

FLUTIE

TALENT BRAND MANAGEMENT

AMY APPLEBAUM

What People Have To Say:

"Amy Applebaum can move almost anyone from problem to solution quickly. She's quite amazing. I see her as the next-generation Dr. Phil."

- Steve Cohen, founding executive producer of Court TV and former news director of WCBS in New York City and KCBS in Los Angeles

"Amy Applebaum is the success coach for a new generation. She's got a fresh approach that gets people into action toward realizing their dreams."

- Dayna Devon, former host of NBC's Extra

"Amy Applebaum's work is truly extraordinary. Her program actually gets rid of problems. You can't help but have an amazing life after you've gone through it."

- Ray Trim, former Director of Business Affairs for NBC/Universal

"Amy Applebaum's Boot Camp for Your Mind is the most important thing you can focus on."

- Leeza Gibbons

"Amy Applebaum is whole-heartedly dedicated to helping her clients break through the obstacles on their road to success. She has a rare combination of warmth and toughness that makes for a perfect boot camp drill sergeant."

- Carol Lieberman, M.D., Psychiatrist

"Amy Applebaum is the 21st century master at helping you craft the life of your dreams!"

- Marcia Wieder, CEO of Dream University and Coach to Jack Canfield



Bio

Amy Applebaum is the prominent Success Coach behind Amy Applebaum Inc. and The Release Your Inner Millionaire coaching program designed to create life changing breakthroughs in her clients.

Amy's groundbreaking Six Step process has helped hundreds of thousands of female entrepreneurs, across the globe; break through barriers inhibiting their success and happiness allowing them to accomplish goals they never imagined possible.

Amy's coaching success has led to high-profile appearances on ABC News, CNN, TLC, LX New York and Martha Stewart to name a few. Amy also serves as an expert to publications including The NY Times, The International Herald Tribune, Cosmopolitan, Figure Magazine, Teen and Woman's World.

In addition to being an author, consultant, speaker and success coach, Amy's credentials include a BA in Speech and Organizational Communications, Certifications as a Life Coach, Hypnotherapist, Timeline Therapist, and she is a trainer of Neuro-Linguistic Programming. Amy's first book, "Solve Your Business Problems...In 6 Simple Steps" is now available – www.AmyApplebaum.com. She is currently working on her second book, due in bookstores 2011.

The Amy Applebaum Brands :

amyapplebaum inc.
for the female entrepreneur



totally **fabulous** females
a social fabric network

release your
INNER MILLIONAIRESS™



amyapplebaum^{inc.}

for the female entrepreneur

Amy Applebaum Inc.

Amy Applebaum created Amy Applebaum, Inc. to help women all over the world achieve incredible, successful lives...lives they can't wait to wake up to everyday.





totally
fabulous
females

a social fabric network

Totally Fabulous Females

Totally Fabulous Females® (TFF), the networking arm of Amy's company, is a dynamic community of women that come together to support one another in the growth and development of their businesses and personal lives. The goal of TFF is that women take the next step in creating their "Fabulous Life."



totally fabulous females
a social fabric network

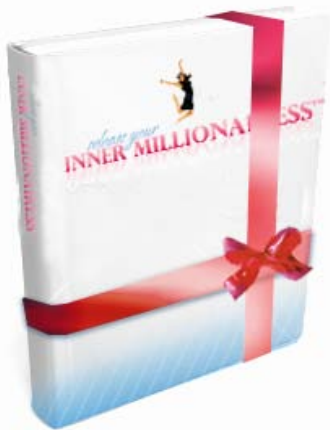
Every woman is different. They each possess their own flare, talent and strength. Much like beautiful fabric, one woman's texture and color can stand on its own; but, when matched with another, can compliment and enhance its strength and beauty. TFF is a network of women woven together to form an empowered social fabric network.



release your **INNER MILLIONAIRESS™**

Release Your Inner Millionairess

A sub-brand of Amy Applebaum, Inc., Amy launched Release Your Inner Millionairess to provide female entrepreneurs and those aspiring to be, with the steps, support, guidance and accountability they need to achieve their specific goals.



BOOT CAMP FOR YOUR MIND

Bootcamp for Your Mind

Amy's signature, top-tier, one-on-one coaching program designed to assist her clients in moving past barriers that have inhibited happiness and/or success in their lives, allowing them to accomplish goals they never imagined possible.

