



Industry Report Created For:

Women

Family Breadwinners



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Dear Woman Entrepreneur Doing It All,

The report you are now reading provides with you the unique opportunity to get an in-depth, behind the scenes look inside the lives of women leaders who are also the primary family breadwinners, that you might not otherwise ever get.

At first glance, the data contained in this report may seem simple and insignificant, but I assure you, it is anything but that.

A LOT of work went into making this happen:

- Thousands of invitations sent out
- Hundreds of back and forth text chats
- Numerous 1 to 1 interviews conducted
- Over 75+ total hours invested

By studying and understanding the information contained within this report, you'll gain a competitive advantage over your competition, avoid the pitfalls that lead to overwhelm and frustration, and leverage the unique ability to significantly increase the earning potential of your business, while also gaining more time, inner peace, and personal fulfillment.

This report was not just thrown together like others you may have seen before. It was compiled after interviewing nearly 20 industry professionals, and providing written surveys to many more.

So you're about to discover the greatest fears of top professionals in your industry, what they secretly desire, and so much more.

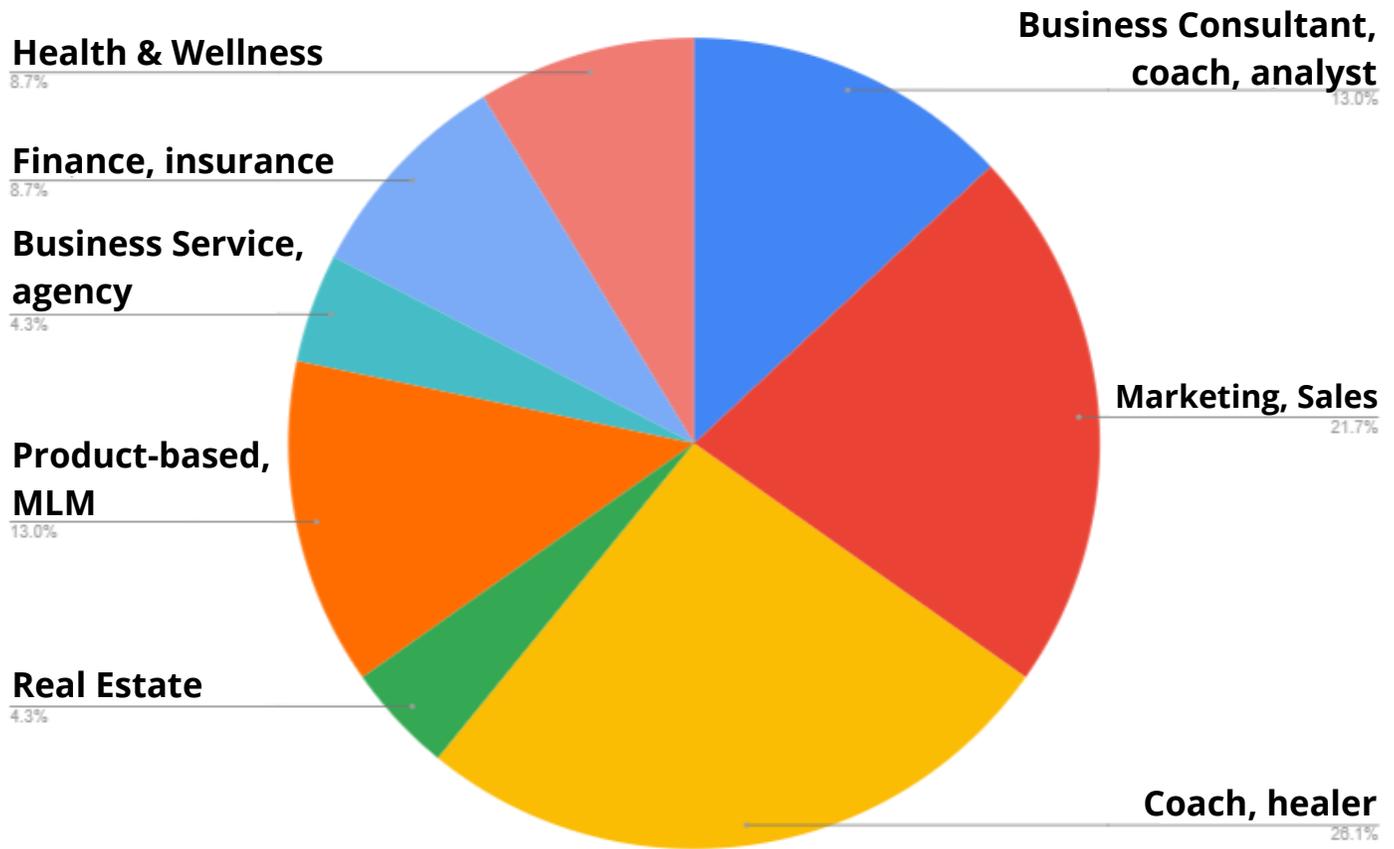
By taking the suggested actions mentioned in this report, you'll not only improve your own business and inner well-being by making more money without working more hours or sacrificing your health...

