In addition, women in these roles speak with power, bringing a unique and necessary female perspective to critical business situations in the world today.

**The power of a woman is found through her ability to rise up and inspire a revolution, through her regal manner and through her ability to undergo a personal renaissance in order to meet the needs of the world around her.**

## Revolution

Whether intentionally or unintentionally, early corporate women in the 20th Century helped bring about a revolution in the way business was run around the world. While facing many obstacles in the traditional business world, women began to control more of their own destiny by working for themselves as entrepreneurs. After the lead set by women such as Madame CJ Walker (regarded as the first female self-made millionaire in America) and Mary Kay Ash (founder of Mary Kay Cosmetics in the 1960's), the trend of entrepreneurship gained enough momentum that business began to address women and other less served groups through such legislation as the [Community Reinvestment Act of 1977](#).

Mary Kay started out trying to provide for her family by selling makeup door to door. Using the guiding **principle of the Golden Rule** and the simple technique of **sandwiching each criticism with a praise** on either side, she built a financial empire and helped create a new landscape for women in the corporate world.

Oprah Winfrey was getting her start in the 70's, and over the course of a decade worked her way from a local TV talk show to a nationally syndicated show that became the most watched program in its time slot. Her **warm feminine style** and **genuine interest** in the people she interviewed connected resoundingly with her audiences. By the end of the century, she was not only among the wealthiest

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entrepreneurs in the world, but was also **using her considerable wealth to do good**. Life Magazine named her the [most influential African-American philanthropist of the 20th Century](#).

These and other female business pioneers may not have been trying to create a revolution, but they followed their hearts and passion for excellence to huge financial success. In doing so, they not only overcame cultural expectations and entered the world previously dominated by men, but forged a path for women that has made great strides in expanding the possibilities more easily accessible to women today.

## Regal

A regal woman of power handles the many demands placed on her with poise and graciousness. By approaching her situation with dignity, she builds greater possibilities for her success as well as the success of those who rely on her.

The biblical Proverbs 31 woman presents a regal portrait of the ideal woman. “A wife of noble character who can find? She is worth far more than rubies” ([Proverbs 31:10](#)). No woman fully lives up to her, but she presents something toward which women may aspire. Part of her grace comes from managing her household efficiently and even **showing a little entrepreneurial flair** by making and selling things in the marketplace. “She makes linen garments and sells them, and supplies the merchants with sashes” ([v. 24](#)). This woman is classy and gets her business done, and has time to pursue financial benefit for herself and her household. “She is clothed with strength and dignity” ([v. 25](#)). This woman, and the real women who aspire to be like her, carry themselves with regal power.

Coco Chanel lived before the female entrepreneur revolution, but she also came from a hard beginning and found success by carrying herself with regal pride. From an orphanage, she found work selling baby clothes, and went on to become a luxury fashion trendsetter. She did this by **insisting on finding her own path** rather than accepting the one that was laid out for her. Her **passion for excellence** led her to create the elegant little black dress free of the laces, pearls and frills of her day. She



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went on to create a signature perfume with synthetic elements to last longer and provide more variety of fragrances. Coco Chanel's regal style led to a [redefining of the modern woman](#) as sleek, simple, and elegant.

[Two key suggestions](#) help today's woman successfully embrace a regal demeanor as part of today's corporate world. First, **over deliver**. Know what is expected of you, so you can exceed those expectations. Second, learn how to **speak to people in terms with which they are comfortable**. To do this, speak to him with *confidence* and *clarity*, keep your *cool* and be *consistent*. With these traits, a woman can find success as a regal businesswoman or member of a business team.

## Renaissance

With the corporate revolution of the 70's becoming part of our cultural awareness, the significance of being a woman has changed. Women now acknowledge that they are not just fighting for the ability to work like a man in a man's world. Rather, they are beginning to embrace a renaissance: the ability of a woman to bring her feminine strengths to the world of business and solve problems in appropriate, yet more female, ways.

