

ECLECTIC BRAINS

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Creating a loyal customer base is not easy. It happens one meal, one customer at a time. Every day is a new set of challenges.

SPOTLIGHT

ALTHEA WILES

IVA PEREZ

DR. HEATHER GANSEL

HANNAH O'BRIEN

Interview with

KERRY FITZMAURICE CEO



Founder of first fast-casual
vegan restaurant in

**PURE
GRIT**
BBQ

New York

Editor-in-Chief
Nidhi Mehta

Cover Story
Kerry Fitzmaurice

Features
Althea Wiles
Iva Perez
Dr. Heather Gansel
Hannah O'Brien

Writers
Rittika Dhar
Kseniia Mishchenko
Nirali Parekh

Creatives
Genie Zaskia Aca-ac

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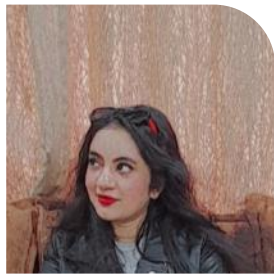
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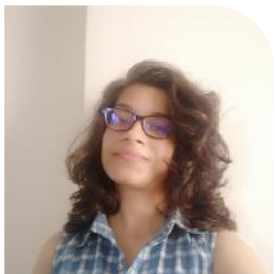




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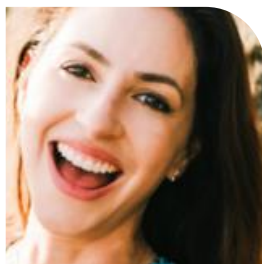
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EDITOR'S LETTER

Dear Readers,


Humans are inherently and unconditionally rooted in nature first and foremost. So while there's a lot said about sustainability, I'll skip the part about why you should consider taking care of the environment around you seriously. Our conventional wisdom has taught us that it's okay to let go of a thing or two about nature or yourself for survival and comfort. For example, what would you choose for a wedding: a handmade woven box bag or a stylish favorite brand bag whose material might contain one or two harmful chemicals but is not hazardous? This question has no perfect answer, though. It's just about perception and the choices you make.

How far you go with a sustainable lifestyle is a choice based on your level of awareness of nature's wellbeing. There's no judgment here; just the gravity of awareness. However, most of the time, 'sustainability' or 'eco-friendly products' are the latest fads for businesses unless you do what you preach.

This leads me to our cover story, Kerry Fitzmaurice, who runs a vegan-based BBQ restaurant in New York, the first and one of its kind. I think passion and purpose drive people to do what they

do, especially in businesses that are not conventional.

If you start a vegan BBQ restaurant in the meatiest city in the USA, New York, and people like the food of Pure Grit BBQ as well, then you are one of a kind. Starting a company with a non-conventional business route and standing by what you believe in is one of the impeccable traits I have encountered in our Cover Story, Kerry. Not to mention a restaurant run by women.



I am an ardent admirer of nature. Not the kind of one who goes to the mountains or beaches. I take its serenity from my vicinity. If you need water to rejuvenate, it's flowing through your tap. If you need peace of mind, go for a walk or run. The earth will hold you. The sky is always above you to adore. When you look around, you will see that nature does not leave you no matter where you go. And likewise, we are just as accountable for taking care of it. I would like to quote one of my favorites: "If you go against nature, you'll only get more and more ill." (unknown)

While this issue focuses on nature, psychology, and health, covering women-led businesses will always be a priority for ECLECTIC BRAINS. More in our spotlights:

Althea Wiles shares her expertise on plants and flowers. She's the founder of Rose of Sharon Floral Design Studio and J Althea Creative.

Iva Perez, a hypnotherapist, shares human brain psychology with a parent-kid relationship (must read).

Dr. Heather Gansel, a Virtual Chiropractor, shares her story of how she, being a non-millennial, took her 20 years of chiropractic in-person practice to an online one.

Hannah O'Brien, an anti-anxiety coach, shares her story with a beautiful outlook on anxiety, stating there's always a way out.

A special thanks goes to the guest writer, a Stanford graduate, Nirali Parekh, for penning about the causes of procrastination and sharing a helpful solution.

While I am excited about this issue going live, being a millennial, I have already thought of the Instagram caption, "my heart is full today." I think this caption will probably be a constant caption for every issue I publish, though. "My heart is full" when I publish an issue with good content, stories, people, and final edits before it goes live. It's the stories and people I connect with that feed my soul. However, that's true for all of us. Whether you believe it or not, only stories will let you break the chains of mediocre thinking. That helps humanity to leap forward, and it is the only thing that will save you.

Nraj Kotiya

Nidhi Mehta



NIDHI MEHTA

Editor-in-Chief

Write to me at nidhi@eclecticbrains.in

After graduating from the University of Michigan and Yale, Kerry started her career as an environmental economist, but her creativity drew her to the entertainment industry and advertising, where she spent the last 25 years.



KERRY FITZMAURICE

She is back to her roots with Pure Grit, improving the health of the planet and people. Kerry lives in New York City with her daughter, where Kerry now runs Pure Grit BBQ, the first fast-casual vegan restaurant in New York.

Hey Kerry, tell us about your journey so far.

In summary – A long and winding road that leads to your door.... But, the Pure Grit BBQ journey so far has been a fun and exciting roller coaster. We started in 2020 when we were about to sign a lease for a Pure Grit BBQ restaurant in NYC, but COVID hit and we decided not to move forward. We faced the challenge of “how do we keep a brand alive during COVID?” That’s when we shifted to bottled sauces and rubs. The unique aspect of it? They were formulated specifically for plants, or plant-based BBQ foods. We were campaigning and convincing people that our brand was special all throughout 2020 and 2021. Luckily, Pure Grit BBQ got funded and we were able to open this incredible first-ever fast casual vegan BBQ restaurant in NYC in May 2022. It’s been an amazing experience thus far and we feel incredibly lucky to be in this position and to receive the feedback we

always wanted from customers: “Wait... that was vegan AND gluten-free?”

How did you transition from an environmental economist to an entertainment and advertising person?



I let my heart lead and I took advantage of every contact and each and every connection. When a more interesting opportunity presented itself, I took it. Environmental economics lead to location management, which lead to celebrity housing, which lead to pairing celebrities with brands to advertising. It all made sense to me.

What inspired you to start Pure Grit BBQ, a vegan restaurant?

I wanted to create what I was missing in my life. I was working at an advertising agency when I met my soon-to-be **business partner, Jenny Mauric**. We ended up at SXSW for a work trip, and went out with colleagues for a BBQ. Of course, BBQ in Texas is amazing, the vibes, the food; it's a great environment. I thought there must be a BBQ for vegetarians or vegans, because everything about BBQ is amazing.

What's the story behind your journey to veganism?

I say that I am AVAP - as vegan as possible. I spent my entire life slowly eliminating different foods - from meat at 10 years old, to shellfish at 35 years old, to chicken at 40 years old... and then all seafood and eggs.



What is your favorite dish at Pure Grit BBQ?

Every day it is something different: The Impossible Cut, Fried Daring Chicken, and Waffles, Nachos, and PG Signature Salad have been my top favorites lately.



IMAGE : © PURE GRIT BBQ RESTAURANT | NEW YORK

Can a vegan diet be satisfying and healthy for someone who doesn't want to eat meat or animal products?

Of course, we have to change the conversation. It is not about what you are losing or giving up, but rather that you are just choosing to eat differently. Protein will never be the issue.

“You are just choosing to eat differently.”

For example, here is what one of our customers has to say about the same: "I'm a carnivore. The chicken and waffles were savory, the bacon was mesquite, and the tea was perfectly (but not overly) sweet. And somehow, none of it was meat, and all of it was delicious. They also give complimentary smarties and have great service."

IMAGE : © PURE GRIT BBQ

ECLECTIC BRAINS

Another says, "What a friendly staff! so helpful! And the food is amazing! I couldn't believe the Mac 'n' cheese was gluten-free. The best gluten-free pasta I've ever tried! I'll be back the next time I'm in town. "
If you try it once, you'll know.

How did the recent NYC minimum wage hike affect your business?

Luckily, we opened after the hike, so we were able to budget for it.



IMAGE : © PURE GRIT BBQ RESTAURANT | NEW YORK

What is a typical day like for you running Pure Grit BBQ?

We have an incredible GM who is also our chef—Emily Hersh, who was also a former Hell’s Kitchen contestant. She is there, running day-to-day. I am there often, but it can be all-consuming as I really enjoy being with the guests. When I work from home, I am able to focus on the big picture, increasing sales, partnerships, marketing, and expanding our reach.