The screenshot shows the website's layout. At the top, there's a navigation menu with links for ABOUT US, BOOTCAMPS, SUCCESS STORIES, MEDIA, CLUB AMY, and BLOG. A video player on the left shows a group of people in a workshop. The main content area features a quote: "Whatever you aspire to achieve: More Money, Greater Success, a Passionate Relationship I will help you create an INCREDIBLE LIFE!" followed by "Stop Talking... START DOING!" and a "GET FREE WORKY ACTION FROM AMY!" button. Below this are fields for Name and Email, and a "Sign Up Now" button. To the right is a photo of Amy Applebaum, identified as a "Certified Member of" the ICF and ABLI. The bottom section is divided into several promotional boxes: "WHAT'S NEW" featuring "THE EBOOK 1" with a "CLICK HERE" link; "AMY ON TV" with logos for ABC and TLC; "EXCLUSIVE for Club Amy Members!" advertising a "FREE Teleclass" titled "My '6 Steps to a Breakthrough'"; "GROUP BOOTCAMPS" for "GO GUATEMALA COUPLES"; and "SUCCESS STORIES" featuring a testimonial from Mona. At the very bottom, there are three category tabs: HEALTH AND BEAUTY, MOREY AND CAREER, and LOVE AND RELATIONSHIPS.



Book: January 2009

A Guide For the Female Entrepreneur

Solve Your

Business
Problems...

In 6 Simple Steps

Learn How To Move...

- From Problem to Solution
- From Inertia to Action
- From Hopelessness to Breakthrough
- From Failure to Success

by Amy Applebaum



spotlight

Amy
Applebaum

By Ann E. Butenas
Photos by Jill Richardson
for Jill Richardson Photography

Life is a bowl of...oatmeal? Well, not really, but a simple bowl of oatmeal was a leading catalyst that created pivotal change in the life of an extraordinary woman who is now dedicating her skills, talents and expertise towards changing the lives of countless other inspiring and ambitious women.

Amy Applebaum, 41, is a well-known and respected success coach and is the face behind Amy Applebaum, Inc., and The Release Your Inner Millionaire coaching program that she has designed to create astounding and life-changing breakthroughs for her clients. Through her out-of-the-box and dynamic Six Step process (which you can discover in her exciting book, *Stop Stressing...in Six Simple Steps*), Amy has helped hundreds of thousands of female entrepreneurs around the world break down those seemingly impossible barriers to reach greater success and happiness in their lives, allowing them to achieve goals they never even realized they could obtain...and they all have a simple bowl of oatmeal to thank for this.

"I was waiting tables at a restaurant in Beverly Hills," explained Amy. "Although this was not my dream job, I stayed with it because it paid the bills. However, I was miserable. One morning, a guest informed me she was in a hurry and ordered the oatmeal. When I proceed to tell her that we made it from scratch and that it would take about 20 minutes to prepare, she nodded in agreement."

Barely ten minutes had passed when this impatient patron began rudely snapping her fingers at Amy, demanding her bowl of oatmeal. Amy politely reminded her that it had only been ten minutes and that it took 20 minutes to prepare. Despite Amy's words, the customer demanded that bowl of oatmeal, so Amy brought it to her table, halfway cooked. Raw, actually.

Not surprisingly, that was Amy's last day on the job. She was let go. Although that job had drained her emotionally, mentally and physically, she was very upset about it, as to her, losing that job meant failure. She was without a job, had no money, no plans and no future, at least in that moment.

Depression set in as she spent the next several weeks pondering her fate and drowning her sorrows in her tears. After about a month, she randomly heard a George Michael song on the radio called "Freedom," and she could not get



it out of her head! She realized in that moment that she was free. Isolation, sadness and despondency were replaced with happiness and excitement. A host of entrepreneurial ideas began to flood her mind as idea after idea embraced her consciousness.

In 2001, Amy created her own private coaching practice called "Bootcamp For Your Mind," a business she modeled after her years of business training she acquired in the world of vending machine sales, another past venture she pursued that provided valuable lessons she brings to her business today.

In this new chapter of her life, Amy discovered a renewed purpose—helping her clients achieve all sorts of life goals—business, personal and otherwise. It wasn't long before her efforts were recognized by major media venues, such as ABC, TLC, CNN, *New York Times*, *Women's World* and *Cosmopolitan*, to name a few. She eventually found her niche with a very inspiring audience: women entrepreneurs. "I get so excited and energized when people create things

YouYouYou



You can get new kicks from the life you already lead.

How One Tiny Tweak Can Change Your Life

When things get stale, you may feel an overhaul is in order. Instead, learn how the most minor adjustments have a major impact on your happiness.

BY HOLLY EAGLESON

Everyone has had a “My life sucks and I need to change it this minute!” epiphany at some point. Maybe yours came while you were stuck at work for the third late night in a row. Or perhaps it was when you realized that your hang-out time with friends had devolved into telling the same five stories over the same drinks week after week. However it happened, the feeling is the same: You didn’t sign up for this kind of life, and you want out, pronto. So you resolve to revolutionize—I’m really moving to Paris to go to art school, damn it! But despite the allure of a revamp, experts say that when it comes to change, bigger isn’t necessarily better.