Today's woman is experiencing this renaissance. We don't have to buck a trend to work in a men only world. We aren't culturally expected to stay home and tend the home fires for our significance. Rather, **we are invited to step into what we really want for its own sake**. Women today are actors and teachers, scientists and nurses, authors and politicians. Like never before, we get to step onto the world stage and exert our positive force in an ever-widening circle.

Sheryl Sandberg has worked as the Chief Operating Officer of Facebook since 2008. She [left Google to collaborate with the then-struggling company](#) because she saw it as a company "driven by instinct and human relationship," which appealed to her feminine side. Yet Sandberg, while willing to speak to the presence of a woman in such a high-powered role, concentrates more on the **relationships built within the company**, as well as the **power of this company to make money**. Her strength in



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managing the success of the company came from **asking employees what they thought, and listening to their ideas.**

A successful renaissance businesswoman is more than just a businesswoman who happens to be female. She knows how to network and how to get a job done, but she often does it with the special aspect of femininity.

We get to redefine where to start the revolution. We get to show the world how to carry oneself regally in a wealth of situations. In addition, we get to exert our special female force on the world, marking it for a renaissance.

Resources:

[Entrepreneur.com](http://Entrepreneur.com)

[Madame CJ Walker](#)

[Mary Kay](#)

[Biography.com](http://Biography.com) - Oprah

[Proverbs 31, New International Version](#)

[Executive Women](#)

[W2W Link](#)

[New Yorker](#)





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## The Balance of Power

Both men and women hold the power to do what they think is right. Many live in a society where they have the freedom to do what they want and say what they think and feel, yet still have to live by certain social regulations. In much the same way, men and women are naturally bound by their essential roles.

## Essential Roles

The essential role of a man is that of initiator, provider and protector. He carries the main responsibility for initiating, providing and protecting. It is emphasized that the word “main” precedes that of responsibility so as not to demean a woman’s responsibility when circumstances necessitate it.

Women, on the other hand, have the main essential role of nurturing and submitting. Lest “submitting” be misconstrued as slavery, inferiority or blind obedience, submitting actually connotes trust and acceptance. A woman trusts that what is required of her is for her own good and therefore accepts the requirement. The submission of a woman is actually not to a man whether he be a husband, friend, or colleague, but to the one who created her. Women were created for a purpose. Submission, then, is an act of obedience to the Creator.

## Role Complementarity

Within the essential role of each gender exists a set of skills that best complement each role. Men tend to be good at seeing the big picture; women tend to be good with details. The operative word here is “tend”, because the masculinity or femininity of a person is by degrees. No man is completely masculine and no woman is completely feminine. A man may be very masculine and a woman may be very feminine. However, lesser dominance and role reversal in coupled relationships are not uncommon.



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The more virile a man is, the more receptive he is to feminine power. If he is very masculine, the more he appreciates feminine affection and care. A man's gruff nature finds a woman's soft voice soothing. When the roles of man and woman unite, there is sublimation – a state of being raised to a higher status. This is not to say that taken alone a man or woman may be considered incomplete. Rather, the union of two different beings enriches life experience and both are impacted.

When one partner seems down or depressed, the other is there to lift both up. There is no competition; instead, each can take the lead in areas at which he or she excels. This sublime union does not count who is doing most of the work. Instead, it recognizes one's limitations and his/her need for the other. In this way, **balance of power** is achieved. One is not limited by one's solitary gifts and talents, but can draw on the strengths of the partner. Each man and woman has different gifts and talents which were given not for our sole use but which ought to be used for the benefit of other people.

## *Embracing Our Essential Roles*

We all have gifts for which to be grateful. One way of showing gratitude is by using those gifts. For instance, we may have the gift of nurturing. This is a gift classically attributed to women, but could apply in varying degrees to men as well. More than the common understanding of nurturing as being able to give physical and emotional care, nurturing can be broken down into several manifestations such as that of a **guide, counselor, consoler and inspirer**.

*Guide.* Women, particularly mothers, can give direction and training to their children. If a son is raised with the proper guidance from his mother, he will learn to be a gentleman who respects the wishes and boundaries set by a woman. He does not impose on a woman, and neither does he dispose of her just because he does not get his way. He has manners that do not change, whether he is with a woman he is dating or an elderly woman he encounters in a subway.

