



# Treat Yourself!

by Donna Ahrendt

In a society where women are no longer afraid to break barriers and shatter glass ceilings, it's important not to be concerned or feel guilty when we embrace and celebrate our achievements. As I barrel down this new path in my career, hauling over 20 years of experience with me, I'm finding myself way more cautious of what others think than most women my age experience. While I can't precisely pinpoint the reason for this, I can tell you that investing in expensive things has left me feeling uneasy, and I don't like it. When I think this way, I'm unsure if it's because I'm a single mother who needs to provide for someone other than myself, first, fear of a possible less fortunate future, or if it implies unnecessary materialism. Doesn't matter. I need to get over it, and I will explain why.

In one sentence, if there's a conscience built into our buying decisions, it's a good thing; it *shows responsibility*. Women should never feel guilty about getting entangled with any luxuries they can afford, and no one should ever judge a book by its cover. So, if this speaks to you, it's time to embrace pride in your accomplishments, unapologetically.

**Celebrating Success:** Women face unique challenges and obstacles on their journey to success every single day. The decision to start your own company, for example, is a testament to your determination, resilience, and courage. Celebrating your achievements, whether big or small, is vital to recognizing the hard work you have put into building your business. Because you can do this for yourself instead of waiting for someone else to do it for you, shows independence and strength. Just as a man may invest in an expensive suit to signify his professional accomplishments, purchasing a pair of high-quality designer heels or taking a luxuis a way for entrepreneurial women to honor their own achievements.

**Expression Through Style:** Fashion is an art form and our best tool for self-expression. Like any entrepreneur, your personal style reflects your brand and the values you stand for. By investing in something that truly feels like a prize to your brand, you are treating yourself and making a powerful statement about your confidence, professionalism, and attention to detail. Your outward appearance choices are a tool that empowers you to communicate your personal brand and make a lasting impression on clients, partners, and colleagues.

**Inspiring Others:** As any successful and/or entrepreneurial woman, your actions can inspire others. By proudly dictating that you won't be bothered by the outside judgment of your decisions and remaining humble in your behavior, you are sending a message to fellow women that it is okay to celebrate their accomplishments. Your success may actually be the beacon of hope and encouragement to any woman who aspires to break free from her own limitations. Be the change you want to see around you.

**Conclusion:** Women should never feel guilty about treating themselves to any luxuries. Just as a man invests in an expensive suit as a symbol of success, women have the right to celebrate their achievements through fashion, travel, growth investments, or any other means. By challenging stereotypes, expressing themselves freely, and inspiring others, entrepreneurial women are paving the way for a more empowered business world. So, have some pride and don't feel bad about what anyone might think, and remember, you are worth every step of success you take.

**P.S. A little about me...**

The shoes in this photo are mine and are the “*red sole*” reason for this article. Each month I try to buy something my company needs and something a little special for me and my kiddo. Why? Because it's proof to myself that I'm working hard and doing well, and it gives me the encouragement I need to continue to be better at everything I possibly can in this short lifetime. I want to be the inspo my daughter uses to catapult herself up by her own bootstraps one day, be they Christian Louboutin, Freebird, or some weird-ish Vans releases.

While I know the most valuable investment I can make as a business owner right now is in the team I build, I'm human, and I still want that feeling of reward that can only come from me. I took a huge (and scary) leap of faith when I decided to go back into the corporate world and start my own company. The journey so far has been scary, crazy at times, and so much fun. I have no regrets. So, if you ever find yourself on the fence over the guilt of looking entitled or materialistic like I did before I purchased these heels (it took me over 10 years to take the plunge), don't. Don't wait years before you think you deserve something for yourself because you've earned it. I earned these shoes 20 years ago, but didn't find the guts to do it until yesterday. You matter to yourself and those who love and support you. Be proud of it.

**It's ok to treat yourself.**