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Military Spouse Entrepreneur Guide

8th Edition
2024

March 2024

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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS



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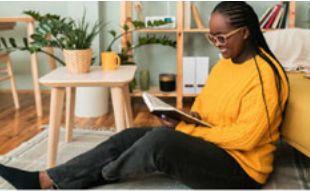
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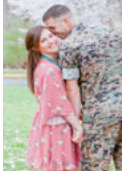
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Welcome to Issue 8 - The Road to Becoming the Whole Spouse: Nurturing Your Mental Health and Wellness

It is with great pleasure and a sense of pride that I extend a warm welcome to you for the release of Issue 8 of our Military Spouse Entrepreneur Guide. In this edition, we have dedicated our focus to a topic of utmost importance—the mental health and wellness of the entire military spouse community.

Being an entrepreneur is no easy feat, and when you add the unique challenges that military life presents, the journey becomes even more demanding. The well-being of our military spouse entrepreneurs is not just a priority; it's a cornerstone for a thriving and resilient community. In this guide, we aim to shed light on the crucial aspects of mental health and wellness, recognizing that a healthy mind is the bedrock upon which successful businesses and fulfilling lives are built.

Within these pages, you will find a wealth of insights, strategies, and resources to support you on your entrepreneurial journey. We've collaborated with mental health professionals, seasoned entrepreneurs, and military spouse advocates to bring you practical advice, personal stories, and coping mechanisms that can make a significant difference in your life.


As we explore into this important issue, remember that you are not alone. The challenges you face are shared by many, and the strength of our community lies in our ability to support and uplift one another. Together, we can foster an environment where mental health is prioritized, fortitude is cultivated, and success is not just measured in

business achievements but in the overall well-being of every military spouse entrepreneur.


I encourage you to take the time to absorb the information presented here, reflect on your journey, and consider how you can implement positive changes in your life. Your mental health matters, and by prioritizing it, you are not only benefiting yourself but contributing to the strength and vitality of the entire military spouse community.

Thank you for being a part of this incredible network of entrepreneurs. Your courage, determination, and strengths inspire us all. Here's to your well-being, success, and the continued growth of our thriving military spouse entrepreneur community!

Moni Jefferson
CEO and Founder of AMSE®




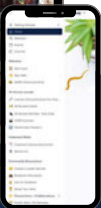
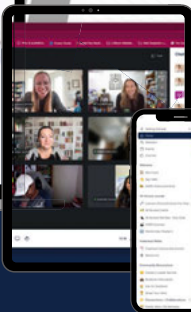

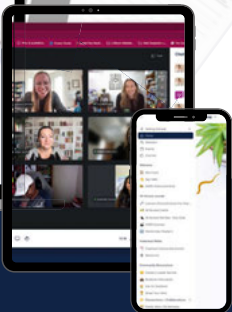


Moni Jefferson | CEO & Founder of AMSE®
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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS



Photo Courtesy of AMSE®

By Trista Ramirez | Moxie's Business Development Coaching, LLC
Reading time: 4 min, 21 sec

Hey, it's okay.

As a military spouse and entrepreneur, you are pulled in many directions, such as growing your business, supporting your spouse, family expectations, and never-ending obligations for your world to stay as balanced as possible, even in a continuous state of uncertainty. But what about the balance that you need as a person for your own physical, emotional, and mental health? The most crucial aspect of your existence is your mental health and wellness; they not only work together, but they depend on each other, too. Let's have a raw and authentic conversation like you have with your best friend, chilling on a Saturday night.

But First...

I am proud of you; you are worth it, and it's ok not to be ok.

It's hard hearing or reading those words, right? Our environment forces us to let those words trigger feelings of unworthiness, self-doubt, and the stigma that we must wear a mask and never let our authentic selves be known lest we disappoint. We are inundated with unrealistic expectations set by social media as we try to use those platforms to launch our brands and support our families.

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It's OK not to Be "OK"

We are inundated with the phrase, "It's ok not to be ok." But when our mind hears something repetitively, it disassociates the meaning or the intent. But I challenge you to incorporate this phrase into your daily life. This may seem counterproductive, but it's part of training your mind to accept that, one, you are human, and two, the goal is not perfection; it's about accepting who you are, where you are, and being okay with that. Some days, we are doing great; the stars align with our to-do list, we are productive, and we feel amazing. And some days, we can't get out of bed. We struggle with knowing that nothing has changed. Our spouse is deployed, our kids are wrecking the kitchen, and we don't have the energy to move.

Balance? What is That?

Balance is thought to be when all things come together cohesively or equally. While this can be a goal, theoretically, it may not be obtainable or even realistic for our situation. Sometimes, our balance is not a perfect fifty-fifty but rather slightly skewed, playing to the ebb and flow of the situation. Knowing this, we can celebrate the balance and learn from the imbalance.

Setting Boundaries

Boundaries are not created to push people away; they are designed to protect the person who made them. Boundaries protect your mental, emotional, and sometimes even physical well-being. Boundaries may extend beyond our personal lives, and that's okay. Others may scoff at your boundaries, but it does not mean their reaction is your responsibility. You have the control and right to refuse visitors, appointments, and playdates. You are not obligated to accept what doesn't serve you and the world you are creating. Implementing those boundaries is your first step to finding that balance you seek.

Time Blocking

Time-blocking is a great way to support your boundaries and develop a mindset around incremental and achievable goals. Time-blocking is prioritizing what needs to be done, what can wait, and what falls into future goals. To apply this process, set an alarm. Yup, it is that easy; think of it as obtainable little wins every day. Need to check your emails? 30 minutes. Need to order new supplies? 60 minutes. Need to go outside and scream to the sky? 5 minutes. Once that time expires, it's done until the next day. You may need to adjust timing or priorities in the first week or two, but doing this creates a manageable template for your life. But most importantly, don't forget to block out time for you.

Help is Not a Bad Word

Maybe you have a great support system, or perhaps you don't. But sometimes, we need more. We need an objective viewpoint from someone not close to the situation or the people involved. By reaching out, we

obtain a new perspective and chance at healing, learning, and ultimately loving ourselves by seeking a safe space outside our norm. Share your story by connecting with a professional counselor, therapist, or life coach.

You are worth investing in. Sometimes, it will be hard, and sometimes not. But with each step, you have won against social stigmas and historic mindsets. You have set boundaries, prioritized your time, and reached out to those who can support you in a safe space.

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Bringing Peace with Three Business Financial Tweaks

By Caitlynn Eldridge, CPA | Eldridge, CPA, LLC
Reading time: 3 min, 21 sec

Running a business can be one of the most exciting times of your life. There are new clients and customers to attract, exciting processes to implement, team members to lead, products to design, and profit to make. You are in charge of your schedule, your prices, your time, and your future.

With all the excitement and dreams comes a real business with financial implications—and that alone will cripple some business owners. Suddenly, pricing, hiring contractors and employees, paying taxes, and paying yourself are part of the new role. You have more questions than answers. Google overwhelms you. And the business that was supposed to bring peace suddenly is anything but peaceful.

Many business owners believe they are destined to stay in this place of being overwhelmed and stressed. This is simply “how it works” as an entrepreneur—and so business owners seem to choose one of three doors to walk through: they will live a life of being on the edge around finances; decide owning a business isn’t for them and find a job working elsewhere to relieve the stress; or seek out guidance and help to find a new path forward.

Whichever door you may have already walked through—remember you can go back and choose a different one.

Finances do not have to bring a quickened heartbeat and shortness of breath—they can bring space for calm, peace, and reduced anxiety.

Here are a few steps I’ve helped clients implement to bring peace to their lives.

Set a percentage aside for taxes.

The guessing game on money is never ending—should I save 15% or 25% for taxes? What if I’m over? What if I’m under? Since taxes are high-stress, I always recommend

saving more, not less. So, to remove this stress and create peace, save 25% of your net profit (revenue less expenses) every month for taxes. Move it to a separate account labeled “taxes,” preparing you for future tax bills. Clients with separate tax accounts feel much more relaxed around taxes and rarely have to worry about quarterly and year-end payments—the money is already there.

Separate accounts—but not too many

Stress also derives from excess complexity. You typically don’t need ten accounts to run a business well (especially in the beginning). I recommend three accounts for owners to streamline their life and business: tax savings, emergency savings, and an operating account.

- » Tax savings—this is for your income taxes, sales taxes, or employment taxes. If you owe it to the government, it is not yours, so move it out of sight. Use a high-interest account to maximize the use of this money.
- » Emergency savings—this should be 3 – 6 months of expenses for your business (including your pay). Stability is essential here, and if we can have what we need set aside for both the business expenses and paying ourselves, it removes a lot of drama from running a business.
- » Operating account—this is best kept at one month of expenses to prevent overdraw fees. You use this account to pay contractors, subscriptions, software, and business credit cards. Remember business expenses only.

Create consistent income

Creating guaranteed monthly recurring income is an incredible way to bring peace to your life. The goal is to create a base amount to cover your minimum expenses to keep the business running (think your take-home pay or the amount to pay your employees). If you can have a known amount coming in every month, it reduces

the worry over the bills. Here are a few ways to create that income:

- » Subscription Income
- » Payment plans
- » Memberships

These are all methods that can create consistent monthly income and allow you to reduce the stress of owning a business. Make sure your payment plans are “pre-sold” or that the payment plan ends when the service is delivered or you might face collection issues.

Finances are the most stressful in the dark. When we shine a light on them and create a plan—we find out you’re doing better than you thought, and a lot of that stress goes away. You sleep better, feel better, and show up better for yourself and your business. Spend 2024 implementing these changes and feel the peace of finances flow into your business and life.

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A group of women are gathered at an AMSE event, cheering and raising their hands. They are wearing AMSE t-shirts and leis. The background shows a large room with many people.

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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS



By Kathryn Hamlin-Pachecol |
Brain Executive, LLC
Reading time: 3 min, 21 sec

Stability is an important component of mental health, but for a military spouse, stability can be elusive. Sometimes it seems as if just when you find the perfect job, start to grow, get the promotion... it's time to move, again. For someone who truly loves her calling and career, constant PCSing is a true obstacle.

It's time to rethink career stability. While your job might restart every few years, that doesn't mean that your career has to. Building a brand offers the opportunity to not only wholeheartedly follow your passion, but also to create something sustainable that travels with you, no matter where the military sends you.

What Exactly Is A Brand?

A brand is something original that identifies you, your work, and your company. It distinguishes you from others and it shapes what people think about when they think of you or your company—think Coca-Cola, Nike, or McDonald's.

What Is Your Brand?

To answer this question, you have to identify what you do, how it is unique, and what it offers to others. What do you want people to know about you and think of when they hear your name or your business's name? What is your

true passion and what are you uniquely equipped for? How can you convey this to others?

Building Your Brand

You can start a business, you can trademark a slogan, you can copyright a book. Branding is different. It's a bit more abstract. There is no one process to go through or paper to sign, to officially have a brand. It's a multi-dimensional process. And that is one reason I think that it works so well for military spouses. Because we are always moving and changing, it can be difficult to complete those linear processes. On the other hand, we can tackle building a brand from many different angles, and no matter how we start, it's ours.

There are a million resources out there to teach you how to successfully build a brand, and I encourage you to do some research into this topic. Here are my top military-friendly ways to start building and contributing to your brand. These are all things that you can do anywhere, at any time, and will travel with you no matter where you go next.

1. Create a Logo

A logo provides others with a visual cue about who you are and what you do, and it gives you a way to visually connect everything that you offer. With apps such as Canva and services you can purchase on platforms such as Spouse-ly or Etsy, creating a logo is more accessible than ever!

2. Build a Website

A website gives you a centralized "location," and helps to connect the different pieces of your brand. Good news for all of us who don't write code—website hosting platforms have changed dramatically and are now user and beginner-friendly!

3. Show up on Social Media

Social media is created to connect you with others who have similar interests. It is a goldmine for sharing your brand. Create a social page or account and start broadcasting your thoughts and what your brand offers! And guess what... this one is **FREE**!

4. Start a Blog

For both information and entertainment, people still love to read blogs! Creating one allows you to show up consistently to your audience and give a voice to your brand.

5. Write an Article

People love information, and when you share it well, you are establishing yourself as a credible source. Many magazines and online resources accept "cold pitches" and even have guidelines for submitting them on their websites. Find places that are related to your brand and pitch an idea!

6. Engage in a Speaking Event

Whether this is presenting at an international conference, participating in a live social media event, or reading

your book to a local audience, showing up and speaking helps to share who you are, what you know, what you do, and your brand. As a bonus for military spouses, each PCS means a fresh audience to deliver your message to in person!

7. Consider what type of products or services you can offer

Whether you sell in-person via local platforms, on one of the many online platforms, or through a distributor, selling products is a great way to support your brand because every product says something about who you are and what you do.

While the stability of the military is impossible to predict. You can provide stability when it comes to your brand, this improves your mental health over all as your business is the one thing you can control and become part of your identity. Start now, what is your passion and what are you uniquely equipped for? What can you do with it to start building a brand? Pick a place, start small, and grow some stability in your career. You don't have to have it all figured out to get started—Just as military spouses do, brands grow, change, and persist.

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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS



Photo Courtesy of AMSE®

5 Alone Time Hacks: Elevate Your Military Marriage

By Vanessa Donaldson, MSA |
Reset with Vanessa
Reading time: 5 min, 21 sec

Having alone time in your marriage is crucial for the health and longevity of the relationship. As women entrepreneurs, we tend to multi-task and carry the world on our shoulders holding positions as wives, parents, caretakers, and grandparents. The lines between our personal and professional lives can get blurred, especially as a solo-preneur or someone running their own small service or product-based business. We all have the same 24 hours so how you manage your time and set your boundaries is crucial for your mental health and wellbeing. "Alone" can mean being in silence or solitude by yourself, or spending time away from your spouse with another group that motivates and inspires you.

