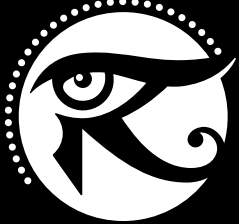




Goddess



GAZETTE

WRITING GUIDELINES

PURPOSE

The Goddess Gazette (GG) is the League of Goddesses monthly newsletter. It was founded and published in January 2021. The following Writing Guidelines give examples of regular and special articles that have been written. The intention of this document is to bring continued consistency to the Goddess Gazette and all individuals that may contribute to the publication.

TIMELINE

The standard Timeline of the Goddess Gazette takes place on a monthly basis as follows:

- **18th** – CW(s) complete all drafts of the GG Standard Articles. Due to EE for edits and/ or additions.
- **20th** – EE completes all edits and Special Articles. Due to EC for review and approval.
- **21st** – EC completes review and Special Articles, if applicable. Due to Kris for GG creation.
- **27th** – GG posted to Mailchimp for delivery to the LOG members.

ABBREVIATIONS

CW: Contributing Writer

EC: Elisha Covey

EA: Executive Assistance

EE: Executive Editor

GG: Goddess Gazette

LOG or The League: League of Goddesses

DEFINITIONS

Members: The League of Goddesses members can be stated in various ways in a GG article, including LOG members, Ladies, and Goddesses.

PUNCTUATION

- Oxford Comma
- Quotes - Quotation marks

PRONOUNS

- First-person (we, us): LOG uses first person to give that personal touch. It assists in engaging our Readers/Members and establishing a connection.
- Second-person (you): Used when the author is speaking directly to the Reader/Goddess

QUOTATION MARKS

BIAS-FREE LANGUAGE

GODDESS SPOTLIGHT

The Goddess Spotlight is a video series that spotlights the members of the League of Goddesses. Elisha Covey interviews a LOG member with a list of standard questions. The Goddess Spotlight article includes the following:

ARTICLE TONE

- Encourage Readers to click on links to listen for inspiration
- Remind Readers of the timing of videos

RESPONSIBILITIES

Contributing Writer:

- Approximately 250 words
- Goddess Spotlight members for the current month. Located: Monday / LOG – Social Media / Goddess Spotlight

Executive Assistant:

- Video Links to Goddess Spotlight members for the current month
- Goddess Spotlight photos

Executive Editor:

Reviews/edits the article and submits to EC

Elisha:

- Reviews/approves the article and submits to Kris

Kris:

- Places in GG with image, if applicable

GODDESS SPOTLIGHT

The month of April brought five Fridays; therefore, we featured five Goddess Spotlights! Every time that we watch one of these videos, the caliber of our members amazes us. Don't you feel the same? Damn! These entrepreneurial women are rockin' it.

Yes, we have said it before, but it is true. These interviews are platinum ladies, with precious moments weaved throughout each conversation. We wish that we were all neighbors, but **this is why a trip to an upcoming Live Event in Dallas has to become a priority.** We want to meet YOU in person!

Always the same questions, and yet the answers are diversified with each Goddess's authentic story.

Having a day where you need a pick me up or a week where you wonder how you will get to Friday? Be proactive in raising your vibrations and listen to one or two of these sisterhood conversations. You will feel inspired and ready to take on the next task in your own unique and genius way!

We release a Spotlight interview every Friday. We encourage you to fit these into your commute, lunch, or inspired time. They are empowering conversations that let you meet the League of Goddess members.



SHELLEY ANBOUBA
Dallas, Texas
[Watch Here](#)



RENÉE WARREN
Dieppe, Canada
[Watch Here](#)



LORI DIXON
Grapevine, Texas
[Watch Here](#)



CHRISTEE EVANS
Lake St. Louis, MO
[Watch Here](#)



HELENA SUMMER
Austin, TX
[Watch Here](#)

Goddess Spotlight Example

LOG BOOK CLUB

The LOG Book Club article consists of two parts: A **review** written by Elisha Covey for last month's book and an **announcement** for the upcoming book of the month. The LOG Book Club article includes the following:

ARTICLE TONE

- **Review:** Will vary, based on EC's rating
- **Announcement:** Will highlight the book's intention and purpose for the LOG Reader