IMAGE : © PURE GRIT BBQ

How has your experience in the entertainment industry helped you in this role?

You never know what the day will bring, so I try to approach each day well-rested with curiosity and appreciation. I was able to meet with and partner with celebrity chefs to help me create what Pure Grit BBQ is today.



IMAGE : © PURE GRIT BBQ

How would you describe your management style?

Sometimes letting go is the best way to gain perspective. If you try to do everything yourself, you will drive yourself crazy, and you are denying your team a chance to shine.

How do you define success for a company like Pure Grit BBQ?

In summary, when our message of BBQ for all pulls through, we feel successful. We want all foodies to pull up a chair and enjoy great BBQ food, not just those who are vegan and gluten-free.

What do you find challenging about being a restaurant founder?

ECLECTIC BRAINS

Creating a loyal customer base is not easy. It happens one meal, one customer at a time. Every day is a new set of challenges. Ensure you have an engaged community of support.

What are some of your goals for the future of the company?

I want to bring Pure Grit BBQ to everyone. After all, our slogan is "BBQ for all," so I would love to be able to expand and have people all around the world try our food, not just New Yorkers, not just vegans, not just those with gluten allergies, but everyone!



IMAGE : © PURE GRIT BBQ

What inspires you to do your work?

Knowing that we are creating and serving delicious food that just happens to be vegan and gluten-free makes me happy. When a carnivore says, "Wow, that was amazing—I had no idea vegan food was this good—that's it for me." Just eating a few plant-based meals a week is game-changing.



kerryfitz

Follow



If you try to do everything yourself, you will drive yourself crazy, and you are denying your team a chance to shine.

- Kerry Fitzmaurice

PURE GRIT BBQ
@puregritbbq



Interviewee : Kerry Fitzmaurice

Interviewer : Nidhi Mehta



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ECLECTIC BRAINS is a digital magazine that brings a new reading experience to readers with its carefully curated articles. Get inspired with articles about people's real life uplifting stories, interviews, case studies, business, tech, art & lifestyle around the globe with wisdom & applicable to lead our lives.



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4 DÉCOR TIPS

for Peaceful, Tranquil &
Cool Vibes at

Home.

RITTIKA DHAR
ECLECTIC BRAINS MAGAZINE



With the stifling heat during summers, it is not only important to keep yourselves and your houses cool but also to have an external environment that is conducive to tranquil and peaceful minds. With agitated minds comes a drop in productivity and energy as you spend all your energy trying to focus and concentrate. Coolers and air conditioners are one thing, but it also helps if your home décor reflects the soothing state that you would want your mind to exist in. Some very simple home décor tips could go a long way towards creating a calm ambience in your house. These techniques can be employed anywhere, from the smallest of flats to the largest of bungalows. With just a little bit of time and effort, your home can become ready for the hot, humid summer months.

1. Try double draping your curtains

This is a simple step by which your rooms can have two completely different looks by day and night. Just add two light, breezy, sheer curtains in the center of your curtain rod, between your regular curtains. Billowing white curtains look romantic and dreamy but they don't help much against the afternoon summer sun. The plain, lined curtains can be pulled across your windows during the afternoon to create a cool, shady atmosphere. But with the onset of evening and the cooler evening breeze, the heavier curtains can be pulled aside and your light, billowing sheers can be displayed to their full glory. Sheer curtains can be a wonderful mood enhancer during a summer evening, bringing a charming atmosphere into your home and allowing your daydreams to take shape.



2. Have a water feature in your living room

These are extremely easy to make. All you need is a small pump, which can be bought online, an earthen pot or urn, a shallow vessel and some pebbles. The tinkling sound of water running in the background is an immediate balm to a tired mind. While this little fountain will not actually cool down your home, the sound of it provides an illusion of coolness and a sense of calm.

As you go about your work, the steady trickle of water over pebbles forms the music to accompany you, as relaxing as any slow piano recital or instrumental piece that you may put on. It's an enchanting backdrop to work during the day and wind down in the evening.

3. Use lots of cool colors as accent

The best way to provide a cool and soothing ambience is to use neutral colours in your decor with cool colors as accents. Much as you may love yellows and reds and bright pinks, keep those for the monsoons and beyond! Try to use blue and greens in your cushion covers, in your knick-knacks scattered around the room, even in your artwork if you can. They immediately draw the eye and provide a sense of coolness to the whole room. There's a reason that green is associated with life, renewal and resurrection. And those are exactly the things we need during the summer months. These are little things that can be easily changed and adjusted without your having to re-do your whole room. And the changes between the seasons can also relieve the monotony if your decor were to remain the same throughout the year.



4. Try to keep a few potted plants around the house

These need not be high maintenance. A lot of people don't have any interest in gardening, but there are certain plants that can easily be taken care of while providing a comforting backdrop to your living space. Plants like the snake plant, the spider plant and pothos can be placed in a shady corner to brighten up the room and don't even need a ton of sunlight to thrive. Succulents are a great favorite among many people who don't have time to take care of plants because they hardly need watering at all while still looking pretty. Having a few plants around the house is not only a pleasing aesthetic choice, they help to liven up the atmosphere and provide the tiny bit of fresh air that is so desperately needed in the crowded and polluted cities.



These are not simply home décor ideas but tiny changes to your lifestyle that can help usher in a measure of calm and tranquility that is essential in the rapid movement of the present-day world. When you enter your home after a long day, it is with the hope of sloughing off the stress of the day. And this is exactly what these little tips can help you attain.

Rittika Dhar | Writer at ECLECTIC BRAINS

ALTHEA WIVES

FOUNDER

- ◆ *Rose of Sharon Floral Design Studio*
- ◆ *J Althea Creative*



Plants have become a staple of many people's lives in our modern world. From house plants to gardens, our lavish lilies and green garnishes are not only pretty but provide us with many benefits. They leave us with cleaner and healthier air in our homes and untainted fruits and vegetables in our tummies. It does take time, patience, and an optimistic attitude to be able to watch your plants prosper. These past few years have taught us that we must find outlets for ourselves to keep a positive mindset, and if you think becoming a plant parent is the outlet for you, you must be prepared. Once you have gained knowledge on the topic, it is truly a lifestyle. Being able to sprout your own life in a pot or in your backyard gives you something to look forward to as well as boosts your mood. My parents owned a wholesale plant nursery when I was a child. I would raid the daylilies and zinnias during the summer months to create arrangements for my family's house.



All of this to say, plants and flowers have been a part of my world my entire life. As the owner and creative director of **Rose of Sharon Floral Design Studio** and the founder and florist education director of **J Althea Creative**, I love passing on knowledge to others interested in horticulture.

H O W

TO BE A PRESTIGIOUS PLANT PARENT ?



01 SUNLIGHT

Sunlight is the most important thing you need when it comes to planting. So many plants require that warm and bright sunlight to be able to grow, bloom, and flourish, but there are some plants, such as the peace lily, that do well in little to no sunlight.

02 SOIL

Soil is the next material that is a must. Different kinds of plants and flowers may require different mixes of types of soil. It is important to do your own kind of research on your plants and discover what they like the best to be able to achieve maximum growth.

03 WATER

Water is also necessary, just like us humans. Water is needed to germinate the seeds and be able to create a sprout before we can even take care of them. If you have a plant that has already been growing, water acts as a medium in which it carries nutrients and plant food. Different types of plants need different levels of water, and it is important to know how much is too much and how much is too little. Experienced gardeners should take on plants such as the vibrant azalea or the tropical orchid, while beginners should take a look at the adaptable aloe plant and the low-maintenance monstera.

04 MINDSET

Another thing you need to know is how to keep an optimistic mindset. It can be disappointing at times when your plant starts to droop and you're losing hope. Having that positive mindset will help you learn from your mistakes. A tip for dying or drooping plants: plants that have healthy roots can be repotted or replanted in better conditions and have a chance of blooming again.

SUPPLIES



01 POT

The kind of pot that you plant your flowers, herbs, or fruits in should be taken into account. A succulent plant would prefer a small terracotta pot or even ceramic. The porous material of the terracotta or clay slowly soaks up the water while the roots still get enough water without getting waterlogged. This kind of pot also encourages air circulation, which allows the plant to breathe, much like a human. An orchid, on the other hand, would much prefer a plastic and shallow pot with drainage holes to ensure it doesn't get too soggy or wet.