Why Going Big Can Sometimes Backfire

Wanting to make sweeping changes is a natural urge, which is intensified by our all-or-nothing culture. “Strangely enough, it feels easier to make a big shift than to buckle down and deal with day-to-day issues,” says Los Angeles life coach Amy Applebaum.

Another factor: Our brains are wired to romanticize significant transformations. In other words, when you daydream of moving to California and becoming an actress, your mind focuses on the sun, the beach, and your first onscreen kiss with Ryan Gosling. “You don’t think about the traffic, the high cost of living, and how much you’ll miss your friends and family until you’re there,” says Dan Ariely, PhD, professor of behavioral economics at Duke University and author of *Predictably Irrational*.

Sure, life-altering moves like leaving an unhealthy long-term relationship or a dead-end job really are merited at times. But typically elaborate, large-scale plans require so much effort to pull off that you might get frustrated and fail to act altogether. And then you’re right back where you started.

The Power of the Small Shift

Tiny tweaks, on the other hand, can be incredibly potent. “Deep down, what makes us happy on a daily basis are the little events that take place in our routines,” says Sonja Lyubomirsky, PhD, professor of psychology at the University of California at Riverside and author of *The How of Happiness*. “We just don’t realize the cumulative impact minor things like an afternoon piece of chocolate or waking up next to our partner have on our well-being because we take them for granted day in and day out.” So the goal is to start making subtle changes that will give you a fresh perspective—without completely taking you out of your comfort zone.

According to researchers, the most effective tweaks are those that alter your schedule or put you in a new environment. For example, going to the gym in the morning instead

Dial “1” for a Good Mood
Check in with loved ones a few times a day. Simply being interested in what they say can make you happier in just one week.
SOURCE: UNIVERSITY OF PENNSYLVANIA STUDY



**why you
hate
her**

When you catch a glimpse of this girl, it ruins your whole day. Simply hearing her name makes you cringe. Have you been a victim of this chick's evil ways, or is there another reason you two can't see eye-to-eye? Life coach Amy Applebaum, creator of bootcampforyourmind.com, shows you how to tell if you're destined to detest her forever, or if you can figure out a way to be friendly.

can it be resolved? no
If you really dislike her, you believe in every quality. "There is no one," says Applebaum, "because she's not just better to act out."

can it be resolved? no

Reconciliation is unlikely because of this girl's lack of concern or consideration for your feelings. Having a nonaggressive relationship is possible by distancing yourself from her: if she is genuinely sorry, "accept the apology, but know internally this is not somebody who is going to be one of your best friends," says Applebaum. As far as the heartbreaker himself, try not to waste your time and tears. Instead, find a new relationship with a guy who is equally into you.

can it be resolved? yes
If you like other girls or guys, you can't and that's really strange.

can it be resolved? yes

This chick calls for you to do a little investigation of yourself. Are you feeling jealous, insecure or threatened? When you confront the real issue, you may find you hated isn't about your competitor at all, but it's all about your own insecurities. Combat these negative feelings by recognizing how talented and great you are, and stop comparing yourself with the chick! It also helps to remember there's enough to go around for both of you. She's not the enemy. The coolest part is "you can actually have a great friendship because you have so much in common and there are so many things you both like," says Applebaum.

can it be resolved? maybe
If she has the attitude, ignore you, talk or acted snooty? If that's her attitude, reconciliation is unlikely. "Friendship isn't about being needy to people. It's about having fun and being supportive of each other," says Applebaum. On the other hand, if this chick has never been aloof or mean, then what's the deal? "Why would you not like somebody who's a stellar person, who's popular and adorable?" she asks. Truthfully? You're probably jealous of her. Try to get over it and get to know her—someone with great qualities, whom you can learn from and become a better person with is a great friend to have.

can it be resolved? maybe

Has she ever actually been rude, ignored you, talked or acted snooty? If that's her attitude, reconciliation is unlikely. "Friendship isn't about being needy to people. It's about having fun and being supportive of each other," says Applebaum. On the other hand, if this chick has never been aloof or mean, then what's the deal? "Why would you not like somebody who's a stellar person, who's popular and adorable?" she asks. Truthfully? You're probably jealous of her. Try to get over it and get to know her—someone with great qualities, whom you can learn from and become a better person with is a great friend to have.

she's a two-faced gossip
This evil angel is a great friend to your face, but when you glance around the corner, she's tracking your new hairstyle. The writers of *Gossip Girl* should cast her—as herself! What's up with this girl? "She's trying to look good for everybody," explains Applebaum.

