



FREE REPORT

Bad Things happen to
Princesses, but good things
happen to GirlMoguls

7 Things you can do to
encourage your tween daughter's
confidence, self-esteem & success.

by Andrea Stein

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Welcome ~

Like any mom of a daughter, you're probably worried about all the media influences that are in your tween daughter's life. Our little girls are growing up too soon and too fast. From clothes that reveal too much to TV that leaves too little to the imagination, it's hard to raise a confident, assured and successful girl these days.

But you can do something about it. You can encourage a successful, smart, bold and brilliant daughter. The tween years don't have to be about when you lose your daughter to values you don't endorse, so don't let it be.

Let the GirlMogul Way guide your daughter into finding her own brilliant self. The GirlMogul Way will help you talk to your tween daughter and encourage her success. It will help her write her own success tale, not a fairy tale

When our daughters were little, they took to the princess way - the whole fairy tale from the castle to the handsome prince. That's fine, for awhile. But we know as mothers, the real world is about success tales, not fairy tales. Think about what happens to those princesses. Things like poisonings, assassination attempts, strange illnesses, getting left behind while the boys have all the fun? And how does it end for the princess - she usually gets kissed (while she totally unconscious) and taken away by a strange man, never to see her family again. C'mon - we know that's not the way. As mothers, we certainly don't want to encourage our daughters to run off with men they don't know very well.

Sure, you want your daughter to grow up - but not with the current role models. How can a girl learn to be capable, confident, and take care of herself when all she has to watch are princesses, divas and bed-hopping starlets?



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That's not the route I want my daughter to take and I am sure you don't want yours to either. That's why I created GirlMogul Way, a philosophy of encouraging successful girls, ages 6-14. It includes building her self-esteem, building her character, helping her discover her talents and building her skills so she can successfully conquer the world, one adventure at a time. It involves surrounding her with positive role models, mentors and media so that she sees a multitude of options for her future. I wanted to give my daughter the gift of being able to model after the very best. To learn that real life is not about Fairy Tales, it's about Success Tales.

So I started to look around...and I found little or nothing that I would be comfortable sharing with my daughter. I wanted something modern and contemporary that didn't force her to look back into history. I also wanted something that showed a few warts on the frog. And I wanted realistic role models. When I couldn't find it all in one place, I took all of my research and started to create my own library of realistic, inspiring, momentous ladies whose stories I could share. More than that, I started to put together the stories in such a way that my daughter would be able to gain a few key pieces of information she could apply to her life right then. Things to inspire her and keep her going. Along the way I discovered that there really is a wealth of ways to encourage a successful girl – to build her confidence, her self-esteem, her capabilities – to grow her independence, yet still respect where she comes from. And now I am ready to share them with you to help you encourage your daughter's success.

The odds of your daughter marrying a prince are slim to none, the odds of her becoming the next Miley Cyrus – slightly better... but the odds of her discovering her talents and interests and turning them into a business. Much, much, much better. That's not to say we should all be encouraging our daughters to become CEOs. But it does show that our daughters have a chance for great success in a much less dangerous way than surviving a palace coup.

It's not to say you don't want to your daughter to dream big and reach for the stars. But what about if that mean discovering a cure for cancer or ending pollution, or figuring out how to live on Mars? Now wouldn't that be something!

Do you know that tweens still listen to their parents – they may not want to admit it, but

they're still looking to their moms to guide the way for them. No, this doesn't you have to be their sole role model. But it does mean you should have a hand in gently guiding them towards the right influences. And that's where GirlMogul can help.

What's GirlMogul, you ask?

