

COCOLILY

celebration + inspiration



VOLUME 5 | NO° 1

DAYDREAMER

“You must give everything
to make your life as
beautiful as the dreams
that dance in your
imagination.”

- Roman Payne

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COCOLILY & CO.

A COLLECTIVE COMMUNITY FOR THE FEMALE ENTREPRENEUR.

editor's note



Hello beautiful daydreamers everywhere!

My favourite season is here and to me, it's more of a fresh start than January. Maybe it's the school supplies and getting back to regular scheduling. Either way, something in the air is more magical plus I love the cold crisp air, the sweaters and boots, the gorgeous colours of the leaves changing, all things pumpkin spice and of course, apple picking. I went through a lot last year in terms of health so now I'm taking it one day at a time and trying to enjoy every moment. We sometimes take the little things for granted until they are big things or taken away from us. Please take care of yourselves, get your yearly health checks, mammograms, paps, etc. I know it's not fun and we tend to make excuses of 'not having time' but it's so important. I hope this season you slow down, enjoy the petite issue of COCOLILY magazine, make time for yourself and schedule more self care. And remember, to do what brings you joy every day - even it's something simple like listening to your favourite song, feeling the sun on your face or reading a new book.

xoxo, Renee

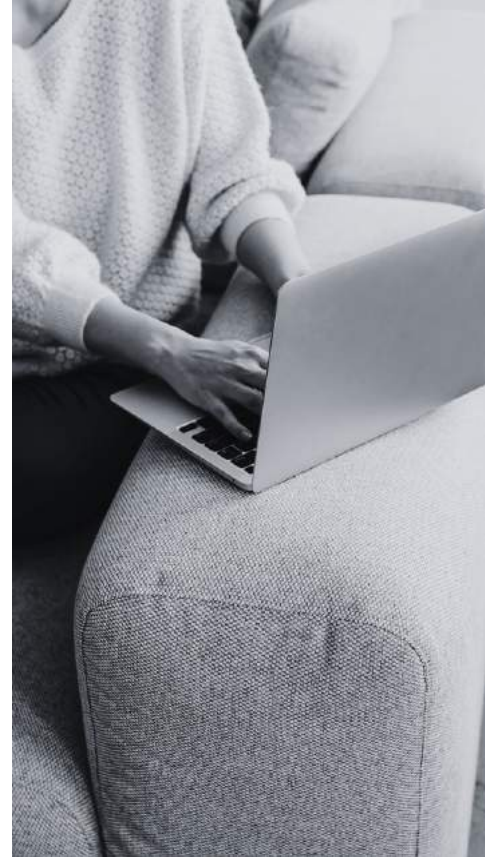
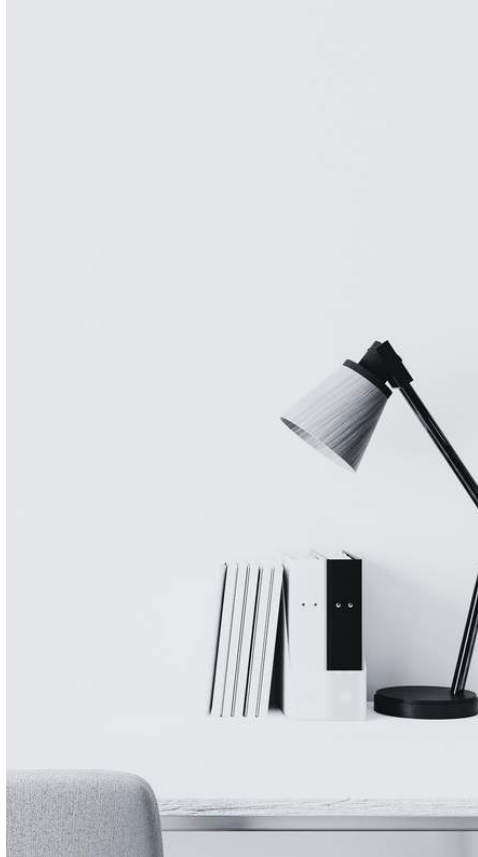


ROCK PAPER *Pretty*

CHIC AND ELEGANT DEMI-FINE GEMSTONE JEWELRY.

* SHOP NOW *

ROCKPAPERPRETTY.CA



New marketing ideas for your brand, business or service. We love going back to old school marketing and making it

about the connections and collaborations.

