

ReLaunch!

ReLaunch Your Life

ISSUE #36

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Dear ReLaucher

After last week's turbulent weather, our little corner of middle Tennessee is calm and peaceful. My heart goes out to all those throughout the South who lost homes, businesses, and loved ones in those violent twisters. The rebuilding process will be long and painful, but every community affected will rise to the challenge.

The Red Cross is doing a marvelous job helping those affected by last week's killer tornados. If you're able to do so, I encourage you to make a donation to the Red Cross to help in this effort. Here's the link: <http://www.redcross.org>.



Thankfully, it doesn't take a natural disaster to ReLaunch Your Life. A few days ago I talked with a woman in her 50's who said wistfully, "I've never been able to figure out what I want to be when I grow up." Sadly, that's true for so many women (and men). Around midlife, we often question the choices we made earlier and wish we were moving in a different direction. If you're still wondering what your true calling is, this week's feature article will help you nail it down.

To Your Dreams and Your Success,

Bonnie

Welcome to all new subscribers who joined us this week on this exciting ReLaunch journey. I'm so glad you're here! If you have a friend that would enjoy this newsletter, please feel free to forward it.



Still Not Sure What You Want to Be "When You Grow Up?"

Remember as a kid how people used to ask you what you wanted to be when you grew up? You probably gave different answers depending on your age at the time. As you got older, you may have switched from telling people you wanted to be an actress, an explorer, or a famous writer to giving some kind of expected answer. Maybe you gave up on all those dreams you had about what you'd do with your life.

Somewhere along the road from childhood to adulthood you made a decision -- or perhaps someone else made it for you -- about what kind of career to pursue. Perhaps that job was a good fit at first; maybe it was like wearing shoes that are too tight. A lot of people try this job and that one, hoping to find THE ONE that brings not only a paycheck but provides meaning and purpose and a feeling of satisfaction at the end of the day.

Are you in a career that makes you want to jump out of bed every morning, raring to go? Or are you drifting along, trying to figure out what your true purpose is and start living it before it's too late? You only get one shot at living, so shouldn't you be doing what you love instead feeling like you're stuck on a "human hamster wheel?"

If you're struggling to decide what you want to be "when you grow up," I know how you feel because I've been there myself.

Getting "unstuck" starts with a few simple questions. In your answers, you'll find clues (and maybe even gigantic road signs) pointing the way back to those forgotten dreams, pointing the way toward the life you were meant to live.

- As a child, what did you absolutely love doing? List anything and everything. The germs of a career may be hidden here.
- What activities can you spend hours and hours doing now, where time just seems to melt away? Don't worry about whether or not you can get paid for these activities just yet. You're still in research mode.
- If you didn't have to worry about earning a paycheck, what would you do for free just because it's fun?
- What do you value the most? Is it money, status, recognition, family time, a challenge, security? (Be honest. No one else has to see your answers.)
- If you had to teach something, what would that be?
- What impact do you want to leave on the world?
- How do you spend your free time?
- What do you **REALLY** want in your life?

Your ReLaunch Assignment

- Look for common threads or patterns in your answers. You may not see your perfect career yet, but these little nuggets of information are the first step to finding it.
- Explore all your options, not just the most obvious ones. Think outside the traditional Job Box.
- If you're still not sure how to turn your interests into income, get a coach to help you sort it out.

Whatever your age right now, just remember -- you're not through yet! There's still time to change course. It's not too late to figure out what you want to be "when you grow up."

Coming Up on Blog Talk Radio

[Tune in every Monday at 10 AM \(CST\)](#) or listen to the archives at your convenience. Every show will help you on your own ReLaunch journey.

May 9 - Creating Your Own Green Job - Great ideas for small businesses you can start on a shoestring budget

May 16 - Creating Your Own Green Job - More ways to "earn green by going green"

May 23 - Rahla Kahn and Richard Rossner of [The Power of Play](#). This amazing couple helps people "fight cancer with an attitude." You'll be inspired by their passion and commitment to their work.

May 30 - Part two of my interview with **Rahla Kahn and Richard Rossner**. You won't want to miss this show.

June 6 - Ludmilla Saskova, founder of [Buffalo Girls Productions](#) and [Buffalo Girls Designs](#). Ludmilla and her family left a hectic Hollywood lifestyle behind for a new life and a new business in the north Idaho "wilderness."

Divas Who Dare

Jovan Van Drielle, this week's Diva Who Dares, is the founder and creative mind behind [Geminus, Inc.](#) She says she never intended to start a business, but life has a way of forcing a change of plans. In 1996 Jovan was a successful Mobil Oil marketing executive. When her husband died suddenly of cancer, she had to leave her job. Their 12 year old son needed her support and with her hectic travel schedule, it was clear she needed to have another way to earn a living where she could be home with him. Jovan took a year off to figure out what to do next.



A graduate of Parsons School of Design in New York City, Jovan had worked for Toll Brothers as well as Mobil Oil, learning the ropes about corporate branding. Combining her background in design with marketing experience led her to launch Geminus Inc, her own marketing company in 1997. And she's never looked back.

Her company is all about branding and excellence in customer service. Knowing what works from a design standpoint is the hallmark of Geminus. Helping newly displaced workers launch their own businesses is her specialty. Jovan says, "Creating a logo and designing an effective business card is the first step!"

Serving many Fortune 500 clients since 1997 has given Jovan a real understanding of big business and how to effectively market yourself.

Geminus, Inc. has an amazing array of products -- an incredible line of custom chocolates with over 8,000 molds to choose from, eco-friendly products, cards for every occasion, and even specialty items for a memorable wedding.

Jovan is a designer with a mind that is always working on the next creative project. Recently she invented an iPad case that has become the darling of the media bloggers. Her cases are now selling world-wide.

Be sure to check her web site, [Geminus, Inc.](#) to see how her products and services can help you grow your business.



Bonnie Pond is the founder of ReLaunch Your Life, a company devoted to helping women over 40 who are unhappy, stuck, stressed out, or just plain bored with their current J-O-B-S. She helps them find ways to be their own boss by turning their interests into income.

As a licensed Profiting From Your Passions coach, she teaches her clients to create multiple income streams doing what they love. Bonnie shows her clients how to tap into their interests and passions so they can enjoy more freedom, more abundance, and more joy in their lives.

Through her group and private coaching programs, workshops, retreats, and products, Bonnie gives women the tools they need to love their work, love their money, and love their lives again.

It's never too late to be what you might have been. – George Eliot

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