

## Rebooting

I have a friend who is the IT guy for a large bank. I call on him sometimes when I'm having a computer problem. He always tells me the same thing. Turn off the computer and reboot. Well, first he sighs, because he always tells me the same thing, then he says if there is a problem always try turning off the computer and rebooting. Nine times out of ten this works, therefore the sighing. I like that about him, he gets right to the point, doesn't mince words and always makes me feel like I knew the answer to the question before I called him, I was just looking for confirmation.



I thought of this advice when, after two years, we realized we weren't having any fun at our online magazine. The initial surge of excitement and anticipation we'd felt when we began had turned into drudgery and frustration. As much as we love the magazine, the process of putting it out each month had turned in a rote mission. We were doing the same thing over and over again. We weren't getting what we'd hoped out of the magazine. It had become vanilla and bland to us. Now, don't get me wrong, we had hundreds of fans who checked in with us every month to see what we were up to and some even took the time to write us to let us know what WEENC meant to them. It was gratifying and humbling at the same time.

But we wanted more. We wanted more readers, more laughs, more information, more excitement and, frankly, more fulfillment from what we were doing. At the same time we'd both come up against some personal challenges that were simply kicking our butts and forcing us to put the magazine on the back burner. It was almost like the universe said, "So, you little ladies think you want to help others embrace their challenges? Here are some challenges for *you* to embrace."

So we just stopped. We stopped writing, we stopped publishing, we stopped Tweeting, we just stopped everything. We shut off the computer.

The thing we didn't stop doing was analyzing what we wanted. We talked endlessly about what we thought the magazine was going to do for us and what we'd hoped to put out there into the world. But then we became exhausted. The idea of starting from scratch, starting over, was simply mind numbing. We began spending our Saturday morning "staff meetings" discussing everything from family to work, anything but the magazine.

Then someone said something really profound to us. They said, "*You know how when a woman really wants to have a baby and she tries and tries and it just isn't happening for her, it's almost like she's trying too hard? Then when she quits trying somehow she gets pregnant. Maybe you're just trying too hard.*"

We were trying too hard!! We were trying to be all things to all people. We wanted to appeal to the masses and along the way had lost our own appeal. People who know us best know we are outrageous, opinionated, funny, bossy, warm, loving, sassy, crazy, smart, insecure, eccentric, warty, optimistic and

jaded. When was the last time you read anything outrageous, opinionated, warty, etc., etc. in WEENC? Me either!!

My personal hero is Ali Brown. That gal knows how to get things done. She tells her clients to always put a piece of yourself out there. People want to know who they are dealing with. She also says it doesn't have to be perfect, just get it out there. We decided to follow her advice. We are putting ourselves out there. It ain't gonna be perfect and it ain't always gonna be pretty but it will be out there.

It has taken us months and months to get the point we were ready to turn the computer on and reboot. You were probably wondering just where we were. But reboot we have. We're ready to try something new here and we hope you'll come along for the ride.

What it comes down to is this; between the two of us we've had many challenges in our life. They haven't always been pretty nor have they been easy but that's what makes it a challenge. We've embraced those challenges and we have something to offer on just how to get that accomplished. We've never shied away from offering our opinion or our advice, much to the chagrin of some but also to the appreciation of others. So hang on, this is us and this is WEENC. Rebooted, funny, opinionated, sassy, crazy - warts and all.



*Dalene Skates is the wildly funny, fabulous co-editor and co-publisher of WEENC – Women Embracing Every New Challenge, an online magazine for women. She along with her business partner Kelly Hughes have been publishing WEENC since July 2009. For more articles like this one, head on over to [www.weenc.com](http://www.weenc.com). Dalene and Kelly would love to hear what you think so send them a note and let them know what you'd like to see on WEENC.*