

Hi!

Thanks for signing up for The Passionistas Project newsletter. We're so excited that you've decided to join our community of inspiring and passionate women.

We're sisters, Amy and Nancy Harrington. Raised in a Boston-area family, our mother always encouraged us to do what we love. No passion was too frivolous and no discipline was off-limits. We grew up to be strong risk-takers who followed unconventional career paths.

We both ended up in Los Angeles working in the entertainment industry. And while we were passionate about that world, we were doing it on someone else's terms and by society's rule book. We had hit the proverbial glass ceiling. We both wound up disenchanted, distrustful and disenfranchised. We left our jobs at the same time to set out on a new path together.

We founded Pop Culture Passionistas, a content creation company. We followed our passion for all things pop culture by writing articles, producing web series, conducting over 1,300 interviews and more for our own website and for our clients. While we were happy to be doing work for these organizations, there was still one thing missing — we wanted to be creating content with a little more depth. And we wanted to be doing it for a socially-driven audience, not for our clients.

Around this time, the new women's movement began to evolve, driven in large part by the courageous women who were coming forward in the #MeToo and #TimesUp campaigns. Hollywood and other sectors were speaking up about the lack of female-focused projects. The Women's March protested inequity. It was then we knew that we needed to cultivate our skills and develop a project for the advancement of women, one that would shine a light on the women who were living their best lives and defining success on their own terms. And so, The Passionistas Project was born.

Our mission is to reach women who are embarking on new journeys in their lives or need some support in following their bliss. We hope to inspire you to become or continue to be an empowered, strong, independent woman, who is pursuing your passion, by telling the stories of women who are doing just that.

Our goal is to build a network of supportive, encouraging humanitarians, environmentalists, artists, entrepreneurs and more. The guests on our podcast to date, include women from a variety of races, gender identities, countries, ages and disciplines, but they all have an inspiring story to tell. We hope you see yourself in these stories, are inspired to forge your own path and share your story with others in the Passionistas Project community.

In our conversations with our guests, we have discovered a very fascinating and unexpected thread. Though on the surface following a passion seems like a very selfish agenda, all of these women are, in reality, doing their part to make the world a better place. We find that we are uplifted during each interview and hope to pass along that feeling in every episode.

As a thank you for signing up for our mailing list, we wanted to share these **10 Keys to a Successful Life** pulled from some of our interviews to date.

We hope they inspire you the way they inspired us!

Passionately yours —  
Amy & Nancy

# 10 Keys to a Successful Life

*At the Passionistas Project, we don't define success as making a lot of money or achieving a certain status. Below, some of the women we've interviewed have shared their own fascinating perspectives on what success means to them.*

## 1. BE PASSIONATE

"It's important to be passionate about what you do. Who wants to be working so hard or working a big part of your life and not be passionate about it? I feel badly for people that feel like, 'Uh, I don't know.' Even if you just work an eight-hour day and you're not passionate about it, that feels like not that fun. It's a third of the hours in the day." — *Susan Feniger, Owner and Chef, Border Grill*

## 2. BUILD A SUPPORT NETWORK

"You have to be happy with what you have. That's really the secret. There's always wanting more. You could have one house and be already thinking about the next and the next — it's life. But the house that you have is great because you love spending time there. And I think that that really is key. Knowing that you could have that bare minimum — my wife Freya, my son Remy, family, friends, the people around you that really matter and not the material things. It's focusing on that principle that there's that satisfaction level. And that, no matter what, those people are there for you." — *Natasha Case, Co-Founder, Coolhaus Ice Cream*

## 3. MAKE A CONTRIBUTION

"Success is making a contribution while not sacrificing yourself. It's a contentment but not a lazy contentment. I'm doing something good in the world. I'm able to support myself and maybe give to my family and my friends and my community. To have a group of friends that you can support and they can support you. To have fun every day. Success is being able to do the things you love every day and not have anything really getting in your way. It's creating a life where you can do that. It's creating a life where you can stay in the zone for as long as you can." — *Annette Corsino-Blair, Owner, The Knitting Tree, L.A. and the Branch Gallery*

## 4. CREATE FREEDOM

"After I achieved location independence, the next definition of freedom for me became, well, what about financial freedom? It's great to work from wherever, but what about a business that I'm not going to have to worry about so much. I'm not going to have to be in the business every single day turning all the cranks to keep it going. How do I create more freedom for myself in the financial health of my business and in the time that I'm spending in it? So my level of success would be a business that I don't need to be in every single day. I don't need to worry about the profit margins and paying my team. I have systems in place. I have really good people in place who believe in the mission of what we're aiming to achieve just as much as me. That's where I'm heading." — *Elise Darma, Owner, Canupy*

## 5. EMBRACE CHANGE

"When I started Health-Ade, what I thought I wanted out of this is now very different. I had something to prove then and I fulfilled that. Now it's something new. So, success is feeling good about what you've accomplished and that 'feeling good thing' can change. That hopefully drives what you accomplish in the future." — *Daina Trout, Founder, Health-Ade Kombucha*

## 6. KEEP STRIVING

“Success is about being happy with what you have and knowing that there's this underlying potential in you to do more. I think that it sounds like a dualistic kind of perspective. But on one hand, you have to be happy and grateful for what you're given. At the same time, there is in all of us this, whether you listen to it or not, this notion that you can do more, that there is more in you. I always tried to feed that side. Having a successful life incorporates being your best, doing your best. So, it's being grateful but also knowing that you can step it up and do more.” — *Sashee Chandran, Founder, Tea Drops*

## 7. BE AUTHENTIC

“Success is happiness. Just being able to thrive. It's being able to live in a place where you can be yourself. And at that place whether it's a physical place or just an internal place just being able to live in a place where you're happy with who you are.” — *Madonna Cacciatore, Executive Director of Christopher Street West/LA Pride*

## 8. FEEL FULFILLED BY WHAT YOU HAVE

“I've already felt like I've succeeded at so many things that it's not like I'm striving for a new goal. I enjoy every success along the way — the success of seeing somebody having an ‘aha moment,’ seeing my children be themselves. I've already had the big job and I have the house and I've had a car and that doesn't make me feel like I was successful. Success is really more about feeling fulfilled with the people who are in my life that are happy and make me happy — and that I'm happy when I'm around them. It's just a feeling of being fulfilled following my own passion.” — *Stacey Newman Weldon, Founder, Adventure Wednesdays*

## 9. ENJOY THE LITTLE THINGS

“It's not really one or two big achievements in your lifetime but taking an average day out of your week, a weekday where nothing special is really going on, but being able to say that's the life that I wanted to create. I wanted to wake up. I wanted to eat this. I wanted to see these people, have these things going on in my life. It's being able to take a sample of what an average day looks like for you and to say, ‘I am so fulfilled within an average day. I'm coming home to the person I love. I'm making dinner. I went on a few media interviews, maybe I spoke at lunchtime.’ Create what your perfect day looks like. Of course, they're not all going to turn out that way, but then you have an aim for a quality life.” — *Erika de La Cruz, Founder, Passion to Paycheck*

## 10. KEEP YOUR SENSE OF HUMOR

“Be happy. Live, love, laugh. Laugh a lot. Be happy. Do things that make you happy. Live in the moment. Cherish the moment and laugh. Laugh.” — *Karen Areneaux, Founder, ElistePhysique 247*

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**Passionistas**  
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