Good question. A girl mogul is a girl who isn't afraid to be smart, courageous, and bold, to dream big and reach for the stars, who's interested in the possibilities. One who wants to be a veterinarian one day, a chef next, and then a doctor another day. And that's ok. You want to encourage them in their dreams, and equip them with the skills and resources to be there. A GirlMogul is a good girl, but not goody-two shoes. She knows how to have fun and she cherishes her friends. She's not afraid to be smart, and not she's not afraid to take on a challenge, like volunteering on a political campaign. She knows how to set goals and how to achieve them, like becoming the cookie sale queen. She has wants and understands how to meet them through careful management of her money, skills that will serve her well for the rest of her life.

Wow – does that sound like a lot? It is, and most people, let alone a tween, are not born this way. But your daughter can learn to be a GirlMogul. Yes, she'll need your help – she'll need a cheerleader, a mentor and a role model.

You're probably wondering who I am and why I care so much. You're probably thinking – ok, so you have a point. But who are you? I am not an escaped princess or fairy tale refugee. I am mom, a wife, a business owner and a gal who was raised to take care of herself.

I am the founder of GirlMogul.com. I started it because I was dismayed that the only clothes for my daughter were Future Princess or Future Diva. I knew the numbers. I knew it was unlikely that my little girl would ever become a princess. As she grew it became pretty clear that she was dirt-eating force of nature. She's much more likely to be a tyrant than a princess. So I decided to encourage her to become a CEO or a brain surgeon or a rocket scientist. And that's when I began to look around and became even more dismayed. It seems like we were short-changing our girls from believing in themselves, from developing the skills they needed to take on the world. Sure we were doing a great job of teaching them to recognize designer labels and how to bargain hunt at the mall. But it seemed like while we were preparing them to become major consumers, we were doing very little to help them become successful producers.

When I was a little girl I wanted to be everything from a fireman to an astronaut to an oceanographer. Being an American idol wasn't in my vocabulary. Unfortunately it seemed to me that there while there are all these women out there doing amazing things, like being

diplomats, astronauts, running giant companies, and my daughter was destined to think that Paris is a person, not a place.

So I set out to change that. By creating the idea of a GirlMogul – a successful, girl. I wanted to create positive role models for my daughters within the context of the everyday things she's interested in. If she loves clothes, I wanted her to learn that behind every piece of clothing is a designer with a vision and the guts to create something for nothing. Behind every tube of make up there might be a woman who was brilliant enough to create an empire by sending out ladies door to door. If she was fascinated with shopping how a little black and white ad in the back of a newspaper turned one woman into a mail order catalog millionaire.

I also wanted her to build her confidence and self esteem by figuring out what she was good at and finding ways for her to work her strengths. I wanted her to be smart – I never wanted her to pretend to be dumb for anyone. Not to be afraid to be the smartest cookie in the room.

Most of all I wanted her to be herself – brilliant, confident and successful. So I created the GirlMogul philosophy to sum it all up. What's a GirlMogul?

A GirlMogul is:

1. Capable
2. Confident
3. Talented
4. Smart
5. A leader and a go getter

So now that you know what a GirlMogul is, you're probably wondering, just how can I help my daughter become one?

Here are 7 tips to bringing up your very own GirlMogul

Tip 1: Fill her head with alternatives

If all your daughter has to look up to is train wreck movie stars and partying rock and rollers, well that's how she's going to see life. It doesn't mean you have to totally get off Entertainment Tonight and MTV and prepare her for a regular old life of paying the bills and settling. You should encourage her to aim high - but in the right direction. Find great role models of women who are doing great things – women doctors researching a cancer cure, moms running successful businesses, women leaders in government, educators making a difference in children's life.

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Sure – but where do you find these women?

- The local paper. Look through the local paper – perhaps there’s an article or a feature on a local businesswomen or even a picture. Point it out and explain what the woman is doing and why she made the paper. You don’t have to make a big deal about it, but just do it on a regular basis and you’ll be amazed at how your daughter’s references start to change.
- Magazines – even the fashion magazine will mention and up and coming cosmetic line or designer – look up woman or company on the web and share their story with your daughter. They’ll probably be young and cool and will immediately resonate with your daughter. Your daughter will see there is more to beauty than a pretty face.

