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Barbie & Ken Frequency

By Susan James

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As children, some of us have dolls and cowboy boots and hats, and holsters and guns, with caps of course !! Some have GI Joe and Barbie & Ken Dolls.

We had the Barbie castles, and cars, and we had those imaginary conversations between Barbie and ourselves, we were Barbie. We were Barbie with her Blonde Handsome boyfriend Ken.

Or We were GI Joe, or we were the cowboys, hiding behind the bushes and furniture to ambush somebody.

And oh, the Imaginary Friends we had along with us during our days. And then our stuffed animals.....I had one. His name was Rabbit. Rabbit was like a huge wonderful pink Bunny Rabbit. Rabbit went with me to College. My Suite mates one day, knowing my affection for Rabbit, took him and hung him from the light fixture in my dorm room. And the rest of the story contains profanity and revenge, and lots of beer !

While we were in elementary school, we had plays and ball games, relay races and spelling bees. We wanted our parents and friends and grandparents to come looky see !! "Come `looky see' who I am being and what I can do!"

Then we went to high school and college and added athletics & Drama & Glee Clubs to our agenda of `come looky see'. Parents, Grandparents, Friends came, because we said.. "come

looky see at who I am being!"

Then we left school, and all of that playing cowboys and Barbie and Ken and GI Joe, and Rabbit.....and all of our `come looky see' came to a screeching Halt !

WHY????

Do you know what we were doing before we Halted ? We were displaying a frequency in our imagination. The Fiber Optic to the Gods, and we just said NO????? We believed in the moment, what we were seeing in our minds eye. We were

having fun and affection and tons of energy was being spewed all around us.

And we were running around and telling everyone, "come looky see what I can do !"

So what happened to all of that wonder, and Imagination. That stuff that if you're SMART, have figured out by now, that this is what shapes your life, your LIFE !

I play in my mind a lot. I am always having lunch with Madonna and Olivia Newton John. I have toys around my desk that I play with every day, that are somehow connected to my intentions and desires. I have an Aladdin's Lamp on my Desk and on my Key Chain.

I have a Magic Wall, that works like Aladdin's Lamp. Why?

I know of Magic and Wonder. Do you understand why children like to use crayons on the walls of your home ?

I gave my self permission a good while back, that I was going to have fun, love and affection in my life. I understand the vibrations and frequencies attached to that, and what it means to my physical experience as well as my Spiritual Evolving.

I write essays with Madonna and Robinhood, I write about 2 Bunnies, Jelly Bean and Harley. Some days, I know I am in Madonnas Vibration. I use her as a screen saver. She has accomplished much in her present life. I intend to go for it all always, and I can think of no other Stream to be In for that. I have her music on all of the time. I go into the Grocery Store

and who is singing over the intercom? Madonna.

I play in her stream, she shows up in mine. In my writing, in my joy and in my abundance.

You, me....we get to choose. Are we gonna play and have fun, and have wonder come into our lives? Or are we going to get stuffy and become Adult everything, and stay stuck in our own created miseries?

If you are not doing what you LOVE doing, if you are not playful with the gifts you came here to express.....then that is why your current life, looks and feels the way it does.

I choose This ! Play! Fun! Love! Affection! Abundance! It is mine for I chose it. What have I chosen, really? To maintain a frequency and vibrational stream, that continues to bring me

the good things in my life that I intend and desire. That is why I am here ! To understand how to create in this way. I understand.

To those who have an "issue" with my Madonna imagery..... You should be at lunch with Madonna and Me and Jesus, and then make your `observations". No two more alike than my 2 Buddies, Jesus and Madonna !!

Author/©Maverick Momentum Consultant, Susan James, Writes & Teaches the Application of ©User Friendly Physicsto Human Potential. Dreams Come True To Weight Loss.Author of 6 books incl: *Manifesting 101/102 & Beyond**MM4M: Manifesting Millionaires*/17 Seconds to Wt.Loss***Manifesting 101 & Beyond** (FREE Newsletter)<http://groups.yahoo.com/group/Manifesting101-Beyond><http://susanjames.org>

What I Learned From Barbie's Mom

By Donna Schwartz Mills

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When my daughter received a gift certificate at KB Toys for her birthday this month, she announced her intention to spend it all on Barbie.