Here are a few marketing ideas, stepping outside of the social media platform.

Decorate your storefront in a festive Fall foliage theme or add some magic with a Halloween theme.

Showcase and promote your brand with a branded trick or treat bag. This can be a seasonal tote bag and each customer can receive one along with additional treats in the bag. The treats can be a custom candle in a Fall scent such as Pumpkin Spice, branded logo cookies or coupons from local collaborations.

Consumers love rewards so put together a list of your most loyal customers and send them a VIP discount code. You can do this via email or send a thank you card and show them your appreciation.

Start early and create a Holiday/Christmas Gift Guide for your shoppers. You can go further by creating categories and tailor gifts to themes, interests and prices.

Update your website for the Fall season and decorate your homepage with autumn or Halloween graphics.

Sponsor a Fall Festival or Halloween community event.

For more ideas and inspiration, visit cocolilyandco.com

MARKETING IDEAS FOR THE FALL SEASON.

AN *exclusive* *community* INVITE



Calling all candle lovers! COCOLILY & CO. is seeking candle testers.

We are excited to announce that we are launching a candle collection this year and we would love to hear your thoughts along with selecting your favourite scent. You will be one of our very first friends to smell and test THREE bespoke, cozy + warm potential fragrances.

The opportunity to be a candle tester will be available on our website for a limited time only.

How it works? Simply sign up via the [website form](#). The candles are compliments of COCOLILY & CO. – we simply ask that the shipping cost be covered. We ship them to you, you test them and let us know your thoughts. This is only open to our community and while quantities last.

[Click here](#) for the form and we thank everyone who applies.

OCTOBER

I loved autumn, the one season of the year that God seemed to have put there just for the beauty of it.

- Lee Maynard

- 
- 1 National Pumpkin Spice Day
 - 1 National Homemade Cookies Day
 - 1 International Coffee Day
 - 2 National Name Your Car Day
 - 4 National Cinnamon Bun Day
 - 4 National Taco Day
 - 5 National Do Something Nice Day
 - 6 National Mad Hatter Day
 - 7 National Chocolate Covered Pretzel Day
 - 9 National Kick Butt Day
 - 10 World Mental Health Day
 - 11 National Curves Day
 - 14 National Dessert Day
 - 16 National Boss's Day
 - 17 National Pasta Day
 - 18 World Menopause Day
 - 19 Get To Know Your Customers Day
 - 20 National Mammography Day
 - 21 National Pumpkin Cheesecake Day
 - 26 National Pumpkin Day
 - 28 National Chocolate Day
 - 28 National Make A Difference Day
 - 30 National Checklist Day
 - 31 National Caramel Apple Day
 - 31 Halloween

"Oh, it's delightful to have ambitions. I'm so glad I have such a lot. And there never seems to be any end to them-- that's the best of it. Just as soon as you attain to one ambition you see another one glittering higher up still. It does make life so interesting."

- L.M. Montgomery, Anne of Green Gables

MEET THE MAKER

Mindfully Created Designs



Please let us know your name, business name and what you do?

My name is Janine Berridge-Paul and I am the founder of Mindfully Created Designs. The business specializes in handmade gemstone jewelry, crystal infused essential oil rollers, raw gems and providing various mindfulness based workshops to support your journey. I also have a podcast that I just started called Speak Your Truth that highlights the beautiful healing journeys of different guests.

What did you do before you created your business?

Right now, I run my business concurrently with a full time job! But before I started Mindfully Created, I worked directly with communities where I provided healthy and inclusive supportive programs and services that cater to both community and individual needs. I am also part of a fantastic team that hosts a podcast called Hidden Stories of York Region where community stories are highlighted and shared. This has allowed me to gain skills in script writing, hosting episodes and supporting podcast guests.

What was the inspiration for your business?

My business was born out of my own personal healing and transformation journey. Throughout my journey, I have developed various skills in the power of meditation and breathwork, developing and trusting intuition, harnessing the healing power of gemstones and crystals as well as the power of self-love and care, which is reflected in the products and services that my business provides. I really wanted to share these gifts with others and provide a supportive space for those who feel called to share their journey which really is the catalyst for starting this business

What is your top selling product?

I would have to say that gemstone bracelets are the top seller in conjunction with corresponding gemstones. Often clients purchase a bracelet that speaks to their needs and then also purchase a gemstone for their home, office etc that compliments.