can it be resolved? maybe

Pick a place and time to meet—alone—that's comfortable for both of you. Ask her if you've done anything to upset her. Try to put yourself in her shoes, and apologize and clear up misunderstandings if necessary. Then it's your turn to tell her how you feel. You can say, "When you did _____, I felt like you didn't respect me. I felt like you didn't like me. It hurt my feelings," says Applebaum. Most importantly, discuss what it will take to become or remain friends.

she's changing my best friend (for the worse)
Miss Uninvited is crashing your party for love and ruining everything. Since she came onto the scene, your best friend is developing a bad attitude, bad habits and has distanced herself from you.

can it be resolved? yes

First, the girl you think you hate isn't really responsible—it's your BF who made the decision to change. If you're angry with someone, it's her, not the new girl. "You wanna fight for the people you love, but you can't change them," says Applebaum. Your pal decided on her own to befriend and act like that girl. What you can do is tell your BF how amazing she is and remind her of the qualities you love or admire in her. Express that you're worried about recent changes and see if the chick can be fixed.

rethink your stink

Be cautious when using the word "stink" toward another person. Your enemy might seem horrible to you, but you may only be seeing one side of her. "You don't get to see her at home when she's being adorable with her little sister or laughing with her dog or relaxing on the weekends with her family," Applebaum reminds us.

Life Coaching

Does your life need a makeover?

Mona Bergman's did. Because hers felt like a disaster, and she didn't know what to do about it. Until she discovered the difference one caring person can make...

Do you ever feel like your life could use an overhaul? Mona Bergman sure did. Because at 32, the Los Angeles production assistant felt as if her life was falling apart, and she didn't know where—or how—to put the pieces back together. Then one day she met someone who believed in her—and taught her to believe in herself, too...

It wasn't any one thing. But when Mona looked at her life, nothing felt... right.

At 5'8" and 177 pounds, she'd packed on 30 pounds since college, which made her feel unattractive.

And though working in the film industry sounded glamorous, after two years of running for coffee and parking cars, Mona wondered if she'd ever get promoted. Plus, she was barely making ends meet—and had fallen behind on some of her bills.

And "What love life?" Mona groaned when a co-worker asked. I must be giving off bad vibes, she thought, because every guy she met was more interested in himself than in getting to know her.

Mona wanted to be happy. But dieting didn't work—after working 15 hours a day, she was so tired, she wound up turning to fast food. And talking about her problems in therapy only left her feeling more depressed than before!

I just don't know what to do! she cried.

Ready for change

Then one evening, Mona went out to dinner with her friend Laura and Laura's sister, Amy Applebaum, who happened to be a life coach.

"I help people figure out what they want in life and find solutions to their problems," Amy explained.

"That's exactly what I need!" Mona said. "Could you see me?"

But the next morning, Mona had second thoughts. Maybe I'm not ready for this! she panicked.

"Change is scary," Amy reassured her. "That's why we'll start by making small changes: baby steps."

And after a "get to know you" session, Amy put Mona to work.

First, she had Mona write letters to the men in her failed relationships—not to mail them, but to help her discover what she'd learned from them.

I deserve a man who cares about me as much as I care about him! she penned.

Amy also had Mona write down every-

thing she ate, so she could see what her diet was really like. And she asked Mona to list bills, income and spending, so she could see where her money was going.

"Wow," Mona gasped. "I didn't realize I was eating—or spending—so much!"

Next, Mona decided what she truly hoped to change.

"I'd like to lose 30 pounds, start saving and only date the right kind of men," she told Amy.

Then Amy helped Mona set small, attainable goals. Like "Tomorrow, I'll tell my boss I'd like more responsibility," or "I'll eat a frozen meal with fruit for dinner."

Did you know? Simply writing down your goals makes you more likely to achieve them!

Looking—and feeling—great!

So that's what Mona did: Stood up for herself at work. Ate low-fat foods. Because every night, there'd be an e-mail from Amy asking: *How'd you do?*

Amy being there for her made Mona feel like someone cared. And somehow, having to be accountable to Amy kept Mona accountable to herself.

And soon, all those little accomplishments added up!

"You look great!" friends raved when Mona lost 27 pounds in three months!

But the biggest change wasn't something you could measure on a scale...

Maybe it was the way Mona carried herself. Or maybe it was the extra 10 minutes she took every morning, choosing just the right outfit and putting on her makeup, or the way she smiled so much more. But suddenly, Mona practically exuded self-confidence, and it made a huge difference in... everything!