03 PESTICIDES

With brighter blooms and bigger food, though, come pests. If your gardens or plants are attracting bugs and insects you don't want around, pesticide may be something you want to invest in. It's not the best method to use; it can be toxic to animals and even humans, but sometimes it may be the only option.



02 FERTILIZER

If you are planning on planting your plants outside or using soil from the outside for your indoor plants, you may want to consider getting some fertilizer. Not all soil from the ground has enough nutrients for your plants. Plants require nutrients such as nitrogen, potassium, and phosphorus. There are a few others that can be added in small quantities, but they are not necessary. Fertilizing can promote growth, creating bigger and brighter blooms and food. Be careful, though! Overfertilizing can lead to the decay of a plant.

PLANT CARE

TIPS



01

Keep bird feeders nearby. Birds tend to snack on ticks, hornworms, and other various pesky beetles.



02

Garden lime can be used as an essential tool to get rid of some species of pests.



03

Putting 2 teaspoons of dish soap into a spray bottle of warm water can act as a natural pest eliminator, mostly for indoor plants.



04

Onions can be used as a natural repellent due to the smell and sting.



05

Different types of soil may be something you want to keep on hand as well. Different types of plants might require different types of soil mixes with different types of nutrients. It is best to do your research before selecting what kind of soil you may want to use for your plants.

EASIEST PLANTS TO GROW FOR

BEGINNERS



SPIDER PLANT

The spider plant is very adaptable and is considered one of the easiest houseplants to take care of. It is a perfect plant for beginner gardeners, especially if you are considering indoor plants.

ALOE VERA

The aloe vera plant has many benefits for your skin, hair, and body. This plant has antioxidants as well as antibacterial properties that can be used to treat wounds.

PEACE LILY

Peace lilies are known as the closet plants since they do not need very much sunlight and are very popular plants for offices and classrooms.

SPIDER PLANT

Materials

- Plastic pot with plenty of drainage holes, a little bigger than the roots
- Moderate to a bright room with a comfortable temperature
- Houseplant fertilizer
- Distilled water or rainwater

How To

Place your plant with the roots $\frac{3}{4}$ of the way into the soil, with around 1 inch of the pot left unfilled with soil. Thoroughly water the plant and let it drain after potting, then place it in a moderately bright room. To know when to water this plant, you can reach your finger into the soil and see if you can still feel the moisture. If the top one inch of the plant is no longer moist, it's time to rewater, usually once a week. A month after potting your plant, you may want to start feeding or fertilizing it. Fertilizing or feeding every two to three weeks with houseplant fertilizer would be wise and result in the best for your plant. Common problems to look out for are browning of the leaves, which is a sign of over and under-watering.



ALOE VERA

Materials

- Terracotta pot, about 2 inches wider than the plant
- A bright room that gets around 6 hours of sunlight a day
- Phosphorus-heavy fertilizer (optional)
- Distilled water or rainwater

How To

When potting your plant, it would be best to use cactus or succulent soil, since the aloe vera plant is considered succulent. Fill your pot about $\frac{1}{3}$ of the way, and then place your plant in and fill it up with soil around the roots until there's about $\frac{3}{4}$ of an inch left unfilled. Once your plant has been potted, you can leave it alone for about a week before needing to water it. Aloe is a very simple plant and is great for people who can be forgetful when it comes to watering their plants. When watering your aloe, you will want all of the soil to be entirely moist and let it all dry out before watering again. This will lead to waiting about two to three weeks before needing to water it every time. The aloe plant also does not necessarily need to be fertilized, but if you would like to, fertilizing once a year will be enough. The most common problem with aloe vera plants is root rot. This happens when the roots have been overwatered. To avoid this, make sure you are waiting until the soil has dried out before watering again.



PEACE LILY

Materials

- Ceramic or clay pot with at least one drainage hole, about 10 in big.
- Any room with low to bright sunlight
- Houseplant fertilizer
- Distilled water or rainwater

How To

Peace lilies are known as the closet plants since they do not need very much sunlight and are very popular plants for offices and classrooms. When planting your peace lily, fill your pot $\frac{1}{3}$ of the way before placing your root bulb in. Then fill it up with about $\frac{3}{4}$ of an inch of space until the rim. Peace lilies enjoy being watered often. They like to stay moist, but definitely not drenched. If the top inch of soil around the peace lily is dry, it might be time to water. It's better to not have a scheduled time every week and just check up on it every day. Peace lilies do not require much fertilizing. About one to two times a year with houseplant fertilizer would be sufficient. Peace lilies can grow to be big plants sometimes when taken care of properly. It benefits the plants to be repotted once they have seemingly outgrown their current pot. Peace lilies can also collect a lot of dust, so be sure you are wiping off their leaves every now and then to prevent any harm from the dust. The most common problem with these kinds of plants is when they outgrow their pots. It can be hard to tell if a plant has outgrown its pot. To be able to spot this, look at the leaf growth. If it looks crowded and if the leaves are growing a bit deformed, it may be time to re-pot.



PLANTS ARE A LOT LIKE US

Plants need water, food, and air to be able to survive. To be the best plant parent you can be, learn about your plant, pay attention to it, and learn from your mistakes. Be aware of your environment. How much sunlight do you get? Do you have pets that could accidentally harm your pot or themselves? Is it too cold or too hot in your house? Many factors can affect the growth of your plants, and each one is special and unique, just like us. Some plants can even show certain behaviors that may make them seem like they have a social life. Plants can choose mates, use defense mechanisms, fake illnesses, and some can even move away from physical touch. Be wary and aware of your plants and how they act. Plants can relieve stress, and boost creativity, productivity, and focus; there's almost no reason you shouldn't test out your green thumb! Plants are much like humans. They need attention, water, food, and air, and you can help them live their best lives. "After women, flowers are the most divine creations."

Christian Dior

Plants can choose **mates**, use defense mechanisms, **fake illnesses**, and some can even move away from **physical touch**.

Be wary and aware of your plants and how they act. Plants can relieve stress, and boost creativity, productivity, and focus.

Some plants can even show certain behaviors that may make them seem like they have a **social** life.

Plants are much like humans. They need attention, water, food, and air, and you can help them live their best lives.

ALTHEA WILES

ABOUT

Althea Wiles is the owner and creative director of Rose of Sharon Floral Design Studio in Fayetteville, Arkansas. She is also the founder and education director of J Althea Creative, a floral design course and florist consulting program. Althea earned her Bachelor of Arts degree from Hendrix College and then completed her Arkansas Master Florist Certification. Her design studio takes part in 75-100 weddings and events annually and has been recognized by publications such as Arkansas Bride as well as being a featured artist for the Art in Bloom gallery exhibit chosen and hosted by the Crystal Bridges Museum of American Art.

Althea Wiles recently curated a collection of live floral fashion accessories in the form of necklaces, anklets, bracelets, rings, hair clips, handbag clips, and a host of other fabulous embellishments. Men and women can be inspired by nature's beauty in the search for fashionable adornments appropriate for any occasion. These living pieces of art make great conversation starters on outings in addition to fashion statements. Living floral accessories can be designed in similar materials for custom-style sets. These pieces are beautifully packaged for gifting, especially to your significant other for a fun night out on the town. By utilizing what is available at local farms, these designs can also be a sustainable product and an alternative to traditional pieces of jewelry.



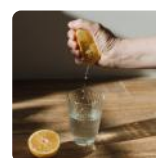
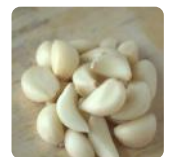
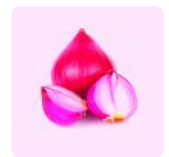
Kentucky Green Salad

Ksenia Mishchenko

I would like you to be really into chopped salads this summer. It's a great way to use up whatever lying around your kitchen. This corn salad is from Kentucky. This recipe has everything to fill up with energy for the whole day.

Ingredients

- 1 ear of corn
- 2 tbsp of canned chickpeas
- 1 peapod
- 1/2 shallot, decided
- 1 clove of garlic, finely chopped
- 1 tomato, decided
- 1/4 pepper, decided
- 1/4 cup fresh mint, chopped
- 1 avocado
- 1/2 tsp salt
- 1 tbsp olive oil
- 1 lemon juice





Instruction

- 01 ————— Peel the corn from the husk and preheat a frying pan with a thick bottom or an electric grill. If you are cooking in a frying pan, pour 1/4 cup of water into the pan so that the corn is steamed and the grains become soft. After the liquid has evaporated, fry it in coconut oil until a crust appears for 5-7 minutes. Cut the corn kernels into a mixing container.
- 02 ————— Boil water in a saucepan, put the pea stalk in boiling water, cover with a lid and cook over high heat for 5-10 minutes. The younger the peas, the faster they will cook. Then cut the stems into strips, and add them to the salad.
- 03 ————— Add the remaining ingredients to the bowl and mix. Season the salad with lime juice and olive oil. Add salt to taste.
- 04 ————— Decorate the salad with mint leaves and enjoy.



