



Whose Shoes Are
YOU WEARING?

2017

TRANSFORMATIONAL

Planner

SIMPLIFY, SET & TAKE ACTION
TO SMASH YOUR GOALS!

WRITE THE
vision
AND MAKE IT
plain.

-HABAKKUK 2:2

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Whose Shoes Are
YOU WEARING?

2017

TRANSFORMATIONAL

Planner

SIMPLIFY, SET & TAKE ACTION
TO SMASH YOUR GOALS!

A 12-MONTH GUIDE BASED ON THE BOOK BY
CHRISTINE K. ST. VIL & JULIAN B. KIGANDA

FEATURING GOAL-SETTING TIPS, ADVICE ON HOW TO GET THINGS DONE,
AND INSPIRING STORIES FROM 12 DYNAMIC WOMEN



KKULA MEDIA

WASHINGTON, DC

2016



welcome!

We're Christine St. Vil and Julian B. Kiganda—two sisters who have traveled a long, winding path to uncover the women we've always wanted to be. It's a lifelong process, but one we commit to each and every day. Ever since releasing our

transformational book in 2014, we have received powerful testimonials from women and men alike about how *Whose Shoes Are You Wearing? 12 Steps to Uncovering the Woman You Really Want to Be* has helped them uncover what has kept them from being their best. To be your best, you've got to identify your vision and set goals for yourself. So we developed this planner to help you to do just that: put some deadlines on your dreams. This year, take charge of your life—be bold, fearless, and relentless in pursuing your dreams. Here are our ABC's of goal-setting:

A – Affirm & Define

- Affirm who you are at your core.
- Write down what you're passionate about.
- Determine the activities that come naturally to you and bring you joy.

B – Believe & Visualize

- Believe what you don't see.
- Write your vision down on paper.
- Create a vision board or binder.

C – Create & Take Action

- Create a strategy and write it down.
- Put a deadline on your action steps.
- Create community for accountability.

HOW TO ACHIEVE

your goals

We know how setting goals can sometimes seem overwhelming and complex. Throughout this planner, we've included tips to help you simplify the process and be more productive. In addition, we've outlined an approach below to help you set and achieve your goals successfully.

1. First, gain *clarity* and *commit* to your vision for this year.
2. Understand that goals are the building blocks which allow you to achieve your vision. Once you set your goals, they should stay the same for the year. If you change your goals, you change your vision.
3. Determine the #1 thing that needs to happen to make each goal a reality. Focus on getting that one thing done.
4. Each goal you set must be based on:
 - your ability to fulfill the requirements of each goal;
 - the availability of other people's skills and abilities to help you accomplish the necessary tasks;
 - the accessibility of tools, materials, and/or financial resources needed to complete the required tasks;
 - an adequate amount of time to accomplish each goal.
5. If any of the above conditions don't exist, find a way to bring them into existence. *Don't be afraid to think beyond the obvious. Get creative.*
6. Once you've established your goals are doable, you're now ready to determine the *actions* you must take to complete each goal. Plan your work. Work your plan. And...
7. Take action. *LET'S GET IT DONE IN 2017!*

MY goals

Your goals for the year should be based on your vision. They will help you focus your actions and prioritize how you spend your time every month. What are your goals—personal and professional—for 2017?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

MY vision board

Create your mini vision board on these pages, placing words and images to visually paint the picture of the year you want to have.

There are no limits to what you can envision!

A PRAYER FOR TENDING *my garden*

Lord, you are intentional. Help me to line up with your intentions. To keep walking when my feet feel like lead. Knowing that all things are working for my good. It may not feel like it right now, but one day, I will look back on this moment and remember... Remember that on every journey, there are moments that will test just how badly I want it.

That dream. That vision. That goal. How far am I willing to stretch out of that zone—the one that feels comfortably uncomfortable. The one where I don't have to risk failure, because I won't even try.

But the truth is—you would never give me a vision that you wouldn't help me realize. You want it more for me than I want it for myself because you put it there. Deep in the depths of my soul. The part of me which remembers I came from you and was created in your image. Your loving hands implanted seeds of success in my DNA. Seeds of purpose, and passion, and service. But as with every seed, they need the right environment and care to grow.

As I sit here contemplating what's next—how in the world do I begin to pursue my vision?—help me remember those seeds have always been there...waiting on me to activate them, water them, nurture them. But it's up to me to tend my garden: pull up the weeds of doubt, fear, procrastination and negativity, and instead, tap into the beauty and strength that lie within.

I look up to the heavens where Your rays of sunshine will radiate upon these seeds of success and help them bloom: beautifully. Amen.

seeds of faith

ARE ALWAYS WITHIN US;

SOMETIMES IT TAKES A CRISIS

to nourish

AND ENCOURAGE THEIR

growth.

-SUSAN L. TAYLOR

January

DIANA R. RAMSEY

Speaker, Author, Founder of SistersWithBeauty
@SistersWithBeauty @dianarramsey

I spent much of my life performing as a dancer and wearing titles, but I was never my true self. It wasn't until 2015 when I experienced an emotional breakdown that I realized I had not been walking in my shoes. After hearing extremely brutal reviews of a line of jewelry I had planned to launch for SistersWithBeauty (my blog and lifestyle brand), I decided to pack the jewelry up and put it away—to completely forget about it.