"You're definitely ready," Mona's boss said, giving her a promotion and a raise. And she started getting asked out by nice guys who made her feel special!

"My life's changed so much I barely recognize it!" Mona told Amy.

And though she'd only worked with Amy for three months, Mona's life kept getting better. Because two months later, Mona met Mr. Right—and soon, he asked her to marry him!

Today, Mona is happily married, looks amazing and has a job she loves. And she credits having a life coach.

"Amy helped me to realize I had the power to make my life anything I wanted it to be," Mona says. "And once I realized that, I never looked back!"

—Deborah Bebb



"I used to feel so stuck, but working with Amy gave my life a push in the right direction," says Mona, right.

4 top life-coach tips to help turn your life around!

Mona followed these simple steps—and they transformed her life!

1 Identify your goal.

"Be specific," says life coach Amy Applebaum (bootcampforyourmind.com). "If you want to lose weight, how much? The more focused we are on where we're going, the likelier we are to get there."

2 Practice thinking this way.

"Whenever you start thinking something negative, try to replace it with a thought that supports your goal," says Applebaum. "It helps you make better choices."

3 Break it up into pieces.

If you want to lose 10 pounds, for example, the piece might be to exercise for 15 minutes today.

4 Allow for failures.

"We all mess up!" says Applebaum. "If you do, say, 'So what!' and keep going, and you'll achieve your goals."



Photos: Jonathan Alcorn/Zuma Press; Photodisc/Media Bakery.

11/17/08 WOMAN'S WORLD 21

need a life change?

Ask Amy



If your life is already amazing, congratulations! But if it's not quite what you want it to be, professional life coach, Amy Applebaum, founder of Bootcamp for Your Mind, is here to help you move past your problems and get to the business of achieving your goals. For those of you who have some issues you'd like to work on, Amy wants to hear from you! Don't be shy. Just email her at amy@familymagazinegroup.com and look for her answers in future issues of this magazine!

Home is where the heart is. Unfortunately, it's also where massive amounts of stress can be found! To keep stress from taking over your home life, try these 3 deceptively simple projects that each represent a clear-cut path to better living. Just remember, the only way to get these stress-reducers to work is to actually do them! Make your home a no-procrastination zone and you'll see the stress start to disappear.

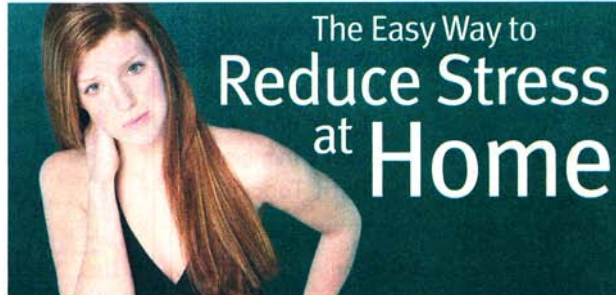
1 Don't Be Fooled - Fast Food Costs You More Than You Realize

Too busy to eat, right? - LAME EXCUSE! Be honest, you get stressed out because you have too much to do, and then you take the EASY way out and get something at the drive-thru instead of cooking. The irony of this situation is that eating out actually causes you stress. It eats away at your pocketbook for a variety of reasons, including the cost of the food itself and the price of seeing doctors and buying remedies when your health fails. There are also emotional tolls that come from eating food that's bad for you, including low energy, low productivity, and the general stress associated with poor health. So when you add it all up, what seems like cheap fast food has a pretty high price tag!

Eating better costs less financially and emotionally. Here are the steps to shifting



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your behavior. The solution is to create a plan for healthier eating AND stick to it at all costs!

Eliminate Excuses.

Concerned you won't have time to cook? Find healthy recipes that are easier to prepare. Make a week's worth of meals in advance and then chuck them into the freezer.

Master Proper Grocery Shopping Techniques.

Don't shop when you're hungry. Pay a personal assistant to help you shop and prepare your meals.

Make It Harder To Eat Out

However you have to trick yourself, just make it harder to eat out. The Chinese place around the corner too tempting? Use your shredder to destroy every menu in the house. Invite people over for dinner, and tell them your menu in advance so you HAVE to make it. Be accountable and DO what you PLAN.

2 Shift Your Focus - Exercise is Easier Than You Think

I'm not going to waste your time by telling you about all the million-plus different ways to stay fit or lose weight. If you watch TV or have ever been to a bookstore, you know all about them already. What you need isn't more "know how" but rather a plan that actually works for you. Placing your focus on execution is what's going to get you in shape. Specifically, how are you going to build a workout regimen and then stick to it? You could have the most high-impact, ass-kicking trainer on the planet, but if you blow off your appointments with her, what good does it do? How much weight are you going to lose? On the other hand, if you create a simple walking plan, or a 30-minute-a-day-cardio plan, AND ACTUALLY STICK TO IT, you'll see results that would make Billy Blanks proud.

