



The CEO of Everything Newsletter

✦ Jan-Feb 2025



Slay Your Goals, Honor Your Energy, and Step Into Your Power

Calling My Tribe,

Welcome to 2025 – the year we honor our energy, embrace our power, and intentionally chase those big, beautiful dreams!

If you're anything like me, you've been reflecting on the highs and lows of 2024, the lessons learned, and the ways we can show up stronger, bolder, and more unapologetically ourselves this year. And let me tell you: 2025 is ours for the taking.

This year, I'm leaning into my mantra: "I choose to live intentionally, honoring

myself as I honor others. My energy is sacred, and I am worth the care I give. It's not just about setting goals – it's about setting the right goals and owning the process every step of the way.

In this issue (yes it's a double---January flew by), we're diving headfirst into slaying every day in 2025. From bold moves in business to intentional resets in life, this is your roadmap to starting strong and staying unstoppable.

With love and a fierce dose of determination...

Xoxo, 
Carli A. McVay

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The Power Piece: Redefine the Power of Honor

Honor isn't just for others—it starts with you. When you honor yourself, you set the foundation for a more balanced, fulfilled, and wildly successful 2025.

1 Protect Your Energy

Say no without guilt, rest without justification, and prioritize what fuels you.



Boss Moves 101: Slay Like a Boss

★ **Own Your Time** – Set boundaries, protect your calendar, and say no more often.

★ **Negotiate Everything** – Salary, contracts, deadlines—always ask for more.

★ **Show Up Like a CEO** – Speak with confidence, dress with intention, and make power moves daily.

2 Invest in Your Growth

Pour into yourself the way you do others. Give your ambitions what they deserve.

3 Make Yourself a Non-Negotiable

Show up for yourself like you do for everyone else.

Honoring yourself isn't selfish—it's your power move for 2025. ✨



Hustler Hacks: Move Work Like a Hustler

◆ **Inbox Zero Sundays** – Start the week fresh by clearing emails & setting priorities every Sunday.

◆ **Leverage AI** – Automate the small stuff—free up time for what truly matters.

◆ **Batch & Block** – Group similar tasks and schedule deep-focus work blocks to maximize efficiency.



CEO Playbook Insights: The Seven Pillars Reset

As we step into 2025, the most powerful investment you can make is in the foundation of your life, as it's the initial step in your CEO Playbook. The Seven Pillars of Intentional Living (SPOIL) serve as your annual reset framework, ensuring that every area of your life—wealth, spirituality, relationships, career, health, community, and wisdom—is aligned with the business success you're building.

Here's how to start strong:

- ◆ **Wealth:** Set financial goals that pay you back—not just in dollars, but in freedom.
- ◆ **Spirituality:** Anchor yourself in faith, values, or mindfulness practices that strengthen your inner peace.
- ◆ **Relationships:** Audit your energy—who fuels you and who drains you? Adjust accordingly.
- ◆ **Career:** Step into ownership—are you leading with clarity or reacting to chaos?
- ◆ **Health:** Prioritize energy as your most valuable currency. Fuel, move, and rest accordingly.
- ◆ **Community:** Are you giving and receiving in a way that feels aligned? Refine your circle.
- ◆ **Wisdom:** Invest in growth—mentorship, reading, reflection. Success follows learning.

The best CEOs of life and business know that success isn't accidental—it's intentional. Take time this quarter to audit, refine, and align your Seven Pillars so that 2025 is a year of movement forward.

Your next step: *Choose one pillar to take bold action on this month.*

Where will you hit the reset button first?

#SevenPillarsReset #CEOPlaybook



Women Entrepreneurs Collective: The Year for Intentional Impact

2025 is **the Year for Intentional Impact**, and WEC is in!

We kicked off January with a powerful **SPOIL framework session**.

This momentum continues with our four **seasonal programs** designed to connect, collaborate and celebrate all 365 days.

🔥 What's New?

Annual memberships for deeper engagement, plus drop-in options for ultimate flexibility.

🎯 Our Mission:

To build a high-impact community where women lead with intention, scale their businesses, and build wealth for their futures.

April is next—are you in?

Email me for more info!
#WECBoldMoves
#WomenEntrepreneurs



Sneaker Peek: TMG Booms for 2025

Focus on Asset Building:

- **Value my time.** Ensure that my time is sacred and the handful of clients that I put into my universe are aligned with my values and purpose.
- **Grow with clients.** Work with key clients to ensure their business growth aligns to their strategic goals and partner with them in every way possible.
- **Live TMG Values.** “Be the Example” for everyone we touch daily inside my life and business.
- **Build sustainable success.** Help clients create businesses that grow, scale, and build long-term value on their terms.

Suits to Sweats:

Carli’s Now List to Start Your 2025 Right!

1 Wealth – Coinbase (Small-Scale Crypto Investing). Dip your toes into digital assets without overcommitting.

2 Spirituality – Holy Bible App (Quick & Impactful Bible Studies). Stay grounded in your faith with daily wisdom at your fingertips.

3 Relationships – Sur La Table (More than a store). Think outside the normal dinner reservation, date your spouse with a fun, theme-inspired cooking class.

4 Career – Upwork (Diverse Talent Finder for all Your Needs). Hire an expert on Upwork and get it handled fast and at a cost that works for your budget.

5 Health – Cold Plunge (Ice Bath around 40-45 degrees). Enjoy long-term, inflammation reduction with a daily minute or so dip.

6 Wisdom – Let Them by Mel Robbins – The next must-read for my fun book club (join me!).

7 Community – Clare V’s Je T’aime Los Angeles Navy Ball Cap – Wear your support for LA wildfire relief.



Thank you for being a part of my tribe!

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