

THE BOSS LADY MAGAZINE



ISSUE 03 | WEARING THAT PINK POWER SUIT

*THE
Boss Lady*

INTRO



Hi Boss Ladies,

Confidence is key!

Ladies in this issue we are going to be hearing from some of the most beautiful hearted boss ladies around many different areas of confidence, self-love and overcoming fears.

This is an area of self-care I work on daily and have continued to work on for many years. Its only been since starting the Boss Lady Events Community I have truly stepped out as my real self. Give your self-permission to be unique, quirky and let your soul shine through.

I promise if you are ever feeling lonely or not at your best myself or another lady in this community will be here as an ear to listen and a hand to hold.

You are not alone, you are beautiful and you deserve to fulfill your dreams and be the best version of yourself.

Enjoy this months read and I hope if you take one thing away its that you are special and your loved exactly as you are.

Jada Perfect x

It is our mission to bring women together to support, educate and inspire through our love of **friendship**, **conversation** and the colour **pink**.

Our vision is to showcase other Boss Ladies that **inspire** and **motivate** us to be better versions of ourselves.

We want our community to know we are here for you and we have **plenty of seats at the table**.

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BUSINESS TIPS

The Boss Lady, Jada Perfect, shares her tips and tricks in business.

You don't know what you don't know!

Education is the key to success !

When saying education, it does not need to mean at school or university its can simply be by continuing to keep up to date with your industry, listening to podcasts, watching videos on YouTube, completing webinars or asking questions to other business owners around you.

In my own business journey, education is a true passion of mine and something I am continually striving to improve. I now see as a 30 year old woman (still coming to terms with being 30 lol) that education is what develops our personal values, beliefs and keeps us accountable for our actions. Life choices and our pathway is all determined by the respect we have for continual learning.

A few tips that have helped me drive my own education and personal development that I believe can help you.

1. Identify your learning style.

This can be done at <https://vark-learn.com/the-vark-questionnaire/>. Once you have identified which learning style best suits you it becomes a lot easier to decide on what to invest in. For example, if you

are a visual learner then instead of reading a book watch a documentary or a webinar.

2. Do what makes you feel warm and fuzzy, excited, or motivated.

A law degree may get you a great job, it is a respectable profession and pays well but I could not bring myself to complete another minute of my law degree even though I was already 2 years in, why?? Because there was no fire ignited in my belly, I was dead set bored! (So much respect to anyone who has completed a law degree because WOW its mentally challenging). Find what you like to do and make that your business or career.

3. Do not multitask when learning.

Focus on exactly what you are doing for that period. Put down your phone, close off your email pop ups, ask everyone around you to give you some peace and space so that you can put all your energy to the task at hand. This will help the information to sink in and gain further understanding of what is being taught.

Keep in mind education, learning and developing our skills looks difference to everyone but as individuals it needs to be a priority. Put your health, mental wellbeing and purpose before anyone else's thought's feelings or opinions. You are in the driver's seats of your own hopes and dreams so make sure you are working towards them daily and enjoying the ride along the way.

DESIGN 101

How to take your business to the next level



We'll show you how you can add more than one photo to your stories.

Fav app of the month:

Plann



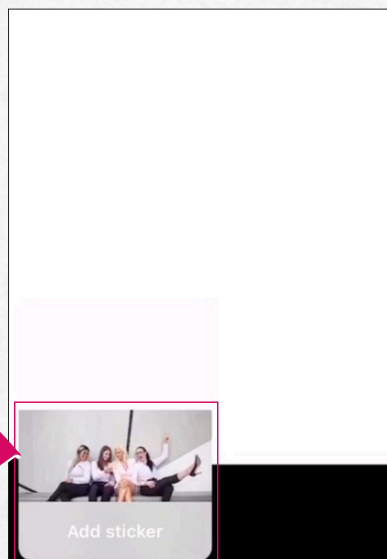
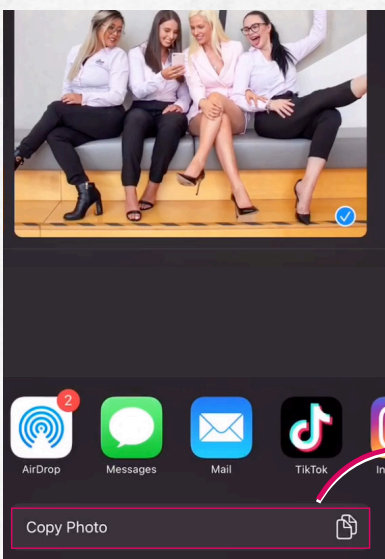
There's so many hidden secrets within Instagram stories that can take your account to the next level. We're back with another tip that'll take away any collage apps you've ever used.