... but you'll also help set a better example for the rest of the industry, and possibly even save entrepreneurs from burnout, complete business failure, or even worse.

Let's get into it...

PROFESSIONAL IDENTITY

(How People Describe What They Do)



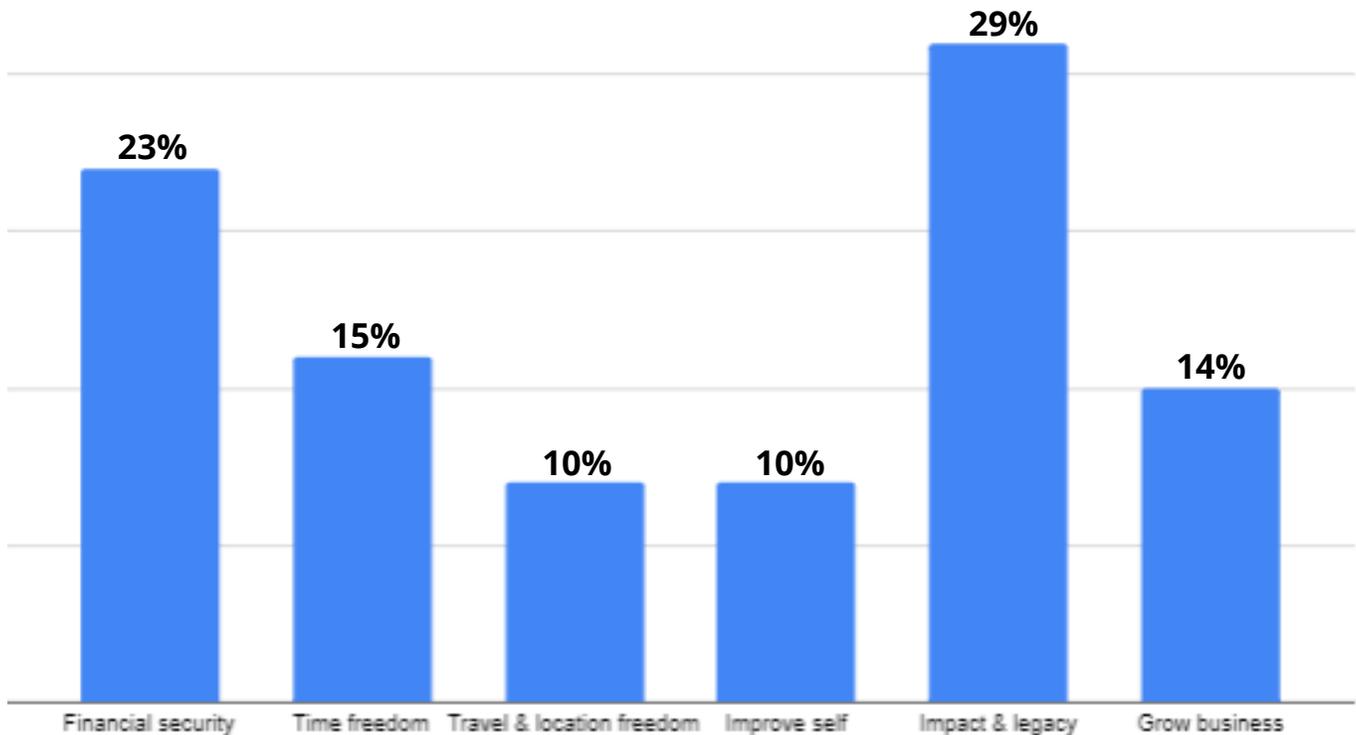
Key Insights

Women entrepreneurs are in a vast array of industries, serving others in various modalities. An overwhelming majority of their businesses are predominantly operating online in some capacity, with the bulk having a service-based business focus.

