

# Savvy Girl

## M A G A Z I N E

BECAUSE IT'S YOUR TIME TO SHINE

### LINDSAY BETTIS

WHY SELF CARE AND MENTAL HEALTH MATTER NOW MORE THAN EVER

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### SAVVY GIRL START-UP FUND

WHY SAVVY GIRL IS INVESTING IN THE NEXT GENERATION OF FEMALE LEADERS

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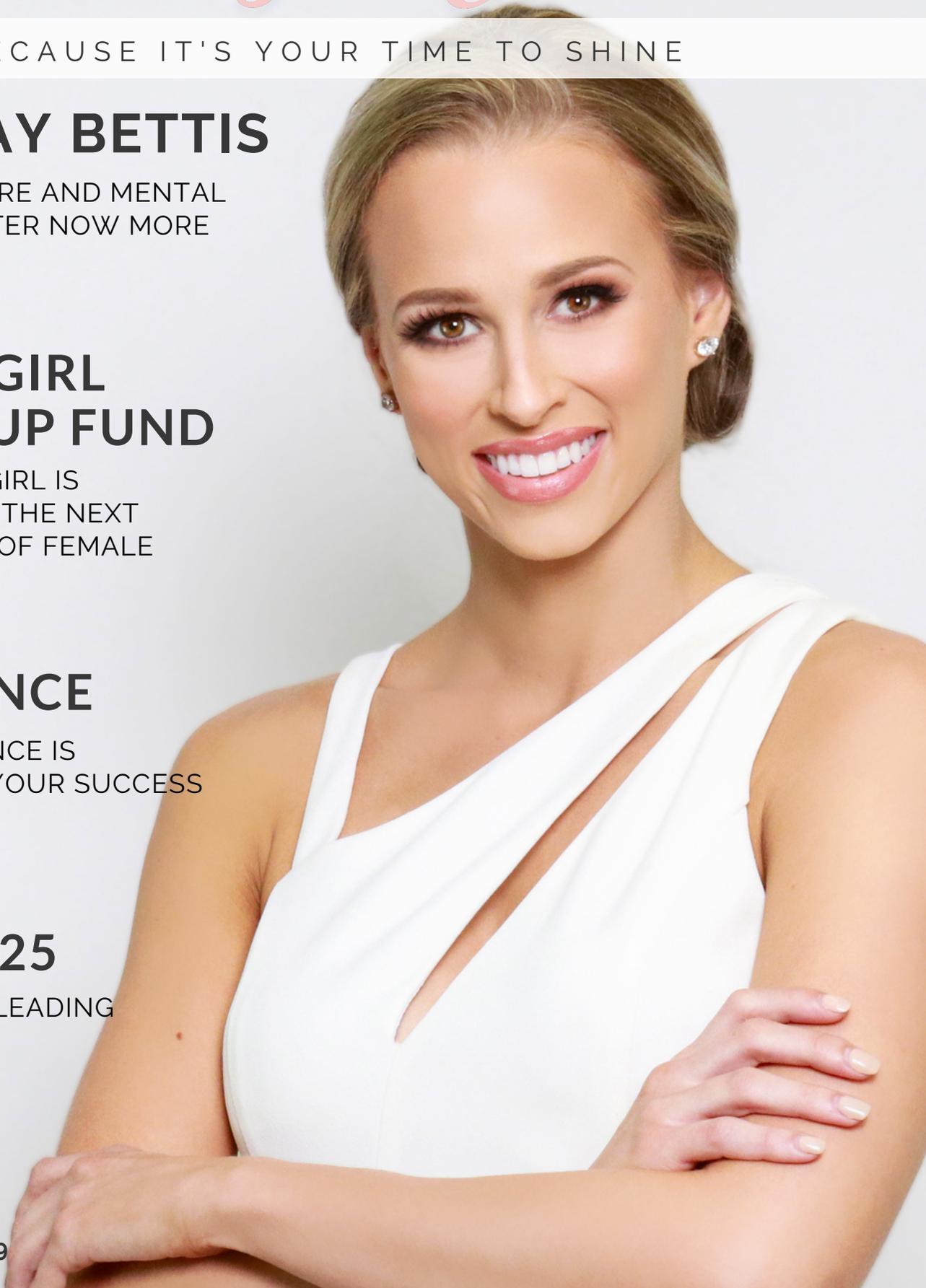
### RESILIENCE

WHY RESILIENCE IS CRITICAL TO YOUR SUCCESS

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### TOP 25 UNDER 25

NOMINATE A LEADING LADY TODAY!



FALL 2020 | \$4.99



# Savvy Girl

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MEET YOUR EDITOR AND COACH:  
**ALLISON WALSH**

Welcome, Savvy Girl!

I am so excited you're here, and I am THRILLED to share our first issue of the Savvy Girl Magazine with you. Over the years, I've mentored and coached hundreds of young women and I'm constantly searching to find opportunities and outlets to celebrate, support and educate young women at this stage of their lives.

Instead of continuing to exhaust my Google search bar, I decided to make it happen. I wanted to create a forum for young women to contribute articles and topics that matter to them, as well as create opportunities to shine a spotlight on those doing INCREDIBLE things in their communities to serve as an inspiration for others. And that's how the Savvy Girl Magazine was born!

We've got AMAZING things in store and I hope you enjoy reading this as much as we've enjoyed creating it. Make sure you check out the Top 25 under 25 application in this issue and consider nominating yourself or someone else. We want to celebrate all of the accomplishments of our Savvy Girls in the next issue which will be released in January!

Also, there is information about the Savvy Girl Start-Up Fund and the Savvy Girl Academy later in this issue. If you're interested in applying for either, please visit [www.allisonwalshconsulting.com](http://www.allisonwalshconsulting.com).

Until then, stay savvy, and remember that I believe in you 1000% and my goal is that you do too!

xo,

A handwritten signature in black ink that reads "Allison".

Allison Walsh, JD  
Founder, Savvy Girl

“

ALLISON WALSH:

I BELIEVE IN  
YOU 1000%  
AND MY GOAL  
IS THAT YOU  
DO TOO.