*Counselor.* Women counsel others when they face tough decisions. A woman may counsel another woman who is faced with issues regarding her love life. The



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counselor empathizes with the woman and gives her direction as to her options. A counselor may also talk with a student who seems to be neglecting his studies. She is able to dig deep into the person's life without being judgmental.

*Consoler.* A woman can console others going through difficulties. Often a troubled person finds emotional relief just knowing they are heard. In this manner, the consoler provides an outlet for a person's burden and helps to clear their mind; she might also be able to come up with a course of action.

*Inspirer.* Finally, women can be a source of inspiration to their partner, their children, their friends or even strangers. A man who is inspired by a woman aspires to be a better man, not only for the woman but for himself and other people as well.

Overall, the balance of power between the sexes is not about receiving or making myriad achievements but in making the most of what you have in service of others, whether as a man or woman.

## The Royal Woman

Regal is usually equated with royalty. Only a select few women can be royal by virtue of birth but all can be royal by personality. Being royal is characterized by practicing classy and elegant behavior. A classy woman exhibits good behavior, while an elegant woman is refined and graceful. Therefore, the bottom line is any woman can be royal, if she chooses to be. It is just a matter of practicing good manners and behavior. Following are some specific ways to project the royal demeanor that makes you stand out in a crowd:

*Class.* First impressions are critical. For right or wrong, you have only a few seconds to impress the person you are meeting with your quality as a person. If it is a formal meeting, which requires a handshake, do it firmly even if you are a woman. Face your palm sideways, not downwards, which can give the perception of dominance. If you are meeting someone informally, at least create and maintain eye contact. The importance of this first meeting cannot be over-emphasized.



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*Confidence.* Projecting confidence is also important. Signs of nervousness like touching your face or playing with your accessories belie your attempts to pretend calm. Instead, keep your hands down but not self-conscious, and practice a relaxed smile that reaches all the way to your eyes.

A royal woman makes others feel comfortable and at ease. Accommodating others also makes it easier to concentrate on the topic of conversation rather than making judgments of another. When you think of others, you don't have time to feel self-conscious. Considering others lead not only to increased compassion but also exudes a posture of confidence.

*Intelligence.* The royal woman speaks intelligently. Those who are well read, and have formed thoughtful opinions on a subject, can speak on it intelligently in a conversation. Integrity wins the day here, because the unwary woman who simply parrots the opinions of others may be caught off guard by a follow-up question, and end up looking foolish because she reveals a lack of understanding of the issue or its implications.

*Speech.* Speaking intelligently includes having a wide vocabulary and good diction – choosing the right words when speaking. A royal woman does not use overly academic words to express herself but uses the right and simple words. Her goal is not to impress a listener, but to get her point across. She can do so without using colloquialisms (like, you know) and contractions (wanna, gonna and so forth).

*Respect.* Royal women know how to respect. They understand that respect begets respect. In addition, respect begins with the self. Self-respect contributes to confidence. Self-respect comes with accepting who you are and what you are capable of doing. It also comes with recognizing your limitations and being thankful for the blessings that come with them. Recognizing your limitations can help you focus on the things that you can do. So when you find something you cannot do look at the advantages.

Respecting others can be as simple as not interrupting their conversation. Respect for other people's time means being on time for an appointment, meeting or date. When you are in a conversation or meeting, give the other person your undivided



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attention. Valuing other people, their time and their presence extends to valuing their belongings. If you borrow something from a friend, make sure you return it and in the same state you borrowed it. If you borrowed a pristine book, make sure that it is not torn or dog-eared when you return it.

*Personal Appearance.* Likewise, a royal woman lives out elegance. Proper hygiene is the foundation of looking elegant. This includes proper grooming as exhibited by a neat appearance, well-combed hair, and trimmed nails. A royal woman applies makeup to highlight her assets and conceal any flaws or blemishes. This also applies to accessories. When it comes to fashion, her main requisite are clothes that fit and are made of good fabrics. She does not sacrifice comfort for seasonal trends. Since royal women are not hungry for attention, their choices in wardrobes and accessories also do not scream for attention.

