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LOOK

Inside the



**K**athleen D. Mailer, founder and Editor-in-Chief of Today's Businesswoman magazine, is striving to eradicate poverty internationally by educating, encouraging, and equipping businesswomen to understand that their business is actually their full-time ministry. Kathleen likes to say: "God gives us a business so we can go out and do God's Business."

Kathleen, her husband, Dan, and their daughter, Dannielle, live in Calgary, Alberta. She successfully runs 7 businesses, is Canada's leading authority on self-publishing, and is an author and international speaker.

Kathleen believes that running a business is an investment. One can start and maintain one with little or no capital, except for the investment of time. However, like every investment, the KEY is to EXPECT a rate of return on it!

She has always known that she wanted to be an entrepreneur (like her father). She says she's lucky in being able to "fail forward" VERY fast, i.e. succeed in finding out quickly what doesn't work. However, her greatest obstacle in the beginning was the big "F" word, FEAR. FEAR of failure, FEAR of success, FEAR that someone wouldn't like her. Nevertheless, she pushed herself to do her best. It was a VERY hard up-hill battle.

One day, she simply threw her cards on the table and admitted that HER way wasn't working very well. Kathleen came to the Lord and gave her life to Him, and now she has a Partner like no other! She still has obstacles and challenges, but wonderful things are happening in her life, not by her might or power, but by HIS Spirit.

## Doing Business God's Way

by Sandy Widmer

She finds the more she comes to know Jesus, the more she finds favour among people and God – more doors seem to open, and she sees more clearly the direction she needs to go. She realizes too how much more she needs Him, AND, most importantly, how much MORE she can COUNT on Him!

Ms. Mailer says that the name of the game ISN'T just running a successful business. Rather, it is who you BECOME in the process. She can honestly say that she likes herself more and more. Does that mean that everyone loves and respects her? NO, in business one will not be able to help those precious few whom one tries so hard to serve. (Even Jesus had to leave the town where he was born without performing any miracles). What it DOES mean is that she is SURE of her answers and actions, and because they come from the Lord, she knows that they come from the heart of a "servant". This builds confidence, confidence creates charisma, and charisma creates a following. Being a shepherd produces a servant-leader's heart. It is a never-ending, positive cycle – one that is inspired by God Himself.

How does Kathleen balance family, work, and God? She says she has a fantastic system that she's fine-tuned, after taking many goal-setting seminars. It is based on points and the "Power of 7" – mostly a matter of scheduling AND learning to go with the flow. It's tricky, but also a learned behaviour. She reserves the evenings for her family, though she does occasionally have meetings. Another important aspect of balance for her is that she makes sure that she has at least one major date night monthly with her husband. She is always

thinking about what she can do with her family and sets her priorities daily.

When asked what favourite Biblical quote inspires her to do business God's way, she finally narrowed it down to Matthew 7:7,8.

*"Ask and it will be given to you; seek, and you will find; knock, and it will be opened to you. For everyone who asks receives, and he who seeks finds, and to him who knocks, it will be opened."*

Kathleen knows she has been called to have an impact in the world by helping women everywhere. More and more, she says, women are taking their rightful place WITH their husbands. They are using their gifts and talents to "stomp on the snake's head". They are God's secret weapon. Used by the Holy Spirit, Kathleen helps women to proclaim their own message to the world and discover who they are in Christ. She shows them how to build a business, doing what they love (a God-given dream).

The "Power of 10" is another avenue that God has revealed to her to help women in India, Mexico, and in our own backyard. It is designed to create profitable, healthy, giving businesses, which in turn produce prosperous, healthy, giving people. Kathleen says: "Women of God WILL eradicate poverty in the nations – MARK MY WORDS!"

Where does she see God leading her and her business? She and her husband are in the process of transforming their businesses into a

"legacy" (simply put, they can leave and the businesses will stay running and growing). They will give 90 per cent of the profits away. They want to create a Charity/Not-For-Profit mix, to help those in need.

Kathleen believes that, as strong women, we should link arms and stand side by side. She says that if we share our gifts and talents with the world, we WILL make lasting, legacy changes.

Ms. Mailer is a prolific writer. She has published children's books, spiritual books, encouragement books/cards, and journals. Her best known and most influential books are *Breaking Through Your Business Barriers!* and *How to Write & Publish Your Own Book: From Conception to Bookstore in 90 Days*. She is very excited about her next book, *21 Irrefutable Business Laws of Success*, which will be coming out soon.

Kathleen is also a gifted keynote speaker, teacher, and servant-hearted mentor. To contact her, please go to:

[www.TodaysBusinesswomanMagazine.com](http://www.TodaysBusinesswomanMagazine.com)

[www.HowToWriteAndPublish.com](http://www.HowToWriteAndPublish.com)

[www.KathleenMailer.com](http://www.KathleenMailer.com)

email: [Todaysbusinesswoman@shaw.ca](mailto:Todaysbusinesswoman@shaw.ca)