”

THE SHE BELIEVED SHE  
COULD PODCAST



# Savvy Girl

## WHAT IS SAVVY GIRL?

*Savvy Girl is an agency dedicated to empowering, supporting and motivating the next generation of vibrant boss ladies. We accomplish this through results-driven personal and professional development training, confidence building, and personal branding so each Savvy Girl is uniquely equipped for success and prepared for the amazing opportunities her future holds.*

**Who we are:** *A team of accomplished women with an expansive network of movers, shakers and money makers. Founded by Allison Walsh, we bring together the best and the brightest to mentor, coach and advise our clients, while also building each Savvy Girl's network with talented, amazing women who believe in cultivating talent, and investing in the next generation of leaders.*

**Our mission:** *To empower young women to believe in themselves, chase bigger dreams and commit to being 1% better each and every day.*

**What we've got:** *Our guides, courses and programs are designed to build confidence, uplevel your personal brand, and stand out from the crowd for all of the right reasons, all while helping you create a game plan for your future. For more information, please visit [www.SavvyGirlsAcademy.com](http://www.SavvyGirlsAcademy.com)*

ONE-ON-ONE COACHING

INTERVIEW & PUBLIC  
SPEAKING TRAINING

SAVVY GIRL ACADEMY

TOOLS, RESOURCES &  
GUIDES

PERSONAL BRANDING  
SERVICES

...AND SO MUCH MORE



*It's never too early  
to invest in yourself.*

@ALLISONWALSHCONSULTING

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# THE KEY TO SUCCESS: RESILIENCE

## BEING MORE AUTHENTIC AND RESILIENT BY PRACTICING FORGIVENESS



By **Leila Sabet**  
[www.LeilaSabet.com](http://www.LeilaSabet.com)  
@LeilaSabet

As we have learned the past few months, our lives, along with all our goals and plans, can change in an instant. The strength we need to successfully navigate change, requires resilience!

Qualities of resilience include healthy coping and problem-solving skills, taking positive action, persistence, adaptability, flexibility, ability to compromise, self-knowledge-a sense of values and purpose, optimism and hope, strong relationships, good social skills, the ability to ask for help, but most importantly: learning from past setbacks.

Learning from these setbacks is so important! As I look back at the stories in my life that hold the greatest lessons and meaning for me, I recognize that they also happen to revolve around the greatest challenges I faced. Overcoming these challenges has made me a stronger, more confident and resilient woman.

Some of the most difficult setbacks in life are betrayals of those closest to us, or injustices we have faced – bullying, humiliation, or discrimination.

The pain of betrayal can leave us angry at the person or people that betrayed us, but we have to look underneath that; at the hurt, that leaves us feeling unworthy, unlovable, fearful of rejection, and pretty down on ourselves in general. Holding on to anger keeps the negative feelings with us. The act of forgiveness moves us out of the role of victim and into a role of empowerment.

When we forgive, we gain something larger than ourselves over the one who harmed us. We gain back a sense of control over our lives and over what we will allow to harm us. Forgiving empowers us to be more resilient, by letting go of the victim mentality that we are unworthy or unlovable.

When we overcome painful events in our lives, we gain a more mature understanding of what it means to be humble, courageous, and loving in the world. We gain a deeper empathy and connectedness with others because we all have been hurt in some way. We can create an atmosphere of grace in our homes and workplaces, and step up to protect our communities from a cycle of hatred and violence. All of these choices can lighten our hearts and bring purpose to our lives.

Forgiveness is the key to refusing to be a victim of an injustice inflicted on you,

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or a setback in your life. When we don't forgive, we aren't acknowledging how much power we are giving to the negative feelings attached to the harm done to us.

Forgiveness is the key to putting fears of rejection and feelings of unworthiness behind you, so that you can live more fully and authentically. This gives the added bonus of engaging the trust of those you lead and interact with.

Learn about what strategies for building resilience might work for you:

- Do you find it helpful to think of strong individuals who were resilient?
- Who can you reach out to for support to build a resilient mindset?
- What have I learned about myself and my ability to maintain resilience?
- Has it been helpful for me to help someone else foster their own resilience?
- What characteristics and strengths do I have that help me to be more resilient?
- What has helped make me feel more hopeful about the future?

### **Habits for Resilience**

**Stay connected.** Actively build networks, ask for help when you need it, maintain friendships, get active in causes that matter to you and organizations related to your career interest. Being the person that you need when you were younger or anyone in need provides you enormous benefits in return.

**See opportunity in crisis.** Bad things happen. You choose how you respond to them.

Look past the now at how the future could be better because of the changes that you are forced to make. You should learn something about yourself and grown in some respect, being vulnerable can make you stronger, kinder, and more grateful.

Focus on changing goals that need to be altered -it's all in pivoting well.

**Keep going.** Even small steps toward goals matter. If it seems overwhelming-ask yourself whether the goal is realistic.

**Develop an unshakable belief in yourself.** Have confidence in your knowledge and ability to figure out whatever problem presents itself. You know you can figure it out somehow! Trusting your instincts helps build resilience.

**Keep it in perspective.** I always ask myself, "5 years from now, will this be a big deal?" This helps me not sweat the small stuff.

**Stay positive.** Expect that good things to happen, remind yourself about all the times things DID work out-that is how you got this far, right?

**Practice self-care.** Take time for things you enjoy no matter how busy you are. Exercise is building physical resilience and is the ultimate self-care. Meeting your needs for mental space and relaxation allows you to deal with situations that require resilience.





# Savvy Girl

## ACADEMY

WWW.SAVVYGIRLSACADEMY.COM

ARE YOU READY TO TAKE YOUR CONFIDENCE,  
PERSONAL BRAND AND ACCESS TO  
OPPORTUNITIES TO THE NEXT LEVEL?

The Savvy Girl Academy is a 10-week, premier online coaching experience designed to empower, support, and equip the leading ladies of tomorrow with the tools needed to be successful today!

It was created for motivated young women looking for coaching and mentorship so they can build their confidence, get clear on their goals, establish a stunning personal brand, learn how to articulate their message to the world and market themselves appropriately in person and online.