*Clothing.* The combination of clothes, jewelry and accessories is guided by body shape and strengths as well as activities. At work in a corporate environment, the royal woman may don suits in neutral colors and limit accessories. The shoes should be close toed with medium heels. A night out in town calls for more colorful garments. This time, the dress can be accessorized strappy shoes and a gold bracelet or necklace. The look can be carried out – whether at work or at play – with a woman who has good posture.

*Character.* Unconditional and true love reside in the royal woman's soul. No matter what misdemeanor a child has committed, a simple act of remorse can melt her heart and all is forgiven. A royal woman does not hold grudges, and she takes all situations in stride. Even when she is taken for granted, she herself would guide you in making amends. She does not fall apart under pressure. Instead, she handles crises coolly and keeps her head up.

These qualities elevate the perception of others to understand what you already know—that you are a royal woman.



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## Inspiring Women in Business

Today more women than ever are searching for ways in which to work from home, thus combining service and independence. Many stay-at-home and work-from-home moms make more from home based businesses than they could working a traditional job.

It is notable that such a growing number of women are motivated to contribute income to the family by beginning their own home business. **These women are world changers.**

There are women who have already played a significant role in the industry, and continue to invest in woman-led businesses and become paradigm entrepreneurs in all fields. Some of these businesswomen have achieved great success, made millions of dollars, and have made diligent efforts to make the world a better place for women.

Valerie Sherrod, owner and co-founder of *Femini Publishing and Enterprises* as well as *The 90 Day Author*, is a successful entrepreneur, humanitarian and example of a robust businessperson. Valerie started her initial company, a publishing business, in the 1990's and was soon publishing and producing products for some of the most important authors, businesses, and entrepreneurs in the world. Today, Femini Publishing's structure gives people an opportunity to build a prosperous income for themselves while helping to generate significant funds for charitable organizations.

Not only is Valerie a successful entrepreneur, she is also concerned with women and children's issues, and she encourages other women in business. As a humanitarian, she is dedicated to helping save children around the world, and she donates money to women in low-income countries so that they can start their own businesses and generate income to help provide for their families.

Valerie uses her successful experience as a businessperson to encourage women to succeed to their full potential. Femini Publishing is a sponsor of Women Against



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Domestic Violence, which inspires women to "Move Beyond Boundaries" in their own lives.

## Tips for the Successful Entrepreneur

Whoever said an uphill climb to become a feminine businesswoman and be part of the legion of women entrepreneurs was easy. It may be difficult, but not impossible. Many opportunities exist to invent yourself as an entrepreneur whether it is online or beginning a business providing tangible products. Today we have a few simple tips to assist you in becoming a powerful entrepreneurial woman.

### *Self-confidence*

The first factor you need to possess in spades is belief and confidence in yourself. If you don't have that, find mentors who will speak affirmation in your ear until you believe it yourself. Pay no attention to those who are always looking for ways to cause you to fail and pointing out your faults. Yes, there will be competition. Yes, you will make mistakes along the way. Nevertheless, those who criticize you have no idea of your inner strength, determination and passion to take on this entrepreneurial adventure, and the sooner you believe it, the better. Perfection does not exist, but confidence is contagious and it will bring you success.

### *Create Business for Yourself*

As a leader, you will constantly face decisions. There are many opportunities to pursue as women entrepreneurs, but Renaissance women and women of influence take time to think about their choices with wisdom. With so many choices to decide on, you have the flexibility to concentrate on the one thing for which you have the greatest passion and knowledge.

One of the foremost challenges facing entrepreneurs is using time wisely. When you work for yourself, you alone are in charge of how you manage your time and how



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you accomplish your job in the face of endless distractions. Be proactive about time management and you will buy yourself the time you need to get your work done.

