

Business Advice From Women

From mothers, former 9-to-5 office employees, students to aspiring entrepreneurs, the business world is steadily opening its gates for female industry leaders. However, before they become the champions and bosses they're destined to be, these future businesswomen have to take their first step from the starting line. This means hours upon hours of research on products, services, target markets, and possible promotion channels. The planning, preparation, and steps leading up to launching can be taxing. To ease the process for these empowered businesswomen, a sought-after authority in the industry has laid out powerful techniques and carefully crafted strategies to ensure a winning streak in the business world.



Crystal Varellas


My name is Crystal Varellas. I am almost 32 years old and I have been in the fitness industry for 13 years. I got into fitness in my teens to get healthier as I was a very overweight child and had an unhealthy relationship with food. Health & fitness is my passion and purpose in life. Today I proudly hold over 25 different group exercise platforms, I am an online coach and trainer and a fitness nutrition specialist. I am also finishing my masters in exercise sciences and nutrition. I truly believe in the power of physical, nutrition and mental wellness, and not only the happiness and results it brings now but the strength it brings for the future. Optimal wellness is my focus with all my clients and program participants. I hope I can teach anyone who works with me, the power of establishing a positive mindset, the wealth that health brings and the physical goals they have always dreamed of.

 @cryss.fitness  www.cryssfitness.com

Hannah Huston

I help women find their inner strength through functional fitness, proper nutrition, and mindset coaching. I pride myself in veering away from the societal norm of weight loss and restricting calories by focusing on finding a more sustainable, balanced lifestyle where you can enjoy life, not obsess over food, and learn to love your body at any size. Life is short, eat the donut and have that glass of wine.




 @getupwithhannah  www.getupwithhannah.com

Kim Koehler

Being a female business owner in a highly regulated industry has taught me that perseverance and passion is key to survival. Since opening Privy Peach in 2018, I have faced roadblock after roadblock. Being in the sexual health and wellness and cannabis space has a whole slew of roadblocks, particularly in the way of censorship. For anyone in a taboo space, my best advice to you is to remember your mission. Changing lives has been the fuel to keep going even in the darkest times. Women deserve pain free sex. When all seems impossible, remember your why. It's OK to rest, but don't ever quit. Most of all, set boundaries for yourself and stop saying yes to stuff you hate.



 www.privypeach.com

Zairath Perez

I've found my purpose in helping others. I started my career as a Paramedic Firefighter at 19 years old and went on to become a Search and Rescue K9 handler with FEMA. My Career choice always had me striving to be in great shape...my life and the life of others depended on it. Currently I own and operate Zfitcoaching where I spend my days helping clients reach their health, fitness, and mindset goals through Concierge Coaching Service that includes on-line Nutritional coaching, Zoom Bootcamps, and Personal Training.



 @z_fit17  www.zfitcoaching.com

Tiffany Julie

My top 5 tips for entrepreneurs: 1. A business and its results are a direct reflection of the leader. By up-leveling your mindset, energy, performance, and leadership the results will follow. 2. Intuition is your superpower. Never second guess yourself. Always trust your gut. 3. Follow the feel-good energy. Only do what inspires you and delegate the rest. 4. Don't fear failure. Failure is how to succeed. Turn the lessons into wisdom for the future. 5. Everything is "figureoutable". You are never stuck. The answer always exists. Believe in your ability to figure it out.



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