THE KEY is schedule and accountability. First, you need to schedule exercise during a time that doesn't conflict with the things. Second, you need accountability. For ex-

ample, find a workout partner and promise to embarrass the hell out of one another if you miss a workout date. Leave your iPod and workout gear in plain sight by the front door. Keep reminding yourself about what you need to do!

3 Make Time For Yourself

You talk about it all the time: how "this is the week" that you're going to take up a hobby, or get away for a spa day, or just catch up on your reading. But you never, ever do it because you put your family first 24/7 and devote every minute of your life to making sure that all their needs are fulfilled. And while that's commendable, in the long run, it is going to lead to some seriously pent up stress and aggression. So, it looks like you're going to have to FORCE yourself to take that "me" time.

Once again, open up that bag of tricks. If you've got a spa day planned, pay in advance so you won't cancel. Make your family complicit in all this - tell them no matter how hard you beg to stay and clean the house, you NEED to go to that book club and have two glasses of wine! I want to see you involve other people in your activities so that you'll be accountable for others - and will stop procrastinating when it comes to the things you do for yourself.

Eating right, exercising and making time for yourself will do more than just relieve stress at home -- they will help you live a longer and happier life. But YOU are the one who has to make it happen. I've given you some great ways to reduce stress. Now, don't slack off. Stop talking about reducing stress and start doing it!

Amy Applebaum is the prominent Life Coach behind the life-changing "Boot Camp for your Mind®" coaching program. "Life coaching is the new psychology of today," says Amy. "Amy's groundbreaking process allows her clients to move past barriers, allowing them to accomplish goals they never imagined possible. Amy's credentials include a BA in Speech and Organizational Communications, as well as Certifications as a Life Coach, Hypnotherapist, Timeline Therapist, and Trainer of Neuro-Linguistic Programming.

LA 88 SCV 808



Getting Organized

Watch *The Resolutionaries* on December 31 beginning at 8/7c

Printer-friendly

Larger Text

Catch The Resolutionaries

See these tips & tricks in action with **The Resolutionaries** on December 31 beginning at 8/7c.

Three Methods to Try

- *Professional Organizer:* A professional organizer will come to your home or office for a thorough assessment of your specific situation. Once you've discussed your issues and goals, he or she will offer solutions and techniques to help get your rooms and life organized and running smoothly.

If you have a hard time letting go of things, or if you have hoarding issues, a professional organizer may be just what you need. Professional organizer Michelle Quintana believes, "Disorganization is about what is going on inside the person's head." Once you can figure out what's making you hold on to clutter, you can begin to dig your way out.

- *Design and Organization Coach:* Some organization coaches believe function can be fashionable, too. If you need help re-organizing your home, and want to freshen up the place too, look for an interior decorator with an eye for function.
- *Life Coach:* If you find the clutter is mostly in your mind, there are many resources available to help get your mojo back. Amy Applebaum, founder of "Boot Camp for Your Mind," offers real solutions for people who are scatter-brained or for those trying to do too much. Amy suggests to her clients that they focus on "one specific project" at a time. She helps them set a schedule and an action plan. If you work better with deadlines, consider looking into this type of coaching to help you get organized.

The Bachelor Guy: April 2nd, 2008



5 Reasons Why You're in a Crappy Relationship

With Amy Applebaum of **Bootcamp for Your Mind**

04/02/2008

I know a lot of guys would rather be in a crappy relationship - and getting some regularly - than be alone, getting little or none. Regular sheet time is hard to give up, even if the girl you're having it with makes you crazy in every other aspect of your relationship.

But crap is crap, and sticking with what you've got may be holding you back from finding that perfect chick who does it for you all around. Amy Applebaum, certified life coach, founder of **Bootcamp for Your Mind**, friend of BG, and the hot red-head pictured on the right, wants to slap some sense back into you. Tired of seeing her guy friends end up in relationships with "those chicks", she lists some of the reasons you always seem to find yourself shackled to Bitchzilla, and how to make a change for the better. (With a little extra commentary by yours truly.)



choice of sweaters, your furniture and p. Speak your mind, man! She'll either it. Either way it's a big win! (Never let her can, you become her personal area rug.)

And any chick who bashes a guy's dog should be shown the door. Immediately.)

2 - You were trying to please somebody else.

Are you dating someone because your mother always wanted you to end up with a girl who is Jewish/Catholic/Quaker and would make a great Wife/Mother but now she's just making you miserable/unfulfilled/daydream about jumping the median into on-coming traffic? Stop trying to please everyone else but yourself! (Even though we all know Quaker girls are hot.)

