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The W Community Monthly Newsletter

January 2023



Like the start of a new chapter on a blank page, you have another opportunity to determine how your story will be written in 2023.

In our December Newsletter, we talked about making the best out of the holidays, great tips to help you prepare for the new year, skincare tips for the harmattan season and making your dream vacation a reality. If you missed out on this, no worries, follow us on Instagram, Facebook, and Twitter to catch up on these conversations, and more.

Now, let's dive into our first newsletter for the year.



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50 AFFIRMATIONS FOR THE NEW YEAR



There's so much we can do with words. Words build, break, mould, build, hurt, elevate, motivate and so much more. In this section of the newsletter, I really wish to bring you into a world where you would empower yourself to use great and intentional words towards being a better you.

The importance of affirmations cannot be overemphasised. They help you take necessary actions, help you focus on important aspects of your life, gain self-confidence and very importantly, help you replace negative thoughts/beliefs with positive ones.

- ▶ **I am getting better daily.**
- ▶ **2023 is a year of wonderful surprises, good decisions, and creative solutions.**
- ▶ **Today is a great day.**
- ▶ **I am intelligent and creative.**
- ▶ **I am not laid back by challenges, I am motivated by my potential.**
- ▶ **I am grateful for the people in my life.**
- ▶ **Every day, I am getting closer to achieving my goals.**
- ▶ **I am free from negative thoughts.**
- ▶ **I deserve to forgive and be forgiven.**
- ▶ **I have the ability to walk away from unhealthy relationships.**
- ▶ **I am constantly evolving into a better person.**
- ▶ **I will meet the love of my life this year.**
- ▶ **My goals are achievable.**
- ▶ **I am thankful for the people in my life.**

- ▶ **Focus, and discipline are associated with me.**
- ▶ **My environment is peaceful.**
Everything I desire, I will receive.
- ▶ **I am free from destructive fear and doubt.**
- ▶ **Although my past is ugly, I have access to a beautiful future.**
- ▶ **I embrace what matters and let go of what doesn't.**
- ▶ **I diffuse positive energy wherever I find myself.**
- ▶ **I am creative and a fast paced learner.**
- ▶ **Everything I do births success.**
- ▶ **I have learnt from my past mistakes and moved on.**
- ▶ **This is my year of breakthrough.**
- ▶ **I have a great job with a good paycheck.**
- ▶ **This year will be great and wonderful for me.**
- ▶ **I start the new year, and continue every day, with sending and receiving peace and love.**
- ▶ **A wonderful, productive and successful time is starting now.**
- ▶ **I choose to be happy every day of this new year.**
- ▶ **My happiness is reflected back to me in everything I attract.**
- ▶ **Money is flowing now to my bank account from various sources.**
- ▶ **Everything in my life is growing.**
- ▶ **I am healthy and full of energy.**
- ▶ **Everything around me is working in my favour.**
- ▶ **I have the strength and courage to face my fears.**
- ▶ **Every day of my life is full of happiness and contentment.**
- ▶ **Day by day, more and more, sunshine is filling my life.**
- ▶ **I make plans, visualise my goals, and move toward accomplishing them.**

- ▶ **I am the creator of my own happiness. I'm ready to take responsibility and do what it takes to start living my dream life.**
- ▶ **I will only focus on things I can control and let go of worry about the rest.**
- ▶ **I am happy with myself as a person.**
- ▶ **I have financial abundance, a healthy body, and positive relationships in 2023.**
- ▶ **I am worthy of feeling happy.**
- ▶ **My inner joy expands when I share it with the people around me.**
- ▶ **All the good in my life comes to me as a result of my willingness to find happiness in every moment.**
- ▶ **The happiness I feel is felt by everyone around me.**
- ▶ **I am creating the possibility of happiness for others by being happy.**
- ▶ **I give myself permission to enjoy myself.**
- ▶ **The life I've always wanted is created by my choice to be joyful now.**

For these affirmations to really have a huge impact and influence in your life, you also have roles to play. Consistently repeat these words, let them sink in and truly believe in them



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HOW TO MAKE INTENTIONAL NEW YEAR RESOLUTIONS



At the start of a new year, we are always motivated to write out goals while some of us would go an extra mile of creating vision boards. However, when carrying out an evaluation at the end of the year, a little or none of these goals are achieved. One of the major reasons is because we get lazy at some point and abandon these goals in the end.

Well, I'm certain by now you know that only motivation does not help you achieve set goals. In addition, to being motivated you should:

1. Be Intentional

One of the reasons some goals end up in the bin is because they are set arbitrarily. You can overcome this by setting actual goals that align with your philosophy, direction, and personal significance.

