

ABOUT US.

A magazine designed wholly to help female entrepreneurs and Founders to grow internally and outwardly. Create Evolve Overcome Magazine is a handbook for modern living and working.

Focusing on all aspects of professional and personal growth and development with 20 voices across six countries we're covered from startup to CEO.

With practical business tools, tips and knowhow, as well as a wealth of information relating to psychological, mental and physical health we're helping today's entrepreneurs form a strong foundation upon which to build a stable business. And for the times when it's all too much, we have quiet space with meditation, simplicity and how to make time for what matters most.





WHAT WE DO.

At TheFemaleCEO.com, we empower, inspire, and connect women leaders across industries, fostering a supportive and inclusive community that amplifies their voices and drives their success. Our platform serves as a dynamic hub for ambitious women who break barriers, shatter glass ceilings, and redefine what it means to be a leader in the modern business world.

TheFemaleCEO.com brings together a diverse array of women from various backgrounds, experiences, and expertise. When women come together to share their insights, stories, and strategies, they have the power to create lasting change, both within their organisations and on a broader societal scale.

Through our engaging content, thought-provoking articles, inspirational interviews, and actionable resources, TheFemaleCEO.com equips women with the tools they need to excel in their careers and elevate their leadership impact.

We are more than just a magazine; we are a vibrant community encouraging networking, mentorship, and collaboration. Our community provides opportunities for women to connect with likeminded individuals, learn from industry experts, and forge meaningful relationships beyond the digital realm.

INSTAGRAM

FOLLOWERS

600

COMMUNITY MEMBERS

READERS

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90_000 **GLOBAL FOLLOWING**

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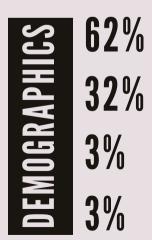
AUDIENCE.

92%

28-55 YEARS OLD

FEMALE





UK | REGIONS

US | REGIONS

SWITZERLAND | REGIONS

OTHER COUNTRIES

Our audience is predominantly made up of Female Entrepreneurs, CEO's and Women In Business. A strong UK presence with 20 prominent industry experts contributing regularly.

We also have a partner Female-led community in Michigan, USA and Editors and contributors in a further six countries. We have built a strong demographic and following overseas and regularly collaborate with features and events.

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In each issue, we offer a range of topics and features to our readers, as well as guest articles from selected partners across the globe. We have a total team of 18 Editors and Contributors with different areas of expertise bringing a diverse range of content ensuring a captive read from cover to cover.

Regular features include;

- In The Spotlight (inc. cover)
- A Seat At Tricia's Table
- Women of The World
- Overcoming The Odds
- Ask The Author
- Money Matters
- Success Engineering
- The Zen Den
- Cracking Content
- That Girl Meets
- Life Lessons: Cultural diversities
- The Empowered Mama
- Reset Your Mindset
- Lauren Loves
- -The Creatrix Journey

3 Steps TO SCALE WITHOUT BURNING



at each stage

building trust.

of the job?

The dream, right?

Hell yeah!

· How can you anticipate those questions and prepare resources in advance to answer then

Have you ever signed up for something you thought would be a luxury experience? You read the sales page maybe too times, fantasised about what it would be like to be there, how you would feel and just getting to be in that world but then... What are the deliverables at each phase? · How can you make it easier for the client to interact with you at each stage? Once you have this all mapped out, you can build

out templated delivery work-flows, using project management software to support you.

Having a clear nath for each project in advance may feel like the opposite of customisation. However, for the client, it gives them a sense of security.

Let's be honest, who actually enjoys the admin part

Automaton is an excellent investment to scale at a how cost. You can automate processes for as little as \$550 a year! When set up correctly, automated processes become like an extra employee that

works 24/7 without ever needing to take a sick day.

I want to tell you about an incredible busines

owner, let's call her Heema for the article, but this is true. Heema was ready to scale her ads agency, but she knew she was holding herself back.

Her clients loved her, and she got great reviews because she gave excellent service. However, despite having big financial goals and an exit

strategy in place, she was afraid to go all-in on sales if the delivery quality dropped.

Step 2: Automate the admin

Be honest, though, does this work?

- confirmation is late · The information keeps changing
- · You arrive, and there's nobody to greet you
- · The host seems completely overwhelmed Nothing lives up to your expectations?

With the best of intentions, people can create

an excellent experience for their clients, but the cracks start to show when they look to scale. They're ambitious and want to grow. However, dropping the ball isn't an option when looking to scale a premium service.

70% of customers say they are more likely to stay loyal to a business they feel understands their unique needs. Now more than ever, with so much choice & access to information, client perience is what will help you stand apart from e competition.

So how can you continue to deliver outstanding service without your overheads sky-rocketing? Once you've started to standardise your services, you can use automation to deliver the admin side in a way that is both affordable and scalable.

I'm going to give you a peek behind the curtain

and share three proven steps to up your client experience in a way that scales:

1. Standardise

standardise

2. Automate 3. Invest

Step 1: Standardise, standardise,

When you start to standardise your service, you first want to map out your customer journey.

· What are the different phases of the project?

Heema had worked in agencies all her career and · What are the key questions your client will have knew how vital a premium white-glove servic





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Could you see your work published with The Female CEO or in Create Evolve Overcome Magazine?

