

Yana Berlin's Story

Written by Angela Newman

Many women in their 20's and 30's spend a lot of their time focusing on family while in-between somehow, somehow building a fulfilling career. We as women are pulled in so many directions; kids wanting us to pay attention to them while we're trying to talk to our friends on the phone, cooking dinner while helping the kids with their homework, thinking about the presentation you have to give at the office tomorrow or your husband wanting to tell you about his day at work and the list goes on.

Balancing our lives as women can be challenging at times to say the least, as Yana Berlin of Fabulously40.com has personally experienced over the years. *"I think that the biggest challenge for me was balance. I think most women who choose to have a career and family have to find the middle ground where you are doing a great job as a wife, mother, and a career woman. Some times I would feel guilty for not being at every game or every recital, when my kids were younger. I would make it up to them on weekends and holidays and prayed that they would forgive me. They are all grown now, and I have to say that somewhere along the way I did something right, because they are under the impression that I was there for every game and every show they ever put on."*

Yana speaks highly of her girlfriends and says they have been an important part of her life of raising kids and career climbing. *"Early on in life I realized that my girlfriends were my main source of support and inspiration. I was fortunate to grow up and remain friends with my girlfriends for as long as thirty years. Our friendships have lasted longer than most marriages, and remain to be the rock that we can always lean on."*

She began her career by attending college and then just one year into it she decided to take a different path in her life as she was fortunate enough to have a business opportunity she could not pass up. Although she may not have a formal education, Yana is a firm believer in learning from other's success. She reads and listens to self help books and audios which keep her focused and moving forward. *"I believe that with hard work, focus, and tenacity -*

comes results." she said. Yana has proven that to be true taking each day as it comes, staying focused, having an open mind and listening to others who have paved the path before her. It's their success and stories that inspire her and what Yana learns from them she takes to her own businesses and life.

"I always listened to other people's advice. Well...not always, but after several years in business I learned that there are a lot of smart, successful people out there that have something to say that will benefit me. I looked up to anyone who had a successful career and started a business from scratch, and made it a success." Today Yana is her own success story. She noticed that when several of her girlfriends turned 40 they began changing their ways and were completely transformed. *"Some became a lot bolder, others embarked on new careers, one of my friends that was shy and never really said much, all of a sudden got her 'voice'. She became passionate and vocal about many things."*

It was then that Yana realized just how fortunate she was to have great friends to bounce ideas off of and to laugh and cry with as she travels through life, but not all women are as fortunate as her. One night while Yana was sleeping, she woke in the middle of the night with an idea for a website focused on women over 40. In 2006, she launched the Fabulously40 website; a place that women can find information, resources and a community to unleash their hidden creativity and rediscover their true identities as they enter their fifth decade of life. The website has given women a place to find support, to laugh, to cry and to share. In today's society of technology friends can be miles and even countries away. You don't have to always be face-to-face to have the 'girlfriends' support.

Yana says her success throughout her career and the Fabulously 40 website is based on her formula for success. *"Take it one day at a time, stay positive, stay focused and have an open mind. Listen, continue to learn and get inspired by other people that have done it right. Self help books and audios - do what ever it takes to be hyped up to move forward."*

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Yana Berlin, CEO of Fabulously 40

[www.fabulously40.com](http://www.fabulously40.com)