Takeaways

Interpersonal and value-based relationships with your customers and buyers are essential regardless of your industry. Nurturing them will create a solid foundation for the longevity of your business.

DESIRED OUTCOMES



SUCCESS METRICS



Key Insights

Over 52% of female entrepreneurs want to achieve greater financial stability and security while making an impact and leaving a legacy for their family & others.

Health, happiness, and growth of self and family are key success indicators that often fluctuate based on the certainty and predictability of business outcomes.

Takeaways

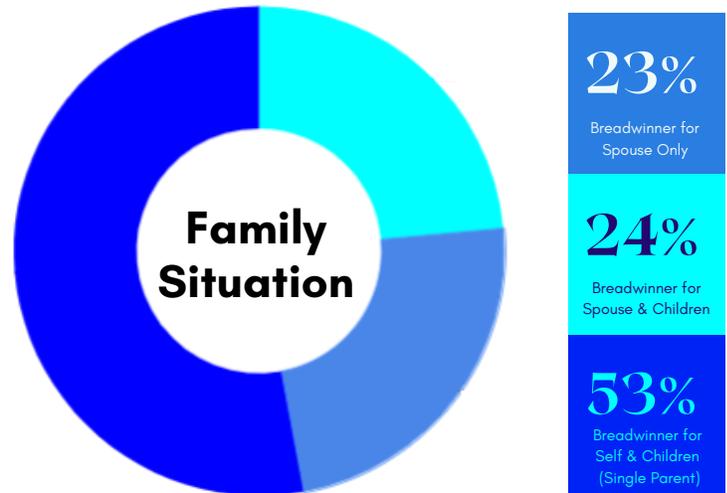
Financial freedom and business success are directly correlated to your individual freedoms and personal fulfillment.

Your ability to create a profitable and sustainable lifestyle business that supports a healthy balance between family priorities and making an impact through your business will determine the level of overall success and satisfaction you feel.

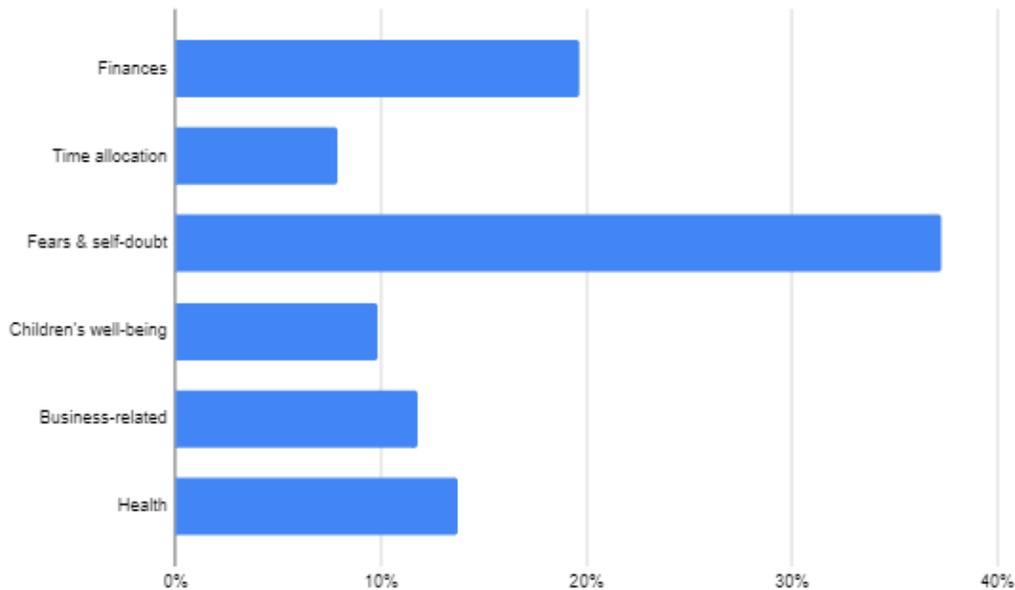
A significant shift has taken place in society, and in many households the woman has become the main family breadwinner.