I gave up on a dream because of what other people had said. I plunged into a deep depression that almost shattered everything I had hoped to achieve and uncovered childhood trauma I had never fully dealt with.

Removing my ill-fitting shoes required me being vulnerable, breaking down emotionally, seeking therapy, and writing a book (*Butterfly Transition*). I emerged out of the ashes of fear and depression with clarity and purpose, to help women just like me, fight their way out of darkness and doubt. Telling my story, being transparent to the lessons of transition, self-development and soul searching is how I help women do the same in their lives. I'm finally walking in my own shoes and making a few new pairs for the journey ahead of me.

GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
1.	
2.	
3.	

January

S	M	T	W
1	2	3	4
8	9	10	11
15	16	17	18
22	23	24	25
29	30	31	

Never compromise who you are personally to become who you wish to be professionally. –JANICE BRYANT HOWROYD

Th	F	S
5	6	7
12	13	14
19	20	21
26	27	28

IMPORTANT DATES

- 1 New Year's Day
- 16 Martin Luther King Jr. Holiday

DECEMBER 2016

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY 2017

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

Productivity Tips

PRIORITIZE YOUR TIME: Identify your priorities on a personal and professional level. What are the 2-3 most important things you need to accomplish? Align your time with those priorities.

GIVE YOUR SPIRIT SOME LOVE: Make a list of free or inexpensive things that give you instant gratification. Self-love is important for your soul. Give your spirit a pick-me-up in the middle of your work day.

TWO INCHES WIDE & TWO MILES DEEP: When starting up your business, and during the first couple of years, pick one problem in the marketplace your business solves. Focus on that problem and the solution you provide.



JANUARY SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

AND STILL

I rise.

– MAYA ANGELOU

February

ANIKA HOBBS

Founder & CEO, Nubian Hueman
@nubianhueman

There is a proverb that states, “The wind does not break a tree that can bend.” I am my own unbending tree. Just as much as my lioness-roaring, superwoman, audacious self can miraculously take on any challenge, my self-doubting, insecure, perfectionist complex character is right by her side—often pushing to become the victor.

Ever since I started Nubian Hueman in 2013—my award-winning ethnic-inspired fashion boutique in Washington, DC—I have had to be and do it all. I’ve been my own manager, bookkeeper, marketer, attorney, buyer, etc. You name it, I was it. Wearing so many hats caused me a great deal of anxiety and pressure, along with being terrified of failing. But I am learning.

Learning to run my own race, breathe, and enjoy the adventure of entrepreneurship. Learning to create my own niche and do it my way. Just because I can do the task, it doesn’t mean I have to. Whatever I can give away, I now do. It may not always be how I would do it, but it gets done. And that time that I would have taken to do the task “correctly” myself, is now given back to me. I am learning to bend.



GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
1.	
2.	
3.	

February

S	M	T	W
			1
5	6	7	8
12	13	14	15
19	20	21	22
26	27	28	

Action moves mountains. It's the undeniable catalyst to change.

–DR. AVIS JONES-DEWEEVER

Th	F	S
2	3	4
9	10	11
16	17	18
23	24	25

IMPORTANT DATES

14 Valentine's Day
20 Presidents Day

JANUARY 2017

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MARCH 2017

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Productivity Tips

BE INTENTIONAL: Be at your work station the same time every work day and do *not* schedule calls or meetings for the one hour period after arrival, and:

- Stay off the Internet
- Charge your devices for the day
- Refresh your to-do list

BE ACCOUNTABLE: Create an accountability partnership with *one* person for a daily mutual check-in around the same time every work day (early afternoon). In that 5-10 minute phone call, talk business only.

IN THE STILL OF THE NIGHT: Don't keep any cell phones, devices or appliance lights on in your bedroom when you sleep. Turn them off or cover them with a towel.



FEBRUARY SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

THE SIZE OF

your dreams

MUST ALWAYS

EXCEED YOUR CURRENT

CAPACITY TO

achieve them.

IF YOUR DREAMS DON'T

scare you,

THEY'RE NOT

big enough.

-PRESIDENT ELLEN JOHNSON SIRLEAF

March

SHANTAE PELT

Founder & CEO, Coco'Pie Clothing
@cocopieclothing

Growing up I didn't see myself represented authentically anywhere in my environment—whether it was TV, toys, books or magazines. Because of this, I developed a deep empathy for how Black girls are often made to feel inadequate, invisible and powerless. Yet it would not be until I became a mother of two little Black girls myself that my passion to do something about it would grow so immensely. I found that something as simple as shopping for almost anything in my daughters' likenesses became increasingly difficult. From this very frustration, Coco'Pie Clothing was born. When I started Coco'Pie Clothing in 2011, I was definitely doing it afraid. Being a single mother of two, employed full-time, and now aspiring to start a business felt intimidating. Yet it was time to walk in my shoes. And I'm so glad I did.

My designs, inspired by and named after both my daughters, Mikayla and Kennedy, are created in their image: beautiful dark brown hues and thick afro puff ponytails. "*There's Power in These Puffs!*" became my signature slogan and the essence of my brand—a brand that grows every year. Pursuing my passion has empowered my girls, and so many others, to define their beauty and strength for themselves. That's priceless.



GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
1.	
2.	
3.	

March

S	M	T	W
			1
5	6	7	8
12	13	14	15
19	20	21	22
26	27	28	29

When we start the day with a spirit of joy, openness, peace, and love, we put the universe on alert, we want more of the same. —IYANLA VANZANT

Th	F	S
2	3	4
9	10	11
16	17	18
23	24	25
30	31	

IMPORTANT DATES

- 1 Ash Wednesday
- 8 International Women's Day
- 12 Daylight Saving (Start)
- 17 St. Patrick's Day
- 20 Spring Begins

FEBRUARY 2017

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

APRIL 2017

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 ₃₀	24	25	26	27	28	29

Productivity Tips

ONE AND DONE: Only read an email *once*—when you have time to respond.

CHILL: Two hours before you go to bed, do something to relax your mind: watch a funny video or movie, read, meditate, etc.

NO \$ IN THE BLAME GAME: Don't make excuses or waste your time blaming others when things don't work out. The investment of emotional and physical energy will destroy your next 30-48 hours of work time productivity.



MARCH SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

THERE ARE
opportunities
EVEN IN THE
MOST DIFFICULT
moments.

– DR. WANGARI MAATHAI

April

VASHTI PATRICK-JOSEPH

Entrepreneur, Consultant, & Content Creator at VeePeeJay Media LLC
@veepeejay @venandrose

I never had plans to become an entrepreneur. I was taught to go to school, do well, and get a good job. In 2009 I started a blog to share my natural hair journey. At the time, I was going through the immigration process and couldn't legally have a job. Blogging helped me stay active. As my platform grew, I became well-known in the natural hair space. After two and a half years, I decided to pursue entrepreneurship full-time once I was able to work. I was scared, but knew deep down that's what God was pushing me to do. I also knew He was calling me to step out and do more than just hair tutorials, but I was nervous because that's what I'd become known for.

I wanted to do more speaking and work with small businesses to teach them how to leverage social media. I wanted to start a faith-based apparel

brand, but was afraid of failing. Finally, I made the decision to just go for it. I rebranded my blog, pitched to speak at more events, and started my apparel brand. It was like God was waiting for me to take that first step; almost immediately opportunities started coming. I was invited to speak at more events, landed new clients, and signed a licensing agreement for one of my T-shirt designs with a national beauty brand. God had planned this path for me all along; all I had to do was let go of fear and take the first step.



GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
1.	
2.	
3.	

April

S	M	T	W
2	3	4	5
9	10	11	12
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23	24	25	26
<hr/> 30			

Good women take other good women with them. Either on their backs, by the hand, or in their hearts. – VIOLA LLEWELLYN

Th	F	S
		1
6	7	8
13	14	15
20	21	22
27	28	29

IMPORTANT DATES

- 1 April Fool's Day
- 9 Palm Sunday
- 11 Passover
- 16 Easter Sunday
- 22 Earth Day

MARCH 2017

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MAY 2017

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Productivity Tips

HIT THE GROUND RUNNING: Reduce the number of non-business decisions you have to make when you start your day by making some decisions the night before.

JUST DO IT: Complete *one* thing on your to-do list every day before you respond to emails.

BE SHARP: Schedule your most important calls or meetings before 12:00 noon when your mind is most alert and sharpest.



APRIL SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

NEVER LET WHAT

someone

ELSE SAYS

distract you

FROM YOUR

goals.

-MICHELLE OBAMA

May

MAISIE DUNBAR

Founder & CEO, Maisie Dunbar Spa Lounge, Bluffajo Cosmetics
@maisiedunbar @bluffajo

Over 24 years ago, I got laid off my job as a computer analyst and decided to attend nail school to supplement my income. I got my first job at a barber shop and was excited about the opportunity. But no one in beauty school told me you had to go out and get your own clients. After the first week, I realized I needed to hustle if I wanted to be successful—so I did just that. I pulled clients off bus stops, offering free manicures and doing all I could to build my business and feed my child as a single mom. I started looking into fashion magazines and decided I wanted to do that kind of work. I spoke my intention out loud.

One day, I got the opportunity to work with the fashion editor of *Essence*. She told me it was the best manicure she'd ever had. Wow! A few weeks later, I was invited to attend a beauty roundtable at *Essence*. It was there that I was referred to an agent. 23 years later, I am still represented by him, and have worked with A-list clientele including Oprah Winfrey,

Patti LaBelle, Donna Karan and Common. I have been blessed to work on several major ad campaigns, do covers of magazines, work with record companies and on movie sets, speak at events and trainings worldwide, and win numerous awards. I *know* I am walking in the shoes God designed for me. My favorite shoes, however, have been my "mother" shoes. I believe the best kind of success in life is your children's success. If you fail as a parent, nothing else matters. I'm proud to say I've raised a stellar young man. To God be the glory.



GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
1.	
2.	
3.	

May

S	M	T	W
	1	2	3
7	8	9	10
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21	22	23	24
28	29	30	31

Surround yourself with people who share your vision and don't have their own agenda. –SHEILA JOHNSON

Th	F	S
4	5	6
11	12	13
18	19	20
25	26	27

IMPORTANT DATES

14 Mother's Day
29 Memorial Day

APRIL 2017

S	M	T	W	T	F	S
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 ₃₀	24	25	26	27	28	29

JUNE 2017

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Productivity Tips

STOP BEING LATE: If you find yourself consistently running late in the morning, monitor the tasks you do every morning. *Eliminate the one that is least important.*

WRANGLE YOUR EMAIL: Pick two times every work day to deal with your emails. Otherwise, use an auto-responder to reassure people you will reply within a certain time frame.