Here are some reasons why it's important to have some alone time in a healthy military marriage:

- 1. Personal Growth:** Time spent alone allows individuals to pursue their interests, passions, and hobbies (journaling, crafting, fitness/exercise). This can lead to personal growth and development, which can enrich the relationship as well.
- 2. Mental Health:** Spending time alone can be an opportunity to unwind, relax and recharge. This can help individuals manage stress, anxiety, and other mental health issues, which can ultimately benefit the relationship.
- 3. Rekindle Romance:** Taking time apart can help to reignite the spark in a marriage. It allows couples to miss each other, which can increase their desire for intimacy and improve the quality of their time when they are together again.
- 4. Reduce Resentment:** Constantly being together without any time for personal space can lead to feelings of resentment and frustration. Taking

time apart can help to reduce these negative emotions and promote a healthier relationship.

5. Improve Communication: Taking alone time allows individuals to reflect on their thoughts and feelings, which can lead to better communication with their partner. When they come back together, they can communicate their needs, wants, and feelings more effectively.

6. Bonus - Get out into nature alone (or together): For example, my husband and I enjoy van life & boat life part-time in his retirement season when we are away from our "FOB" (Forward Operating Base) on the Gulf Side of Florida. This time on the water allows me to take a break from running my own life coaching business, podcasts, and speaking engagements. We also tend to our Florida garden at home together like planting fruit trees, sunflowers, and our edible cranberry hibiscus tree; mulching; weeding; and cutting grass. (Honestly, the reward is soaking in our hot tub at the end of a day of gardening.)

The power of nature relieves physical and mental stress. Spending time in green space or bringing nature into your everyday life can benefit both your mental and physical wellbeing (i.e. growing food or flowers, exercising outdoors or being around animals can have lots of positive effects).

7. Faith / Prayer: Having a spiritual faith in a military marriage can be important for various reasons, providing a foundation that supports individuals and the relationship. Some reasons involve Emotional

Support, Sense of Purpose and Meaning, Values and Morality, Community and Support Networks, and Coping with Uncertainty.

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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS

3 Tips To Get Started With Juggling Your Priorities



Elevate to Impact Collective Members
Photo Courtesy of AMSE®

By Dr. Kristal Lau, MPH, MBBS,
BMedSc (Hons) | Bridges In Health
Reading time: 5 min, 21 sec

You've likely seen headlines such as, "How To Achieve Work-Life Balance" or "5 Proven Tips for Balancing Your Career and Motherhood" (this is an actual Forbes article!)

You might feel motivated after reading those or you might feel heavy. Maybe you haven't been able to balance things the way they recommend, or the recommendations are out of touch with the reality of your lifestyle, especially for a military spouse like yourself!

So, instead of recycling this narrative of finding "work-life balance", let's learn how to juggle them instead.

What's the difference between Balancing and Juggling?

"Isn't juggling the same thing as balancing? Because I'm still carrying all the priorities and mental load within my family!"

Yes. Many of you will still carry the work of raising the next generation and

looking after your home while growing your business. This societal expectation of modern women isn't going to change overnight or anytime soon.

Which is why balancing feels more burdensome than juggling.

With the balancing concept, you're essentially a stationary scale holding up one plate on each hand and you're constantly making sure that one side doesn't tip more than the other; without moving from that one spot! You're stuck in one place, repeatedly counterbalancing each side as things pile up and get removed. That's exhausting to visualize. No wonder Luisa Madrigal from Encanto felt pressure like a drip, drip, drip, that'll never stop.

With juggling, imagine a juggler at a circus. They can juggle as many or as little items depending on their skill level, experience, and how they're feeling that day. They can move around while juggling to get into a comfortable rhythm and adjust to changes, unlike a stationary balancing scale. And notice how they add more items to their juggling when they're ready for it. Otherwise, those items stay put on the ground.

Now imagine your priorities as orbs, rings, or anything you fancy juggling.

You juggle one, maybe two—it could be the chores and kids today. And the work for your business is also waiting to get picked up. But you're comfortable with just juggling the chores and kids for now. So, you leave work on the side—not forgotten, just picked up later.

But wait, can't I do the same with balancing? Don't I just remove things when there's an imbalance?

Yes, you can. But the reality is, that your priorities and tasks will never weigh the same. Chores might outweigh the kids today and you've only got two hands. As a scale, you're trying to balance them but the weights will not be the same to even things out. Imagine when you decide to throw work on! Wherever you put it, your scale will not be balanced.

With juggling, you have more flexibility. Get comfortable with juggling one thing that's heavier than the other and you'll find a rhythm that works. Then you can add work into the mix and adapt again.

Juggling also makes sense with our military lifestyle because we frequently deal with sudden and big changes. It's important to have a coping tool or mindset that allows us to quickly swap priorities and tasks with less guilt. This can also help us better manage our frustrations when these changes happen.

There's an overall sense of control of our chaos with juggling which can empower us to genuinely feel, "I've got this!"

3 Tips To Get Started With Juggling

1. Use the Army's 5 Pillars of Readiness and Resilience

This framework is used by Army leaders to optimize a Soldier's mission readiness. It's also a great tool for military spouses because the 5 Pillars can help you choose what to juggle. Here's how they can be adapted for you:

- » Physical Pillar: This represents your physical health, sleep, nutrition, and exercise.
- » Emotional Pillar: This represents your mental health, stress, and self-awareness.
- » Social Pillar: This represents your relationships—with friends, other family members, colleagues, business partners, your community, volunteering; including your

- relationship with your Service Member's unit.
- » Family Pillar: This represents your immediate family—your Service Member, children, pets, household finances, and your home.
 - » Spiritual Pillar: This represents your purpose, your spiritual or religious faith, your values, and your beliefs.

A practical way to use these pillars is to choose smaller items within them to juggle.

2. Start Slow

For beginner jugglers, it's recommended to start with one item first. This helps you get used to how things feel when you move with it and gives you space to adapt to changes. You'll also learn to feel less guilty about leaving things on the ground while you get confident with juggling. Because you know you'll get to it and be able to adapt to juggling everything in a new rhythm. This is a powerful benefit because the guilt of not doing it all can drive us to do too much and risk burning out.

3. Be Kind To Yourself

When you're changing mindsets and challenging yourself to new habits or routines, it takes time to get better at doing something new. If you feel like juggling isn't working out for you, take a break. Ask for help! Someone could help you hold up a ball or two while you figure out how to juggle the ones you're focused on. Or maybe you're juggling too much, too quickly! You can try again tomorrow. Or perhaps juggling just really isn't your thing! There are other frameworks and approaches you can use.

Juggling what you can will create a sense of accomplishment and take the pressure off trying to do it all therefore improving your overall mental health. This will allow you to embrace your journey, give yourself grace, and live in the now. Military life is challenging, we know, but we can choose our path and it does not have to look like everyone else's.

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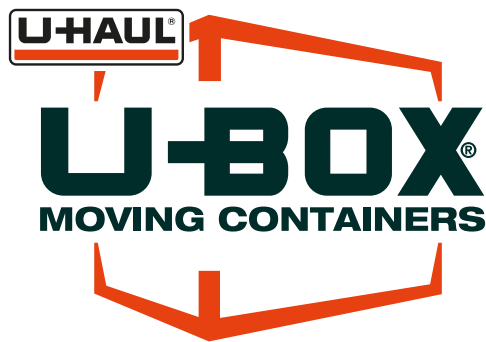


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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS

Navigating Identity Shifts and Rediscovering Purpose After Service



MilSpouse Mentorship Day with Birthing of Giants Mentors
Photo Courtesy of AMSE*

By Chante Franco |
Certified Life Coach & Host of the Soft
Life Mastery Podcast

Reading time: 3 min, 21 sec

Transitioning is hard for anyone. But transitioning in any capacity from the military faces its own set of hurdles to overcome. This can also be applied to active-duty military spouses transitioning to retirement or separating or active-duty members transitioning to military spouses.

The transition from the Military Separating from the military marks a significant life transition, particularly for veterans who are now military spouses. This transition can often lead to a profound sense of loss and identity crisis. Who am I outside of the uniform? What is my purpose now? How valuable am I if I am not contributing financially to our household? Suddenly, we find ourselves taking on the role of dependents, relying on our spouse's social security numbers, and navigating unfamiliar financial dynamics, which can deeply impact our self-esteem and overall sense of purpose. This article will explore four common limiting beliefs that military spouses may have during this transition and provide empowering ways to reframe these thoughts. Additionally, we'll dive into how embracing entrepreneurship can serve as a transformative path forward, benefiting both our mental well-being and entrepreneurial aspirations.

Identity Shift: Transitioning from Service Member to Dependent

For many veterans, military service isn't just a job; it's a fundamental part of their identity. It defines who they are, instills discipline, and provides a clear sense of purpose. However, leaving the service thrusts us into a new role—that of “just” a spouse. We are no longer the ones with our names on official documents and we may even feel a threat to our financial independence.

This shift in identity can trigger uncertainty, insecurity, and even depression among veteran spouses. During this period, self-doubt and a deep sense of aimlessness are common.

Limiting Belief #1: “I’ve lost my identity.”

Reframe #1: “I’m expanding and embracing a new chapter of my life, recognizing that being a service member was just one part of my journey. I have the power to shape my identity and continue growing as a person.”

Rather than viewing this transition as a loss of identity, see it as an opportunity for personal growth and adaptation. You are not defined solely by your role in the military; you are a dynamic individual with the capacity to take on new challenges and define your identity in new ways.

Financial Challenges and Self-Esteem

The financial shift from military to civilian life can be abrupt and disheartening. Many veterans discover that their earnings in the civilian world do not match what they once enjoyed in the military. Understandably, this can impact self-esteem as military spouses grapple with feelings of inadequacy and the perception of dependency on their spouse's income.

Limiting Belief #2: “I’m not contributing financially, so I’m not valuable.”

Reframe #2: “I bring unique skills and strengths to our family and community.”

Recognize that your value extends beyond your financial contributions. Your military experience has equipped you with skills such as leadership, adaptability, and resilience that are invaluable in many aspects of life, including entrepreneurship.

Limiting Belief #3: “I’m not in control of my life.”

Reframe #3: “I acknowledge that I can’t control everything, but I have the power to shape my destiny through entrepreneurship and take charge of the aspects I can influence.”

Entrepreneurship empowers you to regain control of your life. Starting a business allows you to set your own goals, create your path, and take charge of your financial future.

This newfound autonomy can be a tremendous boost to your self-esteem.

Limiting Belief #4: “I’ll never find my purpose again.”

Reframe #4: “I’m on a journey to discover new passions and purposes.”

Leaving the military is not the end of purpose; it's the beginning of a new chapter. Embrace this opportunity to explore your interests, passions, and talents. Entrepreneurship can be a fulfilling avenue for discovering and pursuing your purpose.

The Entrepreneurial Path: A Source of Empowerment

As military spouse entrepreneurs with a military background, we possess a unique ability to leverage our experiences in the business world. Drawing from the skills honed during our service, such as discipline, problem-solving, and leadership, positions us for success. Entrepreneurship

offers a tangible way to reframe those limiting beliefs and regain a sense of purpose, identity, and self-esteem.

Transitioning from military service to the role of a military spouse can be emotionally and mentally challenging. However, it's crucial to recognize that this period of change is also an opportunity for growth and empowerment. By identifying and reframing limiting beliefs, we can shift our mindset and embrace our evolving identities. Embracing entrepreneurship as a military spouse not only provides financial independence but also rekindles our sense of purpose and self-esteem. So, fellow military spouse entrepreneurs, remember that your journey is a story of resilience and transformation—one that can inspire others and contribute to the thriving community of veterans and military families.

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Colors: A Powerful Resilience Tool for Military Spouses



Nicte Cuevas | Nicte Cuevas Design
Photos Courtesy of AMSE®

By Nicte Cuevas |
Nicte Creative Design
Reading time: 5 min, 21 sec

As military spouses, we’re no strangers to long days, months, and years filled with stress and difficult decisions. While we support our military members, we also raise children, run businesses, pack, unpack, and try remembering our latest zip code after 10+ moves.

Since I can remember, being able to do it all was seen as a badge of honor as a military spouse. We have somehow

mastered the ability to make lemonade out of virtually nothing. But let’s be honest, that is not sustainable. Many of us navigate life at a default level that steals our joy and drive. That was my situation until I became extremely intentional about using color as a resiliency tool to navigate military life.

Reframing our Relationship with Color

Have you ever walked into a space that wasn’t a spa, which felt welcoming, open, soothing, and relaxing? Perhaps you’ve experienced the awe of a perfect sunset where, for a brief moment, you felt the sun kiss your cheek. Or how about specific food colors and smells that remind you of your cultural heritage? Every experience is connected to color as it taps into our emotions differently. We are wired to process color in three ways: psychologically, physiologically, and culturally. You may not walk around consciously connecting with color, but the color is always connecting with you.

For over 20 years, I have leveraged color strategically for branding clients. My approach to color has always gone beyond making pretty palettes—it’s connected to emotions, culture, and how we feel. And I have used this same knowledge to build a safe space to help me navigate military life.

Creating a safe space through color

As a military spouse, you may not be able to control a lot of things like when you move or if the movers break or misplace your things. That daunting experience may make you feel like there is no point in decorating your home if you have to

move in a few years—especially if it’s a rental! But we can create what I call a safe space of bliss. This process doesn’t have to be complicated and can be budget-friendly.

STEP 1: Reflect

Before you select your colors, decide what you want your space to do for you. Think about how you want to feel in the space you create. Take a moment to reflect on what colors bring you serenity and calmness, or energy and inspiration. For more inspiration, reflect on experiences where you felt joy and remember the surrounding environment.

STEP 2: Search

Take a stroll to your local furniture stores for inspiration, or if you are lucky enough to live near an IKEA, check out their display rooms. Try to see it in person before committing to it. Colors on a screen, magazine, or color chip will look very different on a larger scale.

Not only does color bring a sense of joy and happiness, but it also has the power to impact our moods and emotions. Warm colors like oranges, terracotta, and peaches, can create energy, comfort, or excitement. In contrast, cooler colors like green can bring a sense of regeneration, and darker shades of blues can elevate a space while staying calm. Keep in mind that your lighting and what colors you pair them with can impact the mood you create.

STEP 3: Gather

Once you know the feelings the colors invoke and explore how they could

look, start gathering the necessary pieces. And if you are under a budget, try limiting what you need to buy versus what you can make.