Students will learn from industry experts and have the opportunity to receive direct feedback as they experience the program. Space is limited! Enroll today!

**ENROLL NOW**

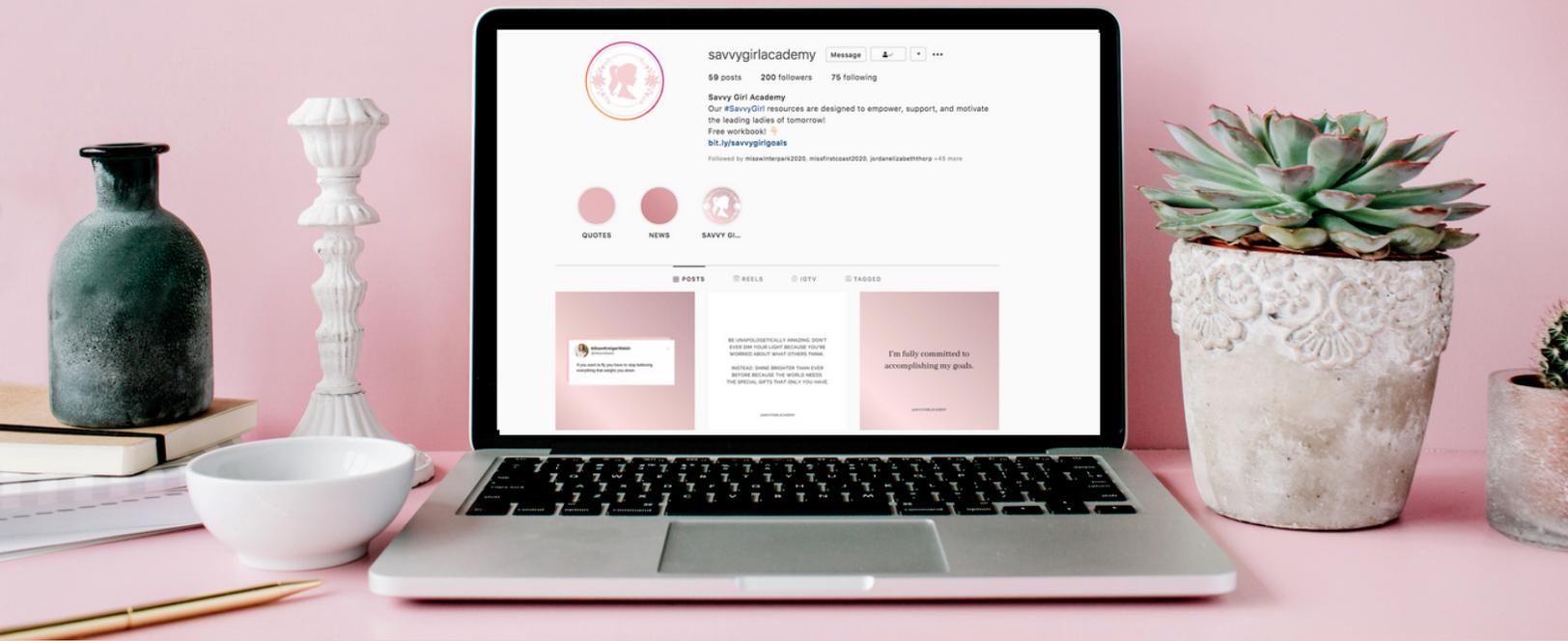
**POSITIVE MINDSET**

**CLEAR MESSAGING**

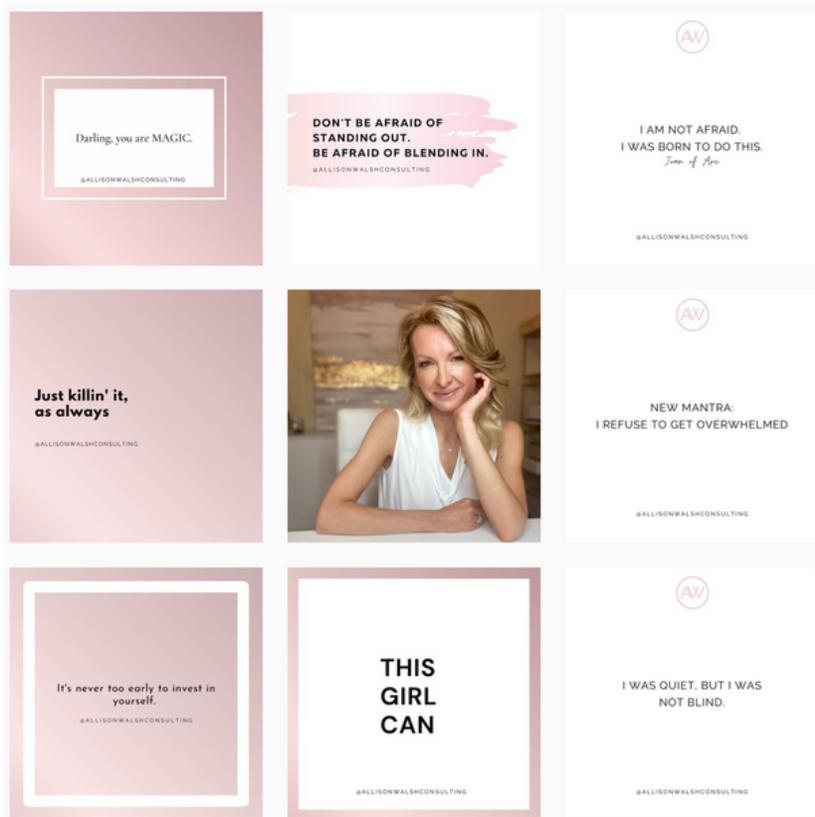
**AMAZING MARKETING**

SPACE IS LIMITED | ENROLLMENT ENDS 12 / 15

SAVVY GIRL ACADEMY BEGINS 1 / 4 / 2021



## GET CONNECTED



Enter for your chance to win a \$50 Savvy Girl gift card by:

- ★ following @savvygirlacademy and @allisonwalshconsulting on Instagram
- ★ screenshotting and sharing a post on your feed using the hashtag #savvygirlgiveaway, and
- ★ tagging 3 friends who would love Savvy Girl too!