Have you ever had a few great images that you want to post on your story but can't choose just one?! Well you can add as many as you like and at different sizes using this quick tip.

Check out [@bossladymedia_](#) to see a live version of this story.

Start with Instagram stories opened and take a photo of whatever is in front of you. It doesn't matter what of because we're going to fill it in. Select a colour from the colour bar and hold down the screen until the colour covers the entire image. In this case I've chose white. Once your background is coloured add some text so you have a basis to form your images around.

Head to your photo gallery and select the image you want. Tapping the icon in the bottom left corner will bring up the menu. Hit **COPY PHOTO** and then head back over to Instagram. Your story will be opened where you last left it and an icon will pop up in the bottom left corner saying **ADD STICKER**.



The image will pop up on the screen and you can move it around like a sticker, resizing and adjusting where you want to place it.

A good way to find the centre of the screen and match it up to other images is to hover around the middle and wait for the blue line to appear.

EXTRA TIP: If you add more than 2 images it can become difficult to resize them all. Save the story as an image, import that image as a new story and continue adding images from there.

BOSS LADY TALK

We sit down with some Boss Ladies from the community to talk about the highs and lows of business.

Brooke

Confidence Coach and Model



Hi ladies! I'm Brooke, a Confidence Coach and model dedicated to supporting women in practicing self-love, reclaiming their confidence and accepting their bodies. A fun fact about me is that I love comfort/ binge TV shows like Kath and Kim, The Office (the US version, dah) and Friends.

How do we teach ourselves to be more confident?

Despite what some people believe, confidence is not something we're necessarily born with. Yes, some of us might be more confident than others but confidence is a muscle, the more we use it, the stronger it gets!

To teach ourselves to be more confident we must believe that WE CAN become more confident.

It all starts in our minds, so put your thoughts in their place! Our survival instincts want us to focus on our fears but replace those thoughts with gratitude. It's also important who you surround yourself with. Surround yourself with encouraging friends and if you need to, find a mentor that can offer you useful advice!

What are you most proud of about your own body?

My legs! In the past, I was extremely self-conscious about how tall I was, and my jiggy thighs but what I've come to learn is that my legs aren't for others to admire, they're for me to explore the world! My legs might be jiggy in places, have stretch marks and cellulite but they are strong and carry me through life and I could not be more grateful.

Advice for other women struggling with body image?

My advice is to go within. Ask yourself how you feel about your body and why? Are those your true feelings or are they a jumble of beliefs placed on you by family, friends, the media and other social pressures? Become the detective of your mind and body. Investigate yourself and the development of your body image to get to know yourself better.

Notice your internal dialogue and when you have negative thoughts entering your mind replace them with positive affirmations. Get informed on body image and reach out for support if you need it.

Heather

Creative Director of Heather McDowall,
Millinery Label



Hi, I'm Heather, I am the Creative Director of Heather McDowall, Millinery Label. I am proudly stocked in Myer, The Iconic and various boutiques in Australia. My hats + headpieces have graced the catwalks of New York Fashion Week and Virgin Australia Melbourne Fashion Festival, have featured in Vogue, Marie Claire, Womans Weekly, New Idea and Neighbours. I am also the Co-Founder of Fashion Source Connect, a business idea that was born as I sat in the audience of Boss Lady Events first Melbourne event last year! I started the business to connect start up fashion labels to ethical manufacturers in Australia and Overseas and also provide Production and Sourcing services.

Fun Fact - My short term memory is so bad, I've left the airport without my luggage.. I am also that person that walks out of Coles without my groceries. Once I thought my car was stolen, One week later I found it at the car park at the train station. Turns out I had driven it there.. and just forgot.

What do you love most about yourself?

I love that I am a risk taker, I back my decisions 100% and then give it my absolute all. There are so many times I have bitten off more than I can chew, but it always works out the way it is meant to. Whether or not it was the desired outcome,

there are opportunities and lessons in everything we do.

How does confidence impact your business?

For me personally, if I am not confident and believe in my product, how do I expect others to do the same? If I am not confident in my skill set and knowledge, how do I expect other to listen when I teach? If I am not confident in the decisions I make how do I expect others to back me when I don't back myself? You are not born confident, it is something that is learned. How can you expect others to be confident in you if you're not confident within yourself first?

How do you manage stress in a healthy way?