RESPONSIBILITIES

Contributing Writer:

- Approximately 150 words for the Announcement
- Read various reviews and descriptions of the book for insights into writing the article

Executive Editor:

- Reviews/edits the article and submits to Kris

Elisha:

- Submits verbiage for Review and submits to Kris
- Reviews/approves Announcement article and submits to Kris

Kris:

- Places article in GG with images of both book covers

LOG BOOK CLUB

The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level

By Gay Hendricks
LOG rating: ★★★★★

Have you ever felt that there was a part of you that was afraid of enjoying all the positive feelings of Love, Abundance and Success in your life? Have you noticed repetitive patterns or glass ceilings that burst your bubble just when things are feeling AWESOME?

If any of this rings a bell, *The Big Leap* is the book for you!

Gay artfully unearths and shines a light on the four fundamental barriers we often times unconsciously impose on ourselves, thereby sequestering our genius, instead of allowing it shine forth. This self-imposition chains us to our comfort zones regarding Wealth, Love, Abundance and Relationships, preventing us from truly EXPANDING, and coming into our birthright: having a life we truly enjoy, a life of joy.

Part of being the BEST versions of ourselves is finding our way through our "Upper Limit" and living in our Genius. If you are ready to break old thought processes and patterns that have stunted your success and expand into the joyful being you are, I HIGHLY suggest this book!

I hope you enjoy it as much as I did!

XO,
Elisha



Favorite Quote from *The Big Leap*:

“ I expand in Abundance, Success, and Love every day, as I inspire those around me to do the same. ”

—Gay Hendricks

Announcing May's Book: *The Game of Life and How to Play It* by Florence Shinn



Our book for the month of May is *The Game of Life and How to Play It* by Florence Shinn. This book helped shape the mindset of Goddess Momma Gena, the author of the Best Selling Book, *Pussy: A Reclamation*. Shinn's wisdom held true in 1925 and has lost none of its veracity since. Almost 100 years later, life is still a game of Giving and Receiving. What we give to the world, we receive back. Follow Shinn's Yellow Brick Road and in no time you will be manifesting your hearts desires! You can [order your copy today on Amazon](#).

NOTE: Look for Elisha's weekly posts on her insights into the Book of the Month. Let's discuss our aha moments in the comments. Another way that we can get to know one another through the power of words and sharing our insights.

LOG Book Club Example

ELISHA'S FAVORITE THINGS

Elisha's Favorite Things are announced in a video at the beginning of each month. The Elisha's Favorite Things article lists the item(s) that were selected, along with a brief description.

ARTICLE TONE

- Upbeat and catchy verbiage to bring interest to the item(s) that were chosen

RESPONSIBILITIES

Contributing Writer:

- Approximately 150 words
- Read various reviews and description of the item(s) for insights into writing the article

Executive Editor:

- Reviews/edits article and submits to Kris

Executive Assistant:

- Requests and submits a review from the winner of the Elisha's Favorite Things, and a photo of the Member

Elisha:

- Reviews/approves the article
- Ensures that winner review is received, and submits to Kris

Kris:

- Places article in GG with logos/images of Elisha's Favorite Thing product(s) and winner's review

Elisha's FAVORITE THINGS



VOESH COLLAGEN GLOVES AND CHIC MAKEUP ERASER

Elisha chose two favorite things in April. She is always bringing us products that bring a bit more joy into our Goddess lives.

The Chic Block MakeUp Eraser works with only water! It is miraculously removed... that stubborn waterproof mascara, eyeliner, foundation, and lipstick are all gone! The MakeUp Eraser is hypoallergenic, cruelty-free, and less wasteful than wipes. Did we mention that it exfoliates too!

VOESH Collagen Gloves assist you in the restoration of youthful hands. The perforated tips are convenient for an at-home manicure. We are sending a big thank you to the inventor of these gloves pre-filled with intensive Collagen and Argan Oil that deliver an excellent nourishing and moisturizing treatment for the skin. A treat that you can give yourself on your self-care day.