Recipe by Kseniia Mishchenko
Food Blogger & Witer at ECLECTIC BRAINS

Watch Your Step! The Crazy Way Your Mind is Hindering You as a Mom.

By Iva Perez, RTTP® Hypnotherapy

Nothing that prepares us for motherhood is a cliché and an understatement all rolled into one.

From pregnancy to giving birth, passing through all the circumstances surrounding our journey, it's hard to predict what will come up as we walk around in motherhood's shoes.

We're constantly adapting and piecing together all the layers and variables in real-time.

All the cognitive and emotional demands placed on us as we learn the parenting ropes make it impossible to prepare thoroughly.

Added to this is how The Pebble in The Shoe Theory begins to unfold as women step into their motherhood journey. It all starts with what I call the triggering zone. This happens when our kids push the exact buttons that get us into reactive mode.

Suddenly, we become Mommy Volcano.

Then afterward, mom's guilt creeps in, and we negotiate with ourselves that no matter what, we won't go off like that next time. (Only to repeat the cycle the next day).

The Pebble in the Shoe Theory is why our kids push our buttons like no one else.

We get triggered because we're re-enacting a relationship that shaped who we are now as adults.

We've been in a parenting relationship before when we were children. Most of our internal beliefs come from this dynamic.

The blueprints we internalized as children while we were being parented are pretty much still in place when we reach adulthood.

If these blueprints are limiting and negative, we will tend to carry them around like an uncomfortable pebble in our shoe. We can still walk, but it will eventually cause us blisters.

Blueprints or inner beliefs are not negative in and of themselves. It is part of our human experience. They range from the inconsequential ("X brand is the best brand for paper towels") all the way to what we subconsciously believe about ourselves or our abilities ("I'm not really good at math") and everything in between.

Internal beliefs underpin every single action we take or do not take, without exception. There is never a situation where a belief isn't at play. And this is mostly highlighted in our role as mothers.

The Pebble in The Shoe Theory highlights that we re-enter a relationship we've been in before, but this time, playing out a part that we subconsciously witnessed—that of our own parents' behaviors and attitudes when they parented us.

Our children are just the mirror that projects back at us our early beliefs and conditioning. But because it's a mirror image, everything is reversed. And we are unable to see how the distortion is playing out in real-time.

To illustrate this theory, let's look at this flipped image of singer Adele below.



Twitter/TurnYourPhone

The image is a seemingly mirrored version of the original, used as the cover art for her album "25." However, if you look at the image right side up (or by turning over your phone) you'll see something more disturbing.

While Adele's face has been turned upside down, her eyes and mouth have actually been left the right way up.

This is known as the Thatcher Illusion, and it illustrates how our brain can't properly process a face (or a photo of a face) that is upside down. The interesting part is that the brain thinks it can, so you get a confident feeling that everything is alright until you turn it over.

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The Pebble in The Shoe Theory

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This illusion shows how what we think might be triggering us as moms is actually an upside-down version of old beliefs we have internalized that are distorted even if they seem quite 'normal' to us.

Becoming aware of this is the first step towards changing how we parent to avoid falling victim to being triggered.

Overwhelm and frustration are only the symptoms. They're not the issue.

The root cause of our overwhelm and frustration lies in our thoughts.

Depending on your own circumstances and upbringing, the blueprints that you formed in your mind early on can either work for you or against you.

Feelings constantly triggered point towards a misaligned blueprint or belief.

This is the pebble in the shoe that might be impacting the way you're showing up with your kids.

Everyone's beliefs, which are almost always invisible and unconscious, shape every single thought and action we take in every area of our lives.

The Pebble in The Shoe Theory

we re-enter a relationship we've been in before, but this time, playing out a part that we subconsciously witnessed that of our own parents' behaviors and attitudes when they parented us.



Beliefs are like the Thatcher Illusion. It's only when you turn them on their head that you can begin to see how misaligned they are.

To break this cycle of triggers and negative thoughts, you need to be aware of the limiting beliefs that make you feel overwhelmed, stressed, angry, and frustrated so you can start to choose a different blueprint altogether.

Once you realise you can change the inner beliefs that no longer serve you, you can bring about more joy and ease in your motherhood journey.

Once the right beliefs are in place, your journey becomes effortless.



Iva Perez

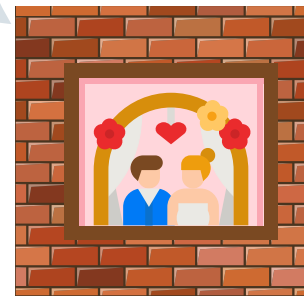
A Certified RTT® Practitioner-
Hypnotherapy

She has studied the science of the mind to help women successfully navigate the overlap between business, work and family life.

Tapping into the subconscious mind and transforming limiting beliefs is her jam. And doing it in a rapid, permanent way is how she facilitates powerful life AND business transformations.

#LaughOutLoud

WOW!



a husband who is
about to hang a
picture

If you're looking for a hammer,
there should be one in the
drawer; if you're looking for
nails, they'll be in the cupboard.
And bandages are usually in the
medicine cabinet.



ECLECTIC BRAINS

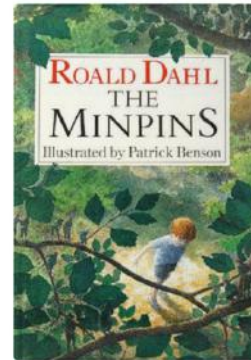
Even as an Adult, You Should
Occasionally Pick Up and Read a
Children's Book

RITTIKA DHAR

ROALD DAHL

"And above all, watch with glittering eyes the whole world around you, because the greatest secrets are always hidden in the most unlikely places. Those who don't believe in magic will never find it."

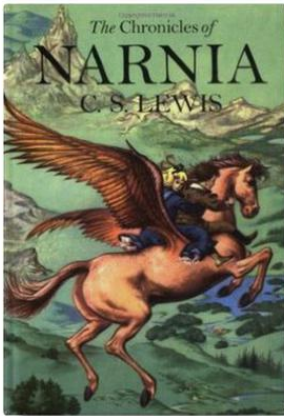
Roald Dahl, in *The Minpins*, wrote: "And above all, watch with glittering eyes the whole world around you, because the greatest secrets are always hidden in the most unlikely places. Those who don't believe in magic will never find it." That is the secret to enjoying a good children's book, which comes so easily to children and should never be lost to adults either. There are a myriad of reasons why children should not read certain books outside of their age group.



But there is absolutely no reason to prevent an adult from reading children's books. Indeed, they should be strongly encouraged to do so, from time to time. And this is not simply for the purpose of connecting better with the children in your lives, but also for yourself.

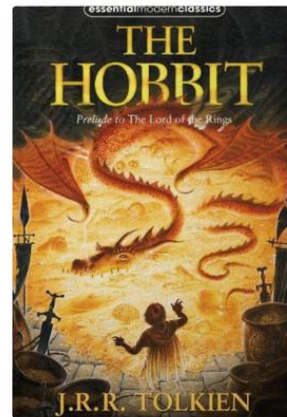
Children's literature has come to be accepted as a genre in itself, even though there exist within it several different genres as we know them, whether that be adventure or fantasy or science fiction or mystery.



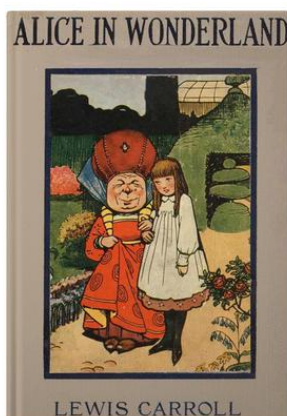


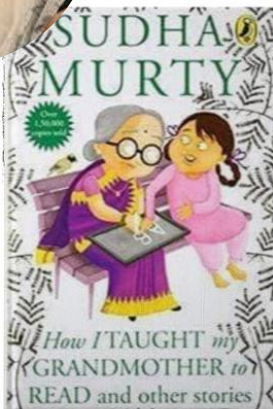
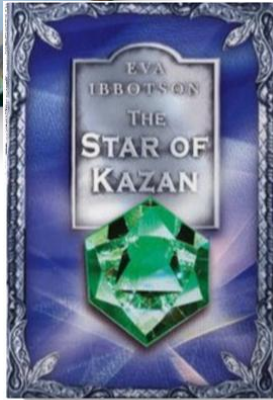
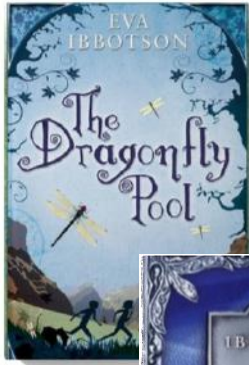
One of the biggest reasons that you should read children's literature is to open up your mind. These books are written for a group of people for whom the wonder and magic of the world and life itself is still present. They have not become jaded to the realities of the everyday.