Knowing that nothing is ever as bad as we are making it seem in our heads. Coming from someone who's had stress induced Alopecia every year for the last 4 years, this is a huge priority for me.

The two things that stress me out are:

1. Not having enough time to do everything
2. Forgetting things, aka where I parked my car.

Scheduling and routine are my best friends. I schedule everything, business and personal (even catch ups with friends are scheduled). I work in one hour blocks, with a 15 minute break in between, always starting with the hard things first.

To aid my short term memory issues, I write everything down.

Even if it means getting out of bed because something just popped into my head. I have to get up and write it down.

Petronie

Australian Model & Performer



My name is Petronié pronounced (Petra-Knee) or for those who know me on Instagram, "Ambitious". I'm an internationally published model, influencer, singer and Boss Lady of Just Strength Fitness.

Fun fact: I toured America singing and dancing with Glee Club Australia 3 years in a row. I performed at multiple theme parks across America, recorded at some of the best studios in the US and worked alongside well renowned industry professionals. It was a great experience for me to grow as a performer.

What does confidence and body positivity mean to you?

As a woman of colour, confidence and body positivity mean - Being confident with the colour of your skin. Being confident with your hair styles, texture and rocking it. Being able to express yourself freely, without having to worry about the backlash or stir it might cook up.

"Embracing your features and working with what you have, not feeling like you have to conform to western standards of beauty by making your lips smaller or nose slimmer etc".

What makes you feel best about yourself?

What makes me feel best about myself all stems from being proud of where I started in life and where I am at present at age 24.

I'm fortunate to be able to see the growth in my journey and understand there's still more to do more. I am supported with my goals by my loving partner, close family and friends which are gifts that not everyone acquires.

What is the biggest fear you have overcome within yourself and your business?

The Covid-19 lock-down was a global pandemic that took all of us by surprise especially as the co-founder of Just Strength Fitness, we are a business that had to think quick.

I had the fear that our business would be impacted negatively by Covid-19 but we adapted to change positively and have created online workout classes 7 days a week, offering 7 different types of classes for all fitness levels. Which in turn helped us grow our business to be able to cater to clients nationally.

Do you want to be featured in the next Boss Lady Talk ?

Send an email to hello@thebosslady.com.au with an introduction, brief history, business information and what value you can bring.

HEALTH
AND
WELL
BEING

LOVE AT FIRST BITE

Our Cranberry and Walnut Slice will have you coming back for more!

SERVES 12 | PREP 10mins | COOKING 35mins

1 ¾ cups all-purpose flour	½ cup dried cranberries, chopped into small pieces
1 cup brown sugar	1 cup coarsely chopped walnuts
1 teaspoon ground cinnamon	225g unsalted butter, melted
¾ teaspoon fine sea salt	1 egg
¾ teaspoon baking soda	1 teaspoon pure vanilla extract
1 ¾ cups rolled oats	

- 1** Preheat the oven to 180°C (350°F).
- 2** Line the bottom and sides of a lamington or slice pan (20cm x 30cm or 9inch x 13 inch) with baking paper.
- 3** In a small bowl, whisk together the melted butter, egg & vanilla.
- 4** In a large bowl, stir together the flour, sugar, cinnamon, salt and baking soda.
- 5** Add the oats, dried cranberries and walnuts to the large bowl and stir to combine.
- 6** Add the butter, egg and vanilla and stir until evenly mixed.
- 7** Pour the mixture into the prepared pan and gently press to flatten. Bake until like golden, about 30 to 35 minutes. Cool in the pan for 1 hour before cutting into bars.
- 8** Store in an airtight container for up to 3 days.



YOU ARE A PRIORITY

Tanvi shares with us how she prioritises her health and well-being through meditation and yoga.

Have you ever found yourself stressing out trying to do several things at once, and then the overwhelm kicks in? Ever felt like your heart was about to beat out of your chest and you had no idea why? I know these feelings all too well, because I have been there too. I suffered from stress, anxiety and panic attacks for many years. They were often internalized and I would go on about my day as if nothing was wrong, pretending to be ok, when really I was crumbling inside. As a result, my gut health suffered until it became debilitating. I became so sensitive to foods, I would bloat and suffer with extreme pain and find myself rolling on the ground. I'd refuse to go out with friends for a meal because I'd be too anxious knowing I would be in pain and bloat after a few spoonfuls. I could never wear a flattering outfit and as a result, my self-worth and confidence were next to nothing. I knew it was time to take control of my life. By profession, I am a Pharmacist and I understand the side effects medication can have as well as dampening your emotions and so I chose to explore the holistic path of healing my mind and body using scientifically proven methods.