In order to find success as a woman entrepreneur, you have to be willing to devote a significant quantity of your time and energy to selling and advertising. You cannot sit back and expect work to come to you. Diversify your selling techniques and seek many different methods of finding work to search out what works best for you.

## *Cross the Line*

Finally, line up your goals and pursue them. When you know your goals, it helps you assess whether you are reaching them, and prompts you to make action plans for how to reach your goals.

These are just some of the primary tips for the regal Renaissance woman who wants to become a successful and powerful entrepreneur in business.



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## *Women Living their Dreams*

Dreams are a funny thing; not only are they often intangible, but they change over time. Your dreams when you were a child were probably to eat as much ice cream as you possibly could! Your dreams changed as a teenager. You probably wanted to learn to drive, to have more independence and to see more of the world. As we women get older, our circumstances will mean that our dreams change again.

So what are your dreams right now? It is a fact that many women do not even spend time thinking about what their dreams are. They do not think that they have time to commit to their own desires and hopes – they are too busy trying to excel at work, keep in touch with friends, and even look after a family. Too easily 'real life' can get in the way, and before you realize it, you haven't evaluated your life for years.

There are many ways that you can live your dreams, and being a woman, a mother, a sister, or a partner should never stand in the way of those dreams. Begin by writing a list of the things that you would like to accomplish in the next ten years. Be wild, and be adventurous! After all, there is nothing we elegant women can't achieve.

Now take one of those dreams, and start making it a reality. Succeeding with your dreams is a day-by-day process, and each day should take you one-step closer to your goal. Ignore your fears, ignore the worries, and keep your eyes focused on your dreams. The only person that can stop you from achieving your dream is you. The one person that should be living their dreams, that's you too!



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## *Inspirations - The Beauty of a Woman*

No matter the rules of society,  
Every woman is beautiful inside and out.  
No need to freak out and have anxiety,  
Because every woman is amazing without a doubt.  
With women there is always variety,  
So feel free to stand out.

Don't listen to what people say,  
You should always be yourself.  
When someone's words lead you astray,  
Put yourself on the top shelf.

To live as a woman  
In today's society is hard.  
Wear this, not that.  
Be this, not that.  
Be unique, but not that unique.  
Be yourself, but don't act like that.  
It's hard to break free  
Of the rules that we face,  
But no matter what anyone tells us,  
We are all beautiful,  
Inside and out.



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You don't have to look like a Barbie  
To achieve your greatest dreams.  
All you need is a good head  
On your shoulders  
And a heart full of confidence.  
You don't need to follow  
What society says  
Because as a woman,  
You can do anything.

The power of a woman  
Doesn't come from her appearance.  
It doesn't come from  
Her body-hugging dress  
Or her five inch heels  
Or the amount of makeup on her face.  
The power of a woman  
Comes from the way she carries herself.  
It comes from her personality  
And how she looks at the world  
And how she handles problems.  
The power of a woman  
Comes from within.



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As a woman,  
You have power.  
You have the power  
To do anything you want.  
You can be a mother,  
Or you don't have to.  
You can wear makeup  
Or not if you don't want to.  
You can wear pants  
If you're not into skirts and dresses.

As a woman,  
You have the power  
To be anything you want.  
You dress the way  
You like to dress.  
You act the way  
You want to act.  
You have the power  
To control your own life  
And create your own destiny.

Don't let the words  
Of others get you down.  
Your life is your life,  
Not anyone else's.



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As a woman,  
You can dress to your liking.  
You can dress your body  
Any way you want,  
As long as you feel comfortable.

As a woman,  
You can be  
Kind,  
Generous,  
Confident,  
Determined.  
Believe it or not,  
Beauty exists outside and inside.

There's a myth that says  
That women can only be beautiful  
On the inside or the outside, not both.  
But as a woman, you can be both.  
You can change your physical appearance  
To fit your own standards of beautiful.  
You can mold your personality  
To fit your standards of beautiful.  
You can still look beautiful  
While having a beautiful personality.  
And who says that  
Women can only be beautiful  
In one place but not both?



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*Femini Publishing*



*Valerie Sherrod*

CEO/AUTHOR/SPEAKER