April's winner was **Rachel Williams** from Houston, Texas. Here is what she had to say about Chic Block Makeup Eraser and VOESH Collagen Gloves:

"I'm so grateful I got to receive the gift of Elisha's favorite things this month! The box and personalized note was beautiful, and pampering myself with the collagen gloves and the extra soft makeup eraser feels like luxury. Thank you!"



Rachel Williams

Elisha's Favorite Things Example

EVENTS

The Events section consists of two parts:

- **Events in Review:** A review is written by the Executive Editor for the previous month's T.E.A. Event.
- **Upcoming Events:** These are announcements for the upcoming T.E.A. Event, Retreats, and Fundraisers. The GG Events article includes the following:

ARTICLE TONE

- **Events in Review** highlights the various happenings of the Event in a positive manner. It will also include verbiage to encourage a review of the Event's video.
- **Upcoming Events** features a short description with factual information, designed to entice the Reader to plan ahead and encourage participation.

RESPONSIBILITIES

Contributing Writer:

-

Executive Editor:

- Writes this article because they attend and participate in the various events.
- Each article should be approximately 300 words.
- Reviews/edits article and submits to EC

Executive Assistant:

- Provides hyperlinks to YouTube videos

EC:

- Reviews/approves article, ensures that hyperlinks are provided and submits to Kris

Kris:

- Places article in GG with images

EVENTS IN REVIEW

APRIL LOG T.E.A. TIME Q&A VIA ZOOM

We were honored once again by our April Keynote Speakers to ask additional questions about our entrepreneurial businesses and our well-being. Dr. Matt Chalmers, Charles Covey, and Ryan Kaminski generously offered their time to discuss topics that the members encountered as they implemented their quarterly goals.

Our Zoom Q&A gathering was filled with their expertise as each topic was addressed with guidance, viewpoints based on experience, and support in areas that were current pain points.

If you missed these conversations of wisdom from our experts, they can be found [here](#).



APRIL MENTORSHIP INTERVIEW

We also had the opportunity to interview Meredith Cole and Claire Chiron about their April Mentorship. These ladies accomplished a great deal in the 4-week Mentorship Program and created a winning partnership in assisting Claire in launching a new program. As always, there were lessons learned, and they discussed how their partnership enriched both of their lives.



UPCOMING EVENTS

T.E.A. TIME LIVE WORKSHOP IN DALLAS

2021 Live Connection Event in Dallas, Texas

Our T.E.A. Time Live Event is coming up quickly on **Saturday, July 10th!** We encourage you to book those flights, hotels, and RSVP by June 1st. Register [here](#).

YOU deserve a weekend among sisters to fill your tank up and kick off the 3rd quarter of 2021! Make new friends with entrepreneurial women from coast to coast.

Come in early, DM a Goddess you have been wanting to meet face to face or take a late flight on Sunday to enjoy a spa day in Dallas. Ladies, give yourself the gift of whatever it is that you need!

These are the moments that will feed your heart, mind, and soul. You don't want to miss this stimulating event of community, entrepreneurial tools, and immediate implementation into your business.

Our lineup is going to assist you in leveling-up your business and personal life. All signs are pointing for you to make this happen. We are excited to bring you our July Keynote Speakers:

Helena Summer

She exudes grace and harmony in all that she touches, and when you meet her, this is undeniable. Helena Summer has a way of filling up the space beyond the physical with her essence. Many have called her a coach, mentor, and advisor, but these appear one-dimensional. She is a thought leader with an understanding between the feminine and the masculine. She gives her clients the tools to cultivate both not in balance but in harmony.

Helena has experienced war, life in a refugee camp, abuse through bullying and rape. She has felt deep loneliness and anger through heart-breaking loss. Through it all, she has expanded and awakened spiritually and intuitively. This wisdom and Genius comes through in her work and all that she shares with the world.

She will now share her knowledge of how to love, to fully understand your power, and to experience a world with the love that is divinely your right. Helena's gift is to assist you in raising your well into the authenticity of YOU!

The words that she speaks are brilliant gems that go straight to your heart, passing the barriers of yesterday and showing you the pathway into a future with more love than you have ever known. Your beauty. Your love. Your value.