We often struggle to make ourselves the priority, but how can you keep on giving from an empty cup? Here are my top tips on how you can refill your cup so that you can continue showing up as the best version of you for yourself and everyone around you.

- 1** Listening to an inspirational podcast while you are on the go. I guarantee this will raise your vibration immediately!
- 2** Reading for the purpose of bringing a sense of calm or for self-growth.
- 3** Using doTERRA Essential Oils to reduce your toxic load. They are certified pure therapeutic grade & affect every cell in your body within 20 mins with numerous benefits.

4 Nourish your body with colourful foods and hydrate.

5 Practice breathwork. Your breath or Prana is your life force.

It is vital for your physical and mental health. The activation of the parasympathetic nervous system along with the flow of oxygen through the body increases the performance of every cell in your body as well as mental clarity, improved digestion, strengthened immunity, better muscle recovery and enhances sleep and detoxification.

6 Yoga and meditation finally bring it all together. Yoga means union. It's a lifestyle that leads you inwards on a journey of self-discovery, growth and finding the peace within. It allows energy to flow through your body positively affecting your overall health and wellbeing. You do not have to be flexible to practise Yoga. Infact, I have always had stiff joints. The strength and flexibility both come with practise, it is for everyone!

So, why is it important to make yourself a priority? It is the most rewarding experience for your physical and mental wellbeing. I now have the tools to work through any stressful situations. I am more in tune with my body and in complete control of my gut health. I find myself jumping at opportunities because my self esteem and confidence is the best it's ever been and I continue to work on it everyday. I'm here to empower you to feel the same.

**BREATHE WITH INTENTION. HEAL
THROUGH NATURE. FLOW WITH EASE.**

So let's take some time together to prioritise your wellbeing.

YOU ARE A PRIORITY

Breathwork and a Yoga workout with Tanvi.



BREATHWORK

We'll begin with Breathwork together. Find a comfortable seated position with your spine extended. Simply start to breathe in and breathe out with no hold or pause in the breath. Just a Conscious Connected Breath. Notice the gentle rise and fall of your belly keeping the shoulders away from your ears. Slowly start to deepen the inhale, and extend the exhale. Complete about 10 rounds of the inhale and exhale.

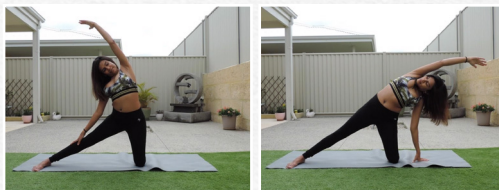
Then, we shall move ahead with Box Breathing. This is another type of breathing method that allows your sympathetic nervous system to soften, and the parasympathetic nervous system to activate even further to promote rest and digestion. Start by breathing in for the count of 4, hold for the count of 4 and breathe out for the count of 4. Slow and Steady. Do as many as you'd like and when you are ready, I will guide you through a few simple Yoga Poses.



CAT/COW

Start off in a table top position on all fours. Feel as though you are zipping up from

the pubic bone to the belly button. On the exhale, round your spine towards the sky and turn your gaze towards your belly button. Tuck your chin in towards your chest, allowing the neck to release. Pushing the mat away from your palms, on your inhale, float the belly towards the mat, turning your gaze towards the front of the mat.



LATERAL STRETCH

From a kneeling position, extend your right leg out rotating it externally as much as

you need. With your left knee below your hip and your left foot directly behind flat on the mat, inhale and extend both your arms out to the sides. As you exhale, lean with your body sideways towards the straight right leg placing your right hand on your right leg wherever it might reach. Extend your left arm over the left ear turning your gaze under the left arm if possible. Breathe in and out to help release any tension through the left side of your body and perhaps on the inner side of your right leg. Come out on an inhalation, bringing the left palm beside your left knee. Allow a microbend in the elbow if needed while keeping the mat pressed away. Extend your right arm so that the right side of the body appears to be in a straight line. Turn your gaze if you are able to look under the right arm feeling the release through the right side of the body. Repeating it all on the other side.

YOU ARE A PRIORITY

Breathwork and a Yoga workout with Tanvi.



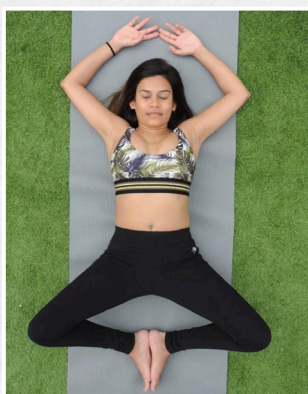
FORWARD FOLD - Following the lateral stretch on both sides, bring yourself up to standing at the front of your mat. Bending both knees to begin with, keeping the spine extended, allowing the chest to come down first to a forward fold. Then begin to straighten the knees out as much as possible. Allow the head and neck to hang free or hold on to either elbow with a gentle swing from side to side.