They may not believe everything they read, since even children are not so naive anymore, but they have not yet reached that stage where nothing is wondrous or new anymore. After all, it cannot be forgotten that fantasy as it is known today, the epitome of escapist literature, grew out of what was essentially a children's book when J. R. R. Tolkien first wrote "In a hole in the ground there lived a hobbit."



What better way can you have to reconnect with that inner child within you and seek out the fascinating mysteries that life still holds than to delve into those old childhood classics, whether that is *The Hobbit* by Tolkien, *The Chronicles of Narnia* by C. S. Lewis, *The Earthsea Chronicles* by Ursula le Guin or, going back even further, *Alice in Wonderland* by Lewis Carroll?





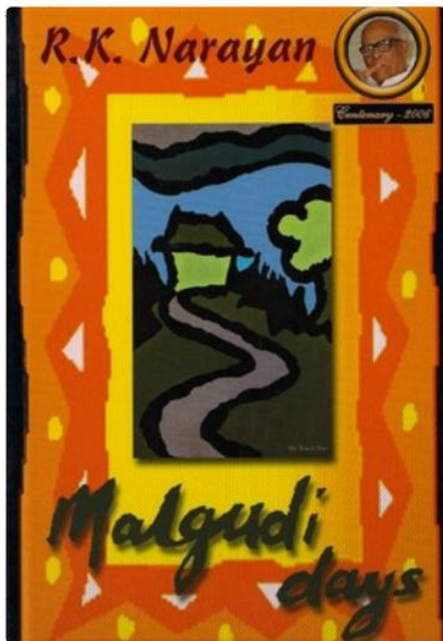
About Sudha Murthy: Chairperson of the Infosys Foundation and an educator, writer, and philanthropist. Married to the co-founder of Infosys, N. R. Narayana Murthy.

For all those who are going through a reading slump and have not been able to pick up a new book to read in what feels like the last few years, children's literature is actually a great breakthrough. I highly recommend the works of an author that not many may be familiar with, Eva Ibbotson. Her children's books are arguably much better than the books she has written for more mature readers. They may be classified as adventure stories but the thing that shines through the most in her books is the compassion and empathy of her young protagonists.

For us world-weary adults, if our hearts were even one-fifth as big as Maia's in Journey to the River Sea, Annika's in The Star of Kazan or Tally's in The Dragonfly Pool, it would be a happy thought. Sudha Murthy's books are another example of works that are centered around familial love and relationships, but which deal with social issues in a way that is not only enlightening to a young audience but even thought-provoking for older readers. How I Taught My Grandmother to Read is the most well-known and well-loved of her books, for good reason.

And, of course, if you want some cheer or joy, a children's book would be an alternative option to turn to rather than a comedy at certain times. Fans of Roald Dahl's *Matilda* or R. K. Narayan's *Malgudi Days* can surely testify how they serve as an immediate boost to the spirits. Sometimes the sense of humor is wicked and subtle to the point that we only learn to appreciate the nuances at a later age. There's your motivation to visit or revisit those books, if only to see how much you may have missed the first time around. These are books made for quick re-reads as if the authors knew very well that once would not be enough.

So go ahead and have some fun with some children's literature the next time you are looking for a book to read over the weekend. Connect with the inner child within you and let them free. Hopefully, it'll benefit your mind and your spirits and refresh you for a new work week.



Rittika Dhar
Writer at ECLECTIC BRAINS

images : wiki

When you get in a tight place and everything goes against you, till it seems as though you could not hold on a minute longer, never give up then, for that is just the place and time that the tide will turn.

Harriet Beecher Stowe

SEARCHING FOR A RELIABLE PAIN RELIEVER?



DR. HEATHER GANSEL

YOUR VIRTUAL CHIROPRACTOR

HOW CAN CHIROPRACTIC CARE BE VIRTUAL?

Back in August 2020, I became the "Virtual Chiropractor". Now you may be thinking, "Wait, what did she just say?" How can chiropractic care be virtual? Well, chiropractic care is indeed a hands-on approach to healing one's body, which requires you to go to a chiropractor in person. But the actual adjustment only plays a small role in you becoming pain-free. Wondering how I became known as the virtual chiropractor? The answer is simple: it was thanks to everyone wanting answers on how to become pain-free while the world was on lockdown during the pandemic. That's when I decided to make it my mission

to help over 1,000 people each year worldwide to learn how to achieve their optimal performance while showing them how to fix their pain naturally. I was figuring out how to start an online program course for the same thing. This was going to pose new challenges for me since I had been used to doing "grassroots" marketing and not "organic marketing," let alone paid traffic. Being someone who is not a millennial. I had to learn what a lead magnet is, what a sales funnel is, the benefits of automation, how to create an opt-in page, how to use ManyChat, the benefits of posting on social media,

A SIMPLE EXERCISE FOR KNEE PAIN RELIEF

➔ STEP 1



Lay on your back on the ground with a yoga mat or rug underneath you.

➔ STEP 2



With your knees bent, and feet flat on the floor, place a foam roller in between your knees and squeeze the roller firmly for 30 secs.

With the above exercise, you should feel your inner thighs engaging as well as your core.



and how to do it effectively. But the bigger question was how to make chiropractic virtual.

Throughout my 20 years of private practice, I have come to realize that the actual physical adjustment was only a small piece of the puzzle of my patient's success. An interesting fact: you can adjust the entire body in under 2 minutes. My patients' success came from the corrective exercises and rehab techniques I implemented with every person's treatment protocol. But how would it work through a virtual platform?

What I constructed was a 3-week sports chiropractic program that would help people get back to the activities they love by teaching them how to become pain-free.

I choose 3 weeks because any good physician knows that if a patient isn't showing signs of improvement by week four, it's time to re-evaluate. I also felt confident that I could get people feeling better in under 3 weeks. It has now become my signature program. To my surprise, and the surprise of all my virtual clients, it worked! By listening closely, assessing the muscle imbalances, reviewing videos of gait analysis, and

giving specific instructions in terms of homework both in written format and video, everyone was able to see improvement within a 3-week time frame. It was and still is amazing to see people (mostly baby boomers) so happy to know that they could continue to run, bike, walk or achieve one of their life goals. As a doctor, my goal was to put all the puzzle pieces together and restore "hope" to a patient who had lost it.



Listen to what Diana from Colorado has to say:
"I wanted to start by saying that connecting with Heather has been a game-changer for me!
I tore my left ACL in October 2019 during Taekwon-Do testing and subsequently had surgery in December 2019. I am also a runner who has battled chronic knee pain in my right knee for the last 6 years with no viable solution in sight. While scrolling through a running group I'm in on Facebook, I found a post of hers about knee pain. Intrigued, I clicked on the post and responded. I was very impressed with her knowledge base and decided to connect with her for an evaluation.
I have been working with Heather since July 2020. Since beginning the program, I have noticed an increase in strength in my weak areas (my PT found the weakness in my glutes and hamstrings, which 4 weeks after starting the program was drastically improved!). I have also noticed a gait change in my running and no knee pain in my right knee while running! We are moving forward with returning to Taekwon-do. I love how she tailors my workouts to my goals as well as my life changes---there has been a hiccup or two---without missing a beat! All of this has helped me get stronger and move me closer to the competition! "

DR. HEATHER GANSEL

Positano, Italy

Fun Facts

Italians ate pasta as far back as 4BC.

Italy invented batteries.

The first ever bank started in Italy.

Eyeglasses were invented by Italians.

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ECLECTIC BRAINS

COURAGE

latin word

derived from 'cor' meaning 'heart'

To tell the story
of who you are
with your whole
heart.