What do you love most about what you do?

I love the fact that I meaningfully get to know all of my clients. We engage in really meaningful conversations about their wellness needs and/or their journey. It's such an honor to be able to get to know folks on a deep level. I also love that clients are so open to me creating custom pieces that suit their unique needs. I really enjoy creating from a place of freedom and I feel so lucky to be able to be given that opportunity.



PHOTOS BY ALLY + NICOLAS PHOTOGRAPHY

What is the biggest struggle you've had and how did you overcome it?

The biggest struggle is the one I am currently facing right now, which is running Mindfully Created while also working a full time job. While I love my full time work, Mindfully Created is an expression of my soul and I am deeply passionate about making it my full time. I want to invest my whole self and my time here so I can give the very best to the community. I am currently working to pave the way to make this happen. But in the interim, it is definitely a struggle to divide my time between the two.

What are your go-to and must-have business tools, apps, inspiration?

My must have apps for inspiration are definitely Instagram and Pinterest. It's so inspiring to see the creative work of others and see the joy that goes into others' creative processes. It's also really inspiring to see the beautiful final products and the journey to get there, whether it be through photos, stories or reels. I also turn to meditation and nature for inspiration. In addition, I do a lot of writing and listening to books that inspire me. Taking time out for me is what energizes me and fills my cup. Without that, keeping the creation going is really difficult.

Advice for other female entrepreneurs?

If you are thinking of starting a business, believe in the dream you have. Your dream is here to do things for this world and there are people waiting to experience it! It may sound cliché, but a dream is the start of things you never thought possible. If you have fears, that is okay! Call them out and conquer them one by one. Each time a fear is called out and worked through you meet different levels of yourself. No matter how long it may take, each step of building your dream is a step that needs to be taken. Let your path unfold as YOU see fit, not comparing to the timeline of others. Trust in this process, it's the road to self discovery and accomplishing your dreams.

I would also say to stand in your truth and authenticity. Your authenticity is what this world needs. Don't sell yourself short because of the thoughts and judgements of others. You are here to bring so much beauty into this world through standing true to who you are. Let your business bloom through this lens.



Learn more about this maker at mindfullycreated.com or on Instagram @mindfullycreated_designs



You can be anyone to inspire everyone. — Rence



HER Story | the series.

Real and authentic words from female entrepreneurs.
A celebration of her journey and inspiration for yours.



K'PURE

I have always had a passion for wellness and especially fitness, so in 2012 I opened a women's fitness studio. In early 2016, I made some natural lip balm and body scrub with the gym logo on them to promote my business. That snowballed into using my shoe box of essential oils to make more products for the ladies at the gym.

I had been making my own deodorant for years after my third son was allergy tested as a newborn and he was found to have high levels of aluminum and parabens (plastics) in his system. They had found their way into his body via my breast milk because what I was putting on my body was entering into my body. The women at the gym became the best test subjects to make the deodorant that is now known as Get Closer, the best selling product on the k'pure website.

K'pure now has a full line of natural skincare, body care, men's products (keeping it simple with two products: One and Done wash and lotion) and products for babies and children. The k'pure team manufactures and ships products to consumers and over 300 stores across Canada from our warehouse in Mission, BC. The name k'pure evolved from KP Fitness Studio (my middle name is Patricia), and a fun fact that I didn't learn until years later: the name Karen means "pure".

In the beginning of k'pure, I really didn't believe it would last for more than a few months. I thought my fitness clients would buy the deodorant and essential oil sprays a few times and then I would continue on with my fitness career forever. Days would start at 4am at the gym, and would consist of school drop off and pickup, gym clients and bootcamp, with my toddler daughter in tow, and once all four kids were in bed, I would work on k'pure. Three hours of sleep was not a sustainable option, so after nine months of k'pure growing faster than I imagined, I made the choice to close the gym and focus solely on k'pure. It was a risk and scary, but my heart told me it was the right choice.

It took about a year for me to realize that raising four kids and running an e-commerce business under the same roof was not going to last long. In hindsight, I would have found help to work in the business much sooner, so that I could focus on working on the business. I realize now, there are people who can apply labels, make skincare and take charge of shipping better than I can! In fact, that's a prerequisite of working on the k'pure team: finding people who can take charge of that position better than I can. This gives me the freedom to work on the parts that I'm passionate about, like customer service and marketing.