Hint: If you need some help finding positive role models check out the [GirlMogul Magazine profiles of Real Life GirlMoguls](#)

Tip 2. The Quotable Mogul

Never underestimate the power of a great quote to get the day started. A great quote doesn’t have to be by someone famous but it should have the power to put a situation in perspective and let each person who reads it bring their own interpretation.

Try making this a daily routine by getting a quote calendar or a book of quotations and sharing one every day before school. Read it, share it, talk about it. Or make it into a bed time ritual – read a quote together and talk about it relates to your day.

Need a source for Encouraging Quotes by Inspiring Women – then Check out the [Quotable Mogul page at GirlMogul.com](#) and sign up for our daily quote digest

Tip 3: Bulletproof her self esteem and build her confidence

Research shows that girls self esteem peaks at nine and then takes a nosedive. Wow – how terrible is that! Of course, many girls recover it as they get older, but why allow that to happen to your GirlMogul? Self esteem is related to how a girl feels about herself – it’s not how she looks, but how she feels about she looks. And it’s not just about how successful or smart others say your daughter is (to her) but how confident she is in her own talents and abilities.

You’ve probably noticed that in the tween years, body image becomes more of an obsession and girls start comparing themselves to magazine pictures, which are an impossible standard to keep, since all of the pictures are airbrushed and edited. Perhaps you’ve noticed the dumbing down of your daughter and that’s because she’s figured out that being smart

isn't "cool" so she begins to play dumb.

So what can you do to help build your daughter's confidence?

- Praise her for her skills and ideas rather than her appearance or neatness
- Monitor your own comments about yourself "Ugh, I look fat" in front of your daughter
- Watch those stereotypes – get your son to fix dinner and your daughter to help fix the leaky sink
- Encourage her to find things she's good at – even if it seems offbeat (cooking, knitting) and encourage her to hone those skills. If your daughter knows when is good at something then it will help carry her through the rough times. She may be a terrible speller but if she can do algebra in her head then she'll learn to tolerate spelling. And vice versa.
- Find ways for her to get public praise for the things she's good at – whether it's entering a local writing contest or creating a cake to be auctioned off for a fund raiser, just the knowledge that people know she is good at something will do wonders.
- Your daughter may have a tough time in math but be a great creative writer – encourage her to write her heart out. Find competitions for her to enter, let her write her own book, join the paper or even start a blog allowing her to create as she goes. And don't forget to encourage her to join the math team or enter the science fair.
- Resist rescuing your girl or providing all the answers. This undermines her ability to develop confidence in her own problem solving
- Watch what she watches and talk about it. Ask her how she feel about the portrayal of women in a rap video, or how a female character is portrayed in a movie
- Get her involved in sports. Remember she should do it for the love of the game and the pleasure of creating a strong, healthy body. If she's not a team player, encourage to find some form of exercise – running, yoga, biking, she cans do and enjoy on her own.
- Let her develop her non-obvious skills. Is your daughter a social butterfly – maybe she would make a great class president or a volunteer coordinator or planner of an event. We all have talents and skills – sometime they are not as obvious (can talk to anyone) but they all can have a purpose in moving us forward. Find ways to help your daughter finds things she's good at and ways to use those skills in the real world.
- Let girls fail because in ensures they tried in the first place
- Don't limit girls choices – let them try math, buy them a chemistry kit (see GirlMogul.com for some great ideas).

Tip 4: GOAL! - Encourage her to start something

Yes goals. Not sports goals. But goals on things she wants to accomplish. Encourage your daughter to start something. Something bigger than herself. Maybe it's a town clean up,

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maybe it's a science fair project, maybe it's a fundraising project. Yes, she may need your help. She may need your time management skills, your marketing skills, or whatever, so pitch in and help – but make sure you encourage her to do some heavy lifting. You don't want this to be a case of all the credit going to her while you did all the work. Share your own goals, whether it's organizing the family files, getting a raise at work, or exercising.