Photo Credit: Jose Lopez



*From Panic to Hope:
A Journey about
Overcoming Anxiety!*

HAANAH O'BRIEN

About

Hannah O'Brien is a certified Stress and Anxiety Coach. She helps people learn new and fun ways to overcome their anxiety and stress. Her passion lies in helping people with their mental health while sharing the story of her own journey!

I never thought I was somebody who could struggle with anxiety. I always thought to myself, "Well, if it gets bad, I'll just go to therapy and take medication for it and that will fix it." End of story. And I'd shrug it off and carry on about my day. Well, one day there came a time when it got bad and I needed help.

So I went the traditional route and turned to therapy and medication. After giving it quite some time, it was not as effective as I had hoped it would be and wasn't something that was working consistently or long term. That system seemed to be working for some people, but it just wasn't working for me.

I realized that I had different needs for my stress and anxiety, and I felt they did not match the cookie-cutter description of what I was being told was working for everyone else.



Photo Credit: Jose Lopez

I was exhausted from feeling like my anxiety was controlling my life; I despised feeling powerless in the face of it, and I wanted to reclaim my old, normal life.



Photo Credit: Jose Lopez

Because I knew it wasn't always like this and I just needed to find out how to live a lifestyle that would provide long-term relief. Having 20, 30, or sometimes even 40 panic attacks a day put me in a place mentally where I could no longer function normally in day-to-day life. Anxiety and panic moved in and took over completely. Frantically, I'm searching for relief of absolutely any kind at this point. And so the hundreds of hours of research began. I began reading peer-reviewed articles, scientific studies, psychology journals, personal success stories of overcoming stress or anxiety, and anything I could get my hands on.

I would find and write down coping skills and try them for myself, journaling every step of the way to try and find the best combination of relaxation techniques and coping mechanisms that worked for my specific anxieties and stresses. I started by writing the name of the technique or skill down. I would then document how to do it, how long I did it for, and if it gave any relief. Then, I'd put it on a scale of 1-10 to see how effective I felt it was personally, at stopping the anxiety. After a while, I began to amass a library of hundreds of different coping skills, relaxation techniques, and thought reframing techniques that I had tried and that had worked for me. I called this my "Anxiety Tool Box."

This began my journey
into affirmations,
mindset work, positive
redirection, and
gratitude. Through
these skills, I learned
how to effectively make
my mind a place where
I wanted to spend time.

HANNAH O'BRIEN



After finding relief in coping skills and amassing a collection that I could use in any given situation, I still wanted more ways to adjust my mindset around the anxiety and stress that I had. This began my journey into affirmations, mindset work, positive redirection, and gratitude. Through these skills, I learned how to effectively make my mind a place where I wanted to spend time. I not only felt myself feeling happier in day-to-day life, but I also felt more fulfilled in everything I was doing. After discovering these techniques, working on my coping skills, and reframing my mindset, I found myself wanting to help others find the same kind of relief.

It was during this time that I felt called to attain a certification in Anxiety Coaching and Stress Management, and now I help other people overcome their stress and anxiety using the same fun and exciting techniques!

Hannah O'Brien
The Anti-Anxiety Coach

UNDERSTANDING STRESS & ANXIETY

WHAT HAPPENS TO YOUR BODY WHEN YOU ARE STRESSED?

"We only fear what we don't understand."

ANDREW SMITH



UNDERSTANDING STRESS & ANXIETY



Headaches, upset stomachs, anxious thoughts, insomnia, and other symptoms are all common effects of stress and anxiety. The most frequent reason for brief and mild anxiety is psychological stress. According to surveys, nearly one-third of people experience regular stress overload.

Even worse, many stressed-out people manage their stress in harmful ways. Stress overload has been referred to as a public health concern by experts in the field. Contrary to popular belief, the stress reaction impairs health, but it is also necessary for survival.

“CONTRARY TO
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It is expertly built to support us when we are threatened. For example, an alarm is triggered by coming into contact with a wild animal or a threat.

The sympathetic nervous system (fight-or-flight response) and the adrenal chemicals - cortisol and epinephrine are activated by some of our brain regions.

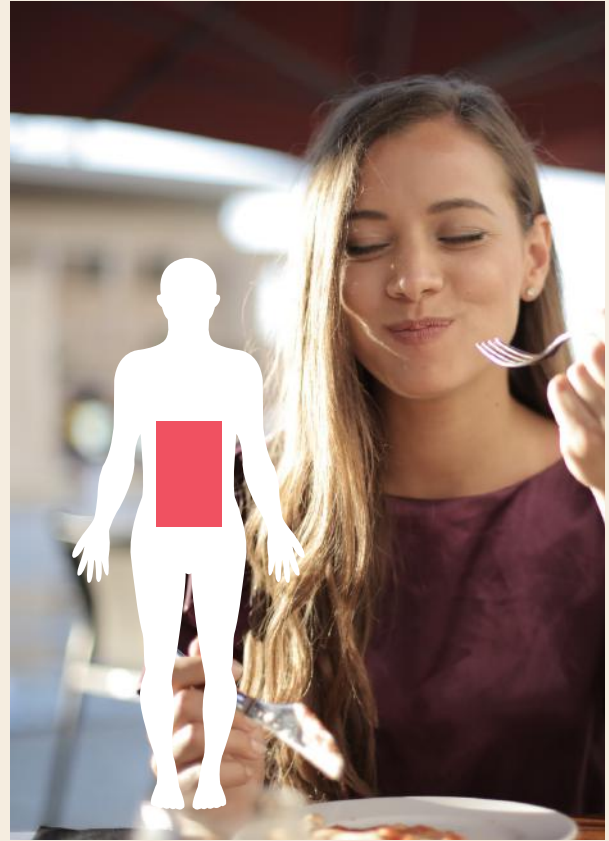
As a result of the alarm activation in our bodies, we have increased blood pressure, heart rate, breathing rate, and blood sugar.

Dilating the arteries to your brain, heart, and muscles ensures your body doesn't suffocate due to a lack of oxygen. Other organ's blood arteries narrow, resulting in decreased activity in those organs (like the digestive system, for example). In essence, a crisis is not the time for lunch digestion.



When we are stressed

When we are stressed, blood flows to our limbs because we are biologically programmed to fight, to defend ourselves, to run away or to lock in place. So there's not much blood flow to your gut, so you lose them often in the bowels, missing out on energy, vitamins, and nutrients.



When we are eating

When we are eating, the blood flows to the gut, so your brain does not have as much blood flow. The reason why you are drowsy after a meal, or sleepy, or your performance takes a hit. Also, eating food relaxes you, which may result in over-binging as well.

CHOOSE YOUR LIFESTYLE

If you are fending off or running from a predator, the biological circumstances are ideal. Being stuck in traffic and running late for a crucial date is not ideal. Your health will only be harmed by all that palpitating. Irritable bowel syndrome, indigestion, and stomach ulcers are all caused by prolonged stress. It may disrupt menstrual periods. We become tempted by calorie-dense foods. Our mood and irritability are affected, and it interferes with our ability to learn and remember.

So next time you are stressed, take healthy measures to help you better deal with it. Our next issue will come up with simple and effective solutions to better manage stress backed by science.

ECLECTIC BRAINS

think

A bad salesman
can't sell water
in the desert but
a good salesman
can sell sand in
the desert.

A rose by any other name
would smell as sweet.
Juliet Capulet

Everything comes
to him who waits
except a loaned
book.
Kin Hubbard

God will not ask man of
what race he is. He will ask
him what good he has
done. Guru Nanak

FASTING

There's hidden sweetness in the stomach's emptiness.

We are lutes, no more, no less. If the soundbox is stuffed full of anything, no music.

If the brain and belly are burning clean
With fasting, every moment a new song comes out of the fire.

The fog clears, and new energy makes you run up the steps in front of you.

Be emptier and cry like reed instruments cry.

Emptier, write secrets with the reed pen.

When you are full of food & drink, an ugly metal statue sits where your spirit should.

When you fast, good habits gather like friends who want to help.

Fasting is Solomon's ring. Don't give it to some illusion and lose your power,

But even if you have, if you've lost will and control,

they come back when you fast, like soldiers appearing out of the ground, pennants flying above them.

A table descends to your tents,
Jesus's table.

