

ÑEQUE

THE SPIRIT OF
A RESILIENT
MINDSET



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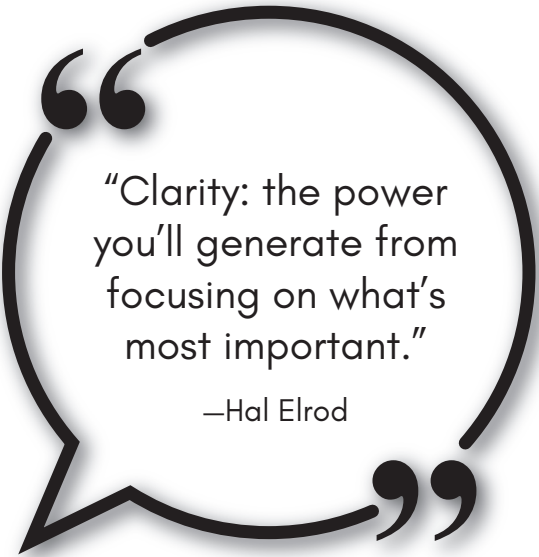
Printed in the United States of America

First Printing, 2020

ISBN: 978-1-7341809-3-0

Chapter One

Find Your Purpose



“Clarity: the power
you’ll generate from
focusing on what’s
most important.”

—Hal Elrod

Clarity gives you power.

I want you to think about that statement. Clarity gives you *power*. Being clear about who you are and where you fit in the world gives you control over your destiny. It literally puts you in charge of your own future because you know exactly where you want to, and should be, going. Clarity is one of the greatest gifts you can give yourself. The difficulty for many of us is finding that clear vision because our path gets muddied by all the wrong thinking we have in our heads.

Clarity is one of the greatest gifts you can give yourself.

This book will be all about helping you find clarity and then using it to become your best and most *sustainable* self which, in turn, gives you a sustainable business. You'll become part of that elite small percentage (less than 10%) of entrepreneurs who make it past the first five years because you built a foundation that won't blow over with the first strong wind—and it all starts with changing self-destructive beliefs.

You Are Not a Mistake

When I was thirty-two, I found out that I wasn't a seven-month preemie (as I had thought my entire life) but that I had been conceived two months earlier, when my parents

were dating. The first emotion my mother felt when she found out she was pregnant was fear, and I have no doubt some of that made its way to me, even before I was born. My parents got married and I always had a sense of all those fears and doubts she had felt when she found out, even though the truth came out decades later.

My parents love me very much and I love them, but finding out that I had been an unplanned pregnancy made me internalize all these feelings of being unwanted. I started making choices that were not the best for my self-worth, which led me down a bad path. It wasn't until I found my purpose that my vision of myself changed and, in turn, my life changed.

I took the power back for myself by choosing to focus on the positive. I focused on the knowledge I was here for a reason. By looking at my birth as an opportunity to become who I was created to be, I began to erase those feelings. For years, I had been telling my own daughter, who was conceived before my first marriage, that she was my greatest mistake because she was such a wonderful surprise. She didn't hear anything positive in those words, only the word "mistake". When I realized that, I changed how I talked to her about the incredible gift of her birth.

*I took my power back by choosing
to focus on the positive.*

Too many people believe they are a mistake and that they aren't serving a purpose on this earth. That's definitely not true. No one is here by chance. No one. I believe strongly that each one of us is fearlessly and wonderfully made by a Creator who unconditionally loves every single one of

us. We each have a purpose that is ours, some path we are meant to fulfill. Even identical twins, who are a match in every other way, have different purposes in life. Whatever Higher Power you believe in, look there to see and believe that you are a unique and that you matter.

You are meant to be here.

Ask yourself: *What makes me special and unique?* What is different about you than your siblings, your friends, or your coworkers? Are you a leader or a helper? Are you a planner or do you prefer to fly by the seat of your pants? Asking these questions will help you narrow down exactly what your purpose is. There are more exercises for doing this in *Ñeque the Workbook*, too.

It took me a long time to realize this myself. I struggled to fit in most of my life because it always seemed like the world I lived in wasn't the right one for me. I grew up in Ecuador, a girl interested in soccer in a world where girls weren't allowed to play "boy" sports. It wasn't until I saw a teenage girl, a missionary from America, playing soccer in a field near my house that I realized girls could go after the same things that boys did.