KEEP LEARNING: Acquire knowledge, especially that which is relevant to your business. The more knowledgeable you are, the faster you will get things done with fewer re-do's.



MAY SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

I know

FOR SURE THAT

WHAT WE

DWELL ON IS

WHO WE

become.

-OPRAH WINFREY

June

DR. AVIS JONES-DEWEEVER

Founder, Exceptional Leadership Institute for Women

@sistahscholar



Like countless others, I've survived navigating a toxic work environment. The type of toxicity that's so steeped in the atmosphere, that entering the physical space meant experiencing tension that was palpably in the air. Still, for years I endured. I endured my opinions being disregarded by people who believed my relative youth to be grounds for disrespect—*despite* my extensive experience and qualifications. I endured my ideas for

organizational improvement being belittled because they were too new; why rock the boat even if it was sinking? I pushed through the obstacles and the indignities until one day, I'd had enough. I decided to leave.

I gave myself three months to make my next career move while simultaneously servicing a few consulting clients to make ends meet. Finding myself no closer to the ideal job at the end of 90 days, I asked myself: What if I put as much time, energy and dedication into building my business as I'd put into my job search? With that, I decided to fully commit to my entrepreneurial dream. Since then, I've published my first book and landed opportunities as a TEDx speaker, a regular contributor and guest host on *NewsOne Now* alongside Roland Martin, and numerous speaking, coaching, training and consulting opportunities. I'm living the dream and I've never looked back.

GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
1.	
2.	
3.	

June

S	M	T	W
4	5	6	7
11	12	13	14
18	19	20	21
25	26	27	28

You can't be hesitant about who you are.

-VIOLA DAVIS

Th	F	S
1	2	3
8	9	10
15	16	17
22	23	24
29	30	

IMPORTANT DATES

18 Father's Day
 21 Summer Begins

MAY 2017

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JULY 2017

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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 _{/30}	24 _{/31}	25	26	27	28	29

Productivity Tips

REFRESH: At midday, get away from your work station for at least an hour; have a light lunch (i.e., piece of fruit, small sandwich, soup) then go for a 20-minute walk, even in the rain.

THE BIG PICTURE: Get a large computer monitor (22 inches+). Research that suggests a larger screen leads to better productivity.

NEVER GO IT ALONE: Match your work to your skills and abilities. Then partner with the person who's the right fit who complements (not duplicates) your skill set. Never be in business alone.



JUNE SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

WHEN ONE'S MIND

is made up

THIS DIMINISHES FEAR;

knowing

WHAT MUST BE DONE

does away

WITH FEAR.

-ROSA PARKS

July

LARA AKINSANYA

Founder & Creative Director,
Runway Moms for a Cause
@runwaymoms

Since I was a child, I've loved volunteering. I believe that my purpose in life is to serve the underprivileged; it's when I feel most at ease with myself. Shortly after my twins were born prematurely, I needed a way to keep doing the things that fulfilled me.

At the time, a nonprofit I supported was soliciting \$2 for their monthly donation, and a light bulb went off in my head. They were only asking for \$2 yet did so much for disabled and orphaned children in Nigeria. I felt like everyone needed to hear about them. That's how Runway Moms for a Cause (RMFC) was born. Since 2012, RMFC has raised funds and awareness for five organizations run by moms who are impacting change in their communities. It's a combination fashion show and fundraiser that provides me with a creative outlet and allows me to give back to the community. I rely a great deal on volunteers for the event, which can be a challenge because they don't all have the same levels of commitment. Some have been no-shows on the day of the event! Though there are times I've felt like quitting, what helps me to continue hosting RMFC is realizing the impact it has had on others. It's a reminder that my purpose is bigger than any challenge I will ever face.



GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
1.	
2.	
3.	

July

S	M	T	W
2	3	4	5
9	10	11	12
16	17	18	19
23	24	25	26
<hr/> 30	<hr/> 31		

Where there are no lessons, there is no growth.

– DIANA R. RAMSEY

Th	F	S
		1
6	7	8
13	14	15
20	21	22
27	28	29

IMPORTANT DATES

4 Independence Day

JUNE 2017

S	M	T	W	T	F	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

AUGUST 2017

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Productivity Tips

RISE AND SHINE: Go to bed and wake up at the same time every work day. You will be more alert in the morning and more productive throughout the day.

DETAILS, DETAILS, DETAILS: Take the time to pay attention to *details* before you decide to commit to a work product. Having to go back to fix some details will destroy your productivity.

ACT LIKE YOU WANT MORE BUSINESS: Proactively do *one* thing every work day to acquire new business. Be patient and persistent.



JULY SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

YOU OWE IT TO
yourself
TO LIVE
beautifully.