For the first seven years of k'pure, our main source of marketing was Instagram. When I left the fitness studio, my main concern was that I would lose the amazing community we had built, but in fact, Instagram allowed us to build the community with a much farther reach. That amazing community of people from around the world has led us to this next chapter. We are currently on a social media hiatus, focusing marketing efforts on our weekly newsletter. This allows our community members to consume our content and news at their leisure and they have a small self-care ritual to look forward to every Friday, rather than scrolling to find us. The newsletter contains tutorials, k'pure news, interactive giveaways, stockist features and blog posts. Another form of marketing that works well for us is product sponsorships. This type of marketing may not have metrics to measure like an ad, but having patience and being selective with our sponsorships has led to great exposure for k'pure including an invite to 2023 New York Fashion Week!

WORDS OF INSPIRATION.

When running your own business, community is key. Find allies and mentors you respect. They don't have to be in the same industry as you, just find other people who's ethics and drive you admire. It can be a lonely journey, whether you work alone in your basement or lead a large team, so having a group of other entrepreneurs to vent, bounce ideas off or even cry with, is invaluable.

KAREN , FOUNDER/CEO | K'PURE NATURALS



Join the
COCOLILY & CO.
Café



A curated monthly entrepreneur newsletter filled with marketing tips, checklists, lifestyle love lists, exclusive giveaways + self care ideas to celebrate you!

[CLICK TO JOIN](#)



Embark on an extraordinary beauty odyssey with Charmartistry, led by the incredible Christine. With a background in Chemical Engineering from Sheridan College, she has perfected the art of makeup and hair, gracing prestigious magazine pages. Experience top-tier hair and makeup services tailored for special events and personalized sessions. Capture captivating behind-the-scenes moments with our exceptional photography and videography services. Discover handpicked, high-quality products on our upcoming BIZOO online platform. Join us on this extraordinary journey where quality and creativity reign supreme.



CHARMARTISTRY.COM



PHOTOS BY STUDIO MABEL



meadow living

is a woven lifestyle brand crafted in our Manitoba forest studio. Meadow, (previously Little Love Home) began in 2016 when I had my first children, twins! When life felt chaotic and out of control, I took any spare moment to pour myself into my creative outlet; crafting woven baskets for the minimalist, modern home.

Seven years and a few more children later, Meadow is my very full time job, dream, and passion. I felt drawn to the name Meadow because to me, a meadow evokes feelings of serenity and simplicity. We carefully craft each basket by hand in our studio, overlooking the meadow, constantly drawing inspiration from the beauty of nature.

Running a startup full time with 4 little kids at home presents so many challenges. We are currently in a season of expanding and learning new business practices that require a new level of information and education. This season requires trying new things and usually that means failing a little bit along the way.

Being a creative first and entrepreneur second, sometimes looking at and listening to cold hard numbers can feel absolutely terrifying. In the beginning, I wish I had been brave and asked for help instead of drowning in it on my own. The numbers are equally as important as the creative side, and learning that has helped us grow in so many ways.

Right now, we are leveraging offline marketing. That might sound a little crazy in an online world, but in a time of constant chatter, likes, and scrolling, we have found success in meeting people in real life at markets, travelling to stores who might want to carry our product line, and growing connections organically. That being said, we do hope to delve more into SEO and email marketing this year to pair with our offline efforts. And of course, we do spend many hours on Instagram connecting with friends and followers!

WORDS OF INSPIRATION.

As a business owner, you have to accept that every single challenge is a lesson in growth, an obstacle to overcome to become better and stronger. Challenges force us to continue to innovate, create, and work hard to build a business that we love, and that creates an impact on our community. Believe in your ability to overcome, and you will.

SARAH, FOUNDER/ARTISAN | MEADOW LIVING (PREVIOUSLY LITTLE LOVE HOME)



PHOTOS BY STUDIO MABEL



JADIONN

What started as a personal hobby of a natural skincare enthusiast, blossomed into a budding business. I started JADIONN ORGANIC SKINCARE because of my unwavering passion for clean skincare and to bring genuine natural and organic skincare products that's free of all toxic cosmetic chemicals and affordable for everyone. Jadionn's name is a combination of my name DIONNE and my son's name JADON, who is also a skincare aficionado that inspired our men's line.