I was ten years old and remember running home and telling my mother I wanted to go to America. I wanted to go to this amazing country where girls could play sports just like the boys. I kept insisting I wanted to go and my mother finally took me to America when I was twelve. Within a few days, I knew this was the place I was meant to be and I vowed to someday live in America. I pestered my parents for years after that, insisting we needed to move.

Back home in Ecuador, I wanted to be unique. My given name, Rocio, which means morning dew in Spanish, was so common that there were four other girls in my class with the same first name. I begged my mother to let me change my name to something different, like Priscilla. She told me I could do that when I was eighteen. Until then, I was Rocio.

When I came to America, there was no one named Rocio, so I was suddenly unique and rare. My nickname, Rosie, came about because it was easier to say and remember. The very thing I wanted—to be unique—was already there. It just took me time to see it.

*It took a shift in perspective for me
to see I already was rare and unique.*

It Takes Guts

The idea of being an entrepreneur didn't even occur to me in those days. To my family, working for yourself was almost a taboo idea. My father told me over and over again, "Never work a job where you don't know how much you'll make each week." I grew up thinking I should only seek jobs with that kind of security.

I moved to America in 1988 after graduating high school. I got pregnant, got married, got divorced, then got married again and had my second child. My parents were both teachers in Ecuador and needed new careers here, as well. My dad and I decided I would become a travel agent. I didn't ask myself if this was my purpose, I just went to school because I wanted a good job.

My father was much harder on me when we were in America than in Ecuador, partly because he used to teach in a school with a lot of troubled and rambunctious boys. He hadn't been that involved in our lives back home but, in America, he stepped in and tried to enforce all kinds of rules. I had grown up with a sense of being unwanted and resisted his authoritarian rules. I rebelled and made a lot of choices I shouldn't have. Ironically, I ended up finding myself in the same situation as my mother. I wasn't as scared as she had been, maybe because I could see the possibilities for my life here in America.

I ended up getting a really great job at American Express Business Travel Services and I made good money. For years, I did what everyone does—worked, raised my family, and paid the bills. For nine years, I went to work every day, not realizing what that cost me.

*For years, I fell into the slog:
work, raise a family, and pay the bills—
without thinking about the impact.*

My daughter started acting out, and was getting in trouble at school. One day, I found a flyer for a violin recital at her school. I left work early and showed up, excited to see my daughter play for the first time. Her teacher said, "I'm so glad you came."

"Of course," I replied. "it's her first recital. It's an important night."

The teacher looked at me, confused. "It's not her first. It's her third." I missed the other two because my daughter

never told me about them. She had assumed I wouldn't be able to go because of the hours I worked.

I realized right then and there, that this great-paying, nine-to-five job was robbing me of a relationship with my children. My daughter and son barely saw me. That wasn't the kind of mother I wanted to be. I quit my comfortable job and vowed to find something else.

Except...what? I didn't know what my purpose was or where I fit in the world. All the things I had struggled with as a child were still there, so started thinking about what made me unique.



Look to *Ñeque the Workbook*

In my accompanying workbook, you'll find great exercises like these:

- Determining your purpose
- Naming your rabbits
- Developing your own affirmations

Know Who You Are

I was outgoing, friendly, and I loved to take care of people, but those didn't seem like traits that could build a career. I knew I was a natural born leader, but standing out wasn't encouraged when I was growing up. I was a good student but not an excellent student. I was good *enough* but just... mediocre. There didn't seem to be one area unique to just

me. While searching for my next job, I took a personality assessment test and it told me that I was an influencer.

It made sense because I'd always been a go-getter who was curious and talkative and helpful to others. But how could I turn all those qualities into a job? I prayed and prayed that God would show me my path. He did.

I got a job at Humana, helping people with their Medicare enrollment. Just as I had when I first landed in America, I knew pretty quickly that this—helping people find solutions for their healthcare needs—was my purpose. I could see the relief in their faces and the happiness in their voices when I helped them navigate the complex world of Medicare and get the right plan for them.

I was an influencer.

I had a passion for helping others and that fueled my purpose. Passion and purpose work hand-in-hand because the purpose gives you a reason to start and the passion keeps you going when things get rough. After working at Humana, I eventually left and went into business for myself selling Medicare insurance because I realized I would have more control over my business and my future. Being an entrepreneur is not easy; it's a constant battle. If you don't have a passion for what you are doing, your business becomes unbearable.

