

**+ LOOK AT YOU GLOW! HEALTHY TRICKS FOR RADIANT SKIN**  
**NATURAL FERTILITY CURES FROM NEEDLES TO HERBS: WHAT SHOULD YOU TRUST?**

# whole living

body + soul in balance



You, in bloom:  
5 steps to  
flourish in life  
and love  
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*the inspiration issue*

## **DREAM IT, DO IT!**

32 WAYS TO TAP  
YOUR CREATIVITY,  
FIND YOUR CALLING,  
AND WRITE YOUR  
NEXT CHAPTER

Spark new ideas  
anytime, anywhere  
(science says it  
really works!)  
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Get the career  
you deserve—  
no job-quitting  
required  
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## SAUDIA DAVIS

### Fear Factor

Overhauling your professional life can be scary. Totally normal. But how do you know when to trust your butterflies and pull back or boldly scale that mental hump? Let positive psychologist Robyn McKay, Ph.D., help.

### HANG OUT WITH OPTIMISTS.

Emotions, including fear, are contagious, McKay says. Spend time with those who believe in you, not people who feed your anxiety and may jeopardize your confidence.

### HIRE A LIFE COACH.

"A great one will support you and hold you accountable to your heart's desire," McKay says, "and if necessary, help shake you loose from paralysis."

### TRUST YOUR GUT.

If you're feeling antsy, you're on to something. "Let your instinct show you the next steps toward your new vision."

—Abby Ellin

**FORMER LIFE** As a publicist for films like *My Big Fat Greek Wedding*, Davis spent long days and nights traveling to far-flung locations and wrangling celebrities at glitzy premieres. "At first, it was exciting, but eventually I wanted to do something that could change lives for the better."

**WAKE-UP CALL** In 2000 Davis's grandmother Myrtle was diagnosed with ovarian cancer. After doctors theorized that inhaling toxic cleansers for years in her job as an office cleaner could have contributed, Davis's family began avoiding chemicals in products and foods. "We are Jamaican, so going green is going back to our culture," Davis says. When Myrtle passed away in 2006, she says, "it was a sign to start taking risks in my life. One thing on my bucket list was to start a business." As a tribute to Myrtle, Davis launched GreenHouse Eco-Cleaning.

**SECOND ACT** For several hectic months, Davis juggled her fledgling business with her PR gig. "I'd go from the red carpet one day to cleaning someone's toilet the next," she recalls. But in 2007 Davis lost her publicist job to downsizing—she used the setback to channel her energies into GreenHouse. With help from New York City Business Solutions and the Small Business Administration, she learned how to incorporate her business. She enrolled in free classes sponsored by the Goldman Sachs 10,000 Small Businesses Program and won a 50 percent scholarship to take part in a Kauffman Foundation entrepreneur program. "A key tip I learned was to start an advisory board, especially when you're

a 'solopreneur' like me," Davis says. "The smarter your board, the better off you'll be."

Since Davis had been living green for years, cultivating the eco side of the business came naturally. She uses products from vendors such as Muffetta's Natural, an environmentally friendly natural cleaning product company run by a Jamaican-American; has been accredited by the U.S. Green Building Council; and is even developing her own line of natural cleaning products.

In 2008 GreenHouse saw its first profits, but at a personal cost. "I had to live off my savings for those first two years," Davis says. "And when I started paying myself, the cut was about 75 percent." Now Davis's business is thriving, with clients in all of New York's five boroughs and New Jersey and a staff of 15. It's so successful that she's considering doubling her staff and creating a satellite office.

Being laid off turned out to be a blessing, Davis says. "Because I'm constantly challenged, I do things I didn't think were humanly possible." —Shira Levine



**Saudia Davis, 32,**  
CEO, GreenHouse  
Eco-Cleaning

gious Stuyvesant High School and is opening a private practice in Brooklyn this spring.

Nguyen admits to feeling twinges of longing when she watches momentous events like President Obama's election from her living room instead of up close as a reporter. And of course, the 60 percent pay cut still stings—to save money, she moved from Manhattan to Brooklyn and has sworn off cabs. But "my new line of work has been tremendously rewarding," she says, "especially seeing people stop self-destructive behavior, reconnect with joy and creativity, and transform before my eyes."

Since leaving news, Nguyen's relationships, especially those with her family, are much stronger. In September 2010 she spent two weeks in Vietnam with three generations of her family, a trip that wouldn't have been possible when she was constantly on the go. "I'm more grounded now," she says. "I know my path and where I'm going." —Lori Leibovich