3 - You don't know what you want.

Maybe you've landed in a bad spot because you don't even know what you want for yourself. Try and figure out the qualities you really want in a woman then go out and find her! (Don't think she's unattainable either. You'd be surprised how many desirable women are single because guys are too intimidated to approach them.)

4 - You've chosen style over substance.

Your girlfriend looks great, but she's about as interesting as Fantasy NASCAR and as deep as a puddle. Go find someone who excites you for all the right reasons. If you're in this for the long haul, you need to load up on personality traits that NEVER fade, sag or require surgical enhancements. (And in the immortal words of comedian Ron White: You can't fix stupid.)

5 - You are afraid to be alone.

Fear is a tricky thing. It will keep you from leaving even the worst relationships because you're afraid nobody else will want you. But, the more time you spend with someone who's bad for you, the more your self-esteem goes down the crapper. Consequently, you stay because you feel like she's the only game in town. Trust us here - hit the open market again, and you'll feel better almost instantly. And that confidence is the ultimate magnet-du-chick. (Listen, some time dating Rosey Palm never killed anyone. And Rosey never stole your CD collection. Choose "alone" over "miserable" every time.)



GRIEF: How to Help a Friend Who Has Lost a Loved One



Posted by Amy Applebaum on March 17, 2008 12:28 PM PDT
Tags: Soul Searching

100% of users
recommended this

Recommend this?

YES

NO

Death is difficult for some, easier for others. Your best bet is to be straightforward and honest about how you are feeling. They are probably just as confused as you are in terms of what they need. Someone who has experienced a loss will go through a variety of different emotions and may need different types of support at different times.


The best thing you can do is ask them how you can support them and/or let them know that you are there to support them in whatever way that they need. Sometimes your friend may want to talk about their feelings. Sometimes they may want to get away from focusing on the loss.

Don't be afraid to ask them what they need. Ask them if they want to talk about it. Ask them if they'd like to get away and do something to get their mind off of it. They will tell you. They just want to know that they have support should they need it...that someone is there sharing their loss by being there for them.

Examples of what you might say to a friend in need:

1. I am sorry for your loss; I feel terrible that you are going through this. How can I best support you? Do you want to talk about it? Do you want me to give you some space and you can call me when you are ready?
2. I want you to know that I am here for you. I am so sorry you are going through this. I know that you may need different things at different times. I want you to know that you can just call me and let me know what you need when you need it. If you'd like, I can check in with you every couple of days and see if you need to talk or need to get away...
3. I'm sorry for your loss and want you to know that I am here for you in any way that you need. I am here if you need someone to vent to. If you don't want to talk about it, we don't have to. Whatever you want...just know that I am here and all you have to do is ask.



 **Bootcamp for Your Mind** Subscribe
by Amy Applebaum, Life Coach


Use Positive Thinking & Think Yourself Thin!

posted @7:00am ET on April 27, 2009
★★★★★ (9 votes)

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Use the power of positive thinking to help you lose weight

We hear it all the time -- how the power of our own imagination can actually help us to achieve our goals. From helping people overcome major illnesses to giving us the boost we need to shed those last pesky pounds, our mental powers are like our own personal miracle workers... if we learn how to use them as such.



So, how do we harness this mental power, and use it to help meet our goals -- particularly when it comes to diet and weight loss?

Here are some great tips designed to activate your imagination and help you achieve better overall health:

picture to create a mental picture in your head that helps motivate and inspire you.

3. Create an online avatar of yourself, or alter an existing image of yourself (using digital photo-shopping, perhaps) to use as inspiration toward achieving your goals. There are severalo websites that let you create your own virtual model. Check out photo-Itwring sites like [My Virtual Model... Weight Loss Pose...](#) or [Weight View](#) to magically create the you that you want to be!

This practice of positive thinking is not just about envisioning your perfect physical body. It's also about imagining a stronger YOU.

Remember: What you believe, you can achieve — you just have to truly set your mind to it.

The New York Times

The Workplace: Flirting in the office can mean trouble if colleagues are offended - Business - International
Herald Tribune

Matt Villano
Published: Monday, February 19, 2007

To whom should you raise your objections about workplace flirting?

Amy Applebaum, president of Bootcamp for Your Mind, a career coaching firm in Los Angeles, said: "Simply by voicing your concerns, you're saying to the colleagues, 'This is not O.K.,' and, 'It's time for a change.'"

Of course, if at least one of the two has a spouse at home, the situation may be more complex. Applebaum said that in such a case, if you confront your colleagues directly, it is important not to meddle or to judge them.