All of those things that had once been so challenging in my life became opportunities for growth. As I settled into what I was meant to do, my motto for life and business emerged—pure, positive, inspiring ideas. That's my mission in everything I do.

Stop Chasing Rabbits

People who try to hop on the latest trend or the next big thing often end up frustrated and broke. They're chasing rabbits instead of going down the path that is meant for their unique selves. You might be successful for a while, but eventually that lack of passion will make you walk away or fail. That's why clarity is so important.

Clarity gives you purpose and, as your life changes and moves in other directions, that purpose can give you an anchor to fall back on. Maybe your current mission is to be the best possible mother, which feeds into your purpose of caring for others. Don't let a season of your life become another rabbit. Change, adapt, and remain true to who you are meant to be.

*Your purpose can be your anchor
that keeps you grounded.*

I was focused on the wrong thing when my children were young. I was determined to be the best employee I could be, but that meant I wasn't there as much for my kids. My daughter once told me she wouldn't have cared if we lived in a shoebox and ate peanut butter and jelly sandwiches every day if it meant I was home for her. Don't let other things distract you because there will be consequences.

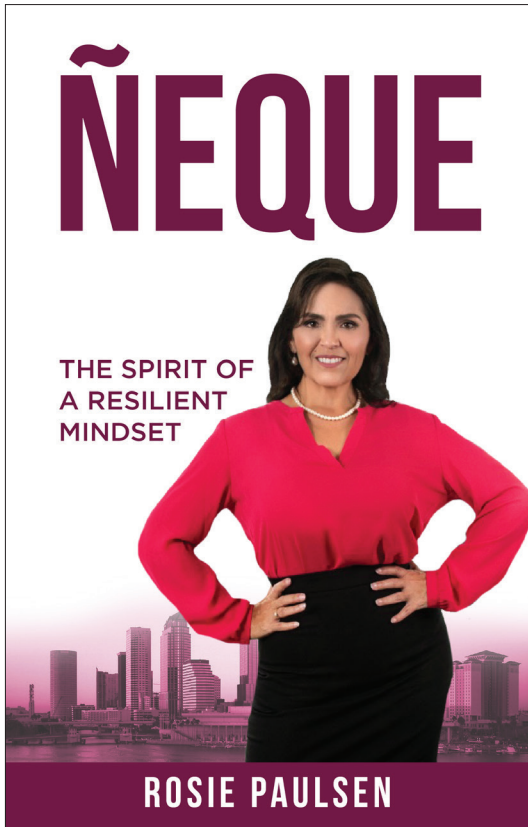
I do my affirmations every day (which I'll tell you more about in a future chapter) and they realign me with my purpose. I head out the door, ready to tackle the day, knowing that what I'm doing is all part of a bigger plan that is unique to just me and, most of all, meant for me to do!

Follow Rosie

On my social media, I have a movement called Where’s Rosie, a community-led awareness campaign highlighting events in the area. People are encouraged to take a selfie with me. They post it and tag it with #IFoundRosie. This encourages interaction and relationships in my own community. It gives the businesses and people in Tampa some exposure and it gives me a unique way to support them. I want these businesses to thrive and I want the same for you. In this book, I am going to give you advice and exercises that, if you follow Rosie, will help you build a sustainable self.

To start, stand in front of your mirror and tell yourself, “I love you. You are beautiful/handsome.” I know it sounds crazy, and it will be harder than you can ever imagine, but it will make such a difference in the way you think and speak to yourself—and that will empower everything you do! Is this an example of an affirmation? Yes!

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The Spirit of a Resilient Mindset

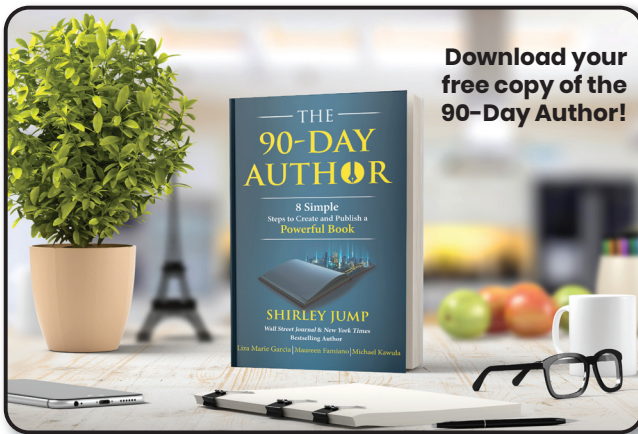


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