Within intact families, the economic responsibility and success is carried by 47% of women. The majority of single parent families are supported by women; over 53% of female entrepreneurs fall into this category.

Women also remain the primary caretakers of the home and overall family well-being in addition to being the primary financial provider.



TOP WORRIES & CONCERNS



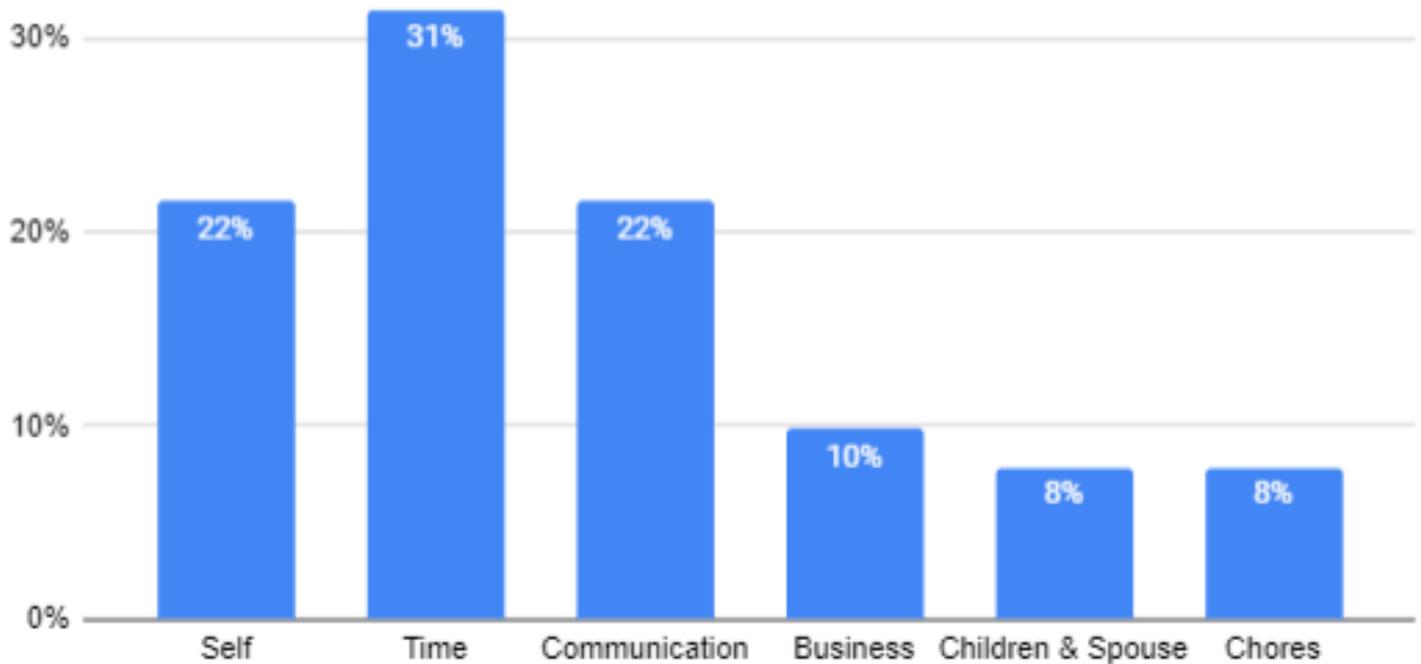
Key Insights

Although the specific worries and concerns vary among women business owners, the majority of what they spend time thinking about is related to their own abilities and who they are as a person. At the core, it is almost always about the fear of failure and not being good enough. Fear and self-doubt dramatically impact how a woman shows up in business, her success in managing all aspects of home, family, and work life, and her overall health and happiness.