*A new winner is selected every month!*

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# WHY SELF CARE AND MENTAL HEALTH MATTER NOW MORE THAN EVER



By: Lindsay Bettis  
[www.LindsayBettis.com](http://www.LindsayBettis.com)  
@LindsayEBettis

Lindsay Bettis is a mental health advocate, Community Outreach Associate for The Recovery Village, and change maker. She has dedicated her life and career to helping those struggling with mental health and addiction.

The devastating effects of COVID-19 have made their way on to every major headline for the past 8 months – the death toll, job loss, and living virtually have taken permanent residence at top of mind for most Americans, myself included. This has caused us to overlook one of the most prominent consequences of the pandemic, the greatest mental health, addiction, and overdose crisis in American history. We are fighting an epidemic within a pandemic, meaning it's now more important than ever to take your mental health temperature and get the much-needed self-care that you deserve.

I want to start off by saying ***it is ok to not be ok – you are not alone***. As someone who has grown up with severe obsessive-compulsive disorder (OCD) and has years of therapy under her belt, I'd love to share with you the ways I have been kind to my mind in quarantine.

## 1. Stay Connected & Ask for Help

In the era of social isolation, connecting with others is vital. Reach out to family and friends via phone call, zoom, text, or even social media. If needed, find a support group to provide yourself a sense of community and empowerment as talking to others going through the same experience can make distancing less dreadful. Also keep in mind that you could be helping someone else while also helping yourself by staying in touch.



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When you find that your mental health is getting in the way of daily life, it's time to ask for help. Help comes in many different shapes and sizes: friends, spiritual leaders, doctors, employee assistance programs, counselors, etc., so reach out and be honest about what you are struggling with.

## 2. Maintain a Routine

Consistency is key and predictability can make you feel more in control. I wake up every day at the same time and get my day started with a morning workout which helps me clear my mind. Maintain a regular sleep, meal, exercise, and work/school schedule, but also be sure to set aside time for the activities that make you happiest.

## 3. Set Your Priorities

No matter what they say, you don't need to come out of quarantine having learned

5 new languages. Set goals for yourself each day and feel free to celebrate each victory, no matter how small. I write myself a daily checklist of tasks I want to accomplish throughout the day and find it rewarding to check them off as complete. There will be days you achieve more than others, and that is perfectly fine! Not every day needs to be monumental, but it can be a step in the right direction.

While it's vital to upgrade the attention to your mental health now, integrating and maintaining self-care strategies into daily life will always be relevant. Having these tools in your arsenal will allow you to better cope with any challenge that comes your way. Always remember, self-care isn't selfish because YOU are important.



# 5 WAYS TO BE A CIVICALLY ENGAGED YOUNG PERSON

By: Leah Roddenberry  
www.LeahRoddenberry.com  
@LeahKRodd

**1. Cultivate your passions** – Determine what you are passionate about and why it matters to you. What makes you emotionally driven? Is there an issue that makes you mad or something you would want to see changed? Keep track of the issues that create a reaction in you and determine your beliefs on these issues. Know who you are, what you believe in, and where you want to go.

**2. Get involved** – Whether you are running for your high school's student government, applying for positions in organizations on your college campus, or volunteering in your community, find intentional ways for you to spend your time to make a difference. Use the passions you cultivated and spend your time advocating for causes you support or campaigning for candidates you align with.

**3. Do your homework** – Take the time to research events, issues, candidates, policies, etc. that are occurring in your community or that you are interested in learning more about. Politics does not have to be hard. Research issues you want to learn more about from unbiased, educational resources.

**4. Be open to different opinions**- You may think your opinion is right, but it does not mean other opinions are wrong. Be willing to surround yourself with others that hold differing perspectives on issues. You do not have to agree with them to attempt to understand their point of view. Meet people where they are and be willing to hear new ways of thinking, even if you are strong in your beliefs! The only way we grow is by hearing diverse thoughts.

**5. Go for it! (And bring your friends with you!)** – Politics and government can seem very intimidating. However, start small and take that leap of faith. You will never feel 'ready.' Believe in yourself and your potential to enact the changes you wish to implement in your community. Run for student government, apply to be president of an organization, or step outside of your comfort zone in some capacity. You will be amazed at how incredible you feel once you believe in your potential. Your leap of faith may inspire others to go after their dreams. Encourage your friends to take positive risks and be active change makers in their communities.



Leah started Be a LeadHER: Igniting the Spark Within to organize, inspire and motivate civically oriented and politically ambitious young women, and to inspire the next generation to get involved in their communities at an early age. To download her children's book, visit [www.LeahGoesToWashington.com](http://www.LeahGoesToWashington.com).

# REMINDER

You are AMAZING, TALENTED  
and CAPABLE of whatever you  
set your gorgeous mind to.

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*You've got this!*

@ALLISONWALSHCONSULTING

# IT'S ALL ABOUT THE BENJAMINS

## HOW TO HANDLE YOUR MONEY WHEN YOU'RE FRESH OUT OF COLLEGE

BY SAVVY GIRL CONTRIBUTOR, ELLA

Only a few months ago, you were probably thrilled to close the chapter on your college years and enter the working world. In retrospect, you might be realizing that some aspects of it aren't as glamorous as they once seemed. Given the intense economic climate and after effects of COVID-19, it's even more challenging.

The good news is that you are now (hopefully) earning an income and learning how to budget your new financial resources and leverage your hard earned dollars appropriately. The bad news is that it's up to you to make sure that money lasts you until your next paycheck and beyond. It's entirely possible to avoid plunging yourself into a pit of despair about going broke month after month... it just takes a little planning.

I grew up with parents who loved to instill lessons about saving and budgeting and they've served me well as I've accumulated resources and started to save. Here are a few useful tips to keep in mind as you start independently managing your money:

### 1. When is payday?

First, use your pay structure to determine when and how to spend your money. At my first job, I got paid every other Friday.