WARRIOR 3 - Gently coming up from a forward fold, step the right foot back to a distance that is easy to come back to standing using only the strength of your legs. This is where true strength lies! Turn your right foot out about 45 degrees, left knee and toes pointing to the front of the mat. Bend the left knee so that the knee is directly above the ankle. Raise your arms overhead, fingers pointing towards the sky and palms facing each other. Here, imagine you are pulling the front heel towards the back foot. This keeps the legs activated and the spine extended. Take a few connected breaths here.



FLOWING INTO A TWIST - Flowing from warrior three, keeping the feet where they are. Bring your hands to prayer in front of your chest. Firmly press your palms together, slowly twisting to bring the right elbow to the outside of your left knee, lengthening through your spine and right side of the body without collapsing your chest onto your left thigh. Bring your gaze to the left elbow if your neck feels right. You also have the option of bringing your right knee towards the mat. To release, unwind and step to the front into a forward fold as shown in the third pose for a few moments. Then repeat warrior three and twist to the other side by stepping the left foot back and repeating poses 4 and 5.



RELAXATION - Finally coming to lying on the mat in a butterfly with your feet together, knees pointing in the opposite direction either side of the mat. Slowly coming to normal breath, feeling gratitude for moving your body and making yourself a priority.

TOOT YOUR OWN HORN

We've put together a confidence activity to get you out of that comfort zone.

Fill in each section as truthfully as possible.

1. Ask three friends to describe you in one word.

-
-
-

2. What three words would you use to describe yourself?

-
-
-

3. What do you love most physically about yourself?

4. What do you love most internally about yourself?

5. What could you do to be more confident?

- a) Daily Affirmations
- b) Be kinder to myself
- c) Dress for my body, shape and mood
- d) Make more eye contact
- e) Smile more often
- f) All of the above

6. What does confidence mean to you?

For the next 30 days what is one thing you are going to work on doing to be kinder to yourself, appreciate your body, project and feel more confident?

(Send me your answer and I'll be happy to keep you accountable and help you along the way)

"It is confidence in our bodies, minds and spirits that allows us to keep looking for new adventures". Oprah Winfrey

SELF LOVE AND CARE

POWER OF POSITIVITY

Boss Lady, Jada Perfect tells us how she implements affirmations in her day-to-day life

I am a true believer in the power of positive affirmations. The first thing I do when I wake up in the morning is open Empower Yourself by Miranda Kerr that sits next to my bed. I read out aloud the affirmation on the page I open and this is what sets me for the day.

The brain can be tricked in to doing anything you want it to do and this is why affirmations are so great. When you continually negative talk your brain starts to believe that's the reality (when it's usually not) BUT what you can do to improve your mood, mental health, motivation levels and overall general wellbeing is teach your brain to be positive.

Focus on all the things you love about yourself and tell yourself this in the mirror, out aloud, in the shower, the car or to friends and family.

The power is in saying it loud and proud even if it's just to yourself. You don't need to believe it right now, today BUT with practice and perseverance I can speak from my own experience over time you will start to say it more confidently and I guarantee you will start to believe it.

I'd love to share a few of my favourite affirmations..

I accept myself as I am, I am beautiful, I am bold, I am strong, I am me!



I forgive myself for any wrongs I've done but will not put pressure on myself to be perfect.

I am a Boss Lady and I can handle anything thrown my way.



I can accomplish anything I set my mind to.

My thoughts of myself are my responsibility.



I eat well, exercise regularly and get plenty of rest to enjoy good health.

I believe in, trust and have confidence in myself.



I don't need to compare myself to others, I am happy being me.

I am beautiful inside and out.

