

# HER LIFE



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**RISING YOUNG STAR**



## 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



for themselves that they didn't think they could do," smiled Amy. "I do what I do because they inspire me, and that's what it is all about. I really enjoy helping others."

One of her clients, Jes Hudak, graces the cover of *HERLIFE* this month. Prior to meeting Amy, Jes seemed stuck in her life, but through her continuing relationship with Amy, Jes is now a rising star in the world of music and is quick to point out that she would not be where she is today without Amy. "She has become my coach, my mentor, my big sister and more," said Jes. "To Amy I owe so much of my success. I don't know what I would do without her."

When *HERLIFE* Publisher and Editor-in-Chief, Angela Beddoe, first spoke with Amy, she knew that she needed to bring Amy's energy to the attention of *HERLIFE* readers. "Amy and I went out for lunch after our photo shoot and within 30 minutes she gave me some great advice that I am now implementing at *HERLIFE*," said Angela.

When not making dreams come true for her clients, Amy loves to spend time with her dog, practice yoga and just hang out with her friends. However, her work remains her passion.

"People commonly put off their dreams claiming that they will 'get started' when they feel confident and ready. But, we are never completely ready and confidence is something that is actually built by taking action, making mistakes and then taking action again. We all make mistakes; it's part of the success process. The key is to just do it. Be fearful and do it anyway. And...if you want me to, I'll support you in your journey." ■

To learn more about Amy Applebaum, go to [www.amyapplebaum.com](http://www.amyapplebaum.com) or contact her at 310-247-1100.



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