-JILL SCOTT

August

RAMUNDA LARK YOUNG

CEO, Ramunda Young, Inc. & Co-founder, MahoganyBooks
@mahoganybooks @soarwithramunda



What do you do if you've lived somewhere all of your life, but always felt like an outsider? I am a proud Oklahoman, but was often told I belonged elsewhere because of my dark skin, kinky hair and eccentric outfits. Throughout my life, I grappled with loving my own dark skin. I'd picture my face being lighter and wonder if more people would like me then. I'd feel a sense of rebellious beauty when I mixed and matched my crazy outfits; but I was still unsure of who I was.

In college, I was told by my professor to straighten my hair because it was too kinky for

corporate America. Deep down I knew his words were meant to protect me, but still, I was shocked and confused. Only a few years earlier, I'd seen what success outside of Oklahoma looked like as I chaperoned a group of students to DC. I'd met Black professionals who wore their natural manes and richly hued skin with pride. It was then I decided to trust God and listen to my own voice. After visiting DC only once, I packed up everything and moved. I decided to go where I felt celebrated, not simply tolerated.

Twenty years later, I still love DC and have built a thriving business with my husband. I'm also passionate about teaching women how to make authentic connections that increase sales and self-confidence in rooms where no one may look like them—where they are “outsiders.” I've learned that we can soar wherever God guides us when we walk in our own shoes!

GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
1.	
2.	
3.	

August

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I got myself a start by giving myself a start.

—MADAME C.J. WALKER

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31		

IMPORTANT DATES

JULY 2017

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SEPTEMBER 2017

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Productivity Tips

GET A DAILY SMILE FIX: Call someone you love (your child, parent, spouse, etc.) in the late afternoon for a 2-5 minute check-in. You will feel motivated and reinvigorated, and make someone else feel great.

WHAT YOU SEE IS WHAT YOU DO: De-clutter your work space. Remove distractions. Keep important or priority work files visible.

HVA: Avoid “busy work.” Focus your time on High Value Activities—*prioritize*. You decide what is high value to you personally and professionally.



AUGUST SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

WHEN I DARE TO BE

powerful

TO USE MY

strength

IN THE SERVICE OF MY

vision,

THEN IT BECOMES LESS AND LESS
IMPORTANT WHETHER I AM AFRAID.

—AUDRE LORDE

September

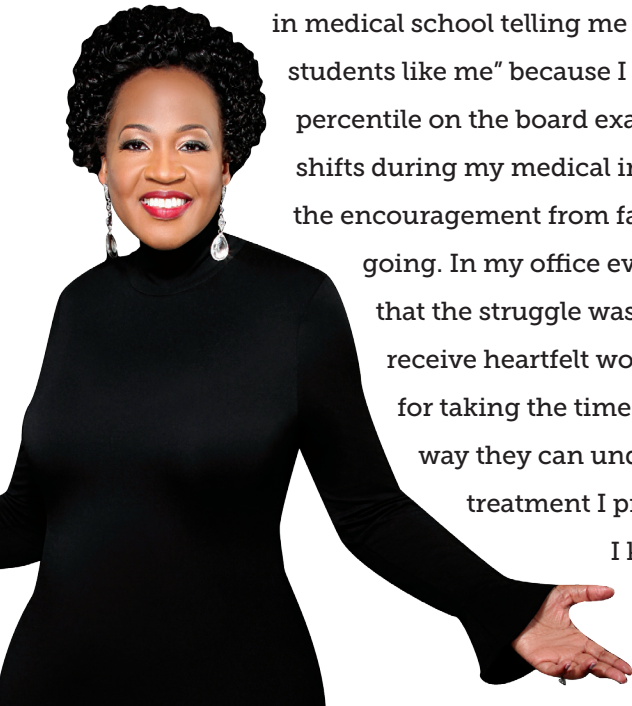
YOLANDA M. LENZY, MD

CEO, Lenzy Dermatology & Hair Loss Center

@DrYolandaLenzy

From a young age, I had a natural affinity for doing my mom's and sisters' hair as a "kitchen beautician." When I got to high school, I decided to simultaneously enroll in cosmetology training and the university prep program. I also wanted to become a dermatologist. At first, the administrators told me, "You have to pick one program," because no student had ever done this before. Unapologetically I replied, "Then I can be the first!" I knew that I could leverage my experience as a hairstylist, as a hair doctor in the future. The next seventeen years from the time of that decision until I finally became a board-certified dermatologist, licensed cosmetologist, and hair growth expert were not easy.

There were many times I wanted to give up—from my dean in medical school telling me that "dermatology is not for students like me" because I did not score in the 90th percentile on the board exam, to having to work 30-hour shifts during my medical internship. My faith in God and the encouragement from family and my church kept me going. In my office every day, I receive confirmation that the struggle was definitely worth it. When I receive heartfelt words of thanks from my patients for taking the time to explain their condition in a way they can understand, or when I see that the treatment I prescribed helped them get better, I know I'm walking in my purpose.



GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
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2.	
3.	

September

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No matter where you're from, your dreams are valid.

-LUPITA NYONG'O

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IMPORTANT DATES

4 Labor Day
 22 Autumn Begins

AUGUST 2017

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OCTOBER 2017

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Productivity Tips

HYDRATE: A survey of 21 of the most successful startups revealed their CEO's had a common behavior. These successful entrepreneurs drank one to two full glasses of water every morning right after waking up.