2. Have A Proper Strategy

A popular saying goes thus; when you fail to plan, you plan to fail. After you have set your goals based on your principles and values, create strategies that will help you actualise them. For

instance, you can set daily goals, carry out a weekly evaluation, so this will inturn enable you have a monthly plan. Setting unrealistic strategies can overwhelm you. Create a strategy for short-term goals that would help you see the bigger picture you have in mind. Overtime, your mind will turn this routine into a habit

3. Avoid Pressure

Sometimes, new year resolutions come with pressure. As aforementioned, work towards little wins, and then bigger ones would become easier to achieve. For instance, if your new year resolution is to walk two hours everyday, and you know that this might be too much, try starting with walking one hour three times a week. Once your body has adapted to this change, you can then task yourself to do better.

4. Measure Your Progress

Your efforts may appear as wasted if you have no tool or template to help you keep track of your results. Also, reviewing goals would help you know if your strategies are working or not. There are lots of ways to measure progress; create a calendar or list where you tick off your tasks once achieved. You can even

make this more fun by giving yourself a star, or your favourite smiley on your calendar. This would motivate you to take greater steps towards achieving your grand goal.

Conclusively, I want you to know that Motivation and Passion alone cannot help you achieve your goals. When you strategise, measure your progress, and carry out these tips, your goals would become more realistic.



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CAREER AND PERSONAL BRANDING TIPS FOR 2023



As you know, the world is evolving, whatever idea you had yesterday, might not work today. Therefore, you need to keep getting creative and resourceful when it comes to upscaling your career or business through branding.

the role of Branding is too important to be taken lightly if you really want visibility and growth in your career/business, you need to pay attention to Branding.

The evolution of social media channels like Instagram, LinkedIn, Facebook, and blogs etc, has made visibility, networking and connection with potential clients, actual clients, colleagues, way easier.

Here, I'll give you some tips on how to put your best foot forward. Some of us know about the relevance of branding, while some are just trying to be in this space.

Branding helps you to stay current in your field, creates more opportunities for you, increases your network/networth. Thereby helping you achieve your goals.

As you plunge into the year, here are some tips that would help you;

1. Define Your Brand

Who am I? What makes up my brand? What are my goals, mission and vision for the brand? Are all relevant questions you should ask at this stage. In giving your answer, use adjectives like; Successful, Ethical, Collaborative, Creative, Visionary, Connected, etc. Channel your strength and efforts to become an expert in your field, and watch how potential clients would find you.

2. Create Presence

When people in your field are being searched for on Instagram, Google, or Facebook, does your name top the list? Secondly, what do people see after searching out your name? Ensure that your brand content is organised, catchy, well structured, and succinct. A great way to do this is purchasing your full name as a domain (that is, yourfullname.com). By doing this, your name would pop out on people's screen first when they try to find you through google and other search engines. Proceed to add your bio, pictures, email address to other platforms like LinkedIn, Instagram, Facebook, etc.



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3. Boost Awareness

What would be the point of all your hard work if people can't see your brand? Great ways to do this is through creating a marketing strategy, massive publicity, and very importantly, networking. When you network with other professionals or experts in your fields, it opens you up to ideas, creates better opportunities, gives and skills for your brand