At my current job, I get paid on the 15th and the 30th of every month. Once you know which days are paydays, you can figure out roughly how much you'll need in your account in the days in between, plus on the day when you pay your credit card bill (more on that below).

### 2. Map out your budget

It's tedious, but looking through your bank statements and adding up how much you spend on things like food, drinks, Ubers, movies, clothes or travel can help you figure out where you have room to spend more or where you need to pare down, all in relation to how much money is coming in every month.

There are a bunch of different ways to do this. Apps like BillGuard, Mint, Fudget, Level Money and GoodBudget exist to track everything for you. Some banks like CitiBank also automatically give you a handy breakdown of your spending. If you're old school like me, you can just use Excel.

### **3. Savvy girls save**

If possible, try not to assume that every last penny you make is money that you should spend. Getting into in the mindset that you should be saving a little something every month, even if it's just \$50, will take you a long way. It'll mean there's something to fall back on if you spot the shoes of your dreams or if you finally decide to take that vacation you've been thinking about. It's also great in case of emergency, like an unexpected hospital visit or surgery, or if you want to invest in starting your own business or initiative.

On the saving note, I would also recommend not ignoring your 401K contribution. Putting away a little money now will go a long, long way later. If you work for a company that matches your contribution, go ahead and choose an amount to contribute that doesn't dip too much into what you need to stay afloat every month. I have friends who work for tech companies that don't match their contributions, so they prefer to not put any money into their 401K accounts and instead just invest what they'd normally be contributing.

If you're a savvy investor that's an option to consider, but be warned that it requires a lot of time, knowledge and energy.

### **4. No shame in side hustles**

A lot of us work in industries that are fulfilling and stimulating – but not especially lucrative as we work our way to the top. There's no shame in picking up some side work to make extra cash. And these days the options are pretty much endless. Just make sure it doesn't detract from your primary source of employment, or drive you to the point of insanity.

**5. Avoid credit card debt. Period.** You're going to have to establish good credit history for the future -- emphasis on good (at least 700+). One way to do so is by having a credit card. However, don't get sucked into every sale or beautiful item that magically appears in your social scroll that may cause you to not be able to pay off your card completely at the end of each month. If you can't immediately pay it off come the end of the month, leave it on the shelf.

If you're going to get a credit card, why not opt to use one that accumulates points and rewards?



There are tons of credit cards geared specifically towards young people who don't yet have much of a credit score. You can start small and build your way up to a card that may have an annual fee but that gives you stuff like 50,000 bonus points and 2 points for every \$1 you spend. I book flights using the miles that I've accrued from using my credit card. It's genius.

**Disclaimer:** Make sure you read up on how credit cards actually work before you get one.

## 6. Enjoy your twenties

Now that I've spent all this time freaking you out about adulthood, I should probably remind you that it's really not as stressful as I've painted it to be. Budgeting and saving is part of becoming a contributing member of society, and while it might seem daunting at first, you get the hang of it after a while. While putting in some time to sort out personal finances is unavoidable, don't shy away from interesting or fun opportunities just because you think you can't afford them. Proper budgeting should ensure that you're able to seize any opportunity that comes your way!

xo,  
*Ellie*

p.s. Make sure you check out [The Savvy Girl's Guide to Post-Grad Success](#) for more information on how to manage your finances!





*Savvy Girl*  
START-UP FUND

Savvy Girl is not only committed to equipping young women with confidence they need to be successful, and a clear game plan for their future - we're also laser focused on providing access to resources so Savvy Girls can chase their HUGE dreams at an early age and crush their goals!

I've always been entrepreneurial. I started a nonprofit when I was a teenager and have run multiple nonprofit and for profit organizations over the last two decades of my life. I've also mentored hundreds of incredible teens and young adults over the years, many of which have started their own foundations or businesses to help propel their missions forward.

Taking this leap can be an expensive endeavor and it's been my dream to create an opportunity for young entrepreneurs to gain access to resources to do great things in this world.

The Savvy Girl Start-up Fund will launch in 2021 and our intention is to help young women get their ideas and concepts off the ground.

We never want financial barriers to be the reason someone doesn't pursue their dreams, so we look forward to funding efforts and initiatives that will create meaningful change in the world.

You might be asking yourself "where are these funds coming from?" Every dollar earned from from the Savvy Girl Magazine will go toward supporting the Savvy Girl Start-up Fund. We also look forward to partnering with organizations that believe in our mission to help make young women's dreams come true.

Additionally, we will be featuring them in our magazine because we want other young women to realize what an inspiration they are and hopefully see the possibilities and potential within themselves to pursue big dreams in their future.

If you're interested in getting involved, please reach out to me. I would love to discuss this opportunity further!

xo,  
*Alison*



Who deserves recognition? We are thrilled to announce...

# *Savvy Girl Magazine's* **TOP 25 UNDER 25**

Savvy Girl is looking for AMAZING young leaders, philanthropists, creators and innovators for our first Savvy Girl Top 25 Under 25 list!

Now is your chance to nominate the leading ladies of tomorrow who are already changing the world today!

We're excited to celebrate all of the accomplishments of our Savvy Girls in the January issue of the magazine!

## **I WANT TO NOMINATE**

**MYSELF**

**SOMEONE  
ELSE**

Please submit your nomination no later than December 1, 2020. Twenty five young women between the ages of 15-25 will be celebrated in the next issue.

The top 5 will receive additional prizes, recognition and opportunities.

Nomination Link: [www.allisonwalshconsulting.com/top25](http://www.allisonwalshconsulting.com/top25)



**NOTE TO SELF:**

*Nominate a  
Savvy Girl today!*



# THE TOP 11 TOOLS I USED TO SCALE MY BRAND AND BUSINESS DURING THE PANDEMIC

BY: ALLISON WALSH

This has been a ridiculously challenging time and the pandemic has disrupted everyone's life in some way, shape or form. While unexpected, it definitely presented an opportunity to hone our visions, what we wanted to do and who we wanted to serve. For many, including myself, this has been a time to reflect, refocus, refresh and invest in our future selves, brands and businesses. While I've been consulting for over a decade, the last seven months have been some of the most rewarding as I was honored to help guide many individuals who were reinvesting in themselves as well as those who were truly going for it for the first time. I poured time and energy into helping them on their paths to their goals, and also building a positive community online to support one another through all of this.