Takeaways

As a business owner, it's normal to have fear and doubt about what comes next, but don't allow your uncertainty to hold you back from taking your next best step in business or your personal life so you can reach your fullest potential.

TOP DAILY FRUSTRATIONS



Key Insights

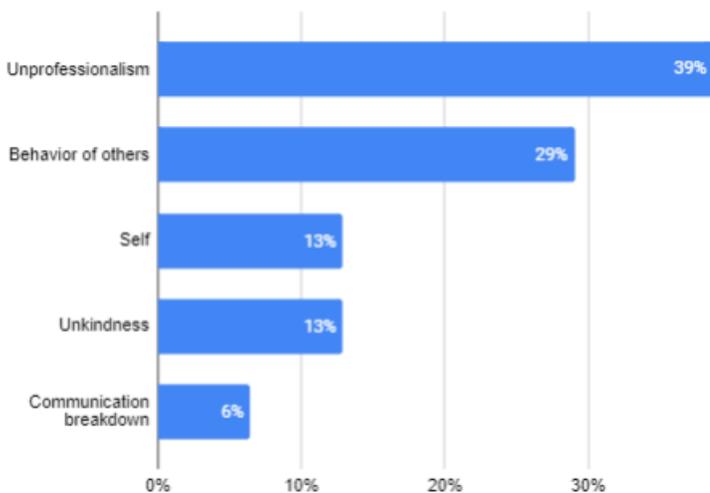
While the reasons business owners become frustrated or angry may differ, the root causes stem from three main areas: time limitations, communication breakdown, and the behaviors of self and others.

Women are burning out wearing multiple hats in business and home life. Interruptions, things taking longer than expected, and not having enough time in the day to get everything done are widely experienced by women entrepreneurs.

Unreliability of others' words or actions, ineffective listening and communication, and dishonesty often result in women taking on more responsibility than intended, creating an endless cycle of unhappiness.

Frustration with oneself also tops the list as many women know what they need to be doing but don't have the tools or struggle to get out of their own way.

CAUSES OF ANGER

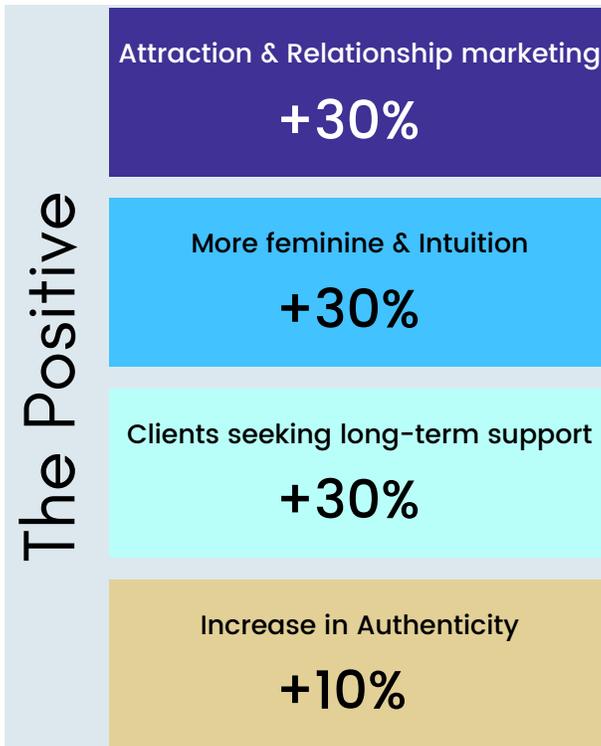


Takeaways

More confidence and predictability will help you to avoid important things falling through the cracks or missed opportunities for growth so you can stay focused on being present for each moment without needing to overextend yourself or control everything.

Developing appropriate expectations, effective communication, and specific strategies to overcome your inner critic will allow you to experience greater balance, a deeper sense of inner calm, and more freedom to feel aligned and inspired throughout the day.