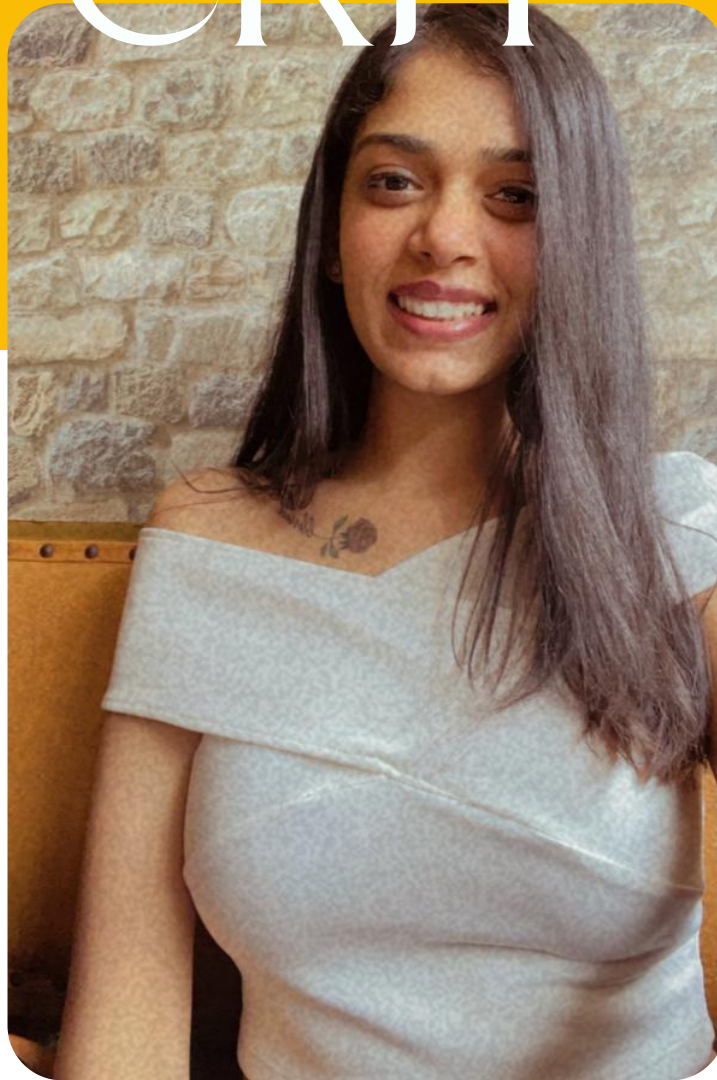
Expect it to see it, when you fast, this table spread with other food, better than the broth of cabbages.

The Essential Rumi by Rumi

Nirali Parekh

about | guest writer

Nirali is a graduate student at **Stanford University** and an aspiring professional in computer science and entrepreneurship.

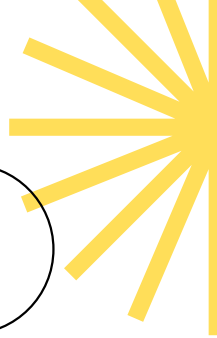
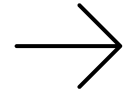


Why do we

procrastinate?

& how do we battle with it

I'll-do-it-later



It's two hours before the deadline. You're rigorously working on the task while also silently cursing yourself for why you did not start the task sooner. Sound familiar? If so, you're not alone! Many of us get caught up in the procrastination trap. In fact, 95% of us delay things to some degree, according to Piers Steel. Be it starting a workout routine, beginning on that report due next week, or starting a new blog, we have all procrastinated more times than we'd like to admit.

No, you are not. Despite what most people may claim, procrastinating is not about being lazy. In reality, when we procrastinate, we frequently work exceedingly hard for long periods right before the deadline. Working long and hard is the opposite of laziness, so it cannot be a reason why we procrastinate.

Procrastination is a complex behavior that has been studied for decades. There are many different types of procrastinators, and they all have different motivations. There are five main types of procrastinators: The "can't-get-started" type, the "I'll-do-it-later" type, the "I'm-not-so-sure" type, the "I'll-wait and see" type, and the "I'm afraid to fail" type.

can't-get-started



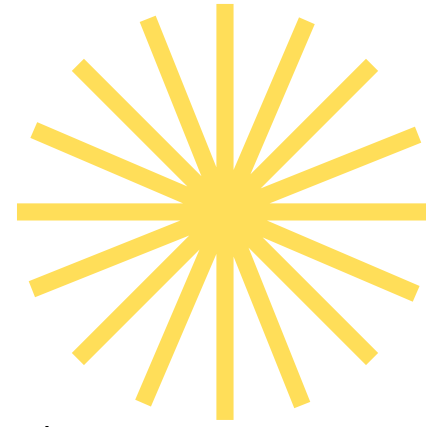
I'll-wait and see

"Procrastination is like a credit card; it's a lot of fun until you get the bill."

Christopher Parker



CAUSES



Whatever type of procrastinator you are, the first step toward overcoming procrastination is understanding why you are putting off what needs to be done and then devising solutions to that problem. There are three main causes of procrastination :

1. Abstract goals
2. Outcomes that are far in the future
3. Perfectionism

1

We often feel anxious and scared by abstract, seemingly impossible goals. Human nature is not comfortable with the unknown, and not recognizing the precise steps and tasks can make us put them off till they are more clear. (Fear of failure, fear of success, fear of criticism.)

2

We prefer to deal with the repercussions later since we don't perceive the advantages of taking small steps now. (Fear of change or simply lack of self-discipline.)

3

I am guilty of this. I'm unable to begin anything new until I have perfected the previous thing. It needs recognition that things will never be perfect 100% of the time.

Now that you are aware of the cause of your procrastination, it's time to put an end to the feeling that you ought to be getting some work done but are unable to. As with most habits, it is possible to overcome procrastination.

BEFORE YOU GET STARTED SOME TIPS →



After reading *The Power of Now* by Eckhart Tolle, *Getting Things Done* by David Allen, and a few other self-help and productivity books, I concluded that they all merely offer the same reasons and hacks for getting work done—just against varied backdrops.

Here are a few tips to get you started:

1. **Stop planning** (at some point) and **start doing**. Many of us fall into the never-ending cycle of making plans, then perfecting the plan, and then planning some more. You must eventually stop deciding on a course of action and start acting. Getting started is more important than succeeding.
2. **Setting short-term goals to reach your long-term goal** : Set many **smaller goals** instead of large goals. Small, detailed jobs seem more manageable and less daunting to do.
3. **Creating a task list** : Use a task list or a to-do list. I will explore this point in more detail when I discuss an efficient technique called the Ivy Lee method.
4. Stop multitasking and **commit yourself to a single task**. When multitasking becomes habitual, it reduces productivity and increases stress.

GET RID OF YOUR PROCRASTINATION →

Being consistent: routine for peak productivity

It is incredibly easy to revert to old routines and procrastinate until the ultimate panic sets in. There are numerous techniques available online that promise you won't take a U-turn after that. But, I'll share here one tried-and-tested method that, in my experience, works exceptionally well.

It is known as the Ivy Lee approach. The process begins with just a scrap of paper and is shockingly straightforward.

IVY LEE APPROACH



STEP 1

At night, write 6 tasks on a piece of paper that you want to accomplish the next day.

STEP 2

Rearrange those tasks in the order of priority.

STEP 3

The next morning, focus only on task #1 before working on task #2. Do not move on to other items until the task in front of you is complete.

STEP 4

At the end of the day, move unfinished tasks to the next day's list.

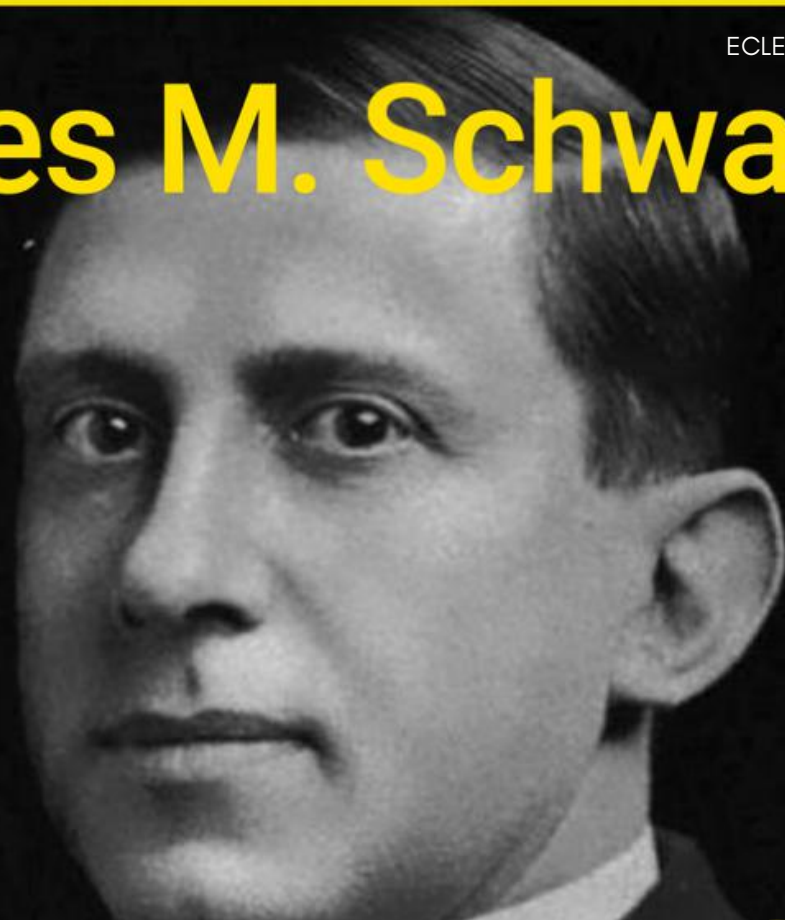
STEP 5

Repeat every day.