I asked a lot of questions and got a TON of feedback re: what people need, or are looking for, to help make life and building a personal brand easier. While I always love sharing what I currently am using, I also love a good challenge or request to vet other resources to help my clients.

If you know me, or if we've worked together in the past, you know I am a lifelong learner and absolutely LOVE testing out new tools and services that make completing tasks more productive and efficient. I use many of the tools below on a daily basis and I cannot rave enough about how helpful they've been as I've been growing the @allisonwalshconsulting community and helping my clients during this time!

Check out my suggestions, and if you want to learn more about any of these or need help using them, please feel free to schedule a power session or join the Savvy Girl Academy! I'd love to help you!

Please note, that if you click on the links in this article and end up purchasing some of the products, the Savvy Girl Start-Up Fund will benefit (see pg. 19 for details). Thanks in advance!



One of the greatest tools of all time is [Canva](#)! I can't even begin to express how amazing it is. You can create literally anything in a user-friendly way without any prior design experience. From social graphics, to resumes, e-books, videos and more, the possibilities are literally endless! Not only do I create all of my graphics, press kits, brand guides and sponsorship decks on Canva, I've created two, [100+ page workbooks](#) and THIS MAGAZINE on the platform as well. You can create a free account, but I highly recommend signing up for the premium plan because it gives you unlimited access to images, fonts and incredible tools that make designing a breeze!



If you're ready to UPLEVEL your social strategy, consider using [this tool](#) to make your life 1000x easier! You can schedule, do hashtag research, save captions for the future, pre-schedule your first comments, tag, and preview your feed all within this app. If you [use this link](#), you'll get additional FREE posts with your complimentary plan when you sign up! This will also give you access to Linkin.bio which is an AWESOME way to continue to drive traffic to sites from Instagram long after the post occurs. This is a #gamechanger for sure! This tool has made a MASSIVE difference as I scaled the **AWC community by 7,000** incredible followers in the last 7 months!



If you'd like to create your own website, check out [Wix](#)! It's super user friendly and allows you to fully customize your template too! I manage multiple sites on Wix and have built out pretty sophisticated functionality on several of those sites. Wix also allows you to have a customer portal, classy storefront, subscription services, blogs and email automation.

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I've used countless different platforms over the years and Wix has kept up the best with both mine, and my clients' needs, without having to hire a web designer!



Think of Grammarly as your personal writing assistant online! If your goal is to share a grammatically correct message each and every time, this tool will help you do so. The chrome extension makes it easy to use, and it's always working in the background to highlight or call out areas that need to be adjusted or tweaked. You never want to send anything out riddled with typos and Grammarly will help prevent you from EVER doing that!



If you're considering launching a course, training or membership site, I highly recommend Kajabi! It's been an absolute GAME CHANGER for me. I have created multiple courses and taken courses through this platform and it's super user friendly. This is perfect for coaches, consultants, trainers, or anyone who wants to pull all of their instructional materials together in one place.



If you're working on building your audience and influence on YouTube, Tube Buddy should be your new best friend! A solid YouTube strategy will make all of the difference. It helps you evaluate, track, and plan strategic content to help optimize your videos. You will literally never have to guess again as to whether or not you are doing the right thing on YouTube!

Plus, the analytics behind every decision you make are right there in front of you so you can get better and better each time! If you're going to spend the time creating the content, you should invest the energy to share it the right way.



If you are committed to growing your network on LinkedIn, Dux Soup will make a HUGE difference. You can literally set this on auto-pilot and watch the results happen! I was able to grow my connections from **4,000 to over 10,000** in a few short months!



If you have a specific goal in mind and need to generate new leads and opportunities for yourself, your business or nonprofit through LinkedIn, Cleverly is the way to go. They will literally do the outreach for you! You will have to set up LinkedIn Sales Navigator as well, but it's well worth the investment.



I use Camtasia to edit not only my podcast, but also my videos for my courses, YouTube and social media! It's been Incredibly helpful and is extremely user friendly. You can record directly into Camtasia, layer on graphics and captions and export easily to multiple platforms.



Say GOODBYE to a million back and forth emails trying to coordinate schedules! All you have to do is share your link with whomever you're trying to schedule with and they can book time with you. Calendly syncs and compares your availability to theirs. You can integrate it with Zoom as well so that you can instantly send access details when they book time on your calendar. You can even send text reminders about your upcoming appointments!

**I hope you're able to use and leverage the tools and platforms shared! It's time to level up your personal brand and influence, and these tools will help you do so! #staysavvy #savvygirlssuccesstools**

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# 3 TIPS FOR SOCIAL MEDIA

BY: KAYLEY KLATT

Making your mark on social media is critical in today's day and age. Social media platforms serve as a digital ad for your personal brand, your lifestyle, and you as an individual. It's used by employers, universities, and future business partners who take every aspect of your social media account and turn it into an online résumé. However, it's also used by close relatives, family friends, colleagues, and you, to stay connected and share raw emotions, valuable memories, and life. This means your accounts should be fun, authentic, genuine, and professional all in one. Here are 3 tips I learned to grow your following, stay professional and fun, and leave your mark.

## 1. Find your Niche.

Have fun with your account and find your niche. This could mean solely posting food pictures, using your platform for motivating your audience (maybe through quotes), or even expressing your love for fashion. Use your passions to your advantage and build on them. Social media should be a place where you can express your interests and have fun by connecting with others who share the same passions! Let your passions guide you and go for it!

## 2. Be Authentic.

Make an impression on the digital community by being your authentic self! You are your brand - own it!! It's so important that who you are on social media also reflects who you are in person, this also means anything you wouldn't say in person or out loud does not belong on social media. Remember that it's okay to keep it real on the Internet and connect with your audience through raw emotions, but, be mindful because whatever you put on the Internet stays on the Internet - no matter what!



