

This excerpt is 11 tips taken directly out of the Book *101 Ways to BeGossy*. Written by Rebecca I Perez. It does not include the publishing house details, copyright notice, dedication, acknowledgements, prologue and foreword by Kim Bruneau. These will be detailed in the full book version only, available in both print and E-book in the Fall 2021.

This preview is simply for you to dive in and get an idea of what it means to *BeGossy*, and how you can implement these rules into your every day life!

We hope it will inspire you to level up in all ways. For details on how to pre-order the book visit : gossclub.com/shop

Illustrations by : Lauren Pearson [@ByLarenP](#)



001 - KNOW THYSELF

“To know thyself is the beginning of wisdom”

It sounds funny to even say, because obviously you live with yourself all day long so you should “know” yourself right? Wrong. People have no idea who they really are at the core of their being. So let’s begin with an exercise on self-love.

Take out a piece of paper, or pull out your journal and write down *everything* that comes up when you think of your physical appearance. All the things you don’t like about yourself or want to change. I want you to go into details here. Don’t be shy, there is only you here. Be transparent and honest - no self-help bullsh*t allowed. Brutally raw about the things that make you imperfect. All the things that people have commented on or bullied you about as a child, all the things that your exes picked on, or your best friends tried to reassure you “weren’t a problem”. Write it all down.

Great! I am so proud of you. I know this is a big moment for you. Especially if it’s your first time coming face to face with your flaws. Now, flip the paper over. Write down everything that contradicts these negative beliefs. Let’s pretend we’re living in a world where people don’t judge your neck roll, or your flat bum, and instead embrace those things. I want you to find beauty in all those “flaws”.

Learn to love every single inch of your body that was handed to you by a divine creator. If you can accept your very worst traits and still love deeply the person staring back at you in the mirror, you will handle anything others think about you because you have already accepted them as your own.

No body is perfect. That’s what makes us so beautiful and unique. Our differences. Yet somehow we get judged or mocked for being different. One day people will love you for how you look, other days they’re judging you. F*ck them. Who cares what they think? As long as you love the woman staring back at you, you’re winning. Do this exercise as many times as you need to and until you *believe* that you are fully in love with each part of your incredibly beautiful body. I love you. Embrace those flaws.



002 - KNOW OTHERS

“People care about people who care about themselves”

People are more consumed with the person looking back at them than they are with others around them. Here's what I want you to do here. Next time you go outside and you're in a crowd; it can be walking through a park, in line at the grocery store, or at the check in line at the airport, I want you to actively look around and observe your environment.

Notice that family on the corner, take a look at the sibling and parent dynamic. Be familiar with your surroundings at all times. You will notice something very interesting when you do this often : we are all the same. Primarily, we come from the same place with the same fundamental needs. Regardless of nationality, religious beliefs, financial status, or any type of way you want to separate yourself from others, at the core of our being we are One and connected in ways we cannot even comprehend.

Now now, I won't go into details here as this book is not bias to any religion or spiritual beliefs but rather practical in systems. Knowing this, being present and bringing yourself fully to every conversation, every meeting, every networking event will make you connect with people in ways you couldn't even imagine. From all age groups, all nationalities to all statuses. The fundamentals don't change.

As Maslow's hierarchy explains, our basic needs include the need to belong and to give/ receive love. If you learn to adapt to your environment, learn to immerse yourself based on where you are in the world, keep an open mind and always build on relationships you will find fulfilment and happiness anywhere your heart goes. As you've heard before, a happy heart is one surrounded by loved ones, good friends and lots of laughter. Let's begin here.



003 - LEARN HOW TO SELL

“Everyone lives by selling something”

How important it is to learn how to sell. I wish I knew this as a child. Negotiating, getting rejected, all such important skill sets to develop and hone in life ; all of which begins with exchanging a service or product for money. No matter what you're doing - this is a must to succeed in professional or personal endeavours. It is a life skill that will always ensure that no matter where you are, or what you're doing, you will know how to survive. People have this misconstrued perception that selling is bad.

