

LOVE ♥ LETTERS



52-Year-Old Cougar Goes on College Spring Break!

I sat in my car in the Fort Lauderdale Beach parking garage trembling on the phone with my mom. Yes, my mom.

"I know I need to do this as crazy as it sounds, but it's terrifying. Do you know how frightening it is to approach college kids I don't know on the beach to interview them for a TikTok Live? In a bikini, and I'm 52. How do I do this?" I desperately asked.

I live in Fort Lauderdale, and I love Spring Break, naturally given my dating preferences and also because it's an amazing tradition that I fondly remember. I don't know where I got the idea that I should do a TikTok LIVE, but the second I had the thought, I knew it was gold by the way it hit my body.

I ALWAYS pay attention to these sensations. It is one of the great gifts of yoga and the healing I've done along the way. I've come to trust the intuitive, creative hits and worked on healthy conversations with the parts of me that are terrified and resistant.

So here I was in the garage, my intestines spent from the fear, camera ready, bikini on, cougar hat in bag and water packed for hydration. And I was frozen with fear. Shirtless and thonged college students walked by my car with coolers full of High Noons.

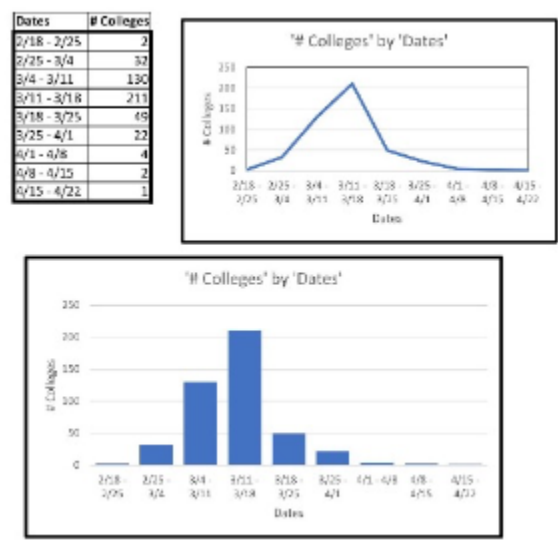
My mom, like the amazing mom she is, even though this cougar thing is as foreign to her as Snapchat, said, "Honey, your gut has never failed you. You're in this very place because you made some really bold, courageous decisions 10 years ago in the direction of an unknown you couldn't see, but you trusted you would find it. And here you are. You've had the most magical 10 years. You've got this." (\*crying as I type these words)

I knew in that moment that this whole Hella Cougar brand thing won't go anywhere if I don't seize bold opportunities even when they terrify me. I opened my car door, walked to the beach, set up my camp and went LIVE. The results? Over the course of three days, hundreds of thousands of people dropped into my LIVES. It was exhausting talking for three hours doing interviews every day, but I met amazing students and followers IRL--male and female. I knew then that I had to take 2023 bigger.

But then those doubting, fearful voices came back. "You can't take off work for 2 1/2 weeks during peak event season and miss out on that revenue for something as frivolous as a college Spring Break!" "Those kids don't want an old lady on their Spring Break." "What will my friends, family, clients think of me?" Blah Blah Blah

My Self took over and had a convo with each of these parts, addressing concerns and worked things out to get me to a yes.

Enter Joe Vore, host of the Joe Vore Podcast. Joe had me on a few episodes, and we had become fast friends. Every time I'm in Phoenix, I take him for lunch or dinner at True Foods. It was over one of these lunches that we decided to collaborate on Spring Break 2023. You see, I had already worked out the peak dates and how many colleges were breaking on any given week. (see below)



Yeh, I know. It's impressive the lengths I go to. I'm a planner by heart and trade.

Joe was an instant YES. We have continued to plot, scheme and laugh over the last 12 months about how this is all going to roll out. Flights, the hottest Spring Break hotels in the top locations, transportation, appearances, clubs, beaches and wardrobe.

So here is how it's shaping up:

- March 3, 4 \* My solo warm up in Fort Lauderdale
- March 5 - 10 \* Cabo
- March 10 - 14 \* Cancun
- March 14 - 17 \* Fort Lauderdale & Miami
- March 18 - 19 \* Solo wrap up in Fort Lauderdale
- March 20 \* Collapse

It's going to be insanity on steroids. We'll be podcasting, vlogging, TikTokking, Reelsing, TikTok LIVE-ing, interviewing, etc. I have a balcony hot tub in one of my hotels (I booked the nicest suites for myself so I could have a retreat from the madness) that I think will make a great spot for interviews.

So I'm back at the precipice of abject fear and terror of all of this but knowing that this is absolutely the right thing for now. It doesn't have to make sense to me; I just know it's the next step on my path. And I've got a great partner in the madness.

I invite you to follow along on all of our socials during the month of March. You won't want to miss it.



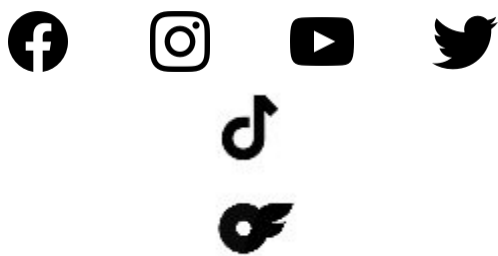
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