Never mind the fact that she already owns a Veterinarian

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Barbie, Lifesaver Barbie, Prom Queen Barbie, two Barbie Ballerinas and a Prince Ken... She's got Barbie's Beach House, a Barbie Steering Wheel, two Barbie autos that each seat four, a Barbie tape player, Barbie Hair and Makeup Model, Barbie Nail Designer Software, and a big box full of clothes. But Megan wants to have a *collection*, a peculiarly human urge understood well by the Mattel Toy Company, which comes up with all this stuff.

It's too bad they don't make a Work at Home Mom Barbie. If they did, they could draw on the life of Ruth Handler for inspiration. Handler, who passed away last week, is best known as the inventor of the Barbie doll. She was also one of the most successful female entrepreneurs of all time, beginning in an era when women were expected to stay in the kitchen and out of the boardroom.

Like many of us, Ruth's career as an entrepreneur began by accident. Money was tight when she married her husband, Elliot. She was working as a secretary and he was studying industrial design. He decided to use his skills to make some housewares for their apartment. *She* decided that there was a market for them. They operated their first business out of their garage. Ruth handled the sales, which reached \$2 million within the first few years... and that was in 1945 dollars. Today that amount would equal ten times as much!

Ruth and Elliot joined with another designer, Harold "Matt" Mattson, to form the Mattel Company (named for Matt and Elliot). They manufactured picture frames. Elliot realized that he could take the wood scraps from the frames and turn them into doll furniture. This side business proved to be so successful that the company changed its focus to toys.

The folks at Mattel credit Ruth with playing an integral role in their success. Her natural talent as a marketer helped the company turn a profit its very first year as a toymaker. But her biggest was her ability to identify a market void and fill it ("niche marketing," which is what the experts all tell us we should be doing.)

It was just such an instinct that led to the Barbie's birth. The 1950's were an era when little girls played with baby

dolls — in fact, those were just about the only kind you could buy. But Ruth noticed that her daughter, Barbara, was fascinated with paper dolls representing adult and teenage women. She would change their dresses and imagine how life would be all grown up.

The male ad executives at the company were not impressed with Ruth's doll. Neither were the mostly male buyers who saw her debut at the American Toy Show in 1959. But as Ruth had guessed, little girls loved her — and 350,000 Barbies were sold that very first year, which was a record. Mattel introduced more dolls to the Barbie line over the next several years, some of which were named after other Handler family members, such as Ken — Ruth's son — and Stacie, Todd and Cheryl, who were named after the Handlers' grandchildren.

All was going well until 1970, Ruth was diagnosed with breast cancer. It was a difficult time, bad decisions were made and the Handlers' eventually left the successful company they had founded. But Ruth not only survived her bout with cancer; her experience inspired her next business venture.

Ruth told the Los Angeles Times about her fruitless search for natural-looking prosthetic breast. What was available at the time was less than adequate. "I looked at the shapeless glob that lay in the bottom of my brassiere and thought, 'My god, the people in this business are men who don't have to wear these,' " she told the Times. Once again, Ruth discovered a niche to fill.

Ruth found a designer who created a new prosthetic to her specifications. Made of liquid silicone and polyurethane, it looked and felt natural. Her stroke of genius was her realization that like shoes, it needed to be made up in "lefts" and "rights." Then Ruth assembled a sales team made up of other breast cancer survivors, who demonstrated her new product to department store buyers and helped train their sales staffs on how to fit their customers. In 1991,

Ruth sold her company to a division of Kimberly-Clark and retired.

"Women—and men too—can do almost anything they set their

mind to," said Ruth. "You have to believe in what you want to do and have the courage of your convictions."

Good advice for us all. Rest in peace, Ruth.

Donna Schwartz Mills writes about the specific needs of work at home parents at her website, The ParentPreneur Club, "For Parents Who Want Choices, Not Office Politics."

<http://www.parentpreneurclub.com> Tools, tips and advice you need to help grow your home based business while raising a family. Subscribe to our weekly newsletter sending a blank email to: <mailto:subscribe@parentpreneurclub.com>



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