This is false: remove it from your mind. Instead I want you to picture your best looking self. You've got the perfect body that you've always dreamed of, you're wearing your a custom made designer couture suit. Your hair is shiny, your face is glowing, your pockets are full. Life is beautiful. Now, **THIS** is life when you are selling.

If you're good at this game then you'll notice when your waiter up sells you from tap to bottled water, or when Air Canada urges you to “get premium seats” before checking out the online portal. If you're anything like me, you'll notice billboards, advertisements being thrown at us all second of every day. All day long, someone is selling something to you. Are you receptive? Are you easily convinced? Do you know how to sell to others or do you stay in the mindset of “I don't know how to do this and won't bother to learn how?” It can get hard. The process is ever changing, and you have to keep up. How do you learn how to sell? You already are! Every single day.

When you go to a job interview and you talk highly about your credentials, when you set up the “about me” page of LinkedIn / Facebook accounts. Even when you show pictures of your children to your co workers you are *selling* them something. Remember this. As a matter of fact become aware as you walk down the street, or drive to work in the morning. Take a look at your environment. Grocery store, pharmacies, coffee shops, billboard ads - all pointing at something - a product. In that case, what product are you pitching to the world, unconsciously or consciously every day? Start getting used to that pitch as it will become your biography and the means to your every end.



004 - LEARN FOODS

"Food is the Ingredient that binds us together"

Since the beginning of human nature, humans have connected with each other's culture through food. We had very basic spices, and yet each clan / tribe would have a different way of cooking and blending those spices together. Can you imagine just how much more we have NOW to work with ? You can go to one city and have thousands of different cultures and mixes. Nothing is truly hybrid anymore either, which is in essence even easier to relate to other cultures. The best way to unruly get to know somebody and their tradition is to go over to their house to eat a home cooked meal. People love to host others and introduce them to their culture. There's also something very beautiful about sharing a meal with someone; you are connecting with their culture through a basic human need. They don't say the way to a man is through his stomach for nothing.

An example of this, would be when I was traveling to Shanghai and had a business meeting with a famous tennis player. He was Indian, and met me with his publicist at one of the best Indian restaurants in the city. I had never had Indian food before, especially the authentic kind.

As I walked in, they greeted me sitting on the floor of a lounge-like living room, with sofas and plates directly on the floor. When the food arrived, they ate with their hands. I was in shock at first, intrigued by this new mannerism at the table. I tried it for myself, and by mid-meal understood just how connected we all were to our food. It was quite an experience, and I truly enjoyed it.

Develop an open mind by allowing these experiences around food to enter your life. Try new things! Taste condiments that you don't like or you've never heard of. Embrace it. Love it. Food is the ingredient to your soul.



我要炸饺子

005 - LEARN GEOGRAPHY

“Without geography, you are nowhere”

If you want to become a master at building relationships, you need to understand and become the master of your world. You live here on planet earth. You should know the different continents / capitals / countries / states / provinces / cities there are. Have a general knowledge of this, as it will put you ahead of other people and it will allow you to connect easily to all. I consider myself an avid world traveler, yet I am nowhere close to my goal of visiting every place in our Earth.

With technology, we're able to travel far and wide without having to leave our bedroom. Literally you can tap into your Google Maps, and check out the aerial view of Cape-town Africa in its current state! You can visit famous streets and even see live audiences. I've actually used this when speaking with somebody who was from a small town, and who happened to be astonished when I knew exactly how green his neighbourhood was... Research does help in the long run but more on that later. If you're not really good at memorizing or just don't have a general interest in the matter, I suggest you at least try to memorize the 196 capitals we have around the world. I did this exercise when I was a young girl, and it has stuck to me ever since like glue. Here they are :