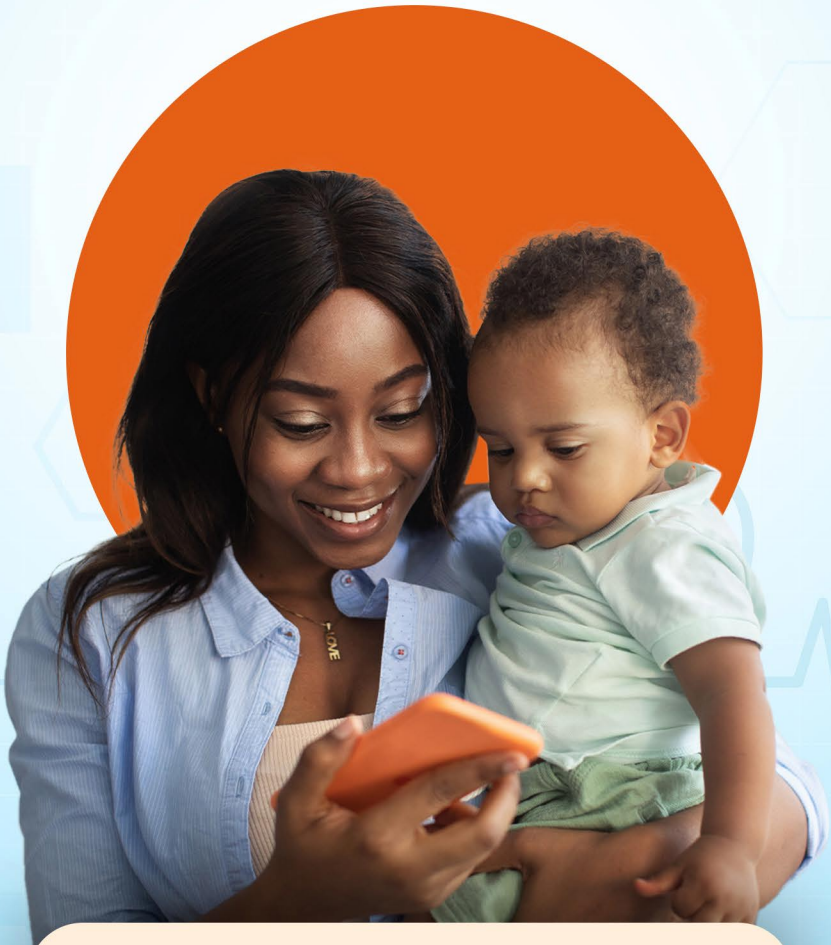
4. Work with the Three Cs of Branding

Have you ever heard of three Cs of branding? They are; **Clarity, Consistency and Constancy**. Be clear and settled with what your brand is and what it is not. Show, display and publicise your brand across designated social media platforms. Make up your mind on your niche - this would help you move faster and lastly, ensure that you are always in the faces of your target audience.

What people say and think about your brand matters a lot. It is a great avenue to highlight your strength and likewise gain insight as to what to improve on.

In conclusion, your brand is unique because you are. Even though there are hundreds of people doing exactly what you are doing, no one can do it like you.

MHSS; YOUR SURE PLUG TO BEING A MAMA



The fertility journey comes with lots of mixed feelings of hope, depression, pressure and anxiety. Some women go the extra mile of creating maternal wishlists, shopping for baby clothes, how they want nursing to be like, baby gender, imaginations of how the child would look like.

Thankfully, there have been various initiatives on reproductive techniques that have proven to be great. Unfortunately, these solutions can be expensive especially in cases where some families have to go through these processes more than once, hence increasing their financial burden.

Some of these treatments, if not properly budgeted for, can render some families stranded.

What if I said I have a solution for you? What if I introduced to you an opportunity to take care of this concern and still have the budget for other expenses?

The Maternal Health Service Support by the W initiative of Access Bank, is one of our various ways of showing our unwavering support to women across the globe.

The Maternal Health Service Support Scheme offers a loan through the W initiative that helps ensure that women can finance their fertility treatment and pay back with ease.

This initiative has the basic goal of ensuring that women are able to fund and finance any health challenge they might be going through, and pay back with ease.

Over the years, we have financed over 200 (two hundred) fertility procedures including sets of twins. What's more? We have also recorded a successful delivery of healthy babies

Get to know more about MHSS;

1. There are no loan fees attached

2. There is a flexible repayment plan

3. You have access to trustworthy travel service companies and fertility clinics in Nigeria.

4. You have access to this loan at a subsidised rate.

For more information or enquiries,
kindly send an email to
wcares@accessbankplc.com



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UNVEILING! UNVEILING!! UNVEILING!!! CAN YOU GUESS?



Women in our W community are never at a disadvantage! If you are a super member of the community, you'd have an idea of what I am about to announce. Yes. It is the W Card, specifically made for women in our community and it is available in Visa and Verve variants (drum rolls please).

We care about women in our community and this is why we are unrelenting in seeking new ways to make life easier for them.

With the W card, you now have access to Shop Online, Pay Bills, Make Withdrawals, access discounts, choose a lifestyle of ease, speed, top notch service, and security.

The W card is specially designed for every member of the W Community - available in Visa and Verve Variants.

Be a future forward female, with the W Card.

Do you want to know more about the W card? Kindly send an email to wcares@accessbankplc.com for more inquiries.




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Bye Ladies!

As the new year unfolds, I urge you to take charge of your life, live out the greatest story of your life with this fresh slate and opportunity.

Remember, the words you say to yourself give you a productive mindset or otherwise. This year, consistently #affirmpositivity. Follow us on our social media platforms on Facebook, Instagram and Twitter @thewcommunity. Stay glued to our media pages so you can take advantage of our various value propositions just for you.

Wishing you the very best this year! **Welcome to 2023!**