Here are a few ways to create a fantastic space on a budget and match your selected colors:

1. Instead of painting the walls, you can install LED strip lights and control the colors via an app
2. Swapping out throw pillows or buy colored covers for your furniture.
3. Hang different-sized frames with colorful art. I made a frame of old Pantone color fan decks and used it as a bulletin board. You can also design motivational posters with your favorite quotes and colors.
4. Add a colorful rug to spice up the room.
5. Switch out your curtain colors.

Color is an empowering tool that military spouses can harness to create a welcoming, comforting, and inspiring environment. You can create a safe space of bliss where you can spend quiet time to decompress or recharge. Remember, your environment significantly affects your mood, productivity, and overall well-being. So, dare to explore the magic of color and see the difference it can make in your life. If you want to explore possibilities of what color can do for you, search for my name on LinkedIn Learning and check out my many [courses on color](#).

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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS

Less stress during your PCS: Purposely Pack your Products

By Carolyn Nice |
Supply Chain Professional and Founder
of Nice Move CITY

Reading time: 3 min. 10 sec

Mobile operations require a CEO to plan, prioritize, pack, and proceed. Solopreneurs who mail products have a unique set of logistical challenges while moving inventory in addition to a household. Do not panic! This entrepreneur recently moved with inventory and has insight into a successful PCS with less stress.

Plan

There are multiple strategies, and these are two tested suggestions to help regardless of how many orders you fill weekly. First, write or type out the process you follow before mailing sold items and include every detail, from packing a welcome note to taping the box closed. This process list will help define the materials you need on hand (for example, the notes and packing tape). Second, organize your products how you usually would (by size, color, etc.) and make sure they are in containers that will fit your car (flexible

tote bags versus rigid plastic bins make a difference). Look through your sales data and think through your timeline. Consider how long you will be away from your on-hand products while they are on the moving truck and in storage. According to your sales data, order what you need to travel with if you do not have enough and what you will need at the destination. Moving means organizing a new home, which also means arranging a home office and getting back to business.

Prioritize

Moving forces the entrepreneur title to take a back seat to spouse and parent for a short time. Be realistic about family over business commitments. Priorities are different for every CEO as an individual and business owner. Your name isn't 'Gummy,' so as much as you want to divide yourself and be in five different places at once, it's not physically possible. Set internal expectations of the likelihood of sending products in the mail while fielding customer calls and house hunting. Ask for help and hire a trusted friend, a fellow solopreneur, or a family member not moving while you are. Offer an hourly rate to help you and your business get through this PCS.

Pack

Separate what is going in the car with you versus on the moving truck. Prepack your products the way you have them organized in your home by placing them in a clear bag or tote that makes sense for your products and include bubble wrap as necessary. You or the hired packers will place your organized and protected items in a moving box so your products are in one piece, organized, and ready to sell when you unpack the box. Make an inventory list with details (serial numbers, number of chargers, etc.). Make a note of quantities and what condition they are in. Take pictures of your inventory and organize them on your phone or computer. Place this inventory list with your pre-pack pile so you remember to keep it together or ensure the packers keep the inventory with the products. Make a copy of the inventory list and bring it with you. You need to know what is in stock in case you run out.

Proceed

Resist the urge to take everything out of the car and lay it all out in the hotel room to reorganize. After all, this is an excellent

time to test your company's process and make notes for improvements. Pay close attention to customers and monitor business transactions. Think of the websites and entities that need updating with your new business address. Research the new county your business will operate in for small business opportunities.

Trust your PCS planning and packing process. PCS your products with faith in yourself and your system. You already did the hard work, so be present for yourself, your spouse, and your family during this adventure. There are digital inventory apps you can download and use to stick onto your totes or bags, so scanning the QR code will show you a list you input to find items quickly. Nice Move CITY is a unique digital inventory system with a GPS to track items in the moving truck. Using this tracking system will help alleviate stress as you navigate other things that need your attention during your move.

AMSE® Action: Download the Nice Move CITY App today!



Courtney Daly Boyer |
Courtney Boyer Coaching
Photo Courtesy of AMSE®

By Melissa Green | Grounds 4 Cause

Reading time: 2 min. 25 sec

In the vibrant world of military spousehood, maintaining mental well-being is crucial amidst the daily whirlwind of what we call life. Amid the chaos, a powerful ally emerges—your morning cup of coffee. Beyond its invigorating aroma, coffee has the potential to not only kickstart your day but also elevate your mental wellness. Let's take a look into how just this simple act of brewing can be a game-changer for military spouses navigating the entrepreneurial landscape.

The Morning Ritual: Igniting Your Day with Purpose

For many entrepreneurs, juggling the relentless demands of business and personal responsibilities calls for a grounding force. Enter your morning ritual: coffee brewing. Beyond its irresistible aroma, this ritual signifies the

commencement of a new day, urging you to approach it with intention. As you savor the first sip of your preferred blend, take a mindful pause to set positive intentions, setting the tone for a productive and fulfilling day ahead.

Coffee and Journaling: A Therapeutic Fusion

Pairing your morning coffee with the timeless practice of journaling can amplify its benefits. Military spouses, often stretched thin, find solace in the simple act of putting thoughts on paper. With a steaming cup beside you, allow your thoughts to flow freely. Whether it's business ideas, personal reflections, or expressions of gratitude, this blend of coffee and journaling becomes a therapeutic ritual, fostering mental clarity and resilience.

The Science Behind the Sip: Caffeine and Cognitive Boosts

Scientifically, the caffeine present in coffee has been linked to various mental

health benefits. From enhanced mood to increased alertness and improved cognitive function, these advantages can be invaluable for military spouses navigating the multifaceted world of entrepreneurship. Consider your coffee not just as a pick-me-up but as a cognitive ally, aiding in making sound business decisions and navigating daily challenges with clarity.

Mindful Brewing for Holistic Wellness

As an entrepreneur, infusing mindfulness into your coffee routine can deepen its impact on your mental well-being. Engage your senses—the aroma, warmth, and taste—and transform this daily ritual into a form of self-care. Amidst all the hustle and bustle, cultivating mindfulness around your coffee moments creates a serene space, contributing to a sense of balance and mental clarity.

Elevating Entrepreneurial Journeys with Coffee

In your entrepreneurial journey, where each day brings new opportunities and challenges, coffee evolves from a mere beverage to a companion in your pursuit of mental wellness. military spouses, as you brew your cup, do so with intention. Savor the moments, embrace the comfort, and let the energizing blend of coffee fuel not just your business endeavors but also a thriving state of mind.

Sip, Reflect, Thrive

The relationship between coffee and mental wellness for military spouses extends beyond the caffeine boost. It's about creating intentional moments, fostering a mindful approach, and using the simple act of brewing as a catalyst for a thriving entrepreneurial journey. So, my friends, let your coffee ritual be a source of not just energy but also a daily reminder to prioritize your mental well-being. Sip, reflect, and thrive.

AMSE® Action: Sign up for a coffee chat & grab a cup of joe at www.grounds4cause.com.

Notes

[illegible]

How to Achieve Optimal Wellness to Show Up as a Powerhouse

By Brittany Walker, M.S. |
Plant-Based Nutritionist, Author &
Founder of Kick Cramp’s Ass

Reading time: 6 min, 12 sec

Although Military Spouse Appreciation Day is the Friday before Mother’s Day, military spouses should always take time for themselves to achieve optimal wellness. Supporting a companion in their respective military branch and career can be taxing and the military spouse needs to indulge in effective practices that will positively impact their health to be a secure support system not only for their spouse but for their dependents, if applicable, and most importantly, for themselves. According to Prosek (2023), nearly 80% of military spouses experience anxiety, depression, and issues with their stress management skills. Due to unemployment, time away from their family, dependent care, family stability, and lack of military career control, are just some of the factors that hinder the wellness of milspouses. Whether an active duty or veteran spouse, discover how to achieve optimal wellness by becoming a *Powerhouse Military Spouse!*

“Caring for myself is not self-indulgence, it is self-preservation and that is an act of political warfare.”

— Audre Lorde

What is Optimal Wellness?

Optimal Wellness is achieving a desirable level of the full mind, body, and soul that promotes wholeness. This includes mental, emotional, physical, and spiritual components as each element is interconnected. Utilizing practical tools and resources to aid in healing and maintaining consistency in harmony is key. When an individual is at peace and has elevated to their highest potential, they have achieved optimal wellness.

Mental Health

Mental health can be described as the behavioral and cognitive welfare of how individuals think, act, and handle stress. Prosek (2023) reported up to 10% of military spouses openly report their depression the 11.2 million military spouses in the United States. Many require setting

applicable boundaries, shifting the mindset, and utilizing legitimate instruments and support to sustain an equilibrium with chemical reactions in the body. Governing the mental capacity and abilities is fundamental to regulating the emotional, physical, and spiritual wellness components.

Tips for achieving mental wellness:

1. **Seek therapy.** There may not be an alignment with the first therapist or counselor therefore, acquire a professional that specializes in the areas desired and what is most comfortable for the present state that is being experienced
2. **Set boundaries.** If the person, place, or situation does not offer peace or optimism, remove it until respect is present. It is okay to say “No!”
3. **Limit screen time.** Social media, TV, and phone time can be time-consuming and may lead to further mental health issues. Use this time to invest in achieving optimal wellness or to develop imperative skills.
4. **Be optimistic.** Practice speaking and dwelling on positivity daily. Believe and embody that this milspouse has control over the day.
5. **Detox from the day.** Take time to remove any unwanted energies, frustrations or issues that attempted to shift the mental health

Emotional Health

Emotional health is the capability of individuals to manage their reactions to their emotions and feelings. An individual who understands their worth protects their aura, only focus on what is within their control, and masters the art of not giving care are essential aspects for remaining confident and balanced.

Tips for achieving emotional wellness:

1. **Journal.** Release any thoughts, concerns, or bottled-up emotions onto paper. If a therapist is not an option at the time, be sure to discharge factors that could further impair any wellness component.
2. **Communicate effectively.** An individual should be open and honest about anything that is being experienced therefore any perceived issues can be rectified.
3. **Invest in “Me” time.** Develop new skills, indulge in a hobby, or do something

that brings happiness to relieve any stress, anxiety, or depression.

4. **Conquer fear.** Once an individual realizes fear is only something they can make, they then can overcome anything by placing the mind over matter. Anything is possible and there is a resolution to every issue so do not give up on what is most important.

Spiritual Health

Spiritual health is the art of blocking distractions and energy leeches to keep the chakras aligned and faith intact. Showcasing gratitude daily, meditating, praying, energy cleansing, or engaging in the desired belief system may assist with remaining elevated.

Tips for achieving spiritual health:

1. **Eliminate invaluable distractions.** An individual has full control of their time and energy hence, removing factors that do not serve the mission is crucial.
2. **Expressing gratitude.** Give thanks daily for another opportunity at life and for everything that has brought happiness, love, and peace into the present.
3. **Meditating.** Take time to become whole and grounded whether at the start of the day or whenever negativity or toxicity exists. Breathing techniques can be utilized as well.
4. **Profess affirmations/manifestations.** Speak intentionally about the goals and desires that will be achieved in all areas of life.

Physical Health

Physical health is participating in visceral activities and fueling the body with whole nutrients to aid in mobility, purification, rejecting illness, and increasing life longevity. Eating colorful, nutrient-dense foods from each food group and exercising daily may positively impact the mind, body, and soul.

Tips for achieving physical wellness:

1. **Eat brain and heart-friendly foods.** Hydrate with water while avoiding foods high in fat, cholesterol, sugar, and chemicals. Incorporate plant protein, complex carbohydrates, poly or monounsaturated fats, leafy greens, nuts (cashews, walnuts & pecans),

whole grains (oats, quinoa, & wild rice), fruits (seeded only), and seeds (hemp or pumpkin) into daily meals. *8 cups of water daily = four 15.9oz water bottles (technically a water bottle with each meal and a snack)

2. **Limit alcohol and substance use:** chemicals and toxins in alcohol and illegal substances can cause a hormonal imbalance inducing a disturbance in your mental, emotional, and physical capacities
3. **Exercise daily.** Move every single day but at least 30 minutes five times per week. Physical activity can be aerobic like walking briskly around the neighborhood or swimming in the ocean. Or anaerobic like riding a bike or high-intensity interval training (HIIT). Yoga and pilates are simple options to do in the privacy of the home.
4. **Detox every season.** Internal showers (drinking room temperature water) at the start of the day is beneficial however, expunging the body of toxins every 3 months will assist with removing unwanted toxins that may later develop into chronic diagnoses. This can be done through fresh juice and fruit cleanses, eliminating meat with harmful chemicals, or avoiding processed foods.

Engage in a challenge to take back control of optimal wellness! Take 5-10 minutes to write out what factors are positively and negatively impacting any component of wellness. Develop a plan of action for the hindrances and incorporate adequate beneficial elements into daily living. The military has an abundance of resources that cater to the various wellness factors outlined so be sure to research or seek guidance on what works best in the given situation. Incorporating a daily regimen for self-love and care is important and will aid in becoming a Powerhouse Military Spouse.

References:

Prosek, E. A., Burgin, E. E., Pierce, K. L., & Ponder, W. N. (2023). Military spouse mental health outcomes after receiving short-term counseling services. *Family Journal*, 31(4), 580-586. <https://doi.org/10.1177/10664807231163259>

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Nurturing Personal Wellness to Fuel Entrepreneurial Success

By Valeria Di Marco Sims |
The Languages Corner, LLC

Reading time: 4 min, 21 sec

The entrepreneurial journey for military spouses is riddled with challenges, such as frequent moves that hinder business stability, significant family responsibilities, and the difficulty of building lasting local support networks in the ever-shifting landscape of military life. Starting your own business can be a beacon of stability and continuity, a much-needed anchor in this dynamic environment. However, this endeavor is a double-edged sword: while it offers greater freedom, there is also the risk of overcommitment, potentially impacting crucial aspects of your well-being, including rest and nutrition. Neglecting these vital elements can, in turn, adversely affect the health and success of your business. Thus, it's essential to strike a balance that nurtures both personal well-being and entrepreneurial ambitions.

The Way Forward: Prioritizing Personal Wellness

Addressing personal wellness is not just a necessity but a strategic move for entrepreneurs. Implementing practices that promote well-being can significantly enhance your ability to lead and grow your business.