The New York Times, February 19th, 2007

WebMD
Better information. Better health.

The Law of Attraction Plus Action

Amy Applebaum, a Los Angeles-based life coach and certified hypnotherapist, puts it this way: "The law of attraction is about attracting what you want. Like a magnet, you attract what you focus on," she tells WebMD.

"If you focus on the negative or the problems in your life, your life will be 'the problem.' But if you focus on solutions and what you want, your life will be 'the solution,'" says Applebaum, author of the forthcoming *Bootcamp for Your Mind*.

But, she cautions, "you don't get what you want just by sitting in a room and thinking about what you want. The key to all of this is action: Your actions must be in alignment with your thinking," she says. "Without it, you are sitting on the couch, dreaming up your life, but nothing is getting created."

BESTself

QA

Relationship Q&A

{ Can too much of some good things be bad? Our expert sorts it all out. }

Q: My friends insist on exchanging expensive gifts at the holidays. I can't afford it—and don't think it's necessary. How do I stop the give-and-get madness?

A: I agree—it does sometimes seem like madness! Here's how not to be held hostage to the holidays.

1. SUGGEST ALTERNATIVES. "Gather family or friends together ahead of time to talk about how you want to celebrate the holidays," says Judi R.R. Smith, owner of Maroonwith Etiquette Consulting and author of *From Chaos to Class: An Etiquette for the Modern Woman*. Rather than the usual giant gift exchange, suggest alternatives such as donations to charity, a festive dinner at a restaurant, a potluck meal, cookie bake-off, a professional group photo or another activity or event that everyone can enjoy. Just be sure to discuss in advance (before everyone starts shopping) so there are no hard feelings.

2. DO SOMETHING LOW-BUDGET BUT LOVELY. I loved this idea from a reader. Janette Baxter gives everyone a potted amaryllis. "I buy bulbs in bulk and pick up garden containers on sale. I plant the bulbs in early November and leave them in the garage where it's cool and dry. My friends tell me they look forward to getting their flowers each year," says Baker, who works for a communications agency in Connecticut. Perhaps you can think of a similar "one size fits all" gift that's quick, simple, economical and tasteful.

Q: I have an opinionated, offensive uncle who dominates the conversation at family get-togethers. What can I do?

A: For most of my life I've demonstrated my exasperation with loud sighs, raised eyebrows and sarcastic comments. But there are more effective—and more mature—ways to deal with annoying relatives.

First we have to realize that we can't change 'em. So don't make yourself crazy trying. But you can change your response to your uncle. Here are three techniques to try:

If you want to stop the behavior, Ruby offers these self-help tips:

1. Take it one day at a time. Just for today decide to abstain from anonymous or meaningless sexual encounters.
2. Find other outlets. Next time you feel anxious, tense, sad or bored, seek a positive, healthy means of coping. Some ideas: exercise, yoga, a bubble bath, a funny movie, inspirational reading.
3. Develop a support system. Reach out to friends or family members, or join a spiritual, 12-step or other group.
4. Explore your interests. Take a class in cooking, photography or whatever intrigues you.
5. Focus on the good. Think about your talents, achievements or five qualities that make you feel proud of yourself. Hold on to these positive feelings.
6. Inflex yourself. Check out [myBabe](#) for additional ideas and resources.

"Some women find that taking a vacation from sex altogether helps them regroup and develop better boundaries," adds psychologist Stephanie Buckler, a certified sex therapist who practices in Irvine, California. "Taking a break can help a woman get perspective on her behavior and get back in control."

In some cases, sexual compulsions might be serious, Buckler says. "If you find sex confusing, if it makes you cry, if your encounters are dangerous or if you do bad things to yourself like cutting or drinking alcohol after sex—then you should talk to a therapist."

View Figure Magazine's own experts for more relationship questions—and answers.



Marlene Hammer is a writer specializing in health, wellness and relationships. She's written for *Shape*, *Time*, *Realize* and *Body & Soul*.

SEND US YOUR RELATIONSHIP QUESTION: To have your question answered for a future issue, email us at editorial@figuremagazine.com or write: *Figure Magazine*, 17th Street, Suite 10, 300 City Market, St. Louis, MO 63102.



● LOVEWISE

'The Secret' to finding love

By Lisa Daily - Click by Lavalife

Amy Applebaum, author of the upcoming book, *Bootcamp for Your Mind; 6 Steps to a Breakthrough* says *The Secret* isn't enough. "The Secret is great because it brings to our attention that in order for something to 'show up' in our lives – we must be thinking about it to attract it. However, thinking about a relationship, alone, won't bring one into your life."

FLUTIE

TALENT BRAND MANAGEMENT

AMY APPLEBAUM