## 3. Stay Consistent.

Consistency is key!! This means staying consistent with what days you post, when you post, and establishing a theme. This theme doesn't have to be drastic - it could be as simple as using the same preset with every post, having a color scheme, etc. It's important to be consistent because it helps your audience find and connect with your posts. In order to do so, it might be helpful to plan your posts ahead by scheduling apps or by simply coming up with a content plan for the following week. You got this!

I hope these 3 tips can serve as a guide for your social media. Remember it's okay to hit the reset button at any time! At the end of the day, this is your life and no one else's.



Kayley Klatt is an entrepreneur, advocate and host of the Choose Kindness Podcast. She started her first business at the age of 17 and currently manages her growing list of clients' social media accounts, increasing their influence and presence online.

Kayley Klatt  
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SEP 20, 2020

**How to Get M.O.R.E. During Q4 and Set 2021 Up for Success** >

No one could have predicted the wild ride that we've been on in 2020. The good news is, it's not over yet. It's time to stop sitting on the sidelines.

 **PLAY** 11 min



AUG 11, 2020

**Savvy Girl Spotlight: How Elizabeth Tran Raised 6-Figures as a Teenager** >

I am so thrilled to interview her in this week's podcast. After knowing and mentoring Elizabeth since she was a teenager, it has been amazing to see the incredible ways that Elizabeth has impacted society today.

 **PLAY** 22 min

# YOUR TRUE BEAUTY

## Free to be YOU

By Leslie G. Christin  
Brand Founder and President CARA Cosmetics Inc.

Discovering your beauty is an ever evolving process. Beauty is ever changing and owning your individuality and uniqueness makes you interesting, beautiful and memorable.

Understanding your facial features is an important step, look at yourself and find your favorite feature... whether it is your eyes, skin, smile, teeth, hair and maximize it.

Your beauty routine should start with healthy and clean skin. Of course we all know that a good cleanse 2 times a day with a gentle yet effective wash will remove all of your makeup day and night.

It is very important to not strip your skin of your natural oils with harsh cleansers and astringents because this will over-dry your skin and can create more blackheads, clogged pores and breakouts.

Consistent cleansing, toning with a non-alcohol toner and moisturizing will hydrate, cleanse and make your skin glow.



Look for natural ingredients such as Rosemary, Sage and coltsfoot are wonderful anti-bacterial and anti-inflammatory botanicals to reduce breakouts and keep skin clear (CARA Clearly Facial Wash).



Lightweight moisturizers containing lemon, citrus and aloe are refreshing and brightening. (such as CARA Fresh Lemon Creme)

Always wear a Sunscreen under your makeup during the day. Make sure the Sunscreen is Camera ready, so you are always ready for a gorgeous selfie. CARA Cosmetics offers Glow Savior 30, with a built in Skin Shimmer, Moisture and SPF 30.



When do you need to use Serums and what are they? Serums are the Super food of Skin Care. They help boost the results of moisturizers, and are usually more lightweight than moisturizers but more concentrated, packing a powerful punch of nutrients, moisture and anti-oxidants.

Protecting your skin at a young age will lead to amazing results later in life. "It is always easier to Prevent than Repair" If you remember this, you will have great skin for a very long time, preventing sun damage, wrinkles and aging!



Leslie G. Christin  
Makeup Artist,  
Brand Founder and President  
CARA Cosmetics Inc.  
[www.caracosmetics.com](http://www.caracosmetics.com)

# Savvy Girl's Guide to Post-Grad Success

Congratulations to Savvy Girl,  
Michaela McLean, for being selected as the  
cover model for the updated version of the  
**Savvy Girl's Guide to Post-Grad Success!**

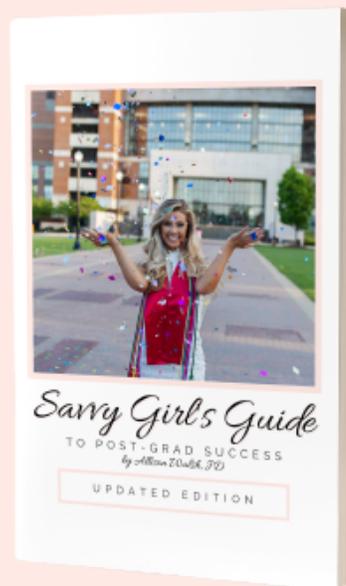
Young women from around the world applied  
to be our cover model and we were thrilled to  
see how excited everyone was about the  
re-launch of our guide!

This 4-part guide, dedicated to getting you  
clear, inspired, focused and hired, will be  
re-released in January 2021!

Use the code **STAYSAVVY** at checkout to  
receive \$10 off when you pre-order your copy!

Your copy will be available to you as a digital  
download in January 2021!

PRE-ORDER



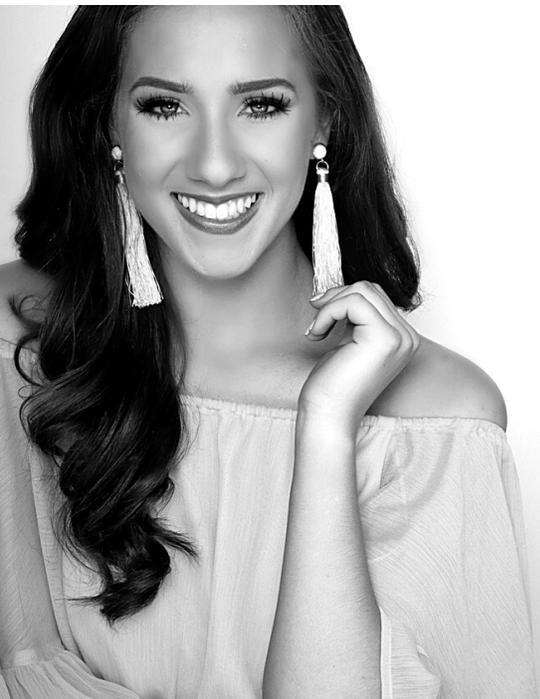


WE'RE HONORED TO SHARE SOME...