These include:

Proper Nutrition - Proper nutrition is essential for effective business management, requiring more than just occasional attention; it's a fundamental part of a busy schedule. Well-planned, nutritious meals are key to maintaining both physical energy and mental clarity. My approach involves weekend planning: selecting recipes for the upcoming week

and noting them on my fridge's white-board. I then create a detailed shopping list, initially on paper and later in my Google Keep notes, categorizing items by type. This organization not only makes grocery shopping more efficient but also enjoyable, especially when it turns into a playful activity with my child. Having the right ingredients readily available at home simplifies preparing healthy meals, which is crucial for sustaining physical health and mental sharpness, thereby effectively balancing personal and professional responsibilities.

Regular Exercise - Incorporating physical activity into your daily routine acts as a catalyst for productivity because it sharpens focus, bolsters motivation, and strengthens resilience—attributes that are invaluable in the entrepreneurial landscape. The key to successfully integrating exercise into a busy schedule lies in deliberate time management. Commit to working out a few times a week, and during these sessions, disconnect from distractions like your phone. Whether you opt for a structured class or a self-directed workout, recognize that this is not just a break from work, but a crucial investment in your ability to perform at your peak.

Adequate Sleep - Adequate sleep is crucial for entrepreneurs, who often sacrifice rest for long work hours and high demands. Quality sleep is vital for maintaining health, productivity, and cognitive functions like decision-making and creativity. The lack of it can lead to physical exhaustion and reduced mental clarity. As an entrepreneur, it's essential to prioritize sleep as rigorously as any critical business decision. This means establishing a consistent bedtime routine, disconnecting from digital devices in advance, and creating a sleep-friendly environment. In my own routine, I ensure to be in bed by 9:15 p.m., winding down with a book, which helps me transition smoothly into a restful sleep that leaves



Maralis Self | Empowered Energy
Photo Courtesy of AMSE®

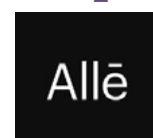
me rejuvenated and energized for the next day. This simple strategy significantly enhances daily effectiveness and overall well-being.

For military spouse entrepreneurs, the journey of building a business is challenging yet rewarding. However, it's important to remember that personal wellness and business success are intrinsically linked. By making time for healthy eating, regular exercise, and sufficient sleep, you not only enhance your well-being but also

set the stage for heightened business performance. Embrace the notion that taking care of yourself is not a diversion from your entrepreneurial goals but a foundational aspect of achieving them. Remember, a healthy entrepreneur is at the heart of a thriving business.

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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS



Photo Courtesy of AMSE®

Celebrating Business Success: How Recognizing Achievements Improves Wellbeing

By Amy Campbell |
Amy Rae and Co.

Reading time: 4 min, 24 sec

Imagine the anticipation after years of hard work, earning a college degree, and gearing up for a promising career, only to face unforeseen changes when your spouse joins the military. Suddenly, stability becomes a luxury, schedules shift erratically, and finding a foothold in the workforce feels like chasing a mirage. Unfortunately, this is the all too common reality for many military spouses, myself included. Military life brings forth a whirlwind of challenges for any career: frequent moves, licensing hurdles, and, at times, even international relocations, leaving spouses grappling with uncertainty and often without work.

This unpredictable lifestyle often disrupts career paths, rendering years of hard-earned qualifications seemingly insignificant. The struggle to find a consistent job, establish roots, or contribute financially can lead to feelings of resentment, purposelessness, and frustration. Many spouses face the crossroads of either ceasing work entirely or pivoting towards ventures that accommodate this unique lifestyle.

Yet, amid these trials, a remarkable trait of many military spouses shines through—resilience. Resourceful spouses often turn necessity into opportunity, transforming passions into businesses or spotting unmet community needs and creating avenues for themselves and fellow spouses to work flexibly, providing a much-needed income for their families.

This journey tests not only professional adaptability but also mental fortitude. The toll of feeling adrift from personal ambitions can weigh heavily, impacting mental health. Feelings of grief, worry, and disappointment can manifest, affecting emotional and physical health. Prioritizing both physical and emotional well-being—through movement, nutrition, and embracing one's potential—becomes vital to navigating this unique lifestyle.

Acknowledging achievements, regardless of size, becomes a cornerstone in building mental resilience. It's about recognizing the value the military spouse brings, steering away from self-doubt, and finding purpose within the given conditions. Whether by choice or circumstance, their ability to adapt empowers them to create positive change and find fulfillment along diverse paths.

Within the entrepreneurship sphere, celebrating business success aids in fostering a sense of accomplishment and overcoming hurdles encountered in military life. Defining success is pivotal in the celebration process. It doesn't necessarily hinge on job performance metrics, income generated, or the number of clients coached. Success might encompass crafting a flexible schedule that aligns with military life, making a significant community impact, or finally discovering a profound sense of purpose.

To help you identify and define success and a sense of accomplishment, you might find the following tools helpful. These strategies stand as pillars, reinforcing mental resilience amid the demanding entrepreneurial landscape experienced by military spouse business owners.

Setting Realistic Goals:

Setting realistic goals is foundational in navigating the intricate landscape of entrepreneurship amidst the challenges of military life. Embracing the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) approach allows for the creation of clear and attainable objectives. Each small, deliberate step toward these goals contributes significantly to the larger picture, fostering a sense of progress and accomplishment. Clarity emerges by breaking down ambitions into manageable tasks, fueling productivity, and instilling a profound sense of purpose.

Cultivating a Support Network:

Community support stands as a cornerstone for military spouse entrepreneurs, fostering an environment not only for celebrating business success but also for alleviating the unique stresses of this journey. Peer support, mentorship programs, and networking groups play pivotal roles in acknowledging achievements and mitigating the challenges inherent to entrepreneurship. These communities provide a nurturing space, allowing individuals to embrace successes, find solace in shared experiences, and draw strength from collective support, thereby nurturing a sense of well-being.

Manage Stress and Stay Positive:

Maintaining positivity during adversity and employing effective stress management techniques are crucial for hitting targets and appreciating these accomplishments.

Shifting our perspective from seeing obstacles as roadblocks to viewing them as opportunities for growth and learning empowers us to navigate adversity with resilience. When faced with overwhelming stressors, learning to say no and setting boundaries are crucial aspects of self-care. However, managing stress goes beyond avoidance—it's about actively choosing our response to unavoidable stressors. These choices might involve implementing coping mechanisms like mindfulness practices, deep breathing exercises, or proactive problem-solving approaches.

Celebrating business success, often defined beyond traditional metrics, remains pivotal. It involves crafting flexible schedules, making community impacts, or discovering profound purposes. Clear goal-setting, cultivating support networks, and effective stress management techniques emerge as cornerstones for success. By acknowledging achievements, fostering positivity, and actively managing stress, military spouses not only celebrate milestones but also fortify their mental wellness. In the world of military spouses turned entrepreneurs, every challenge is an opportunity. By celebrating success and embracing change, they nurture their businesses and well-being, steering their circumstances towards purposeful journeys and showcasing their unwavering strength and resilience.

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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS



By Winnie Fannon |
Wolfpack Consulting
Reading time: 5 min, 21 sec

Stress is inevitable, especially for military spouses and entrepreneurs. Balancing business and the demands of military life can cause stress levels to soar. However, learning to unlock stress resilience and regulate your nervous system can greatly improve daily life as an entrepreneur and military spouse. Here are some tips and strategies to manage stress and maintain a healthy nervous system.

Understanding Stress

Stress is the body's natural response to perceived or real threats. It triggers the fight or flight mode in our bodies, preparing us to either face the danger or run away from it. As an entrepreneur and military spouse, you may experience stress in various aspects of your life, such as managing a business, raising a family, or dealing with deployment or relocation.

The Effects of Stress

Stress can manifest physically, mentally, and emotionally. Some common symptoms of stress include headaches, muscle tension, fatigue, anxiety, and irritability. Prolonged exposure to stress can lead to more serious health issues such as high blood pressure, heart disease, and depression. It can also affect your relationships and hinder your ability to perform well in both your professional and personal life.

Regulating Your Nervous System

Our nervous system plays a crucial role in how we respond to stress. When faced

with a perceived threat, our body goes into "fight or flight" mode, releasing stress hormones and activating our sympathetic nervous system. This response can be helpful in dangerous situations, but when activated frequently and for extended periods of time, it can have negative effects on our physical and mental health.

Understanding Stress Resilience

Stress resilience is the ability to adapt and bounce back from challenging situations. It's not about avoiding stress, but developing skills and mindset to effectively manage it. As an entrepreneur and military spouse, you may face unique challenges like financial pressures, frequent moves, and changing schedules. Understanding stress resilience equips you to handle these challenges better. While you may not be able to eliminate stress entirely from your life, there are ways to build resilience and cope with it better. Here are some tips that can help:

Stress Management Strategies

Our bodies react to stress in different ways, depending on several factors:

- Whether there is an outlet for the stressor.
- Whether the stressor is predictable.
- Whether we believe we have control over the stressor.

It's almost inevitable that we all encounter one or more of these situations. Therefore, we must learn to manage and cope with them effectively.

Manage Your Electronic Responses: Take control of your devices by setting specific times for alerts.

Read "Junk" Books: Indulge in reading books or magazines that may not be considered intellectually stimulating. These "guilty pleasure" reads provide an opportunity for your mind to unwind and recharge, returning stronger, more creative, and better equipped to handle stress.

Take A Full Day Off Each Week: Take a break. Banish work from your mind, along with any lingering concerns. Embrace a complete disconnection and unwind.

Recreate to re-create: Granting yourself the freedom to unwind doesn't equate to idleness. In our often-hectic lives, it is these moments of relaxation and decompression that rejuvenate us, enabling a return with revitalized vigor and heightened creativity.

Building Better Sleep Habits

Exercise Regularly: Engaging in regular exercise can effectively decrease inflammation, minimize stress hormones, and reduce oxidation. Moreover, the delightful post-exercise fatigue can facilitate a restful night's sleep, allowing you to effortlessly drift off into slumber.

Relax Before Bed: Indulge in some leisurely activities like reading to unwind and relax. Electronic devices such as computers, video games, and TVs can heighten alertness and stimulate the brain, making it difficult to fall asleep. Prioritizing non-electronic activities can promote better sleep and overall well-being.

Can't Fall Asleep After 20 Mins?: Engage in a calming activity, like reading, until you naturally feel the drowsiness that invites sleep. Forcing yourself to fall asleep can heighten stress levels and prolonged wakefulness, potentially

disrupting the quality of your rest when slumber eventually claims you.

AMSE® Action: Log into www.AMSEmembers.com and RSVP for a masterclass to learn more.

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A VETERAN FEMALE MILSPO OWNED BUSINESS

THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS



Matrice Williamson | Professional Momentous Events, LLC
Photo Courtesy of AMSE®

By LaKenya Kopf |
Kopf Consulting

Reading time: 2 min, 23 sec

If you were given the chance to go back in time (even if you just started your business) and give yourself some advice? What would you tell yourself? What would you do differently?

My answer is I would teach myself “The Power of No, But”. Well as a Marine Corps wife, I would make sure to get that Power of Attorney signed before a deployment... but I digress.

To be fully transparent, I NEVER knew the power of no was a concept until someone pointed it out. It is just my honest response from my own experience—upgraded with the “but”—i.e. the resolution to the rejection.

With over 15 years under my belt as an entrepreneur compared to what felt like a lifetime in corporate America, I have learned the freeing power of the word “No... but” and you will too.

For those who may not have had the pleasure, “No” is taboo in the corporate

world. You just agreed and figured it out as you went. Saying it meant being passed over for promotions, excluded on projects, or being branded as not being a team player.

So no matter what, for the sake of your career, every urge to say no came out as “Yes” or “Of course” or the popular “Not a problem”.

Skipped the corporate world? As military spouses, we have still experienced the feeling of being the supportive partner for my fellow Marine wives—“Semper Gumby”. We don’t have a say once those PCS orders hit the table, we can’t push back if we don’t get the duty station of our choice, and the military doesn’t care if our spouses miss birthdays, anniversaries, or in my case—the birth of our child.

While we can’t declare that those days are over with the military, we can with our entrepreneur transition. You left your 9 to 5 because you wanted to free yourself from the constraints of management. You wanted to have the power to make your ideas, money, and time work for you. In short, you wanted freedom in the one place where you could have it and control it. You wanted the flexibility of no longer having to

sacrifice your career goals for your military life. You wanted it all, but is it worth the price of your mental health?

Many military spouse entrepreneurs have learned the hard way that by throwing off the shackles of corporate life, we inadvertently handcuffed ourselves to the desperation of success. We want to succeed, we want to prove to ourselves and the naysayers that we are unstoppable. So what happens? We find ourselves doing anything and everything to make it work. We open the doors of our personal lives to our professional endeavors for the fear of failing. If we don’t take a call during a child’s soccer game—that is a potential lost client. If we don’t answer an email at the dinner table, will they seek help somewhere else?

We slowly pick, push, and slice at our newly found freedom, adding more to our plate than ever before. So how do we take a step back and reclaim our mental wellness? It all starts with the word no. I don’t mean saying no for the sake of it and missing out on opportunities. I mean saying no when it goes against your why—your reason for doing what you do.

If you don’t want to work nights and weekends or be available to your clients 24/7, say “No, but I am happy to provide my scheduling link and meet with you during business hours.”

If you specialize in one field and a potential client insists you offer a service unfamiliar to you, simply say “No, but I am happy to provide some referrals so you don’t have to start your search over.” That way, you provide exceptional customer service and a positive experience and create a potential referral for future business

Remember, not every client is a perfect fit. If you find yourself working with someone

who demands, ignores, and gaslights you—run, do not walk—to the nearest exit.

Take a moment and look at how you are doing business, your relationship with your clients, and how you engage with potential leads. Do you feel a balance of satisfaction or an increase in stress with each passing day? Implementing “No, but” may be the answer you need to alleviate the tension and put your mental wellness back on track.

AMSE® Action: Log into www.AMSEmembers.com and connect with spouses for support.



Embrace Well-being: Explore These Free Mental Health Apps

In the fast-paced world we live in, prioritizing mental health is more crucial than ever. Fortunately, technology offers a helping hand in the form of free mental health apps designed to support, guide, and uplift users on their well-being journey. Whether you’re seeking relaxation, stress relief, or tools to manage anxiety and depression, these apps provide accessible resources at your fingertips.