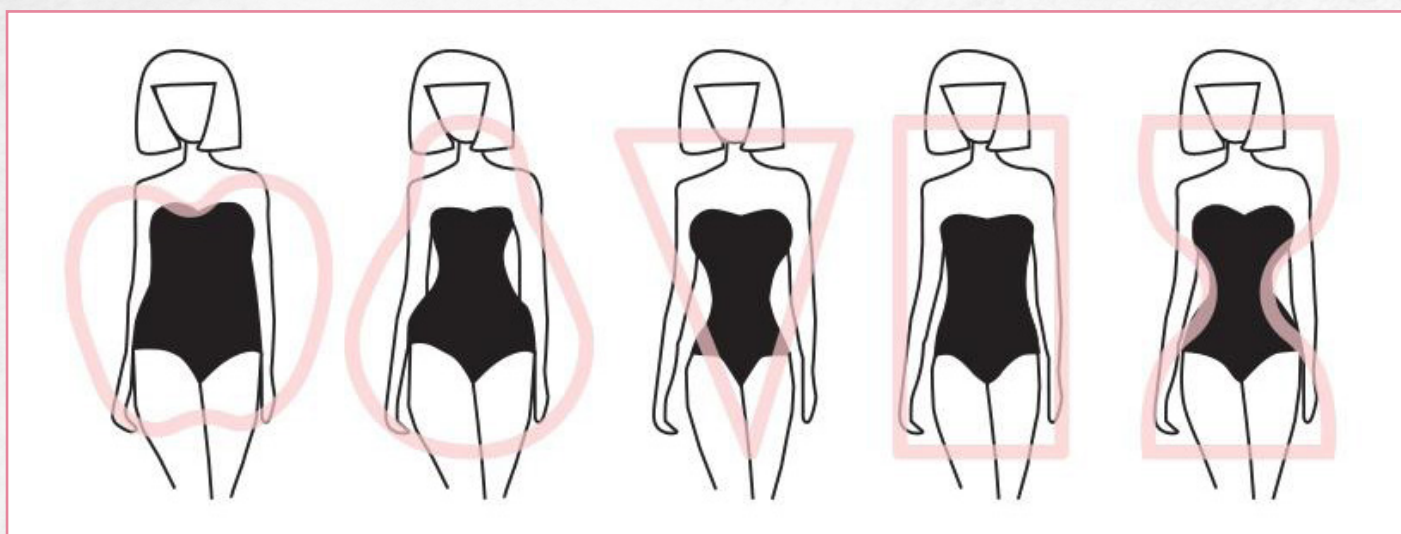


I make the best of every situation.

IT'S ALL ABOUT SHAPE

Jada Perfect talks about different body shapes and sizes.

In my business and career I noticed a real change in my confidence when I started wearing clothing that suited my body shape. The smallest of changes can boost self esteem, make you enjoy shopping and improve your mood. Identifying your body shape and dressing to your shape will ensure better presentation, will make you feel better about yourself and you'll look more presentable.



Apple

An apple body shape has a roundish figure. An apple doesn't have much of a waist but can have slender limbs. Remember to show off your best assets! All the better for cuddles. You may also have wide hips and full upper thighs.

Pear

A pear shaped body has a petite but well defined bust & narrow shoulders. Your waist is shapely with a lovely curvy butt, thighs & full hips. Dressing a pear shaped body is about bringing attention to the top half of your body & really accentuating your well defined waist.

Hourglass

An hourglass body shape has a similar size full bust and hips with a well defined waist. A curvy feminine shape. You most likely have a balanced proportional body shape. Accentuate your waist and show off your curves!

Column

A column body shape has similar measurements at the bust, waist and hips. The least curvy of the body shapes. Legs and arms are typically slender with a small to medium bust. This body shape can benefit from highlighting the waist to create a curvaceous silhouette. Clothes with drape and flow around the hemline can soften the straight lines.

Strawberry

A strawberry or inverted triangle body shape means your bust and /or shoulders are larger than your hips. This can be an athletic type figure with broad shoulders and narrow hips. Show off your lovely legs or add some volume to the bottom half of your body with a fit and flare dress.

Image credit: <https://lazybones.com.au/pages/our-beautiful-body-shapes>

MAKING FRIENDS

We take a look at who you need in your network.

Keep your lines of communication open and be ready to call upon your network when you need them.

Your network is your net-worth and to be successful with a great career or business you need to have a good team behind you even if you have no employees. When we talk about network we are not just talking about friends and family we are talking about other professionals who are on your side when you need them.



Accountant – Assists with any of your financial matters, lodging with the Tax office, setting up staff and ensuring you complying with all financial laws within your business.



Others in your industry – Leverage with others who know what your doing through that know what's happening in the industry and you can bounce ideas, collaborations with to help each other. DO NOT look at these people are threatening competitors but as friends who are on the ride with you.



Broker – Assists you with where and what to invest your money in such as property.



Lawyer – Assists with a variety of legal matter from workers compensation, contracts.



Positive Friends - The people you surround yourself with regularly and they support your long term goals, bring you back to reality and usually try and test your product or services before you release them to external customers.