Afghanistan: Kabul Albania: Tirana Algeria: Algiers Andorra: Andorra la Vella Angola: Luanda Antigua and Barbuda: Saint John's Argentina: Buenos Aires Armenia: Yerevan Australia: Canberra Austria: Vienna Azerbaijan: Baku The Bahamas: Nassau Bahrain: Manama Bangladesh: Dhaka Barbados: Bridgetown Belarus: Minsk Belgium: Brussels Belize: Belmopan Benin: Porto-Novo Bhutan: Thimphu Bolivia: La Paz (administrative); Sucre (judicial) Bosnia and Herzegovina: Sarajevo Botswana: Gaborone Brazil: Brasilia Brunei: Bandar Seri Begawan Bulgaria: Sofia Burkina Faso: Ouagadougou Burundi: Gitega (changed from Bujumbura in December 2018) Cambodia: Phnom Penh Cameroon: Yaounde Canada: Ottawa Cape Verde: Praia Central African Republic: Bangui Chad: N'Djamena Chile: Santiago China: Beijing Colombia: Bogota Comoros: Moroni Congo, Republic of the: Brazzaville Congo, Democratic Republic of the: Kinshasa Costa Rica: San Jose Cote d'Ivoire: Yamoussoukro (official); Abidjan (de facto) Croatia: Zagreb Cuba: Havana Cyprus: Nicosia Czech Republic: Prague Denmark: Copenhagen Djibouti: Djibouti Dominica: Roseau Dominican Republic: Santo Domingo East Timor (Timor-Leste): Dili Ecuador: Quito Egypt: Cairo El Salvador: San Salvador Equatorial Guinea: Malabo Eritrea: Asmara Estonia: Tallinn Ethiopia: Addis Ababa Fiji: Suva Finland: Helsinki France: Paris Gabon: Libreville The Gambia: Banjul Georgia: Tbilisi Germany: Berlin Ghana: Accra Greece: Athens Grenada: Saint George's Guatemala: Guatemala City Guinea: Conakry Guinea-Bissau: Bissau (full list in the book).



006 - LEARN LANGUAGES

“To learn a language is to have one more window from which to look at the world”









Duolingo, Rosetta Stone; get familiar with these learning programs. You can even download their free app right on your phone and practice during commutes. The best way to connect with someone is to speak their language. Why you ask? Because it makes them feel at home, and comfortable speaking with you. Even if it's just knowing how to salute them or say thank you. I've tested and trialed these multiple times in my life.

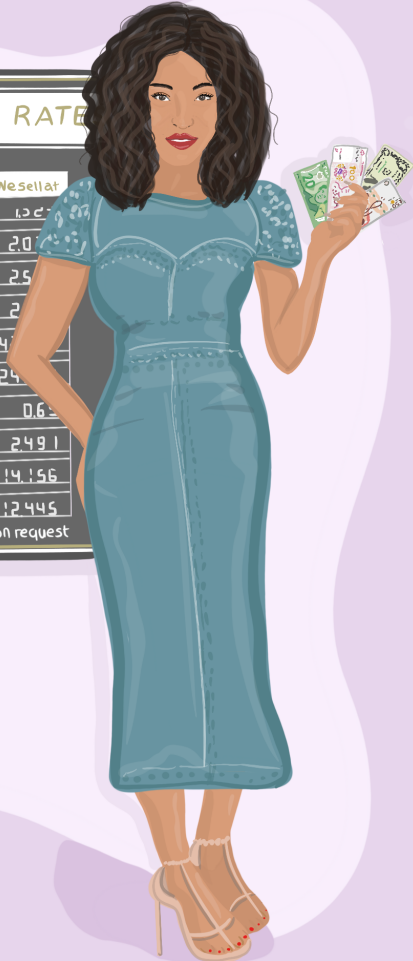
I have seen a huge difference in how people respond to me, when I speak to them in a language that is their mother tongue. My mother for example speaks Romanian as her first language, which I never got to learn growing up. I do know how to say “I love you” and “how are you” in Romanian which has really helped me connect with her over the years.

In business, a personal touch I always use when sending an email is to say thank you in the mother tongue of the person I'm speaking with. For example when I recognize a last name as being Italian I would say : *Grazie*, which means thanks in Italian. I do this in every language. Now of course to know where they're from you would have to ask them, show general interest in that place and note it down. That's a key point here. (Refer back to Tip 002 - Know Others).

Did you know there are over 6,500 languages in the world?! Can you imagine that? Yet there's like top ten diverse ones that we all use on a day to day. Unfortunately you won't be able to dive into all of them, but what you can do is get familiar with just key words of the top spoken ones. If you have an interest in learning, and you enjoy it then it will be even easier for you.