As advocates for mental health for the military spouse we invite you to explore the following free apps that offer a diverse range of features, from guided meditations and mood tracking to cognitive-behavioral therapy (CBT) techniques and self-care journaling. Each app is crafted to empower you on your path to mental well-being, providing valuable tools that can be seamlessly integrated into your daily life.

1. Headspace: Meditation & Sleep: Headspace offers guided meditation sessions and sleep exercises to reduce stress, improve focus, and promote better sleep. The app provides a Basic course for beginners and themed sessions for specific needs, such as stress reduction and anxiety management.

Available on iOS and Android.

2. Calm: Meditation & Sleep: Calm is a meditation app that helps users relax through guided meditations, sleep stories, and calming music. The app also features breathing exercises and nature sounds to promote mindfulness and reduce anxiety.

Available on iOS and Android.

3. Sanvello: Anxiety & Depression: Sanvello is a mental health app that provides tools for managing stress, anxiety, and depression. It offers mood tracking, guided journeys, and therapy-based activities. The app also includes a supportive community for users to connect with others.

Available on iOS and Android.

4. Moodpath: Depression & Anxiety: Moodpath is designed to help users track their mood and emotional well-being. It offers a daily mental health assessment and provides insights into emotional patterns. The app also offers educational resources and exercises to improve mental health.

Available on iOS and Android.

5. Woebot: Your Self-Care Expert: Woebot is an AI-powered chatbot that engages users in conversations to provide emotional support, mood tracking, and cognitive-behavioral therapy (CBT) techniques. It’s designed to assist with managing stress, anxiety, and depressive thoughts.

Available on iOS and Android.

6. Jour: Daily Self-Care Journal: Jour is a self-care app that encourages users to journal about their thoughts and feelings. It includes prompts for reflection and gratitude, helping users develop a mindfulness practice. The app aims to improve mental well-being through regular journaling.

Available on iOS.

7. Happify: Stress & Worry Relief: Happify offers science-based activities and games to help users build resilience, reduce stress, and promote positive thinking. The app utilizes positive psychology and mindfulness techniques to improve overall emotional well-being.

Available on iOS and Android.

Remember, self-care is an ongoing process, and these apps are here to serve as companions on your well-being journey. Let’s embrace the opportunity to enhance our mental health, one mindful step at a time. Take a moment to discover these free mental health apps and consider incorporating them into your self-care routine. Your mental well-being matters and these resources are here to support you on your quest for a healthier and happier milspouse life.

Explore, engage, and prioritize your mental health—because you deserve it, milspouse!



Juanita Harvin | EurWay Tours, LLC
Photo Courtesy of AMSE®

THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS

A Blissful Retreat: Crafting a Self-Care Day at Home for a Wellness Reset

By Moni Jefferson |
CEO/Founder of AMSE®

Reading time: 2 min. 23 sec

In the bustle of milspouse life, it's easy to neglect self-care. However, dedicating a day to prioritize your well-being can do wonders for your mental and physical health. Creating a self-care day at home provides the perfect opportunity to unwind, recharge, and embark on a journey toward a wellness reset. Let's explore how you can transform your living space into a haven of tranquility, fostering a sense of balance and rejuvenation.

Morning Reflection and Mindfulness:

Start the day with intention: Begin your self-care day by waking up a little earlier than usual. As you rise, take a moment for quiet reflection. Consider setting positive intentions for the day ahead. This simple practice can set a mindful tone and create a sense of purpose.

Mindful breathing or meditation: Engage in a brief meditation or mindfulness

exercise. Various apps and online resources are offering guided sessions. Close your eyes, focus on your breath, and allow your mind to settle. This practice can help center your thoughts and prepare you for a day of self-nurturing.

Physical Well-being:

Nourish your body: Prepare a nutritious and indulgent breakfast. Whether it's a colorful fruit bowl, a protein-packed smoothie, or a hearty bowl of oatmeal, choose foods that energize and uplift your body. Consider enjoying your meal in a peaceful corner of your home or even outdoors, weather permitting.

Home workout or yoga: Engage in a workout or yoga session tailored to your fitness level. Many online platforms offer free classes. The endorphin release from physical activity not only contributes to your physical well-being but also has positive effects on your mood.

Pampering and Relaxation: DIY spa day: Transform your bathroom into a spa

retreat. Draw a warm bath infused with calming essential oils or bath salts. Light some candles, play soothing music, and indulge in a moment of pure relaxation. Consider using a face mask, body scrub, or any skincare products that make you feel pampered.

Mindful reading or journaling: Take some time to read a book that brings you joy or inspires you. Alternatively, engage in journaling to reflect on your thoughts and emotions. This mindful practice can be both cathartic and enlightening.

Creative Expression:

Artistic pursuits: Tap into your creative side by engaging in an artistic activity. Whether it's painting, drawing, writing, or crafting, expressing yourself through art can be a therapeutic outlet for your emotions. Allow yourself to explore and enjoy the process rather than focusing on the result.

Music and dance: Create a playlist of your favorite tunes and let loose with some dancing. Music has the power to uplift the

spirit, and dancing is a wonderful way to release tension and promote joy.

Connection and Gratitude:

Connect with loved ones: Use this day to reach out to friends or family. Whether through a heartfelt letter, a phone call, or a video chat, connecting with loved ones can bring warmth and a sense of belonging.

Gratitude practice:

End your self-care day with a gratitude practice. Reflect on the positive aspects of your day and express gratitude for the moments, people, and experiences that brought you joy. This practice can cultivate a mindset of appreciation and contentment.

In crafting a self-care day at home, you are gifting yourself the time and space to prioritize your well-being. Remember that self-care is a continuous journey, and dedicating occasional days to it can lead to lasting positive habits. Embrace the opportunity to reset, recharge, and infuse your life with the serenity you deserve. Your well-being matters, and creating a sanctuary at home is a beautiful way to honor that.

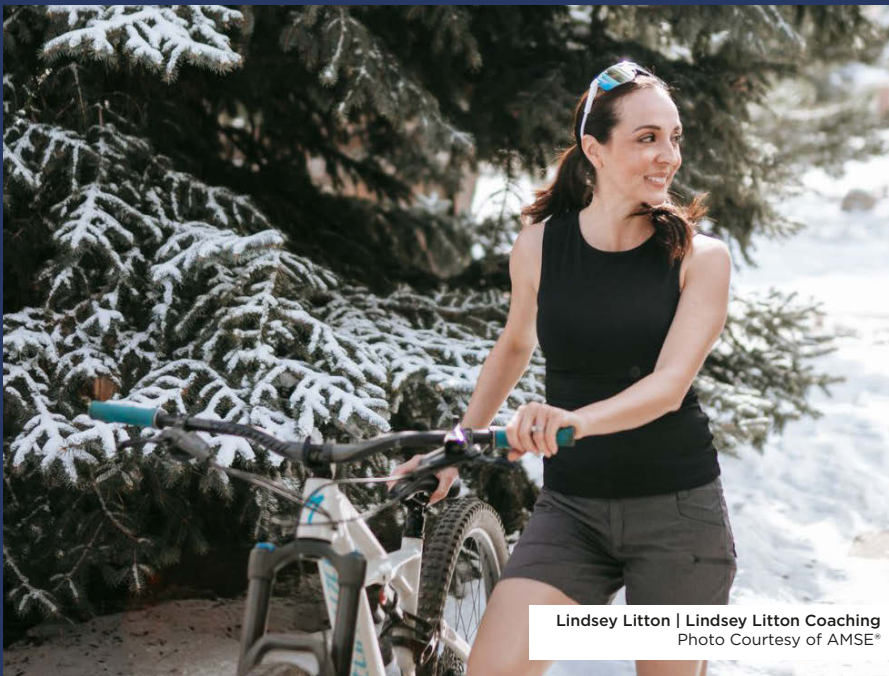


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Strengthening Bonds: The Mental Health Benefits of Attending Events with Fellow Military Spouses



Lindsey Litton | Lindsey Litton Coaching
Photo Courtesy of AMSE®

By Kella Price | Healthy Fit
Reading time: 5 min, 5 sec

In today's fast-paced digital landscape, businesses constantly seek ways to streamline operations, maximize efficiency, and enhance customer experiences. As a military spouse-owned business, one powerful tool that has revolutionized the way companies do business is the online store. An online store allows businesses to reach a wider audience. It offers numerous automation features that can transform how they manage orders, personalize customer experiences, conduct marketing campaigns, and make data-driven decisions manageable anywhere you live.

Streamlining Order Management

One of the significant advantages of an online store is its ability to simplify the order management process. Customers can effortlessly browse through a catalog of products, select their desired items, and complete their purchase with just a few clicks. Businesses can track orders in real-time, efficiently manage their inventory, and streamline the fulfillment process through automation tools. Automating these essential aspects frees valuable time and resources, enabling businesses to focus on growth and expansion.

Personalization and Upselling

Understanding customer preferences is crucial in today's highly competitive market. An online store serves as a treasure trove of customer data, allowing businesses to gather insights into their shopping behaviors and preferences. By leveraging this data, your business can personalize customer experiences by recommending relevant products based on browsing and purchasing history.

Personalization enhances customer satisfaction and presents upselling opportunities, increasing the average order value and boosting revenue.

Marketing Automation

Integrating an online store with marketing automation platforms can take a business's marketing efforts to the next level. Automated email campaigns can be triggered based on specific customer actions, such as abandoned carts or completed purchases. These targeted campaigns nurture customers throughout their journey, from the initial interest in a product to making a repeat purchase. Marketing automation saves time and effort and ensures that customers receive tailored and timely communications, fostering stronger relationships and encouraging brand loyalty.

Analytics and Reporting

Data is at the heart of smart decision-making in any business. Online stores provide valuable insights through their analytics and reporting features. Business owners can monitor crucial metrics such as sales performance, customer behavior, and conversion rates. Armed with this data, businesses can make informed decisions to optimize marketing strategies, refine product offerings, and enhance overall customer experiences. Data-driven decisions lead to greater efficiency, reduced wastage, and improved ROI on marketing investments.

Embracing Freemium Models and Online Stores

Another strategy that can be seamlessly integrated with an online store is the freemium model. Offering a free version of a product or service attracts a broader audience and serves as an excellent lead generation tool. Once customers are engaged with the free version and experience its value, businesses can upsell premium features or services through the

online store. When combined with online store automation, the freemium model creates a robust sales funnel, attracting potential customers, nurturing leads, and converting them into loyal paying customers.

An online store is not merely a digital marketplace for products; it is a powerful tool for automating processes and transforming businesses' operations. By streamlining order management, personalizing customer experiences, automating marketing efforts, and making data-driven decisions, businesses can

unlock the potential for increased revenue growth, improved customer engagement, and long-term success. Embracing these strategies and leveraging the full potential of an online store, businesses can thrive in the ever-evolving digital economy.

AMSE® Action: Log in to www.AMSEmembers.com and download the pirate funnel business blueprint under marketing.

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THE ROAD TO BECOMING THE WHOLE SPOUSE: NURTURING YOUR MENTAL HEALTH AND WELLNESS

The Rhythm of Work and Rest: PLANNING FOR SUSTAINABLE SUCCESS

By Megan B. Brown | MilSpo Co.
Reading time: 4 min, 21 sec

"By In a culture that champions the "hustle hard" mantra, the relentless pursuit of success often comes at the cost of neglecting the essential rhythm between work and rest. The prevailing narrative glorifies pushing boundaries, working longer hours, and sacrificing personal time for professional gain. However, this perpetual chase for success often leads to burnout and a sense of emptiness, leaving many business owners and entrepreneurs feeling overworked and disconnected from the moments that truly matter.

The importance of integrating rest into daily schedules and workflows cannot be overstated. Contrary to the notion that success only comes from unceasing toil, embracing a rhythm that includes intentional periods of rest is pivotal

for sustained productivity and overall wellness. Rest is not merely the absence of work; but instead, is the ability to pause—relaxing and unplugging from the almighty buzz of notifications or email alerts. Rest is the process that allows minds and bodies the time they need to recharge.

Amidst the hustle and bustle of professional endeavors or new projects, the benefits of incorporating rest cannot be overlooked. Rest serves as a counterbalance, preventing burnout, chronic neglect of personal needs, and disconnection from the joys of life. Rest is the cornerstone of longevity in business, nonprofit work, volunteerism, and every facet of our lives. By cultivating a healthy relationship with rest, recovering hustlers can avoid the detrimental effects of burnout, prioritize their well-being, and maintain a sustainable pace.

Integrating rest into the rhythm of work is not merely an option, but a necessity for sustained and long-term success. Here

are some practical tips to seamlessly incorporate rest into a busy schedule:

- » **Schedule dedicated time for rest on the calendar.** Block out specific time slots during the week dedicated solely to leisure activities, hobbies, or personal relaxation. Treat this time with the same level of importance as any work commitment.
- » **Prioritize personal connections and relationships.** Make intentional efforts to connect with friends and family regularly. Allocate time for meaningful conversations, outings, or shared activities that bring joy and rejuvenation.
- » **Strategically unplug from the devices.** Set boundaries with work-related emails, calls, or notifications. Designate periods in your day or week to disconnect from the digital world, allowing your mind to unwind without constant professional demands.



Franchette Dyer, Owner Vetechbusiness
Photo Courtesy of AMSE*

- » **Consistency is the key.** Embrace a consistent approach to rest. Just as consistency drives success in work, establishing regular rhythms of rest fosters a balanced and sustainable lifestyle.

By intertwining work with intentional moments of rest, career longevity and enjoyment are created. As we continue the pursuit of hard work and success, we have to remember that rest isn't a luxury earned. Nor is the commitment to rest a sign of laziness or compromise. In actuality, rest is the disciplined practice of sustaining our good work—allowing us to achieve our goals and enjoy our accomplishments without resentment or regret.