Review your goals together and support each other whether you make it or not. Remember to let her get sweaty and dirty (or tired or a little stressed out) as she pursues her goal.

***Try this** - Make a vision board at home. A vision board is a collage of pictures, words and other images that outline your goals in concrete terms. The process of making is a great help in focusing on what you want. Put the vision board in a place where you can see it and allow the picture of achieving your goals to power into your mind.*

Tip 5: Talk Dollars and cents

Her Prince Charming may come someday, but even still your little GirlMogul should know her way around a check book, or an ATM card or a credit card. Open up to her about money, the family budget and give her lessons on how to manage her money. **For more tips see, the GirlMogul Report “10 Things About Money You Must Discuss with Your Daughter.”**

Tip 6: Let her be smart

Education plays a role in improving women's lives, but sometimes we take that to only mean being good at spelling and handwriting. Don't let those stereotypes sabotage your GirlMogul. Let her learn math, let her play with the computer. Explain how technical things work – like the car, the computer, electricity. If you don't know find a book or TV show that explains it and read or watch it with her. Encourage her to love (or just like) math. Girls are pushed away from math and science, even if they are good at it – don't let that happen to your future rocket scientist. Even if you weren't the best math student, re-learn it with her. Point out how important math is on a day to day basis (managing bills, working etc, budgeting). Try to find a cool mathematician or scientist to mentor her.

Don't let her dumb herself down – not for the boys, the teachers or the other girls in class. Teach her not to be afraid to know the answer, to ask questions and to get good grades. Emphasize homework and doing well in school. How can you do this? Make homework important. Lots of time, I hear about parents who do homework on the run, fitting it between this activity and the next, done in the back of a car or on a bleacher. Give homework and schoolwork its proper place – respect learning. Set up a homework zone and make time to get it done at home, with supervision and with respect.

Other homework tips

- Get a planner or calendar- Buy her a simple planner or calendar and have her write down when assignments are due. Review it with her or better yet have her review it herself and tell you her plan for getting everything done.

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- You can try Yahoo Calendar – have your daughter enter her assignments and she can set reminders
- Daily Task List – Have her write down all the assignments from all her classes in one place.
- Know what her homework is on a daily basis
- Keep in touch with your daughter’s teachers to understand how much homework she had
- Have your daughter divide her homework into what she can do herself and what she needs help with
- Use direct praise – Something like “Wow you got 4 out of 5 math problems right on the first try.”

Tip 7: Spend time with her

Daughters want more time with their parents, not more things. Work on spending more time together doing an activity. Set up a date night or a family night – and within reason let it be something she would want to do, even if it’s going to see a movie you know you’ll hate.

Tip – Try a Family Project. My kids ask tons of why questions. I couldn’t answer them all, so I took to saying “we’ll have to look that up.” And when we did, I made them right down the question and the answer in a book. You could use a computer file, a blog or an old notebook, but the act of looking something up and sharing the answer made us feel like one smart family.

Summary

Thanks for reading the GirlMogul Way. I’ve enjoyed sharing the philosophy on how we can encourage our daughters to be successful now and in the future. Raising a GirlMogul requires some work on your part, it’s true, but the benefits are priceless. Please look for our newsletter – The GirlMogul Newsletter for great tips and articles on how to raise a successful girl. And make sure you log onto GirlMogul Magazine Blog, a place your daughter can immerse herself with positive girl power.

About Andrea Stein

Andrea Stein – Mom, Entrepreneur, and Girl Power Coach

Andrea is the founder of **GirlMogul.com** – girl power accessories and apparel and **RaiseaGirlMogul.com** – encouraging successful girls. Her mission in life is to encourage successful girls and raise the world’s collective girl power to create and inspire positive change.

Read more about [Andrea & the GirlMogul Story](#)