KNOW WHEN YOU NEED HELP: Take a rational approach to decision-making. If you can't control your emotional thinking, find a go-to person you trust, who typically thinks more rationally. Run it by them and have them weigh in.

STANDARDIZE YOUR PROCESS: Standardize your daily work routine as much as possible. Sticking to a regular schedule will always outperform "creating as you go."



SEPTEMBER SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

YOU ARE

ALREADY

blessed

WITH ALL THE

resilience

YOU NEED.

start

EXACTLY WHERE YOU ARE.

-SHANTAE PELT

October

ROZALYNN & GABBY GOODWIN

President & CEO/Inventors, GaBBY Bows

@gabbybows

A social media rant, a suggestion from my pastor, and my daughter, GaBBY's daily insistence we make a barrette that didn't fall out of her hair, unveiled my purpose. My five-year-old pushed me into entrepreneurship when I didn't think I had the skills or the time. Before I knew it, GaBBY Bows—the double-face, double-snap barrette—was born.

For every "yes" the public sees, there were at least ten "no's" that we had to wipe our tears and push through. I've struggled with guilt for exposing GaBBY to these tough life lessons so early, but I'm always assured that every lesson is preparing her for a greater purpose. The fear of rejection used to immobilize me from pursuing what I desired. Now, we're learning to become numb to "no." We've learned perseverance and have strengthened our bond through the disappointments and

triumphs of our business which has been featured in *Kiplinger's*, *Essence*, *The Real*, and *The Washington Post*.

GaBBY is the strongest child I know; honestly, I think she's stronger than I am. She has the kind of child-like faith that makes impossibilities realities. Each rejection that didn't result in our retreat only built our resolve, resilience and grit—all essential elements to our success.



GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
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2.	
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October

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The kind of beauty I want most is the hard-to-get kind that comes from within—strength, courage, dignity. —RUBY DEE

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IMPORTANT DATES

9 Columbus Day

SEPTEMBER 2017

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NOVEMBER 2017

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Productivity Tips

GET YOUR BRAIN & BODY IN RHYTHM: Play music in the background while you work that makes you want to move. The rhythm will energize you and increase your productivity.

NO PHONE: To help you focus and avoid the temptation to multitask, place your phone in another room while you're working. It will keep you from absently reaching for it and getting caught up in social media, texts, and other distractions.

COMMUNICATE MORE: Reduce stress by communicating early and often with clients, vendors, creditors and others important to your business success. They will leave you alone so you can focus more on your work.



OCTOBER SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

I DON'T *believe*

IN LUCK.

IT'S PERSISTENCE,

hard work,

AND NOT FORGETTING

YOUR

dream.

-JANET JACKSON

November

MOCHA OCHOA-NANA

Chief Strategist & CEO, The Oracle Group International

@mochoacha

Growing up in a strict Christian home (and on top of that, being of Trinidadian parentage), I was not really given the freedom to try on different types of shoes. I was told what shoes to wear; how to think; how to operate in this world. Confused and ill-prepared for adulthood, I learned everything the hard way. I married the aspiring pastor I was told would be a good match for me, and went for the law degree my parents expected of me. I was supposedly on the right track, but I was miserable.

After years of masking my unhappiness, I found myself divorced, and a single mom with no time for law school and no back up plan. But for the first time, I felt the freedom that came with deciding what I wanted. I remarried and found a job where I could use my communications skills in the world of publishing. Years later, as an entrepreneur, I still had not learned to use my voice. I allowed people to disrespect and take advantage of me because I didn't want to "rock the boat." If I wanted to thrive, I couldn't continue like this. When I finally found my voice, I discovered that validation begins with me. It was the turning point in my business and personal relationships and, most importantly, in my relationship with myself.



GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
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2.	
3.	

November

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Don't run away from challenges. If you want to enter the Promised Land, you have to face the giants. —ANGELLE KWEMO

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IMPORTANT DATES

- 5 Daylight Saving Time Ends
- 11 Veteran's Day
- 23 Thanksgiving

OCTOBER 2017

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DECEMBER 2017

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Productivity Tips

BE STILL: Meditate for 20 minutes after waking, before starting your day or doing anything else.

BE OPPORTUNISTIC: Take advantage of small, unexpected windows of time. *No social media. No email.* Complete one more thing on your to-do list.

GET BACK TO WORK: Quickly jot down your flash-of-creative-genius ideas on a “parking lot” pad or in a journal until you have time to get to them. Then get back to work.



NOVEMBER SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

Dreams

ARE GOALS WITH

deadlines.

- ANONYMOUS

December

TAMEKA J. HARRIS

Creative Learning Designer, Color Curriculum
@ColorCurriculum @tamekaharrislive

"No." This powerful sentence has given me the clarity and confidence I need in order to wear my shoes as a vibrant, multi-passionate businesswoman. But mastering the art of saying no wasn't easy. "No" was a difficult word because I wanted people to like me. I didn't want to disappoint them. While writing this message, God made me dig deeper into why I felt this way.

Because I saw the "superwoman complex" modeled by the women in my family, I thought that was how *I* should be—a strong woman with no signs of weakness. These Southern women had to be tough in order to balance the demands of life in a post-Jim Crow world. Somehow I took what they showed me and equated the word "no" to weakness.