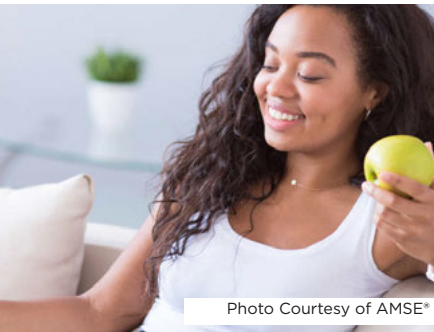


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The life of a military spouse is marked by unique challenges and sacrifices, and the toll on mental health can be significant. Recognizing the importance of well-being, military spouses must have access to resources that provide support and promote mental health. In this article, we will explore various mental health resources tailored for military spouses, offering a roadmap to resilience and self-care.

1. **Military OneSource: A Comprehensive Support System**
Military OneSource is a go-to resource for military families, offering a wide range of services, including confidential non-medical counseling. Trained professionals can assist military spouses with issues such as stress management, relationship concerns, and more. The service is accessible 24/7, providing immediate support when needed.
2. **National Alliance on Mental Illness (NAMI): Connection and Advocacy**
NAMI provides a platform for education, advocacy, and support for individuals and families affected

Nurturing Well-being: Mental Health Resources for Military Spouses

by mental health conditions. Their programs include support groups, educational resources, and advocacy initiatives, creating a community where military spouses can connect, share experiences, and find understanding.

3. **Give an Hour: Mental Health Professionals Volunteering Time**
Give an Hour connects military families with mental health professionals who volunteer their time to provide free counseling services. This resource helps bridge the gap for military spouses seeking support, offering a compassionate and understanding space to address mental health concerns.
4. **Military Family Life Counselors (MFLC): On-Base Support**
MFLCs are licensed counselors who offer confidential support to military families, including short-term counseling and assistance with various life challenges. Their on-base presence makes them easily accessible for military spouses seeking in-person counseling services.
Contact your local installation for MFLC availability.
5. **Headspace: Mindfulness and Meditation**
Taking care of mental health involves more than just counseling. Headspace is a meditation and mindfulness app

that provides guided sessions to help alleviate stress, improve sleep, and enhance overall well-being. Military spouses can access a free Headspace Plus subscription through the Defense Health Agency.

Prioritizing mental health is a journey, and military spouses deserve the support necessary to navigate the unique

challenges they face. These resources offer a blend of counseling, community, and self-care tools, empowering military spouses to foster resilience and maintain their well-being. By utilizing these mental health resources, military spouses can build a foundation of strength, ensuring they are equipped to face the demands of military life with courage and resilience.

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Unveiling the More than a MilSpouse Summit: Your Invitation to Empowerment

By Moni Jefferson |
CEO/Founder of AMSE®

Reading time: 3 min. 15 sec

Imagine a community where military spouses pursuing entrepreneurial dreams come together to share, learn, and uplift one another. This vision is at the heart of the More than a MilSpouse Summit, a unique event designed to support and connect military spouses navigating the challenges of entrepreneurship within the context of military life.

The More than a MilSpouse Summit is not just an event; it's a dynamic gathering created to address the distinctive needs of military spouses who are also entrepreneurs. Whether you're familiar with the world of military life or new to the concept, this summit invites you to explore a community that thrives on collaboration, resilience, and the shared goal of entrepreneurial success.

If you're a military spouse with an entrepreneurial spirit or someone eager to understand the challenges and triumphs of this dynamic community, the summit is your window into a world of empowerment. Here's why you should consider attending:

Unique Insight into Military Spouse Entrepreneurship

Gain a firsthand understanding of the unique challenges faced by military spouses who are entrepreneurs. The summit provides insights into managing businesses amidst relocations, deployments, and other distinctive aspects of military life.

Building Connections and Community

Discover the power of collaboration and connection. The summit is a place where like-minded individuals come together to form lasting connections, exchange ideas,

and offer support in an environment that understands the complexities of military life.

Practical Solutions and Resources

Learn from workshops and expert panels tailored to address the specific challenges of military spouse entrepreneurs. From managing businesses during deployments to overcoming the isolation that can accompany frequent relocations, the summit equips attendees with practical solutions and valuable resources.

Empowerment for Everyone

Even if you're not a military spouse, attending the summit provides a unique opportunity to support and understand the experiences of those who are. The summit is a celebration of resilience and empowerment, inviting all who believe in the strength of community and collaboration.

Your Call to Action

Are you ready to be a part of a movement that celebrates the entrepreneurial spirit within the military spouse community? Whether you're a military spouse entrepreneur seeking support, an ally interested in understanding more, or an individual looking to be inspired, your presence at the More than a MilSpouse Summit is requested.

Mark your calendar, join us at the summit, and be a part of a community that thrives on shared experiences, collaboration, and empowerment. Together, let's make the More than a MilSpouse Summit a place where dreams are not just pursued but realized, and where connections are not just made but cherished.

Don't miss out—your invitation to empowerment awaits at the More than a MilSpouse Summit!

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Courtesy of Association of Military Spouse Entrepreneurs®

As we celebrate the release of Issue 8 of the Military Spouse Entrepreneur Guide (MSEG), I am filled with gratitude for each of you who played a vital role in making this edition a reality. Your dedication, expertise, and passion have contributed immensely to the success of our mission.

To the writers, editors, designers, and everyone involved in the creation of the content—thank you for your hard work and commitment to delivering valuable insights and information to our military spouse community. Your contributions have made this guide a powerful resource for entrepreneurs at every stage of their journey.

A special thanks to our partners and sponsors, especially Stars and Stripes, for their unwavering support. Your commitment to the well-being of military spouses has helped us reach new heights with this publication.

I would also like to express my gratitude to the entire team at Stars and Stripes for their dedication and tireless efforts. Your collaboration and passion for our mission shine through on every page of Issue 8.

Lastly, but certainly not least, thank you to our readers. Your engagement and trust inspire us to continue providing valuable content for the military spouse community.

Together, we are making a positive impact on the lives of military spouses, and your contributions are the driving force behind our success. Here's to the collective effort that has gone into Issue 8 and the continued impact we will make together.

With heartfelt thanks,

Moni Jefferson | CEO/Founder Association of Military Spouse Entrepreneurs®

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You Can't Start or Grow Your Business Without Help



Kara Varner Founder of Varner Media
Photo Courtesy of AMSE®

We wanted to give you a list of some of the best tools and resources to utilize in building or growing your business.

NAMING YOUR BUSINESS

Before ever selecting a name for your business, you need to make sure of a few things:

- 1. Legally Register** - Make sure another business is not utilizing that name. Check www.opencorporates.com. There, you can make sure another business has not legally registered that name. Check for variations as well. This will prevent future legal issues.
- 2. Domain** - Check that your domain is available. Use www.godaddy.com and see if your website name is available. Other choices can be to add “the” at the beginning, or select a “.co” or “.net” if your domain is taken.
- 3. Social Platforms** - Check your social platforms; start with Facebook, LinkedIn, Instagram, Twitter and Pinterest. Is your company name available? Are there businesses that are similar? Make sure the ending is your business name: example www.facebook.com/mybusinessname.

LEGAL

Legal is important for a number of reasons. You will need to set up an LLC, and have basic agreements looked over (NDA, Partnership Agreements, Contracts, Invoices etc). Here are a few great places to get you started:

- 1. Beginner** - DIY (Never recommended if possible to do your own legal)
- 2. Intermediate** - Legalzoom
- 3. Advanced** - Attorney

IRS

You will need a business tax identification number. This will be needed for just about everything in business including setting up your business checking accounts. Be sure to register your new business with the IRS at www.irs.gov.

BUSINESS LICENSES/PERMITS

Every business is unique to its city, county and state. Be sure to check if you need to have a special permit or license to operate where you are located. For example, some cities require a business permit for a nominal fee. Other businesses (like food-based services) may require health and handling permits. Do your research or check with your local chapters below to get information.

- 1. SCORE**
- 2. SBDC**
- 3. SBA**

WEBSITE

Every business *must* have a website. I know it seems scary and intimidating,

but a business without a website is like a restaurant without a menu. Even if it is a single landing page, you must get at least that up. Give it a shot on the sites below (some are VERY plug and play, trust us)! If not, set aside a tiny budget for at least that landing page.

- 1. Beginner** - Wix
- 2. Intermediate** - Squarespace
- 3. Advanced** - Wordpress or custom built

EMAIL MARKETING

Email marketing is crucial to business success. You must have a way to collect, store, and contact your email addresses and customers/clients information. On your website or landing page, make sure you are always collecting emails. It is the best way to directly communicate with your audience and is the most valuable resource you will have!

- 1. Beginner** - Mailchimp
- 2. Intermediate** - Aweber
- 3. Advanced** - ConvertKit

CRM

What is CRM? Customer relationship management is a tool to manage your company's interactions with your customers and potential customers. It helps you to stay connected, streamline

your processes, maintain leads, and make sure no communication falls through the cracks. Here are a few good CRM platforms to try:

- 1. Beginner** - Fresh Sales
- 2. Intermediate** - Zoho
- 3. Advanced** - Hubspot

SOCIAL MEDIA MANAGEMENT

So after you set up your social media pages, how are you supposed to

possibly spend hours a day posting your social media content? You don't—you automate it! Automation with social media tools allow you to put all of your graphics and content in one platform, batch schedule it out for the month, and let it go. Pop in here and there and simply engage with your audience, answer inbox messages and respond to shares.

- 1. Beginner** - Planoly or Buffer
- 2. Intermediate** - Hootsuite or Smarterqueue
- 3. Advanced** - Agorapulse or Social Studio

GRAPHIC DESIGN

In business, graphic design is essential. You need graphics for your website, social media channels, flyers, logos, pitch decks, and sales materials. But with new tools, it's never been

easier to have access to easy ways to DIY or get someone amazing to help you.

- 1. **Beginner** - Canva
- 2. **Intermediate** - Outsource (Hire AMSE member-Check the AMSE Slack)
- 3. **Advanced** - Adobe

COMMUNICATION

As you grow and start to communicate with clients, customers, partners (and eventually your employees), communication tools are CRUCIAL to growing and operating efficiently. Here are a few of our favorites.

- 1. **Beginner** - Zoom
- 2. **Intermediate** - Slack
- 3. **Advanced** - Marco Polo

PROJECT MANAGEMENT

Staying organized and on top of your to-do list is imperative to not only your mental sanity, but to your efficiency as a business owner. Project management software should be the backbone of your business. So toss that pen and paper (seriously right now), move those checklists digital, and start adding team members, clients and teams so you can easily manage projects on a scalable level.

- 1. **Beginner** - Trello
- 2. **Intermediate** - Monday.com
- 3. **Advanced** - Asana

VIDEOS

With new easy-to-use tools, you can now make videos for your business to use for your marketing and outreach. Try one of these:

- 1. **Beginner** - Vimeo Create
- 2. **Intermediate** - Wave Video
- 3. **Advanced** - Magisto

CALENDAR LINKS

Do you know how many hours a year people can waste emailing back and forth trying to coordinate a time to meet? Having a calendar link to send someone or to list on your website for direct consultations automates your life in many ways. It's important to set you up for success. The less time you spend on menial tasks, the more time you spend on landing clients or doing the work that matters, right?

- 1. **Beginner** - Google Calendar
- 2. **Intermediate** - Acuity
- 3. **Advanced** - Calendly

ACCOUNTING

Once you have your business checking account, you can connect it electronically to your accounting software so all of your transactions are automatically downloaded. Long gone are the days of shoeboxes of receipts. Electronic transactions make life easier. Here are a few of our favorite accounting programs:

- 1. **Beginner** - Wave
- 2. **Intermediate** - Freshbooks
- 3. **Advanced** - Quickbooks

INVOICING

When you start invoicing clients, you will want a system that houses all of your invoices in one place, automatically send reminders, and auto invoices monthly. Even better if your system can collect the payment online, automatically. Here are some great places to get started:

- 1. **Beginner** - Paypal
- 2. **Intermediate** - Dubsado/17 Hats
- 3. **Advanced** - Quickbooks

CONTRACTS/PROPOSALS

Similar to contracts and proposals, you will want to automatically send them to clients electronically, allowing you and them to e-sign and house them digitally. No one prints, signs, scans and sends back. Your chances of landing a client just due to that process vastly lessens. The easier you can make your systems and processes, the easier you can land and close deals.

- 1. **Beginner** - Dubsado
- 2. **Intermediate** - 17 Hats/Honey Book
- 3. **Advanced** - Proposify

MENTORSHIP

Mentorship is foundational both in business and as a military spouse. There are several incredible organizations that provide free mentorship programs just for spouses. Get one or two and keep them close. They will help guide your way. It's always better to have someone who has "been there, done that" to help guide the way and teach you their hard lessons learned.

ACP - American Corporate Partners offers military spouses a free business mentor in almost any industry.

MSAN - Military Spouse Advocacy Network is a military spouse owned and operated nonprofit focused on peer-to-peer spouse mentoring. Because military life is hard, and not everyone knows what all those acronyms are right? Get a mentor or pay it forward (if you are a seasoned spouse) and sign up to be a mentor.

NASDAQ ENTREPRENEURIAL CENTER - Join the Mentor Makers program, a movement to inspire successful business leaders from traditional and non-traditional backgrounds to offer their time and expertise as exceptional mentors. They vouch to help you with the inspiration and the tools you need to be game-changing mentors for entrepreneurs across all industries and geographies. Apply to be a mentor OR a mentee, and find the support you need to reach your business goals.



Drew Jernigan, Drew Jernigan Art
Photo Courtesy of AMSE®

Military Spouse Owned Business Directory

The Association of Military Spouse Entrepreneurs is proud to not only elevate and empower a global community of military spouses, but we proudly support and highlight their businesses in the most extensively published directory of military spouse owned businesses.

Please utilize this directory to support these incredible business owners by buying their products, using their services, and referring them to your networks. Buying from a military spouse owned business creates a lasting financial and economic impact on our nation’s military families.



