



EXCEPTIONAL WOMEN'S COACHING

The Tiara Spotlight

Shining our light on inspiring women around the world.



Shasta Nelson

CEO, Girlfriend Circles

www.GirlFriendCircles.com

Who are you?

My titles are CEO of Girlfriend Circles, a woman's friendship matching site, and author of *Friendships Don't Just Happen! The Guide to Creating a Meaningful Circle of Girlfriends*; both jobs I love since they keep me in my sweet spot of teaching, coaching and inspiring. My essence is what you'll experience whether I'm teaching a workshop, writing a book, or strategizing my company and that is, in part, that of a bonfire – a person who pulls people in, provides some warmth and safety, and inspires them to reflect and share more honestly. I love the image of drawing people together, creating community, and providing the space to really connect, regardless of what project I'm working on.

What are you passionate about?

I think I already answered that question, but to be clear – I'm passionate about healthy relationships. Our relationships are our gymnasiums for becoming better people for this world – people who are working out our muscles of forgiveness, our endurance of compassion, our flexibility for acceptance, and our strength training of self-love. For you cannot be about healthy relationships without also being about healthy individuals.

Why are you involved in your business?

Because I love having friends, but know from personal experience that it can be challenging to foster meaningful friendships – we all move, change jobs, go through life stages at different paces, etc. I mean, it's not like you can just go flirt at a bar for friends or walk up to a woman at the grocery store and ask her on a friend-date. Finding people and figuring out the easiest and least awkward way to connect is a challenge for nearly all of us!

How do you recharge your batteries or nourish yourself?

So many things! Research reminds us that since we cannot eliminate all stress or pain in our lives (crisis happens to us all!) that the most effective thing we can do is add joy and positivity. To that end, I take a 24 hour technology and work Sabbath every week where the day is spent with people I love, nature, good food and rest. I'm also recharged by long walks, deep conversations, and good reads. Flipping through an O magazine, making a vision board, and journaling definitely are on my list. And, oh yes, I believe that sleep is a spiritual practice. ;)

How did you end up here?

Actually, I'm a trained pastor. The part I loved about that job was developing a sense of community and helping a congregation make a bigger difference in the community together than we ever could apart. Now my roles aren't religious, but I'd still say it's deeply spiritual work I'm



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doing. I'm helping introduce women to potential friends and trying to inspire those friendships to transform into the relationships that can support our lives.

How do your clients benefit from your products/services?

When a woman joins GirlFriendCircles.com her profile is put into an algorithm to match her with other local women who have some shared attributes and then it invites her to meet these women in small group at a nearby café to make friends in an easy, safe, and more comfortable way. Second, I LOVE teaching, and I offer diagrams, steps, and definitions to friendships that have helped many a woman better understand the dynamics and process frientimacy – friendship intimacy. So my teaching can be accessed via my new book (*Friendships Don't Just Happen!*), by subscribing to my blog at www.ShastasFriendshipBlog.com, visiting www.ShastNelson.com on the goodies page for worksheets and resources, or attending my workshops and Friendship Accelerator events.

What are you grateful for?

Friends, good wine, anything salty (parmesan cheese being my fave!), my big windows next to my computer, dinner parties, girls nights, morning readings and conversations with my husband, my family, personal growth and awareness, and that my book is almost launched into the world!

What's next? What are you committed to?

My 2013 will be about two things: sharing my message with as many people as I can through my book and speaking to women and securing funding to grow my business to the next level. If anyone lives in Chicago, Los Angeles, New York City, or San Francisco – touring with my book the first week of February! <http://tinyurl.com/ShastaBookParties>