Alongside our regular columnists, we offer space for guest articles, allowing our members and readers the opportunity to be part of the business and showcase their own work

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completely slowed down: in my peripheral vision, I saw the young woman elbowing her mother again, both tensely watching this scene umfold After several persona After several personal experiences and listening to survivors' stories, I know that I would prefer to My eyes started burning from the intense staring, but I had never felt more powerful in my body, so I instinctively folded my arms inderstanding than land up dead. Fm totally OK with a stranger (and even people I know) thinking that Fm rude because I trust my intuition and value it over what other iss my chest, signalling that I was settling in and felt zero fear people might think of me- and I hope you will

Imagine how different the world would be if little girls were taught to set boundaries, as often as they were taught to be polite.

feeling of safety trumps societal norms so that they too can practice standing in the power of

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NREIN NERABLE: THE **WER**

It was early in 2006, and I took the train from central Modena back to my hotel after a day of solo sightseeing.

It gets dark early in Italy during winter, and with two witnesses less than 5 metres away. It gets dark early in Halp during winter, and although it was only 5:30 pm. It felt and looked like opm. I entered an empty carriage except for two women sitting together (I assumed a mother and her adult daughter who had a toddler with her). They sat on the left side, so I took the first seat on the right diagonally oposite them and took out my copy of Vogue magazine. his eyes on me, just sitting there, staring at me in silence. After a few minutes, he made an extensive display of suddenly splaying his legs open as far as possible, putting his crotch

ortly after the train pulled out of the station Shortly after the train pulled out of the station, a middle-aged man entered the carriage. He walked past at least 20 empty rows of seats and came and sait on the bench directly opposite me, so we were facing each other. I thought this was weird, especially when I saw the look of concern on the younger woman's face as she

intimidate a young foreign woman on her own. To him, I might have looked like easy prey. Of \mathbf{R}

elbowed her mother to look at this scenario

continued to read my magazine, convinced that he wouldn't do anything on a public train

We didn't speak to each other, but I could fee

on show, and stroking his inner thirh, all the

while staring at me and licking his lower lip

At that moment (and this was a decade before I became a therapist), I realised that this was psychological warfare- he was trying to

The voice announcing the next stop broke us out of this trance, and he stood up. The older woman said something to him that I didn't understand, but I knew it wasn't anything friendly from his facial expression. Had I been polite, smiled at him, or moved, he would've won, and who knows how that would encourage him to elaborate on his scare tactics in the future. their NO Janine x As a therapist, many of the stories my clients tell often start with them having a gut reaction

R

"My inner

INT G

ourse, he had no way of knowing that I had.

in fact, survived an attempted rape at gunpoi and was absolutely unavailable for his antics.

I felt the adrenalin rush through my body, just Teet the adrenam rush through my body, list as before with my attempted assault. My "light" response kicked in, and I decided that I would not be polite or the "good girl" I had been taught

to be

to slay.

I lowered my magazine, looked him straight in the

eves and stared back with

to look away or break eye

contact. My inner warrio had shown up; she was tired of this shit and came

It felt as if time had

er intensity refu

warrior had How often do we women shown up; she How often do we women put ourselves at risk just because we are taught to be peacemakers, avoid conflict, be friendly, and make people around us feel comfortable- even if we was tired of this shit and came to comfortable- even if we aren't comfortable? slav"

that something didn't feel right, that the "vibe

was weird, but they defaulted to social etiquette because they had been taught their entire life

Like the woman who stopped to give a stranger directions, only to have him expose himself and try to push her hands onto his privates or the

one who allowed her blind date into her apartment when he asked for a glass of water, knowing full well she never wanted to see

him again, never mind start

lives to be a good girl.



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DISPLAY ADVERTISING

anine Wirth, aka "The Traum Whisperer" is alicensed psychotherapist. clinical hypotherapist and business coach specialising in helping women all over the world heal from unresolved trauma and painful life experiences so that they can discover their purpose and create businesses that are centred around fun, freedom and making an impact in the world.

Each week, you'll hear inspiring stories of female entrepreneurs who have not only healed from traumatic experiences

only healed from traumatic experiences but have gone on to thrive despite it. The mission of this podcast is to inspire women and help you recognise that trauma is just one page of your story and doesn't get to define you. Once you heal, you can consciously create the life

I caught up with Janine to ask her why she decided to launch this brilliant new

podcast into the world and how it serves her fans and followers. Here she is in

and business of your dreams.

I hope to normalise people sharing the painful life experiences, so we can all be inspired to do the inner work and keep olving into who we were always mean to be despite our trauma

We've been sweeping shit under th carpet for decades, and it simply doesn't work. If I can inspire one woman to heal, it's a win for me, simply because of the compound effect it will have on her intimate relationships, how she parents her children, and how she shows up it

I compare doing this deep healing work to slaving dragons, and I'm so happy nd grateful I GET to do this work ever

her own words. If you want to listen to lanine's fantastic podcast and the stories of the women thriving despite their trauma, you car do so here.

So often, I'm the first person to hear and hold space for women's traumatic stories because they're scared and ashamed to speak their truth.

I believe secrets are shackles of shame, so I wanted to provide a safe, non-judgemental space to tell these stories and celebrate these warrior women for wercoming

originally wanted to create the podcas in 2020, but having three children and a In 2020, but naving three crimeren and a husband athome 24/7 for several months put a pin in it. I could easily have given up, but with the flexible structure I have in place in my business, I just decided o postnone a few months and brough

My goal has never been to get 5 millio



her life





it to life in 2021











downloads; while it would be nice, what motivates me is being real because life isn't always bright and shiny like we often see portrayed on social media. It takes a lot of courage to share your story, and I want to make it an easy and respectful experience for my guests.

CONTACT US.



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