APPAREL

| |
|---|
| 27 West |
| 78 Magnolia Lane |
| Ailana J. |
| Athena’s Elements, LLC |
| BE Different Designs, LLC |
| Bearerra |
| Big Frog Custom T-Shirts & More of Prince Georges |
| Echo-san |
| E&I Co. |
| Fashion Plate Boutique |
| Fit With Stevie |
| Life Soldier |
| Little Bug |
| Lone Birch Lane |
| Magnolia Wishes Boutique |
| One Ocean Swimwear |
| Fit With Stevie |
| Playing Favorites Designs |
| Quilt Lizzy |
| Rustic Pineapple Boutique |
| Sieger Design Co. |
| Soirée Bridal Boutique |
| The Vintage Sailor |
| Tierra Musa |
| TOLITIS wear |
| Trades of Hope |
| Virtual Creative Co. |
| Wanderlust and Mayhem |
| Wear Your Spirit Warehouse |
| Wilco Supply |
| Winged + Woven Boutique |
| Winning the Wardrobe |
| You Can Fit Out 2, LLC |
| Jaiya Clarke |
| KellyEsq |

| |
|--|
| Triumph Tees |
| <u>ARTS</u> |
| Amor To Create |
| Anne Villano Art |
| Apricate Glass Co. |
| a Little & a Lottie |
| Bleu Bee Designs |
| Creative HadleyDike |
| Gomerland Ink |
| Hip Threads Embroidery |
| Irma’s Arts and Crafts |
| Isha KI’s Art, LLC |
| Jennifer Geletzke |
| Kristin Mudd Graphic Design |
| Laura Hersh Designs |
| Lauren Quigley Creations |
| Lindsay Anne Art |
| MALWEST design |
| Maryanne Buschini - Fine Art |
| MilitaryPrintableArt |
| Nerissa Alford Designs |
| Nicte Creative Design, LLC |
| Opal Aesthete, LLC |
| Printed Sentiments |
| Proveit Studio |
| Studio Vella Design |
| The Little Things Design Co. |
| The Scripted Shindig |
| UNIQUE PL8Z |
| Homeland Made Shop |
| Ashley Ashcraft |
| The Tumbler Universe |
| Amy Morgan |
| For you by LaLa |
| Woven Golden |
| Sea to Sea with Love |

| |
|---|
| Amy Morgan & Co. Jewelry |
| <u>ARCHITECTURE</u> |
| Desert Heroes Team |
| American Environmental Assessment & Solutions, Inc. |
| Christina Shockley Interior Design |
| Heaven Sent Design and Decor |
| Kingstruction |
| Manifesto Home & Office |
| Nikki Klugh Design |
| Pfeffer Development |
| Phoenix Tax Services |
| SP Designs |
| Ursa Interiors |

BLOGGERS/FREELANCE WRITERS

| |
|---|
| Amy Clark Creative |
| A Faithful Step |
| A Military Wife’s Life |
| Airman to Mom, LLC |
| Allena Development Group, LLC |
| Amanda J Krieger |
| Amanda Kostro Miller, Copywriter |
| Ashley Comegys, LCSW, LLC |
| Baked Bree |
| Developing with Devan |
| Gamma Rho Omricon Gardening Sorority Incorporated |
| Goodie Godmother |
| Happily Joint |
| HD Copywriting |
| Heather Tabers, Author & Blogger – Let’s Do Life Together |
| Hope Fully Motherhood |
| Jen Hernandez RD, LLC |
| Jennifer Barnhill |

BLOGGERS/FREELANCE WRITERS
CONT

| |
|---|
| JOMYGOSH |
| Legacy Wellness |
| Mama Hu Hears |
| Marla Bautista, Writer |
| Mil Mom Adventures |
| military dailymom |
| Milspo Co. & Military Missionary |
| Moms Unschooled |
| Mrs. Navy Mama |
| NomadAbout |
| Shine Sis |
| Sandee Booth Social Media |
| Sarah Ortiz Benson – So Much More |
| Seasoned Spouse |
| Spouse Connexion |
| Stories She Tells |
| Team Valentine Project |
| Teaspoon of Nose |
| The Chic Avocado |
| The Military Mom Collective, LLC |
| The Sick Mom’s Guide |
| The Waiting Warrior |
| TheMrsTee, LLC |
| VidProMom |
| well + fit living |
| Financially Unstable (Very unhealthy) |
| Your Time Negotiator |
| Zen with Me Life Coaching, LLC |

BOOKEEPING

| |
|---|
| Capital Practice Consulting |
| Choose Love Solutions, LLC |
| Eldridge CPA, LLC |
| Enumerista, LLC |
| Grow Thrive Succeed, LLC |
| Heather Doran Accounting, LLC |
| Heritage Business Services |
| Level Bookkeeping, LLC |
| Liquid Cents Bookkeeping LLC |
| Megan D Lewczyk, CPA, LLC |
| SIR Accounting |
| Tracking Transactions, LLC |

| |
|--|
| Noea Moss Financial Advising at Northwest-ern Mutual |
| Prepped By Parker |
| SaavyBiz |
| Valor Payroll Solutions |
| Witness Notary Services |
| W.E.B.S. Tax Preparation & Bookkeeping Services, LLC |

BEAUTY

| |
|--|
| Arch Aesthetics |
| BeYoutifully Uncommon LLC |
| Body Batter by ME |
| Branche Basu Boutique |
| Bri.Kol Beauty Boutique |
| Concihairage |
| Gemini Naturals |
| Green Chemist Soap |
| Mary Moos Creations, LLC |
| Nourish & Refine |
| Pit Polish Natural Deodorant |
| Pomifera |
| Powder Presto, Inc. |
| Simply Liz Love |
| Star Creations Hair Studio |
| Tammy Meyer Life Coach & Beautycounter |
| Woodknots + Whimsy |
| Jordan Essentials & Lana’s Fiery Glazed Ceramics |

BOOKS/EDITING

| |
|---|
| BARD Studios |
| Carried Away Creative Co. |
| Claire Cain |
| Elva Resa Publishing / Military Family Book |
| Eyes to See |
| Heather Schneider Author |
| Jamie McGillen |
| Magical Order of Brave Knights |
| Mindfully Military, LLC |
| MilSpouse Cafe Magazine |
| Nomad Copy Agency |
| Patches Book Co. |
| Property of Mrs. Claus |
| Skinner Self-Publishing Services |

| |
|--|
| The Cheerful Word |
| The Military Editor® Agency, LLC |
| The Writing RN |
| Top Shelf Proofreading |

CLEANING

| |
|--|
| Freedom Cleaningg |
| Manifesto Home + Office |
| Modified by Melissa |
| Overstreet Organizing, LLC |
| Schwalm’s Chem Dry |

COACHING/CONSULTING

| |
|---|
| Acadia Nunes Coaching |
| Alpenglow Business Services |
| Ama to Prana |
| American Sports & Entertainment, DBA: American Spirit Athletics |
| Amarie Talks |
| Amanosi, LLC |
| Amos Fit-Run Program |
| AWL Strategies |
| Amanda Heider, LLC |
| Addo Aesthetics |
| Breaking Through Wellness, LLC |
| Bee Cause Special Education Advocacy, LLC |
| BRIDGES BUSINESS SERVICES, LLC |
| BOLO K9, LLC |
| Calming Minds LLC/ GRACE Empowerment Coaching |
| Capital Practice Consulting |
| Centify |
| Check Six Virtual Solutions, LLC |
| Clear Vision Consulting, LLC. |
| Coach Brooks Business Consulting |
| Coach Shanita, Inc. |
| Convey Culture |
| Courtney Boyer Coaching |
| CreatingN2Joy Mindset Coaching |
| Crozier Creative |
| Defy Nutrition |
| Elisely |
| Empowered Energy |
| Erika Wallgren - Professional Coach |
| Eurway Tours |

MILITARY SPOUSE OWNED BUSINESS DIRECTORY

[Fab Life Now](#)
[First Command Financial Services](#)
[FitPath Coaching, LLC](#)
[Full Focus Coaching](#)
[GuideOn Education Consulting, LLC](#)
[Harris Financial Coaching](#)
[Healitary Spouse, LLC](#)
[Heritage Business Services](#)
[Honest Talk International, LLC](#)
[Integrative Nutrition Health Coach](#)
[Kristjana Richter](#)
[KDG Support, LLC](#)
[Jalya Rae](#)
[LH Consulting, LLC](#)
[Making Marriage Matter, LLC](#)
[Married to Navy Counseling Services](#)
[Michelle L Hughes Consulting](#)
[MilSpouse Mastermind](#)
[MilSpouse Mentor](#)
[Model for the King Life Coaching](#)
[Mother Together](#)
[Myrna Rivera Life Coaching](#)
[Meg Flanagan Education Solutions, LLC](#)
[Nia Ruth](#)
[Nobody Greater, LLC](#)
[Organizing with Intentions](#)
[PharmDNA, LLC](#)
[Pride & Grit](#)
[Purpose Driven Life Coach, LLC](#)
[R Connection Point](#)
[Renegade Creative Media Group](#)
[Right4U College Counseling](#)
[Rook Interpersonal](#)
[Rigaud Speech Pathology, LLC](#)
[Reset with Vanessa](#)
[Running Wild Collective](#)
[SageThyme Solutions](#)
[Sara Copp Coaches](#)
[Sarah Shiozawa Coaching, LLC](#)
[Sheri Miter Co.](#)
[Soulfully Livin](#)
[Stepping Stones Coaching](#)
[Strive 4ward Coaching](#)
[Top Medical Talent](#)

[Team Hansen Education and Empowerment, LLC](#)
[Talent Stays](#)
[The Center For Confidence, LLC](#)
[The Adventure Project](#)
[The Crews Coach](#)
[The Institute for Integrative Intelligence](#)
[The Leadership Consultant, LLC.](#)
[The Tyne Group](#)
[Traci Conner Wellness Co.](#)
[Team Hansen Education and Empowerment, LLC](#)
[UNSTUCKED!](#)
[Wright Life Coaching](#)
[Yellow Rose Paint Party](#)
[Specht & Co. Creative Studio](#)
[Liv Strategic Consulting](#)
[Amy Miller, AFC® Military Money Coach](#)
[Claire Thorn](#)
[ConveyCulture](#)
[Mil Money Coach](#)
[Jaiya Clarke](#)
[Mothers in Construction](#)
[B Carroll Events, LLC](#)
[JobMorph](#)
[Waterfall Yoga Therapy](#)
[Your VA Lab](#)
[Heather April & Co., LLC](#)
[Blue ridge](#)
[Kids Can Cope, LLC](#)
[Enilram Creative Solutions, LLC](#)
[Reset Home](#)
[CarrieRiley.co](#)
[Family in Focus](#)
[Heather Jones Coaching](#)
[LIV Strategic Consulting](#)
[Love Wedding & Events + Photo Booths](#)
[Lumela Business and Wed Solutions](#)
[Kimberly’s Life Coaching](#)
[MZA Legal](#)
[Powerhouse Planning, LLC](#)
[Operation Child Care](#)
[Barrington Leadership Group](#)
[Black Girl Business Accelerator](#)
[Jennifer Hurtig Coaching](#)

[Hypnosis Haven](#)
[Plaka + Associates](#)
[gomerland ink + non profit: Midwest Armed Forces Families Inc.](#)
[Zenergy Health & Performance](#)

DIRECT SALES

[A. Atkinson- Arbonne](#)
[A. Bruner-Mary Kay](#)
[C. De Jesus-Youngliving](#)
[Elizabeth Mays-Juiceplus](#)
[G. Thomspen-Rodan & Fields](#)
[Hearing Benefit Services](#)
[J. Miesbauer-Beachbody](#)
[K. Dennison-DoTerra](#)
[N. Mack-Paparazzi](#)
[Nightingale’s Pen, LLC](#)
[Palm Breeze Digital](#)
[S. Falcocchio-Rodan & Fields](#)
[S. Fuenty-Mary Kay](#)
[S.Christy-It Works](#)
[Valerie A. Melendez](#)
[W. Corey-Scout & Cellar](#)

EDUCATION

[AMSE®](#)
[Black Girl MATHgic](#)
[Coins and Connections](#)
[Echo-san L.C.](#)
[Flyga Twiga™, LLC](#)
[Imagodei Academy](#)
[Journey Through Education](#)
[Js Original Leather](#)
[Literacy in Flight](#)
[Meg Flanagan Education Solutions](#)
[The Languages Corner](#)
[Tutor in Tinseltown](#)

EMPLOYMENT

[A Platinum Resume & A Platinum Resume Career Academy](#)
[About Face Communications](#)
[Instant Teams](#)
[Nexus Search Group](#)
[Vetech Business Services, LLC](#)

EMPLOYMENT CONT

[VirtForce, LLC](#)
[WISE Advise + Assist Team](#)
[with you with me](#)

EVENT PLANNING

[Blessid Union Officiant & Events](#)
[Cameau Enterprises LLC, DBA CAMPspace](#)
[CK Connections](#)
[FTM Fashion Week](#)
[Happily Ever After Express](#)
[HelmsBriscoe](#)
[LNW Enterprises](#)
[PME, Professional Momentous Events, LLC](#)
[Setting Moods](#)
[The Agency National Harbor](#)
[Vida Chic Weddings and Events](#)

FINANCIAL

[Align Financial Planning, The MacPherson House Bed & Breakfast and Bloom Apothecary](#)
[Caroline Y. Beasley, CPA](#)
[Cultivated Strategy Group](#)
[Grace and Grit Financial, LLC](#)
[Grace Financial Coaching](#)
[Law Office of Kaitlin Smith Dean](#)
[Mass Mutual](#)
[Metis Financial](#)
[Noea Moss Financial Representative at Northwestern Mutual](#)
[On My Own Financial](#)
[Primerica Financial Services](#)
[Real Life Finances](#)
[Slay This Debt](#)
[The Agency National Harbor](#)
[Woven Golden Crafts](#)

FITNESS

[American Sports & Entertainment, DBA: American Spirit Athletics](#)
[Doll Yoga Wear](#)
[Healthy Fit / Price Consulting Group](#)
[Heart and Sole Fitness & Wellness](#)
[Iron Will Personal Training](#)

[Kella Price Fitness and Consulting](#)
[KK Method](#)
[Massage By Carrie](#)
[Mel Marie Yoga](#)
[Moore Fitness Lab](#)
[Reebound Fitness](#)
[Resolve Fitness Solutions](#)
[SSweat Space](#)
[Trauma Healing Yoga Therapy Program](#)
[Yoga with Emily](#)

