



EXCEPTIONAL WOMEN'S COACHING

## The Tiara Spotlight

Shining our light on inspiring women around the world.

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### Amy Riley

Founder and Author, [Loving the Pregnant You](#)  
Contact Amy at [amy@lovingthepregnantyou.com](mailto:amy@lovingthepregnantyou.com) or 773-919-3055  
[www.lovingthepregnantyou.com](http://www.lovingthepregnantyou.com)

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### Who are you?

I'm a mom, a wife, the owner of [Loving the Pregnant You](#) and [Shoop Consulting Group](#), a [Tiara Coach](#) and Communications Coordinator, a business partner, an author and a runner. I'm someone who regularly reminds myself that I create my life. I'm also someone who regularly frets about integrating it all.

### What are you passionate about?

Telling the real story. Empowering people – especially moms – to “do” life their way. There are so many options these days – which is fantastic – and which can also add up to a whole heap of pressure: pressure to do it all, to do it all right, to implement every idea out there. I believe we've got to strip away what we feel we “should” do and discover our own unique way.

### What are you doing (up to) in your life right now?

I just authored a book entitled, [Loving the Pregnant You](#). It will be published next month. The book shares stories from a variety of moms with different circumstances, and their approaches to pregnancy, to help readers find inspiration and ideas that will uniquely work for them. Right now, I'm trying to practice what I preach as I work to discover my unique way to market this book – in a way that works for me, my family, and with the Loving the Pregnant You brand.

### What is your strongest calling or strength?

Follow through. I will do what I say I'll do. And, I'll keep coming back to it until I do. For example, it took me 4+ years to write the Loving the Pregnant You book. I knew I'd finish it no matter how long it took, no matter how many other things I had to juggle, no matter how much I doubted myself. I knew that book would be published. Wow, that sounds intense. And, yeah, sometimes it was!

### How do you recharge your batteries or nourish yourself?

I love to snuggle with my son (he's 4) and color and chat with my daughter (she's 6). I run. I vacation...I love to vacation!

### What are the most important take-aways you've had as a result of participating in Tiara?

So many enhancements to how I live and view my life. The most important I'd say is the belief that I can impact, change and improve anything. We all can. We've just got to look, explore, and trust. Which sounds simple, yet is not always easy. Yet, it's true. I know that if I start my year-long Tiara Program and say THIS is the nut I want to crack this year, then I will crack that nut



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that year. This year I'm looking at how to show up for races the way I show up for training runs – confident, loose, and committed (without the pressure of the world on my shoulders!).

**What would you like to acknowledge yourself for?**

Oh geez, I was zipping along until I got to this question. It's interesting to note the hesitation on this one. Whew, here goes: I would like to acknowledge myself for my listening. I listen to my children with intentionality. I try to hear what they need, what's next for them. I listen to my clients. I listen without judgment and can hear when they're energized, when they've discovered what resonates with them. I listen to my business partners and work to match my style and deliverables to their needs. When I interviewed moms for the Loving the Pregnant You book, I could hear the delight and the pride in their voices when they described the choices and approaches to pregnancy that best worked for them.

**What are you grateful for?**

The people in my life. I have a local, engaged "village" of relatives that help us raise our kids. I'm surrounded by smart, visionary leaders in Tiara. I have people who know people and are willing to make connections for me. I have an amazing support in my husband.

**As a woman leader what are your unique strengths that help you succeed?**

Empathy and intuition. Being able to tune in to understand others' styles and needs.

**What inspires you?**

People going for it. People who set their fears and doubts aside and step forward.

**What's next? What are you committed to?**

Book tour! Chicago, Minneapolis, Los Angeles, and San Francisco to start! Connecting with expectant moms and sharing what I can – stories from moms who have gone before them and guidance about how to process their thoughts and feelings authentically – to empower them to "do" pregnancy their way and to love the pregnant version of themselves. Inspiring women and helping them find their own voice in this initial phase of parenthood.