When you deal with the root cause of an issue, you have to be like an overzealous gardener: find the weeds, dig 'em up, and get rid of them immediately! In my garden, I threw out the idea

that "no" meant weakness. I learned that "no" is actually strength, and an opportunity to stand in your truth.

This two-letter word has helped me come to know my purpose. I went from taking on every video project that came my way, to pursuing my passion—which is creating diverse learning videos for online educators.

And I'm so much happier for it. As this year ends and a new one begins, pledge to say "no" more often.

Because your next "no" will move you closer to your destiny.



GET IT DONE

Review your vision and goals to make sure your actions this month align with the results you want.

ACTION	RESULTS
1.	
2.	
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December

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<hr/> 31			

Finding my shoes means honoring myself by trusting my choices, my voice, and loving the comfort that I feel in being authentically me.

—MOCHA OCHOA-NANA

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IMPORTANT DATES

- 21** Winter Begins
- 24** Christmas Eve
- 25** Christmas Day
- 31** New Year's Eve

NOVEMBER 2017

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JANUARY 2018

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Productivity Tips

WORK IT OUT: Exercise a minimum of 20 minutes daily: jog, walk, stretch, lift weights, dance to music you enjoy.

CREATE THEMES: Create a work theme for each work day of the week. A work theme can be a type of work you routinely do, or it can be a single project or client's needs for the day. This will allow you to give 100% of your energy to each aspect of your business.

SIMPLE PLEASURES: Keep a fresh bouquet of cut flowers in a vase in your work space. It will make your space feel fresh. Simple pleasures will improve your mindset and help you be more productive.



DECEMBER SUCCESSES

1. _____

2. _____

3. _____

What I learned: _____

How I'll celebrate my success: _____

YOUR
purpose
IS NOT ABOUT YOU.

IT'S ABOUT USING

your gift
TO SERVE

the world

IN A WAY THAT WILL BRING YOU
MORE FULFILLMENT & PEACE
THAN FEAR EVER WILL.

– CHRISTINE ST. VIL



The Bonus 12

Here are 12 additional tips to help you on your journey to success.

1. **JAVA JOLT:** If you drink caffeine, avoid drinking it first thing in the morning. Have your first cup around 9:30 a.m. and a second cup (if needed) around 11:30 a.m. when your body's cortisol levels are lower.
2. **WEBSITE LIVE:** Instead of a “Coming Soon” page, use your home page to start a conversation. Tell your story, share your process, and provide value even before your product or service is ready. There is no reason to wait before engaging customers.
3. **LIMIT YOUR CALLS:** Figure out how to limit your phone calls or meetings to 45 minutes maximum.
4. **DIM THE LIGHTS:** Reduce bright lighting in your work space. Research shows working in more dimly lit areas reduces mental inhibitions and allows for more creative thinking.

5. **FOCUS AND DELIVER:** One to one and a half hours before you decide to end your work day, take no phone calls, no meetings, no emails. Focus 100% on completing unfinished tasks on your to-do list.

6. **TOP 5 PRODUCTIVITY KILLERS** to avoid while you work:
 - Cell phone/texting
 - Internet
 - Gossip
 - Social media
 - Email

7. **JUST SAY NO:** Seek only the funding you need for your business to be successful and *nothing more*. You don't need millions to get started and keep your startup operating.

8. **KNOWLEDGE IS POWER—ONCE ITS APPLIED:**

The sooner you start learning from more seasoned businesspeople, the better chance you have of being successful. Become a humble student of the industry you are in and soak up learning from the right people and sources. Then *apply* that knowledge.

9. **ABOUT ME:** Based on Google Analytics, your “About Me” page on your website is one of the top pages on your site. If your “About Me” page isn't built to drive traffic and sales, then it isn't generating any return on your investment.

The Bonus 12

10. **YOUR CALLING CARD:** If your business card is unique, others are more likely to hold on to it and refer back to your company. Experiment with different shapes, colors, designs, textures, fonts, etc. Use a little creativity to make you stand out from everyone else.

11. **JUST SHOW UP:** Much of success is about showing up. Really: just show up. Go to demonstrations. Apply to pitch events. Join meet-up groups and industry organizations. Put yourself in situations where you are most likely to meet others who can support you, including investors.

12. **“GOOD KARMA”:** Accumulate good karma before you need it. It’s always the right time to do a good deed and make someone’s day. The world’s most powerful force is reciprocation, and doing good consistently is the fastest way to unleash it.

DNA 13: TRAITS OF AN ENTREPRENEUR

Whether you're building your own business or leading an organization, you need to think like an entrepreneur in today's fast-paced world. The following traits characterize successful entrepreneurs:

1. Takes Risks
2. Perseveres
3. Works Well with People
4. Works Hard
5. Likes to Compete
6. Likes Solving Problems
7. Is Determined
8. Is a Leader, Not a Follower
9. Is Optimistic
10. Is Persuasuve
11. Is Passionate
12. Is Creative
13. Is Responsible/Accountable



2018 Calendar

JANUARY

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FEBRUARY

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MARCH

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APRIL

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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THE TEAM *Behind the Planner*



CHRISTINE ST.VIL is a wife, mother of three, speaker, writer, author and trainer. She is relentless about helping women, particularly moms, take charge of their lives by learning how to feel good without feeling guilty. Through her work with Moms 'N Charge™, Purpose Driven Media™, LLC was created to teach women entrepreneurs how to successfully leverage social media and blogging to start and/or grow their business and brand.