# Client love...

"Allison's continued success has shown me and others what it means to be dedicated entirely to achieving one's goals. Allison's uplifting positive attitude and openness to innovative ideas only complement her unwavering sense of forward direction. I am a better person because of the positive impact that Allison has made on my life."

JILLIAN T.



"One of my favorite things Allison said to me throughout our time was "simply focus on being 1% better every day." She helped me set goals, cultivate a personal brand, and make a plan; it has been amazing to watch those plans play out. I believe that one of the greatest gifts in life is to have someone you look up to truly invest in you, and that's exactly what Allison gave to me."

HANNAH A.



"Allison has impacted my life in unimaginable ways. Working with Allison taught me to appreciate the woman that I am. She helped me develop my personal story so that it could reach and impact the lives of anyone willing and able to hear it. Words can't describe the newfound confidence I have had in myself to this very day after all that Allison invested in me. Allison is someone that I will look up to for the rest of my life. I pray that I become at least one half of the incredible woman that she is."

VICTORIA H.

"My daughter comes away from the time she spends with Allison with drive and enthusiasm and a 'take on the world' attitude. Any young woman who is lucky enough to have Allison touch their life will be equipped with the confidence and skills to forge their own path."

VALLI T.

*which is always  
inspiring...*

"Allison embraces the unique qualities of each of her clients. Not only does she have an impressive educational and professional background, but a spirit that helps you grow as a person. Working with Allison has been an absolute joy—her positive energy and "can do" attitude is contagious. Diplomacy, poise, and confidence are all life-long lessons that come with Allison's consulting. Allison has a heart of gold, and I'm proud to call her a mentor and friend."

OLIVIA S.

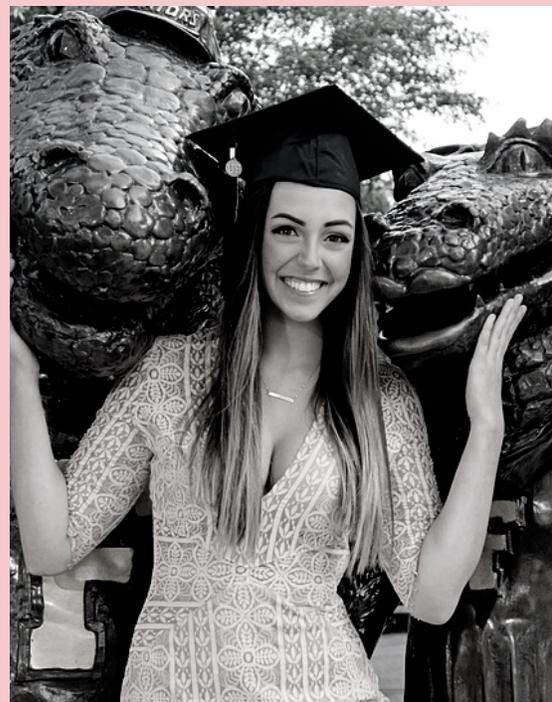
"Allison has been an amazing mentor to my daughter as she has navigated the uncharted waters of promoting her non-profit, marketing events and establishing her personal brand. Allison has given her not only the tools, but the confidence and encouragement to reach out and form relationships with national partners, statewide visionaries and like minded non profit leaders that have allowed her to advance her non profit. Allison is a champion for her client's success and through her encouragement and guidance she allows her clients to reach their full potential!"

NANCY T.

"Over the past 10 years, I have had both the opportunity to work with Allison, as well as the opportunity to watch her work with others. Allison has been an inspiration for myself and to each young woman that she has come in contact with. As my mentor, Allison has inspired me to succeed, while continuously making me aware of the importance of giving back. She has dedicated her life to helping others and has created a remarkable and positive change in the lives of many."

MAUDE L.

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# Savvy Girl

M A G A Z I N E M E M B E R S H I P

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Hey, gorgeous!  
Let's get started



Savvy Girl Magazine

Savvy Girl  
A C A D E M Y

# Savvy Girl Book, Blog and Podcast Club

If you're looking for inspiration, motivation or valuable skills, look no further! **The Savvy Girl Book, Blog and Podcast Club** is here to help you! Each issue will feature a few must haves on your bookshelves, bookmarked tabs or playlists. Adopting a growth mindset, and always adding valuable information to your mind will give you the knowledge to know how to accomplish your goals and the confidence you need to chase bigger dreams.

## Blog recommendation:

**The Inspiring Women Blog**



## Book recommendation:

**Platform: The Art and Science of Personal Branding,**  
**by Cynthia Johnson**

Fun Fact- Cynthia is one of our coaches in The Savvy Girl Academy which launches January 4th! To enroll in this life-changing program, visit [www.savvygirlsacademy.com](http://www.savvygirlsacademy.com).



## Podcast:

**The BossBabe Podcast**



## Looking for more?

Check out [Allison's Bookshelf](#) for more ideas and suggestions!



# Savvy Girl

## C H E C K L I S T

- Enjoy the Exclusive Savvy Girl Magazine Membership Site and check back regularly for news, special discounts, updates and awesome resources!
- Sign up for the Savvy Girl Academy! Enrollment is open from 11/1 - 12/15. The program starts 1/4/2021!
- Share the Savvy Girl Magazine with your friends who would love it too!
- Follow us on Instagram @savvygirlacademy
- Check out the She Believed She Could Podcast
- Apply or nominate an amazing Savvy Girl for the Top 25 Under 25 by 12/1/2020
- Get excited for the next issue!

Thank you for being a special part of this journey with us! We've thoroughly enjoyed creating this first issue and the Exclusive Membership Site for YOU.

Please know that we would LOVE for you to join us in the Savvy Girl Academy! It's going to be an INCREDIBLE experience for the young ladies involved.

Also, our Savvy Girl Recruitment team is HIRING!  
If you're interested in getting involved, or have any questions, please reach out to our Savvy Girl Success Team at [info@allisonwalshconsulting.com](mailto:info@allisonwalshconsulting.com).



*Savvy Girl*

@SavvyGirlAcademy