Business Coach – Helps you to build your business through planning, goal setting, forecasting and much more.



Mentor – Helps emotionally support you in your business, gives advice and shares their experiences with you personally and professionally.



Fur friends – Pets AKA Fur babies give you unconditional love, help with anxiety and depression and always make your day positive. How cute are my babies Charlie and Cherry!



Support Network – The people who you decide to surround yourself by. This can be from listening to podcasts, watching videos, following online, consuming their content whatever it may be. It's the people you surround yourself with on a positive outside of your everyday network.



SHARING
IS CARING



SHINE BRIGHT LIKE A DIAMOND

Shani Chantel shares how she shines bright like a diamond.

If you're about to read this I highly suggest you grab a cuppa, shut off the outside world and take a moment to come on a journey with me of truths, honest examples and juicy knowledge. I believe it will light up your soul and get you thinking if you're truly in the trenches of your mission and purpose or if you're merely dipping the toe in because well, we all have that one thing we blame for putting off our come up. Secondly, it warms me deeply to know I have this opportunity with you all for the next 10 minutes to help you understand you are capable of the ultimate human experience. So thank you Boss Lady Mag for giving me the opportunity to help other women break free from holding themselves prisoner to leveling up and diving into all they are destined to be.

A little back story on me. For the longest of time I remember always being a little different. **I was always a deep thinker, a creative at heart, I never followed trends, I always thought I had a super power** (my intuition) but at the time being around age 13 to my early twenties I always knew I was nothing like "them". Of course not even I knew who "them" was at the time but I guess I felt extremely different from the majority. So for a little back story on me please be sure to hit up my Blog - The Girl Code By Shani. Soon after becoming a Mummy / Wife at the age of 24 I realised I had to make changes to the person I was and how I wanted to move forward and live my life. I just remember thinking if I don't learn to have a voice and change the way I saw myself and spoke to myself, how can I possibly show my daughter she is worthy of having her voice in such a big world.

In 2018 I started my IG account. I had a deep desire to share my life with other women, motherhood and everything in-between. I told myself from the day my baby girl was born

that I would never leave her side and I would do all I could to create a life and an income that allowed me to see all of her milestones. Life has always had a hold of me, and I didn't know how to get a hold of it. I love hard work and I give a lot. I'm often the giver and not receiver. November 2019 after a trip to Asia I came home with a bang. I told myself to cut the shit, start listening to who you are and what you know you are deeply capable of. I pushed, I worked, I educated myself and I showed up for myself every single day even when I knew I was standing alone and seemed cray to many. Something clicked and a light bulb switched!

Choosing to say yes to myself and no to my bullshit excuses has been the hardest journey yet. We are told for most of our lives we are not enough and so breaking down all the walls that had kept me from meeting my rawest self has not been easy. I've cried a lot, been lonelier more than I should have. But not even 8 months later my life has changed completely because I have chosen every day that it's okay to shine and it's okay to discover who you truly want to be in this human experience. It doesn't matter what it is you want or have dreams and visions of doing. If you're not backing yourself & showing yourself unshakable belief then you will never truly know what you are capable of. I'm now a full time social media manager, a curve model that partners with some really exciting major brands like Bonds and Modibodi. I'm a mummy, content creator, lover and a fighter!

Imagine what 8 months of gifting yourself permission and allowing yourself to "Shine bright like a Diamond" could do for you. You just have to accept you are a badass goddess with more faith than fear and you deserve it just as much as the next person.

I'll be here to remind you daily, you are WORTHY!

IN THE SPOTLIGHT

Leecie Munster shares how she made her way to the spotlight.

First of all I just want to thank Boss Lady Magazine for asking me to be a part of such a wonderful issue. Any opportunity for women especially marginalized groups to have a voice is such a valuable teaching moment.

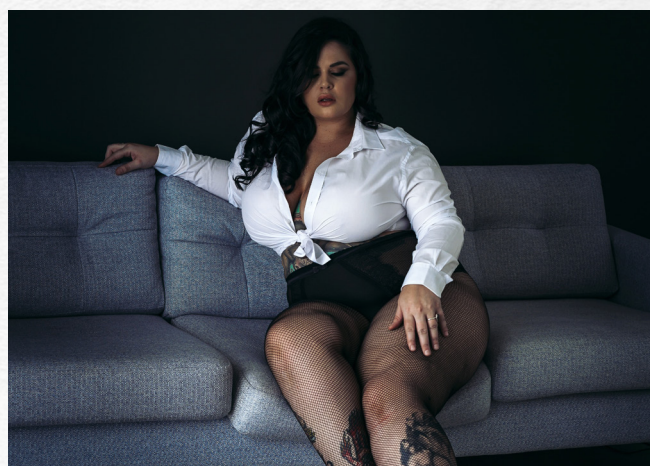
My story as a plus size model and influencer starts in 2012, I was sitting at a size 12 at the time, this was pre body positive movement so showing skin was a huge deal. I was extremely self-conscious and had zero confidence.