NOTICEABLE INDUSTRY TRENDS

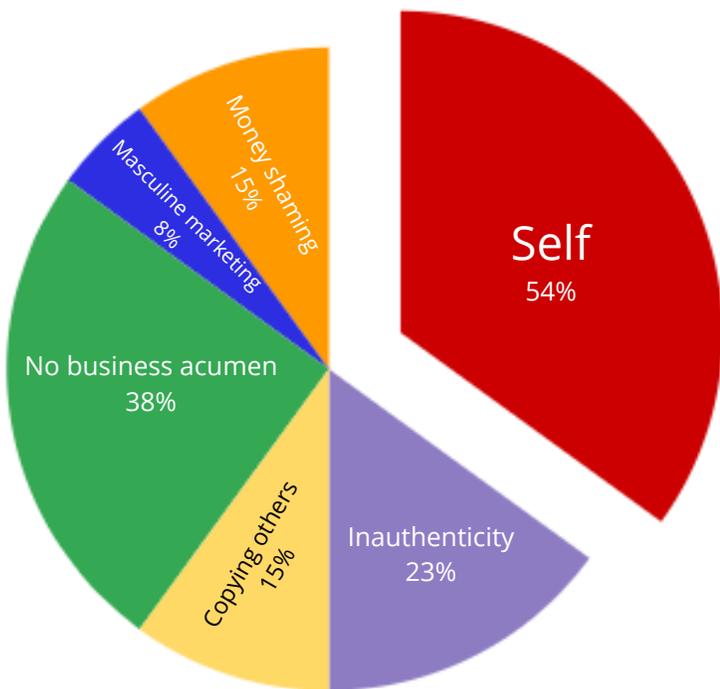


While there is a lot more competition in the online space compared to a few years ago, those that stand out are being true to who they are.

There has been a shift toward attraction and relationship marketing in a manner that feels aligned to each business. Feminine energy, authenticity, and intuition are being tapped into as means of sustainability. As a result, clients are seeking longer-term support because their level of trust has been impacted by these positive trends.

To stay relevant, you'll need to stand out among your competition and start sharing more of yourself in a real and transparent way. Since more people are now focusing more on finding their own inner balance and happiness, being aware of your energy and how you're showing up for others will significantly impact your success.

The Negative



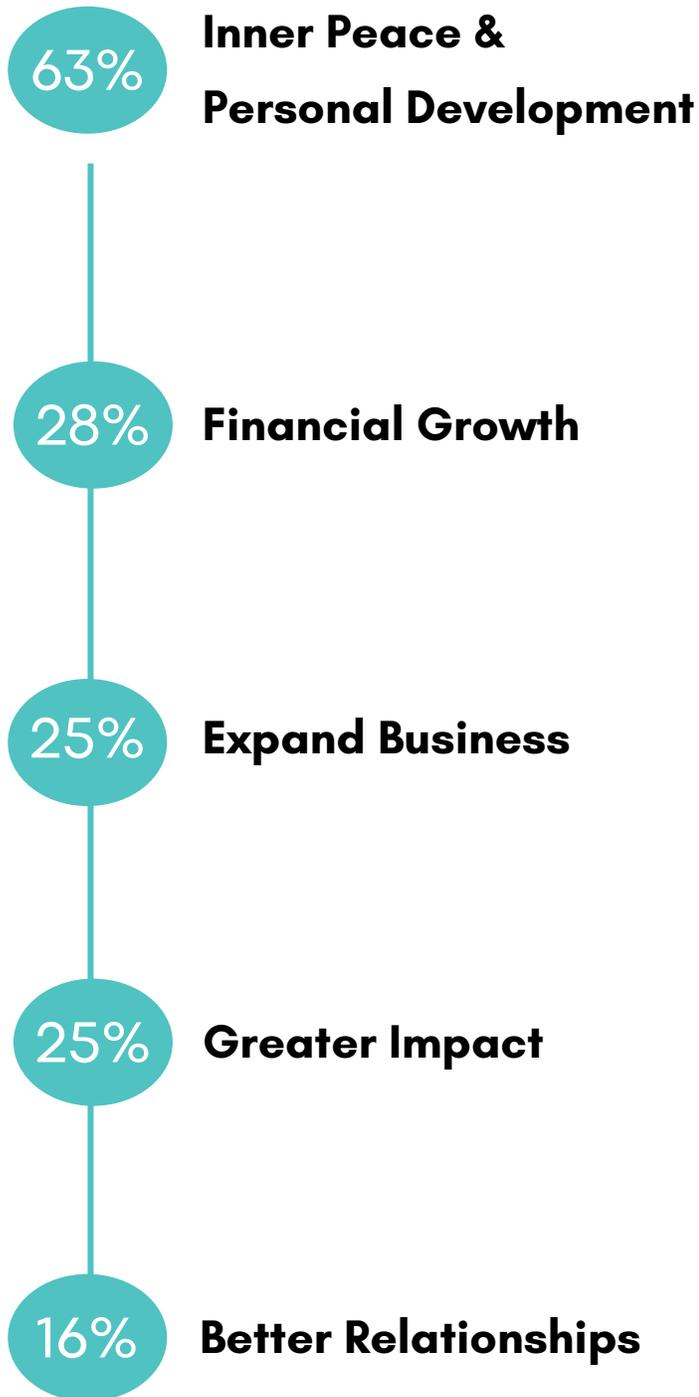
More than half of women entrepreneurs feel they are their own worst enemy. Imposter syndrome, analysis paralysis, uncertainty, and self-doubt plague countless business owners causing them to limit themselves, their impact, and prevent them from experiencing their full potential.