I would even suggest making some time every day to practice one language. Have fun with it. It can be very basic sentences, to practicing grammar and more complex parts of the language. Then if you can find someone in your surrounding to practice with, even better!

EXCHANGE RATE		
	We buy at	We sell at
 EURO	1523	1523
 U.S.A	2036	2036
 AUSTRALIA	250	250
 CANADA	2348	2348
 CZECH REPUBLIC	42946	42946
 JAPAN	24325	24325
 MALTA	0.65	0.65
 SWITZERLAND	2491	2491
 SWEDEN	14.156	14.156
 NORWAY	12.445	12.445
Other currencies available upon request		



007 - LEARN CURRENCIES

“Money isn't everything, but everything needs money”

Ah, the foreign exchange market. It's so important to keep up with it, even if some of us really don't care to. I'll explain why ; we live in this society that has marked different currencies based on where you are in a location. Your dollar in Canada for example, is worth more or less in another country.

Why should you care, ladies? Because you are trading money for time every day. Wouldn't it be a worthwhile investment to save time? The most precious asset that money cannot buy you more of. Yes. Therefor, get knowledgeable about each currency and when it is a good time to “trade” your money.

I had a friend who would transfer most of her income into American currency, which has a stronger dollar than Canadian. With time, her money started to grow by just sitting there in a different currency. Can you imagine, your money making money without having to do anything.

For starters in this field, I suggest learning the basics. Learn Forex. Just google Forex on the search bar, and get interested in the market.

Key points I learned :

The American dollar holds the most influence and power to date.
Chinese yuan is getting stronger each year. Highly recommend you start investing in it if you haven't already.
Mexican pesos is getting stronger year by year.

Stay away from currencies that are expensive but don't show a return.

Fun fact : the strongest currency codes to date are KWD and BHD



008 - LEARN OTHER INDUSTRIES

“Learning from others can only enrich your life”

This is a very important tip on how to BeGossy. Can you keep up a conversation with someone in a completely different industry than you?

For example talking to a doctor compared to a real estate developer, compared to an engineer. They all have different language that they use on a day to day. Get familiar with the minimum so you can maintain a conversation. I also suggest learning a bit about each industry by keeping up with very specific blogs/ online articles. Avoid the news. I would go straight to the source. Academic journals, insider stories are best.

I used to work in the automotive industry which allowed me to learn everything there was to know about a car. First as a delivery specialist I learned how the inside and outside operates then I would go speak with the mechanic in the garage and learn about the inside cylinders, revs and torque of the car.

Then I worked in the marble industry and learned everything from where those slabs are made. In case you didn't know, slabs of marble come from quarries of rocks put together that are broken down forming a denser rock consisting of crystals). Then I dove into the piloting world as a hobby, and learned so much about different planes, mechanisms behind the engines and turbos.

I am grateful to be able to interview entrepreneurs and professionals of all industries in my day to day. My current position as Editor in Chief of a magazine allows me to do so, Even if that's not your domain, I suggest you still get to know others from those industries, build connections with them and learn from them. Everyone has something to teach you, especially if they are in a totally different field than you... and especially if you have something to sell to them. (You didn't learn how to sell for nothing! Refer to Tip 020 - ABC!).



009 - ASK QUESTIONS

“There is no such thing as a stupid question”

This is such an important point and message to not forget. You need to ask questions, *a lot* of questions. Get into the habit to ask questions every day. Question the person in the authority placement, question your professors in school, question your boss. You're allowed to be curious and to understand things. We are bombarded all day every day with so much information and we have this bad habit of just abiding like sheep to all that we hear.

You would be surprised how much of it is purely made up or not up to date. Get into the habit of pointing those things out. Don't let others intimidate you because they have fancy titles or a nicer car. I got really good at this when I started dating a lawyer (he's my fiancé today). I noticed his precision, which also came from the fact that he consumed so much information daily, and got really good at analyzing the contracts he was set to draft.

He made me realize that I didn't know much about all the “Terms and Conditions” I was just automatically accustomed to accept without ever reading. Today, I email those companies and ask for specific details. I get very clear about everything that I put my name next to, because I learned the hard way. So please, I urge you, communicate your confusion. Communicate everything that doesn't sit right with you in *all* environments and settings.