Brandon Nielsen

His understanding of design is his gift, but his superpower is building the bridge between a client's comfort and a head-turning fashionista. Brandon Nielsen's dedication to his craft is his contribution to bringing You into your brilliance.

He is an observer, and his inquisitive nature is one of his many talents. He knows the questions to ask that lead to an empowered collaboration with his clients. It is a journey that leads each woman into a new level of confidence. One where her Essence exudes and can be felt every time you are in her presence.



First Impressions. We make and receive them. You and I know the importance of these moments and that we can't take them back. Brandon is an expert and an Extra-ordinary Stylist that assists every client in expanding into her 15-mess. He has exclusively styled our very own, Elisha Covey, for six years. He will be sharing his Genius and approach to styling with the League of Goddesses.

A step-by-step process in finding our signature pieces, styling our miraculous bodies and walking into every room knowing we are shining our Light brilliantly in the world. No boardroom, meeting, or gathering stands a chance when we learn how to buy and style our wardrobe.

Brandon will assist us in bridging our space of comfort into a style that levels up our lives in every way.

Seating is limited. [Click here to register today!](#)

EVENT AGENDA

8 - 9 AM: Connection Breakfast and Professional Headshots

9 AM: Welcome & Vision Spotlight for LOG 2021 - Elisha Covey

9:15 AM: Mentorship Celebration

9:45 AM: Mentor Spotlight

10 AM - 12 PM: Helena Summer: *Embodying Your 8 Feminine Superpowers*

11:30 AM - 12 PM: Q&A with Dr. Matt Chalmers

12 PM - 1 PM: Lunch

1 - 1:15 PM: Zlata Sushchik

1:15 - 2:15 PM: Brandon Nielsen: *Empowering YOU Through Style*

2:15 - 2:30 PM: Madi May

2:30 - 3:30 PM: Q&A with our Speakers

3:30 - 4:30 PM: Goal Setting

7 PM: Celebration Dinner at The Mansion Restaurant on Turtle Creek

Events Examples

IN THE WORKS

The In The Works section is a place for articles that talk about ideas and events related to LOG that aren't fully fleshed out, or have not yet come to fruition. The 501(c)(3) non-profit status is a good example of this.

ARTICLE TONE

-

RESPONSIBILITIES

Contributing Writer:

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Executive Editor:

-

Executive Assistant:

-

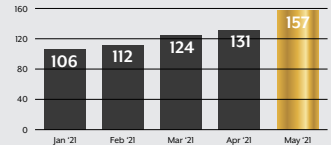
EC:

- Reviews/approves article, ensures that any required hyperlinks are provided and submits to Kris

Kris:

- Places article in GG with images

In May 2021, LOG grew to 157 members!



IN THE WORKS

NON-PROFIT 501(C)(3) UPDATE

Here is the latest news on our Non-Profit 501(c)(3). We have drafted and handed over the various information for our attained legal firm to complete the IRS paperwork. Even though the League of Goddesses is only a year old, this was a wonderful reflection on all we have accomplished.

A couple of things we are working on to assist with our Non-Profit 501(c)(3) and that you will be hearing and seeing in the upcoming months:

Autumn Auction

On **Saturday, October 9, 2021**, our LIVE T.E.A. Time Event in Dallas, TX, will include our first fundraiser. Our Autumn Auction and all proceeds will assist with the legal fees for our Non-Profit 501(c)(3).

Do you have services or products to donate to this event? Have a Vendor or Customer that could contribute to our cause? This is how we can use our networking resources to bring the League to more women worldwide.

LOG Website

This is how we become more visible to potential members and patrons. We are in the design stage of bringing LeagueOfGoddesses.com to life. It will have the beauty that is everything Goddess and the information that keeps us in Excellence.

It is exciting to bring all the various pieces together and bring our vision into reality by 2022. The benefits of becoming a 501(c)(3) will allow each of us to request donations from our networking Corporations to give to our cause and assist entrepreneurial women globally.

Can you assist us in this journey? Every dollar counts from \$25 to \$1,000. You know what The League has brought to your life. Together we can bring this community of support to hundreds and thousands of women. Please consider donating [here](#).