The 'Ivy Lee method' was curated by a professional 'Ivy Lee' for Charles M. Schwab, who was one of the wealthiest people in America in his time around 1918.

Charles M. Schwab

1862–1939



Charles M Schwab was the president and chairman of Bethlehem Steel Corporation.

At one time, he was the largest U.S.-based shipbuilder, second-largest steel producer, and third-largest corporation in America.



The man who does not work for the love of work, but only for money, is likely to neither make money nor find much fun in life.

DATE

TO DO

This way, you know what you need to do every day and can break down tasks into smaller chunks so they're less daunting. If a task is too big, it's easier to get started on that task if you break it up into smaller pieces.

Friendly Reminders



Be patient with yourself.



Make your to-do list reasonable.



Habits : Your brain can be your best friend or your worst enemy. Take care of it with good habits.



One thing at a time.



Always re-evaluate what things worked for you and what things didn't.



Set a timer for 45 minutes / 60 minutes per task. Clock out your time for each task. This gives you time to do other tasks as well. For a well balanced time schedule, aim for 8 hours of work, 8 hours of private life, and 8 hours of sleep.

The next time you put anything off, identify the type of procrastination you're dealing with and track down its true cause.

Nirali Parekh | guest writer

The chains of habit are too light to be felt until they are too heavy to be broken.

Samuel Johnson 1748

IN SIMPLE TERMS

WITH NIDHI

**WHAT IS
SEO?**

SEO

The letters 'SEO' are rendered in a large, bold, dark grey font. The letter 'O' is replaced by a realistic, semi-transparent globe showing the Earth's continents and oceans, positioned on the right side of the page.

DIGITAL MARKETING

While SEO is a much broader concept, in simple terms, most people use Google to search for any data, content, services, shops, e-commerce, or anything. Similar to Google, there are 10-12 more popular and available search engines (for example, Bing and Yahoo). While most think of Google as the Internet, it goes like this:

User's Searches from > Google,
Bing, Yahoo Searches from >
Internet Web

1

A user searches for information using a search engine such as Google, Bing, or Yahoo.



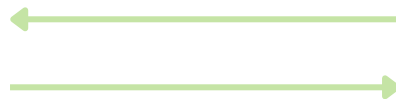
2

The search engines search for data from the internet.



So when you upload something on your website or create a new one, it is stored on the Internet. Then, when a user searches for your data on Google, Google searches (technically 'searching' is web crawling) the Internet and shows it to the user. Approximately 1-2 billion websites exist on the Internet. So how does Google choose to display only ten websites on the first page of results?

A user or company creates a website that is stored on the internet.



1

A user searches for information using a search engine such as Google, Bing, or Yahoo.



4

Google optimizes the data sent from the Internet and shows only 10 websites on the first page.

2

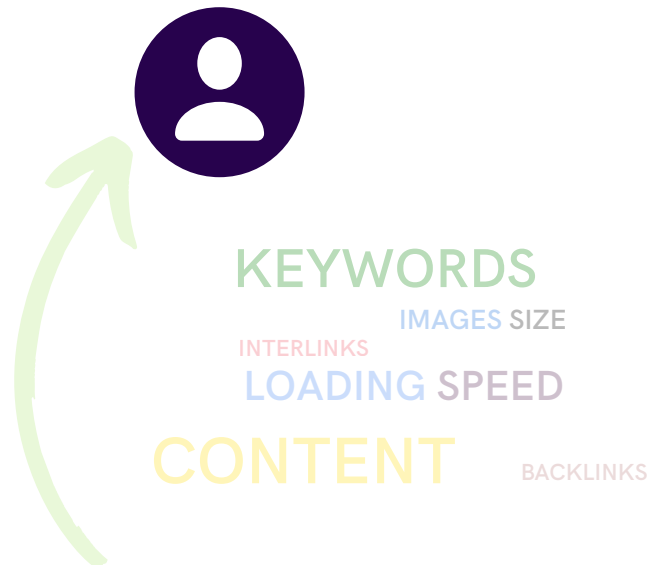
The search engines search for data from the internet through web crawlers.

3

The internet stores all the web pages (your website)

That's when SEO kicks in—Search Engine Optimization. Several factors influence which websites appear at the top of Google Search. This set of factors is defined as "algorithms." There are almost 200 factors to decide if your website should rank on the first page of Google. A few of them are how fast your website is, how long it takes for images to load, whether your website content contains the words the user has searched for, and how many genuine backlinks exist on your website. Most small or big companies create content with "blogs." It will generate more words and interlinking and be more reasonable than ads. However, it takes time. There's no such thing as quick results with SEO. It's not a one-time thing and a never-ending process until your business exists. You need to update your website at regular intervals.

**SEO IS NOT
ONE-TIME
THING!**



Google optimizes the data crawled from the Internet web using approximately 200 factors and shows only 10 websites on the first page.

SEO will always be essential to take your business online or operate an existing one. In simple terms, search engine optimization is a way to increase the chances of a website being found by someone who searches for it.

In the 'In simple terms with Nidhi' section, I explain tech/digital stuff in layman's language applicable to your business or professional life.

Article : Nidhi Mehta

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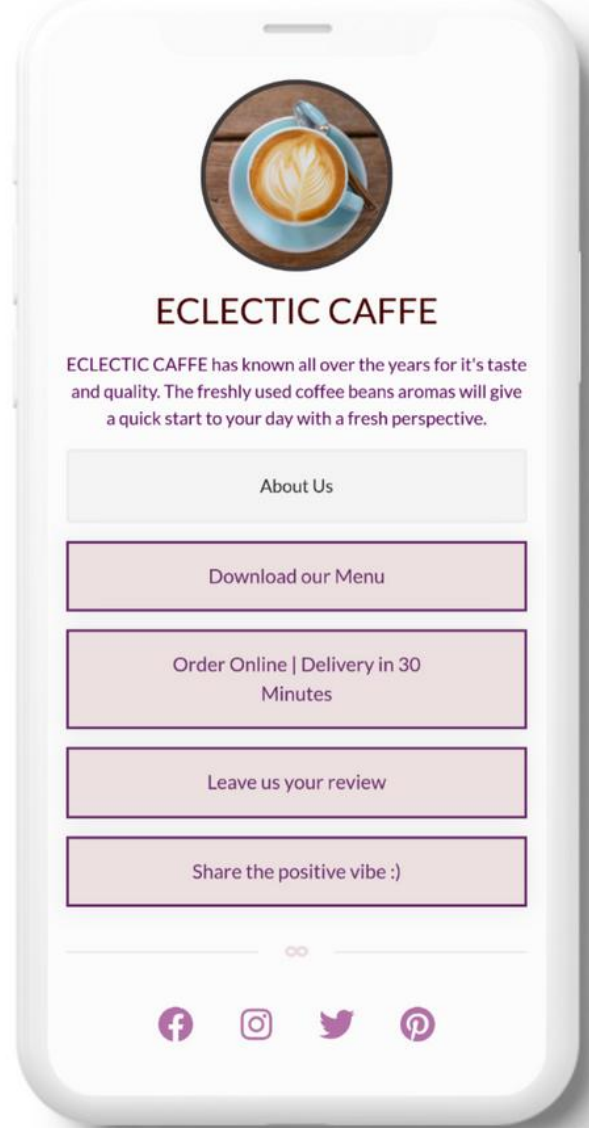
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