FOOD

[Alamo Kitchens](#)
[American Force Coffee](#)
[Beech St. Sweets](#)
[Cake Artista, LLC](#)
[Defy Nutrition, LLC](#)
[Gamma Rho Omicron Gardening Sorority Incorporated & ABlkGIlrWithAGarden](#)
[Kids Cake Boxes](#)
[La-Re-Mi Cupcakery](#)
[Nelly Browns Kitchen](#)
[Nia Ruth](#)
[Rose Macarons](#)
[Sarah’s Cookie Boutique](#)
[Sarah’s Sweets Cookie Company](#)
[Simpleigh Southern Sweets](#)
[Swatara Coffee](#)
[The Professor’s Kitchen](#)
[TIFF B SWEET, LLC](#)
[Wandering Rose Coffee Co.](#)

GIFT/PRODUCTS

[Abby Maddy Designs// Abby Maddy & Company](#)
[Bearerra Handmade Heirlooms and Keepsakes](#)
[Betzy’s Designs](#)
[Blank & Birch Design Co.](#)
[Brave Crate](#)
[Broken Vessel Creations](#)
[Brushfire Blue, LLC](#)
[Cerulea, LLC](#)
[Coastal Kind](#)
[Fair Winds Candle Company](#)

[Four Season Gift Shop](#)
[Gadsby’s Garage](#)
[Graceful Leo Designs](#)
[Green Book Cover](#)
[Hoagland Handmade](#)
[Hook and String](#)
[Hurley Handmade Crafts](#)
[JA Crafting](#)
[Jolly Holiday Yarns](#)
[Kids Cake Boxes](#)
[List & File](#)
[Lo Bello Imports, LLC](#)
[Love and Lettering by Katie](#)
[Magical Order of Brave Knights, LLC](#)
[Magnolia Studios](#)
[Merry and Grace Design Co.](#)
[Military Printable Art](#)
[MilSO Box](#)
[Mrs. Gomez Sew Shop](#)
[Northern Knots Macrame](#)
[Otelia Marie, LLC](#)
[Piper Mountain Christmas Trees](#)
[Prove It Studio](#)
[R&M Custom Designs](#)
[Sandy Turtle Studios, LLC](#)
[stamper of approval creations](#)
[SteadyHandsCrochet](#)
[Swatara Coffee Company](#)
[sweet pea lullabies](#)
[The Chic Avocado](#)
[The Crafted Lady](#)
[The Fiberology Lab](#)
[Vinyl By Panch](#)
[Westhouse](#)
[Westview Candle](#)
[Wilco Supply](#)
[Wood Knots & Whimsy](#)
[ZALT-Designs](#)

HEALTH & WELLNESS

[Defy Nutrition, LLC](#)
[A’Marie Talks](#)
[Alicia Smith Chiropractic](#)
[Amanda M Partin, LCSW PLLC](#)
[barre3 Okinawa](#)

MILITARY SPOUSE OWNED BUSINESS DIRECTORY

[Becoming Mom by Kaleigh](#)
[Caregivers on the Homefront](#)
[Compassionate Warriors](#)
[Conveying Awareness](#)
[CPRWrap](#)
[Crusaders for Change, LLC](#)
[Dana Palmer Physical Therapy](#)
[Defy Nutrition, LLC](#)
[Doll Wear Yoga](#)
[Empowered Energy](#)
[EmpowerHer Consulting](#)
[Evoke Strong](#)
[fueLED Nutrition Coaching](#)
[Gaffney Massage & Holistic Therapies](#)
[Green I Am](#)
[Happy and Able](#)
[Heart and Sole Fitness & Wellness](#)
[Hearts Apart Creations, LLC](#)
[Her Ruck](#)
[InDependent, Inc](#)
[IntuEats](#)
[Jennifer Hurtig Coaching](#)
[Jordan Essentials](#)
[Joyfuellife, LCC](#)
[Julie Jacobs Coaching, LLC](#)
[Karim Counseling Services, PLLC](#)
[Kristen Earp](#)
[Loving Roots Project](#)
[M.E.T. Speech Therapy, LLC](#)
[Mama Duty](#)
[MindShift With Lauren](#)
[Mrs. Therapist Mama](#)
[Mama’s Wing Woman](#)
[Muchness Mama](#)
[My Little Essentials](#)
[Old Town Psychotherapy](#)
[Pink Fortitude](#)
[Restoration Psychological Services](#)
[Sea Glass Psychological Services, Inc](#)
[Shane Rilat, Independant Agent](#)
[SOW & REAP Physical Therapy](#)
[The Movement Doula](#)
[THRIVE Behavioral Health & Consulting, LLC](#)
[Thrive Fitness Therapy](#)

[Thrive On, LLC](#)
[Vision Serenity.com](#)
[Wellness Wilderness with Elizabeth](#)
[Whole Motion Therapy and Wellness, PLLC](#)
[Willow’s Bend Therapeutic Massage](#)
[YOMEI](#)
[Your Time Negotiator](#)
[Zeroed Out Market, LLC](#)

HEALTH CARE

[Breathing Room Virtual Assistants](#)
[CPRWrap, Inc.](#)
[Family Inceptions](#)
[HomeFactor Financial, LLC](#)
[LaPora Lindsey](#)
[SHI’ Management](#)
[V.O.I.C.E.S. Against Sexual Assault \(non-profit\)](#)
[Violet Consulting](#)
[Vet Dental Network](#)

JEWELRY

[Charliemadison Originals](#)
[Charmed by the Sea](#)
[Create Creative Mindset](#)
[Jane Mae Boutique](#)
[Manda Threadz](#)
[Morgan & Co](#)
[Morse & Mantra](#)
[Otelia Marie, LLC](#)
[Shay’s Stash](#)
[Studio LeRoux Boutique](#)
[TUTTUTUZZTU By TUTTU](#)
[When Flowers Bloom](#)

KIDS

[Tiny Melon Designs](#)
[Ailana J.](#)
[Black Girl MATHgic](#)
[Bunnee, LLC](#)
[Clap for Classics!](#)
[Impact Learning & Development](#)
[Kids’ Cake Boxes](#)
[Mother Together](#)

[MyActiveChild.com Hampton Roads](#)
[Oak Harbor Playtown, LLC](#)
[Operation Child Care](#)
[Playing Favorites Designs](#)
[Rogue Wave](#)
[Shannon Powers, CPST](#)
[Social Graces, LLC](#)
[Sweet Pea Lullabies](#)
[The Awkward Little Turtle](#)
[The Functional Foundations](#)
[The Princess Performer, LLC](#)
[The Workshop](#)
[Tiny Troops Soccer](#)
[Wild Olive Threads](#)

LEGAL

[Cranford Marshall Legal, LLC](#)
[Excerebus Logistics](#)
[Gere Consulting Associates, LLC](#)
[Insure The Heroes, Inc.](#)
[Job Morph](#)
[LNW Enterprises, LLC](#)
[Spinks Law Firm](#)
[The Law Office of Ashley Lansdown, PLLC](#)

MARKETING

[All-in-One-Social-Media](#)
[Allison Bell](#)
[American Sports and Entertainment](#)
[Amity Anne Creative, LLC](#)
[Amplify Public Relations](#)
[BluVising Marketing](#)
[Brandevi](#)
[Caitlin Audrey Creative](#)
[Circletown Marketing](#)
[CKConnections](#)
[CommunisPR](#)
[Copy with Chrissie](#)
[Coral House Productions](#)
[Cre8ve Content Co.](#)
[Create/Captivate Digital Marketing](#)
[CreWeb Designs](#)
[Dawn M. Smith Written By DMS](#)
[Dekco Virtual Solutions](#)

MARKETING CONT

| |
|---|
| Dog Tags and Heels PR |
| Elizabeth Marie Marketing |
| Emphasis.LA |
| Fleace Freelancing |
| Germono Advertising Company |
| GomerlandINK |
| GotSpot, Inc. |
| HAKIMI WEB SOLUTIONS |
| Hauoli-Socially Inspired |
| Kaila Ruan, LLC |
| Kat Calvo Digital |
| KDR Communications, LLC |
| Kirstin Brueckmann Kruiip |
| KMG Designs |
| Kollo Marketing |
| KTA Interactive |
| Lady Moxie Design |
| Lily & Co. Creative |
| Liva Creative Studio |
| Milspouse Creative + Entrepreneur |
| NEU Marketing Group |
| Nicole Alexander & Co. |
| Olive Fox Design, LLC |
| Sandra Ocasio, LLC |
| Sawgrass Marketing, LLC |
| Selena Conmackie |
| SimpliSocial Health Media and Simplidishe |
| Simply Digitec |
| SkyLine Canopies, LLC |
| Smart Hustle-Jill Quash |
| Southworth Design Co. |
| Spicy Lemon Marketing |
| Summit Collaborations, LLC |
| Syt Biz |
| Talking Forests |
| The Media Tour, LLC |
| The Blessed Garden |
| Think Social HQ |
| Thompsoncre8 |
| Thriving Homefront |
| Venture Brand Consulting |
| Visions2images |
| Wise Advise and Assist |
| WPClover |

NONPROFIT

| |
|---|
| Action Zone and Action Zone Academy |
| AMSE® Alliance |
| Bautista Project Inc. |
| Boot Memorial |
| Caregivers on the Homefront, Inc. |
| Esposas Militares Hispanas USA Armed Forces |
| Feya Foundation |
| Gamma Rho Omicron Gardening Sorority |
| Hero Kids Foundation |
| InDependent |
| Inspire Up |
| It’s A Military Life |
| It’s All About You |
| Its a Military Life Corporation |
| NV3 Foundation |
| Ohana Homefront Foundation |
| Operation Amplify |
| Operation Freelance |
| Orphans To Royalty |
| Pink Warrior Angels |
| Planting Roots |
| Semper K9 Assistance Dogs |
| The Veteran’s Spouse Project |
| V.O.I.C.E.S. Against SA (nonprofit) |

PET CARE

| |
|--|
| KnS Equine Systema Farm, LLC |
| Old Fashion K9 LLC |
| The Paws Corner, LLC |

PHOTOGRAPHY

| |
|---|
| Alison Bell, Photographer |
| Amanda Brisco Photography, LLC |
| Anna Spiering Photography |
| Augenblicke by Steffi Sessoms Photography |
| AVC Photo Projects |
| Brittany Harmening Photography |
| Cameau Enterprises, LLC, DBA CAMPSpace |
| Charquise Denise Design Studio, LLC |
| Christa Paustenbaugh Photography |
| Danielle Hiltner Photography |
| Emma B Photography |
| Fingers and Toes Photography |

| |
|--|
| Impac Media Group |
| Jenny Hansen Photography |
| Jerelsy Photography |
| Joanie Zipperer Photography, LLC |
| Julie Igo Photography |
| Kelley Stinson Photography |
| Kia & Co |
| Kim Kimber Photography |
| Lena Lee Photography, LLC |
| MILSTOCK. |
| Mr. Brian Walsh Photography |
| Nanu Graphics |
| Nicole Lockhart Photography |
| Photogra-Z |
| Rebecca Caroline Photography |
| Ricker VA Assistance & J9 Studio |
| Romasanta Media LLC |
| Samantha Lynn Photography |
| Shelby Roberts Photography |
| Sherry Dornblaser Photography |
| TRBeattie Photography |
| VSD Photography |

PODCASTS

| |
|--|
| A wild ride called life |
| Airman to Mom |
| Confessions of a Military Spouse |
| Deeply Rooted |
| Married to Military, LLC |
| Mothers In Construction |
| The Intuitive Collective |
| The Spouse Angle |
| The Waiting Warrior |
| Trisha Fraley, LLC |
| Virtforce |

REAL ESTATE/PCS

| |
|---|
| Alyssa Wray, Licensed Real Estate Agent, VA |
| Candice Saenz Real Estate Strategist |
| Desert Heroes |
| Doleman Realty Development, LLC |
| Excerebus™ Logistics, Inc. |
| Jennifer Huggins, Realtor-Ambassador for Pay-It-Forward, Inc. |
| List & File |

[Mac Pherson House](#)
[Mandy Mitchell, Keller Williams](#)
[Mariana Bridges](#)
[Mountain Peak Realty](#)
[My Ultimate PCS](#)
[Neka Blair LLC](#)
[New Jersey Realtor](#)
[NextHome Integrity First](#)
[Raven Wade Real Estate](#)
[Scheerer Home Team LLC](#)
[TC Service Pro LLC](#)
[Walker Real Estate Experts](#)

RELIGIOUS

[A Faithful Step](#)
[Against The Grain Group, LLC](#)
[Nueva Ministries](#)
[Planting Roots](#)
[Rev. I, do Officiating](#)
[Violet Detre, Speaker Author Happiness Advocate](#)

TRAVEL

[Earth Baby Travel](#)
[Endless Routes Travel, LLC](#)

[Flyga Twiga™](#)
[Greight Company, LLC.](#)
[Incredible Memories Travel](#)
[Jetset Destinations](#)
[MacPherson House Bed & Breakfast](#)
[Magical Moments Vacations](#)
[Mommy and Me Travels](#)
[Pinkney Travel Group](#)
[RnR Vacations and Cruises, LLC by Dream Vacations](#)
[StarDream Expeditions, LLC](#)
[The Bali House and Cottage at Kehena Beach Hawaii](#)

TECHNOLOGY/SOFTWARE

[AABLE LLC](#)
[Caroline Heeren Creative](#)
[DynoSafe](#)
[Kovinno Inc.](#)
[MustWants](#)
[My Ultimate PCS](#)
[Neka Blair, LLC and House of Blair Studios](#)
[Sawston Wealth Management, LLC](#)
[Skill-Dev](#)
[Spouse-ly](#)

[Wayfarer Financial, LLC](#)

VIRTUAL ASSISTANTS

[All About Her Business](#)
[Brittany Dantzler](#)
[Britteney Barber](#)
[Emily Porter](#)
[Finished Well, LLC](#)
[Freedom Makers](#)
[JLE Virtual Solutions](#)
[Kaitlyn Cerrato Virtual Assistant](#)
[KF Virtual Assistant](#)
[Meredith Whitley](#)
[Modified by Melissa](#)
[Organized Q](#)
[Skycee Virtual Solutions, LLC](#)
[Thompson Consulting](#)
[Virtual Changemakers](#)
[Your Time Negotiator](#)
[Your Virtual HQ](#)

OTHER

[American Environmental Assessment & Solutions, Inc.](#)



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