In the Works Example

MENTORSHIP ARTICLES

The Mentorship Article takes place on a quarterly basis. It includes a **Review** and an **Announcement**, and includes the following:

ARTICLE TONE

- The **Review** and the **Announcement** are written to highlight the Mentor's and Mentee's attributes and positive outcomes. It will also include verbiage to encourage a review of the Mentorship interview videos.

RESPONSIBILITIES

Executive Editor:

- Approximately 250 words
- Reviews/edits article and submits to EC

Executive Assistant:

- Provides hyperlinks to YouTube videos

Elisha:

- Reviews/ approves article, ensures that hyperlinks are provided and submits to Kris

Kris:

- Places article in GG with images

ZLATA SUSHCHIK

OUR GODDESS MENTOR - MAY 2021

Have you ever known anyone that had a name that began with the letter 'Z'? Everything about **Zlata Sushchik** is powerful and exciting. Her name means 'Gold or Golden,' and she lives up to this commodity that has ruled the world for centuries.

She has a way that pulls you in with her gorgeous accent and style! The words of wisdom that exude through her in every sentence will draw you into the conversation. Our Goddess Mentor for May is going to embark her knowledge on the glorious Mentee, **Rachel Williams**. We cannot wait to see the magic that comes from this 4-week exchange of sisterhood.

Elisha and Zlata's interview in Dallas was mesmerizing. Watch [here](#). We loved this conversation and the dynamics between these

Friend-tors. The conversation begins with Zlata's insight that she was playing the wrong game. The DOing, not the BEing game. Her genius is in the BEing, and it shows. She declares herself the Queen of Iteration and courageously follows where the Universe signals her to BE next with sweet surrender.

There were many powerful moments, but the last one we will share is this. "Instead of asking what is your genius, Zlata asks, 'How do you love?' You see, every woman loves differently. I see you. I see where you are, and I meet you where you are. I love with a series of insights." Powerful Zlata. We know you are going to win the gold because you are Gold!



Mentorship Example

SPECIAL ARTICLES

Special articles are written as needed, and include the following:

ARTICLE TONE

- Highlights the upcoming Event or happening in a positive manner. It will also include verbiage to encourage a review of the Event's video, if applicable.

RESPONSIBILITIES

Executive Editor:

•

Executive Assistant:

- Provides hyperlinks to YouTube videos

Elisha:

- Reviews/ approves article, ensures that hyperlinks are provided and submits to Kris

Kris:

- Places article in GG with images

A SWEET SPRING PERSPECTIVE

AN INTERVIEW WITH ELISHA COVEY

Springtime has a way of reminding us about the cycles of life. The longer days bring new beginnings, with the grass that we walk upon growing greener and the trees blossoming high above our heads. It is why we inherently know to begin spring cleaning in our homes, heart and heads. All gentle whispers that it is time to expand and awaken our perspective.

Elisha recently told me the story about her days as a Cupcake Goddess. The founder, owner, and creative genius behind **La Bella Cupcakes** was her first 'grownup entrepreneurial' experience. In the moment, she used her strength in excellence to employ 25 goddesses, and her creativity was in a state of bliss with 131 flavors of cupcakes. Let's take that in for a moment... 131 flavors. Isn't that amazing?

Elisha's inspiration came from the life she was creating, the conversations with others, the seasons of the year, and the food & drinks from around the world. Each recipe were steps of actions leading to excellence and creating a story that would bring the taste buds on a glorious journey of love.

An eighth of a teaspoon of this or that would bring the creation fully to life. Good was not the goal. Excellence was the road for each and every decadent bite. The perfect name christened the cupcake. It was a title of recognition where it all came together for the customer's enjoyment and delight.

When you and I take conscious actions from the intention of Excellence. Creativity works with us, a fluid dance that not only inspires our personal journey but the path of those that we touch. My dear goddesses, Elisha said it perfectly; excellence evolves. Indeed, Excellence evolves with You.

ELISHA'S LESSONS LEARNED:

#1: Always choose the sweet perspective.

We choose our point of view on the lessons of yesterday and experiences today. Adopt the "GO HIGHER" mentality. (See this month's book review on page 7 for more!)



Elisha at La Bella Cupcakes - 2012

Special Article Example