Starting a business during the pandemic was challenging in many ways, from sourcing quality organic and natural ingredients to reaching the right customer base. What I've learnt so far on my entrepreneurial journey is patience, consistency and resilience are what will make you successful, you have to be authentic and truly believe in what you're doing.

Social Media marketing has been a challenge for me, mostly because of time constraints, so we've utilized other means of marketing, like directly interacting with customers and potential customers at events like pop-up shops etc., which I find very effective in gaining trust and it works for us. Many of our repeat customers are people we've met in person.

WORDS OF INSPIRATION.

If you want to start a business, don't be afraid to take a leap of faith, never try to follow someone else's path, their path was not necessarily meant for you, instead create your own. Remember the journey is our teacher in the absence of a classroom.

DIONNE, FOUNDER | JADIONN ORGANIC SKINCARE

"Having a dream is like having sunshine. Without it, you cannot see as clear. With it, your world shines. Have a dream, and the light will fill your eyes with hope."

- J.R. Rim

Your Fall Travel Plans Sorted: Top 3 Places To Explore This Year

By Sandra | Origins Travel

As long summer days turn into cooler evenings, we're thinking about how to bring that summer energy into Fall. Looking for the next place to pin on our map, we're drawn to sun-drenched destinations. Among these sought-after havens, three gems stand out — Costa Rica, Guatemala, and Egypt. These diverse and captivating lands beckon winter-weary adventurers with promises of lush rainforests, ancient ruins, and vibrant cultures. Read on to explore the hidden treasures and once-in-a-lifetime experiences these places have to offer.

From the crystal-clear beaches of Costa Rica to the ancient ruins of Guatemala and the timeless wonders of Egypt, these havens hold the key to transform a winter escape into an unforgettable voyage. Each of these destinations offer travellers the opportunity to immerse themselves into their culture, rich history and amazing views of these ancient lands. So, if the idea of trading the cold temperatures for a warm paradise sound enticing, join us as we delve into the captivating allure of these exquisite places.

Guatemala

Nestled in the heart of Central America, Guatemala is a land of rich history and astounding natural beauty. For women seeking a cultural but thrilling experience, the charming town of Antigua is the perfect setting. Pastel-coloured colonial relics can be seen in almost every street, surrounded by three volcanoes - Volcan de Agua, Acatenango, and the Volcan de Fuego. We assure you this is a view you need to see in real life!

Explore the Chichcastenango "Chichi" market - one of the largest and most diverse in Central America- and other local markets that offer endless opportunities to savor the traditional cuisine of Guatemala. Afterwards, take a journey to Lake Atitlán and enjoy the spectacular view of the surrounding volcanos. This lake was formed almost eighty-four thousand years ago by a volcanic eruption and offers visitors the opportunity to participate in many activities such as kayaking, hiking and sunset tours.

For the more adventurous souls, a hike up the active Acatenango volcano offers not only panoramic views but also the thrill of sharing an awe-inspiring experience together. Stay up all night watching the red lava explode and then hike to the peak at sunrise for a closer breathtaking view. We guarantee this is a trip you don't want to miss.





Costa Rica

Costa Rica's breathtaking landscapes and diverse ecosystems are the perfect settings for a tropical vacation. The country is filled with numerous rain forests from north to south, crystal-clear beaches and exotic wildlife.

Just outside of San Jose – the country's capital- there is an incredible experience waiting for you. The famous Arenal volcano offers visitors captivating views, with the area's National Park surrounding it with luscious forests and amazing wildlife. Travellers get to choose from an array of activities they can do there such as hiking, zip-lining, horseback riding, etc.

However, while San Jose is a gem on itself, we encourage travellers to seek to explore less travelled destinations such as the area of Nicoya where there are a lot of hidden gems like the Montezuma beach and cascading waterfalls. Renowned for its remarkable biodiversity and beaches, the region offers an enchanting blend of lush rain forests, sparkling coastlines, and vibrant local communities.

Costa Rica's charm lies not only in its stunning landscapes but also in its dedication to eco-tourism and community engagement. Whether you are seeking outdoor adventures, cultural connections, or moments of serenity, this tropical paradise invites women and solo travelers to create lasting memories and return home with hearts full of warmth. So, pack your bags and let the wonders of Costa Rica help you beat the winter blues!