Christine is an instructor in the Steve Harvey RADICAL Success Institute, & her work has been featured in numerous local and national TV and online media outlets (including VOA, Fox 5 DC, Fox 45, WBAL, WHUR, AllParenting.com, Sirius XM, amongst others). She received her B.S. in Biology from Marymount University.



JULIAN B. KIGANDA is a dynamic branding and marketing strategist with nearly 20 years of experience helping transform, build and grow brands for international organizations, Fortune 500 corporations, multi-million dollar nonprofits and small businesses. She founded Bold & Fearless in 2013, an online magazine and lifestyle brand for professional women who are passionate about discovering and living out their purpose. Julian

is also an active public speaker and mentor and who has been featured in numerous media including ABC News, *The Washington Post*, Essence.com, *ARISE Magazine*, Voice of America Africa and NPR. She received her B.A. in Graphic Design from Marymount University.



DANIEL RUSSELL, III decided early in his life he wanted to make it possible for people to experience a better life. That decision led him to professional experiences as a Senior Executive in several Fortune 500 corporations, globally recognized for his success in real estate development, capital markets investing, banking, retail and real estate financing. He realized that to have real, life-changing impact on people's lives he had to succeed at connecting

Wall Street to Main Street. He now helps entrepreneurs develop, manage, and grow their small businesses. He's owned and managed real estate development, retail and professional services enterprises for his own portfolio and has trained, coached, and mentored hundreds of entrepreneurs and change-makers.

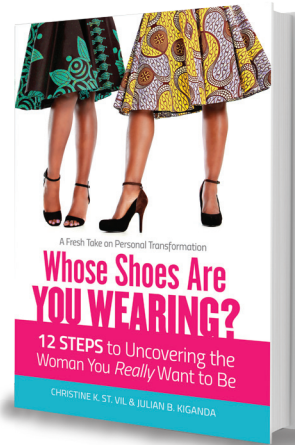
About the book

“Inspiring.” “Brilliant!” “Honest.” “Impactful.” “Loved it!”

Do you find yourself living the definition of insanity on a daily basis? Is it hard for you to say “no” to people, things, and situations that drain you? Are you allowing unhealthy relationships to block your blessings? Do you struggle to reconcile your cultural heritage with the woman you want to become? Are you still waiting for Prince Charming to come along and complete you before you can really be happy?

If you answered yes to any of these questions, then *you need this book*. Julian B. Kiganda and Christine K. St. Vil are two sisters known for being Bold & Fearless Moms ‘N Charge. After conquering their own personal and professional struggles to finally walk in their purpose, they’re giving you their most powerful insights to move you along your own path to uncovering your God-given purpose. In *Whose Shoes Are You Wearing?*, these no-nonsense siblings take you through key steps to help you create the unprecedented transformation you want to see in your own life. They draw upon their own life-changing experiences—from ending unhealthy relationships to surviving unimaginable trauma—which are closely intertwined with their East African upbringing. With practical action steps included at the end of each chapter, *Whose Shoes* shows you how to walk boldly and fearlessly in your own shoes, regardless of the shoes you’ve been wearing.

With a generous dose of humor, solid spiritual principles, and a “keepin’ it real” attitude, this book will become a staple in your library as you embark upon your own journey to discover the shoes God meant for you!



AVAILABLE ONLINE AT AMAZON AND BARNES & NOBLE

Whose Shoes Are YOU WEARING?

40+ AMAZON
REVIEWS

"'Whose Shoes Are You Wearing?'" is an excellent book for anyone, regardless of gender, who wants to understand the value of discovering, accepting and fully loving self to establish a rock-solid foundation for healthy relationships and fulfilling lives of passion and purpose. 'Whose Shoes' will inspire you to step out on faith and onto the path of your choosing."

—ALFRED A. EDMOND, JR., SVP/Chief Content Officer, *Black Enterprise*;
Co-author, *Loving In The Grown Zone: A No-Nonsense Guide to Making Healthy Decisions in the Quest for Loving, Romantic Relationships of Honor, Esteem and Respect* (Balboa Press)

"I absolutely loved this book. Christine St. Vil and Julian Kiganda have redefined self-help. I laughed and cried while reading this book. This is a must read...Julian and Christine share their personal stories so freely, but yet tie it back to a lesson that will help you grow. There is something for everyone. Highly recommend!" —AT

"After reading this book, I felt empowered to be flawed! It sounds a little crazy, but this book was such a refreshing look at how being exactly who you are is all the you are called to do in this world...Julian's story was so honest and revealing that if you've ever struggled with relationships and dating you really need to get this book. If you have a problem saying 'no' Christine says 'No' is a complete sentence (go straight to Chapter 6)...I'm happy I got my hands on this book." —QUEENIE

"I would recommend this [book] to anyone (women/men alike) who is willing to do the work to find the right fit of shoes, even if the process of getting fitted and trying on several other shoes is frustrating and unsuccessful initially. Read this book and walk in your own shoes!" —DE'NITA MOSS



5 stars!

Pray

OR WORRY.

YOU CAN'T

DO BOTH

faithfully.

– JULIAN B. KIGANDA

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