I had however been spending a lot of time getting my body tattooed, this gave me a new found confidence and sense of identity. During this time I was asked to do a collaboration shoot for my first REAL brand. I had no experience what so ever modelling but thought WHY NOT and I took the leap. It was scary and

exciting and ignited a spark in me, I was hooked and wanted to pursue modelling. I worked in the tattoo modelling industry for a while and wanted to branch more into fashion so that's where my Instagram came in. I focused on growing that in hopes that brands would notice and want to work with me, that's exactly what happened. I was modelling regularly and having a blast until 2016.. I had a workplace accident, a day I'll never forget.

It changed the trajectory of my life completely, I damaged my spine and over the course of the next 3 years I lost my dream career, my house, my partner and moved back home. I hit rock bottom and due to my injury was mostly confined to my bed and walking stick, as a result I put on around 40 kilos and ended up the heaviest I'd been in my life.





Spending that much time alone and stuck in a bedroom was extremely hard and it forced me to get to know myself. In my new disabled body I had to find a strength deep inside me I didn't even know I had. I worked on my relationship with myself and as my confidence grew I began to help others through my Instagram and Facebook group called Witchy Women. I focused heavily of body positivity and fat babe fashion. The brand deals and collaborations flooded in, but that wasn't even the best part.

The single most rewarding thing of the whole experience even to this day is the out pouring of love and messages of appreciation from others. Hearing their stories and how they have overcome adversity or the years of self-hate still to this day warms my heart and keeps me going even on the bad days. Sure there are times where I've dealt with hate online simply for being overweight and in the spotlight but that's a minuscule part of what I do and is trumped by the daily outpouring of LOVE!

I just delete, block and move on.

Fast forward to 2020 and I have been signed by a modelling agency at a size 18!! There is no way if you had told me in 2012 where I'd be today I would have believed you. I've worked with so many brands over the years now even Rimmel London and feel so blessed to be recognised as a plus size disabled professional model. I've been in magazines, on websites, too many photoshoots to count, blogs, podcasts and even a guest speaker at a BOPO event.

So my advice to anyone going through hard times with their self-image is ride the wave and work on your relationship with yourself because you never know where it might take you. Life is too short to spend it hating yourself.

It's a lot more fun when you feel like a Boss Lady.

xx Leecie Munster

BOSS LADY CALENDAR

A look at what's in store for The Boss Lady in July 2020.

S	M	T	W	T	F	S
			 START OF DRY JULY 1	2	3	4
5	6	 WORLD CHOCOLATE DAY 7	8	9	10	11
12	 NATIONAL FRENCH FRIES DAY 13	14	15	16	17	18
19	20	 LAMINGTON DAY 21	22	23	24	25
26	27	28	29	 INTERNATIONAL FRIENDSHIP DAY 30	31	

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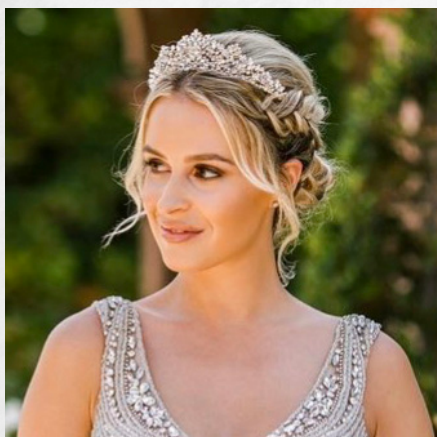


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Boss Ladies,

You are unique and magical exactly as you are!

Confidence within yourself affects all aspects of your life from relationships, career and most important you mental health.

Make sure you remind yourself on a daily basis with a positive affirmation about yourself.

"I am strong, I am beautiful, I am kind" You are all of these things regardless of your body, shape, size or colour. You are unique in your own way and most of all you are loved.

Be bold in facing your fears and always know you are the driver of your life, career and relationships so don't be afraid to take charge.

Thank you for your support with our magazine over the last 3 months and I hope to see you at a future event.

Sending all my love, energy and positive vibes your way today and forever.

Big love,

Jada Perfect x

did you know..

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