Many consumers are experiencing screen fatigue and have a low tolerance for anything that doesn't energetically feel good. A lack of solid business acumen and inauthenticity are important obstacles to overcome in order to achieve success.

In order to rise above the noise, uplevel your skills and mindset so you can become the person who takes the actions of a successful entrepreneur and puts herself out there in the best way possible.

DESIRED TRANSFORMATION

If I had a magic wand and could provide you with one result and one result only (realistic & truthful), what would that be?
(Best Ideal Result)



The predominant result women desire is personal alignment within ALL aspects of their lives.

They want better relationships with their loved ones, to know their children are happy and healthy, and to experience more peace and calm in their lives.

They strive for the financial freedom and flexibility to not only feel secure and advancing but also to provide opportunities for charity and have a greater impact.

Nearly all women are driven to inspire others and feel like they're making a difference in the world.

Takeaways

In order to create business longevity, reach your financial milestones, and have a meaningful personal life, you need to prioritize mastering your inner self.

This will allow you to create a lifestyle that honors who you are and live without regrets.

A Note from Krysti



For over 20 years I've helped overwhelmed & overworked women who are tired of pretending their lifestyle is sustainable and know they're meant for more.

I teach them how to leverage the scientific & spiritual principles that respond to their mindset, overcome self-sabotage, and give them the tools and strategies to create a life they don't need to escape from.

But then my husband's drug addiction happened.

Despite my success I realized I, too, had been hiding and playing small, pretending everything was fine, and was quick burning out trying to control everything.

I was fortunate though having the experience, insight, and skills to transform a difficult situation into one where I was able to thrive.

My mission is to show other women how to connect with their deepest purpose and potential so they can experience what life feels like when they show up fully for themselves, their loved ones, and those they're meant to serve.

Creating a massively successful business requires a proven process of strategy, a strong mindset, and a healthy dose of spirituality...

I've recorded a video offering the solution I've found to the most common problems women entrepreneurs are facing today.

Inside this video I'll break down this step-by-step plan that women can follow to:

- Align your inner thoughts with proven strategies so you confidently take meaningful action toward growth.
- Deepen your connection to your authentic self and empower yourself to play bigger in life and business.
- Create a lifestyle that works FOR you... while growing your business at the same time.

It's the roadmap of the "What" and the "How" of deep personal transformation so you can have the time, money, and energetic freedom to fulfill your purpose and make the impact you're born to make.

I know that sounds like another unrealistic grandiose promise, but it's not.

Watch the video and see for yourself.

[→ CLICK HERE TO WATCH THE VIDEO NOW ←](#)



THANKS TO THE CONTRIBUTORS

This report would not be possible without the contributions of those that completed surveys, had text conversations, and even conducted face to face interviews. Below you will find a list of some of those contributors. If you ever need any services, the people on this list get my full endorsement, and would be among my first choices.

Thanks again to those listed below, as well as the hundreds of others that asked to remain anonymous. Your contribution means the world to me.

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