

# Caya Connects

October 2, 2024

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*"There's no way to be a perfect mother and a million ways to be a good one."*  
– Jill Churchill, author, mother, lover of rare steaks & strong female protagonists

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## 1 Lesson Learned (in 100 words or less)

I heard 2 of my kids fighting. They charged up the stairs, yelling at each other, but looking at me—waiting for me to pick a side.

I'm too pregnant and too tired, so this time I didn't say a word.

Instead, I did the thing I tell them to do.

I took a long, deep breath. They watched.

Then, I went back to making dinner—but the energy in the room was different.

Guess what happened...

One apologized to the other, who said, "It's okay," and apologized back. That was that.

**Lesson Learned?** Showing beats telling. I know this. But I needed a reminder.

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## Reframe of the Week

## ***Experiments instead of decisions***

With soooo many decisions on our shoulders, it's easy to assume the stakes are ALWAYS high, and get analysis paralysis.

What if we reframe some decisions as "experiments"? For example, we're experimenting with no extra-curricular activities this semester.

If it works, great. If it doesn't, we've learned something, and there's no harm done.

What decision can you approach like an experiment? Tell us at [hello@cayamoms.com](mailto:hello@cayamoms.com).

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## **Caya Mom in the Wild**

*"Failure, to me, became not trying versus not succeeding."* — Sara Blakely

She doesn't know it (yet), but Sara Blakely is Caya Mom VIIIIBES. From day one, she's challenged business tropes like, "[Business is war](#)," and "[You have to KILL your competition](#)," instead coming at it with generosity, humor, and joy.

THANK YOU, Queen Blakely, for showing us what it means to Come. As. You. Are.




Recently, Sara launched [Sneex](#). At best, they've received mixed reviews from the fashion gurus. But, she paid that noise NO mind.

Thanks to an authentic and unapologetic launch campaign, an adoring fanbase, and her belief in what she's built, Sneex sold out FAST.

A big Caya CLAP UP to Sarah for going for it, exactly as you are. ❤️

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**POP!** (Progress Over Perfection)

-  Sending this newsletter has been me vs. my imposter syndrome + fear you'll hate it. Respond and let me know what you think.
-  The product team and I are working towards a final feature list for beta so development can begin. There have been a few surprises and lessons learned, but we're close.
-  Once dev is underway, I'll focus on a launch plan. Channels include the newsletter, website, social media and a podcast.

Thank you for being on Team Caya! When I visualize Caya's impact and success, I picture sharing it with you.

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