Here's an example : I was in open water, scuba diving for the second time going 40 metres deep into the ocean, and completely forgot how my regulator worked. We had reviewed it quite a few times already that same day in a pool. My life was on the line here, so I had no problem asking my instructor to debrief me once again, and show me the process. I didn't think twice here because my life was at risk, right? Well how about thinking the same way about all the others things you're missing out on. Sometimes it's not a physical death, but a mental one that you are risking by keeping your mouth shut. Speak up, ladies.

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010 - ASK FOR ADVICE

“It cost nothing, and it goes a long way.”

If there's one thing I learned on my #selfmade journey, it is the importance of asking others who have already done something I am trying to do. As a matter of fact, everything that I do, or have done, happened because I saw someone else around me succeed at it first. They have led the way, and have guided me towards all my goals. Learning through others mistakes is the easiest way to learn.

Other people have done it before you, and more will do it after you. Asking for advice is primordial to your success. You avoid failures this way also because you are learning through others mistakes. Some will argue that it's better to make your own mistakes and learn by doing, which is also true. But people love to connect. They love to help the younger generation if they can. Utilize this.

How do you ask? Simple. “I would love to pick your brain about [enter topic of choice here]. Some experts even have direct ways you can reach them. Sometimes through their social media or by email. If they are part of your community, you can find them in other ways. For example I went to McGill University and I'm part of an alumni, as is this guest speaker I wanted to connect with. She was very open to speaking with me once she heard I also went to McGill. This can also go as far as women wanting to help other women, or based on religious groups.

When you can connect with people in a way that makes them remind you of themselves they are more willing to share. We all want to be of service to others. You don't have to flat out ask someone “can you be my mentor” which can be time consuming and raises expectations some just don't have time for. A quick question, or a coffee meeting is plenty of time to get through the points you are looking for.

Another great way to get unofficial mentors, is to follow them online. There is plenty of information on YouTube, Instagram, and Facebook. Especially through podcasts or books! Today there is enough information on the web for all your questions to be answered. Get on google, your best friend and ask away. You will definitely get into an upright spiral of knowledge.



Donde es la playa?

011 - ASK FOR HELP

"Asking for help does not make you weak. It keeps you strong"

WOW! How I wish someone told me this years ago. Asking for help is the hardest and most fulfilling way to connect to others. You will notice when you reach out to people, how happy they are to help you. Once you set aside your ego or your pride and just ask from a place of genuine "I don't know what to do here, can you help me with this", watch how others will show up for you.

Every time I have done this, in my professional journey I have gotten a hand full of women that came to my rescue. It can be as simple as I need to speak with you on the phone about a topic, to I need help how to figure out this complicated server for my business. The list goes on and on.

We seldom forget how much we are all alike in this world. There is a beautiful humane aspect to our development as individuals. Sometimes we truly fear rejection so much, that we put our mental states in a place that attracts it. "They won't show up for me" or "that person doesn't care" or "I knew she wouldn't answer". Shift your mental state back to abundance! "I am so grateful I have so much support in my life". "I am blessed with a family that is always here for me". "My professional network wants to see me win".

Life-altering mantras. It's so easy yet sometimes it can be the hardest thing to do. Reaching your hand out, and asking another to hold it, to embrace you and your flaws and to tell you everything will be ok. You got this. You don't have to go through any of it alone. Here's an example of when I asked for help. I hadn't done my business taxes for two years. Yup, that's right.

All because I had no idea how to make a financial statement! It got so overwhelming for me, I just neglected the task all together. I asked my two older brothers who both run companies to help me in this department. The amount of stress and anxiety it caused me to sit down and spend a full week getting it done was monumental.

Today, I have Quickbooks, a bookkeeper and the best CPA that takes care of all that; but in those beginning years of my business, my brothers stepping up truly changed my world in that moment. Thank you Reouven and Maximilien. Love you both so much. Ladies, don't be fooled by the entrepreneur persona of having to know it all and do it all by yourself. Ask for help. It will change your life!

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