Egypt

While Egypt's scorching summers are well-known, the cooler seasons are the ideal time to explore this ancient country's civilization without the high temperatures and intensity of the sun and heat. Imagine wandering through the same structures that the ancient Egyptians once did, and finally seeing the famous pyramids of Giza that have been deemed one of the twelve wonders of the ancient world.

Do not miss visiting the Valley of the Kings, where the complexity and structure of the tombs of pharaohs and nobles have captivated explorers for centuries. This is a once-in-a-lifetime experience as many travellers have described in the past, where you can truly connect with the ancient wonders that have left a significant mark on human history.

Sail along the legendary Nile River, and experience the local bazaars, small restaurants, and cute coffee shops. Watch the water buffalo grazing along the banks as we sail by. Take in the orange hues of the sun set and turn into sparkling stars in the night sky. Taste the flavors of a traditional dinner made with love by the boat captain in his home.

Whether you seek adventure, relaxation, or a mix of both, Guatemala, Costa Rica, and Egypt have something remarkable to offer. Your next adventure starts here.



Origin Travels works with local merchants, artisans, chefs, philosophers, guides and visionaries to create, real + epic experiences for our travelers. We were inspired by our curiosity for the world to curate unforgettable adventures that nurture connections with other travelers and allow them to move through the world mindfully. Expect to devour lots of locally prepared food, move your hips to traditional music, bounce around on rough terrain, learn about the world (and how you fit in it), and try many new things. Expect the trip of a lifetime. Connect with Origin Travels via email: travel@origin-travels.com Instagram @origintravels or visit the website: origin-travels.com

HOME *She's* MADE

We started She's Home Made out of our necessity for support and collaboration among fierce women navigating the worlds of self-made businesses and home life. We came together to build a safe and powerful space for women, to empower them to grow and continue to inspire others. We aim to ignite, foster camaraderie, and supercharge every member's business as if it were our own. With vibrant social events, kid friendly activities, and learning workshops, we strive to create a "new age" way of networking with a goal of strengthening and growing our community of female entrepreneurs. Our membership includes referral programs, collaboration opportunities, first looks at upcoming events and learning workshops, social media boosts, and eventually down the road, mentoring opportunities.

We are the raw and authentic voices of the everyday working woman and mom, through the struggles and realness of balancing business and family life together. We believe in being an unwavering support system in the life and business of each member. With great collaboration we are excited for this to become an expansive reach of excelling female entrepreneurs.

LEARN MORE



SHESHOMEMADE.CA

TREAT YOURSELF

MUST-HAVE'S FOR THE FALL SEASON.



SELAH PAPER
C. S. Lewis Fairytales Bookmark



TEA WITH TAE
Herbal Tea Bento Box



ROCK PAPER PRETTY
Zinnia Hoops



COCOLILY & CO.
Luxe | Daily Planner To-Do List



TWO BEARS COFFEE
Frothed Vanilla Oat Latte



HAPPINESS IS... INC.
Women's Coffee Crew Sweatshirt

SHOP



COCOLILY & CO.

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AUTUMN VIBES PLAYLIST

CLICK TO PLAY



AUTUMN

Love List



- Watch "When Harry Met Sally."
- Fall scented candle paired with a new book.
- Try a new soup or chili recipe.
- Attend a Fall Harvest Festival.
- Apple picking and visit the pumpkin patch.
- Deliver a meal to someone.
- Leave a good business review.
- Bake a pie from scratch.
- Donate to your local shelter, food bank or charity.
- Treat yourself to a new cozy sweater.
- Jump in a pile of leaves.
- Go on a Fall foliage drive.
- Indulge in a Pumpkin Spice Latte.
- Carve pumpkins.
- Watch "It's the Great Pumpkin, Charlie Brown."

FALL FAVOURITES



SWEET POTATO SOUP



BEEF CHILI



CLASSIC APPLE PIE



APPLE CRISP MACCHIATO

LADY BOSS

SOCIAL 2.0

A hand in a light-colored sleeve reaches towards a cinnamon roll and a mug of coffee. The background is a plain, light-colored wall.

A CREATIVE BUSINESS EVENT
FOR THE FEMALE ENTREPRENEUR

COCOLILYANDCO.COM

JOIN THE WAIT LIST

COCOLILY & CO.



FOR THE DREAMER, BELIEVER, ACHIEVER.