

For Immediate Release:  
**GRAB THE QUEEN POWER**  
Live Your Best Life



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Queens, queens everywhere! The Queen archetype is stepping out, and women are listening. All over the Internet you'll find "Queen" usernames and queen-themed web sites and products. Why are women suddenly hearing the call of the tiara? **Jennifer Loudon**, best-selling author and creator of [www.comfortqueen.com](http://www.comfortqueen.com) says, "So many women in the last 15, 20 years have claimed their dignity, power, and beauty, moving beyond limited definitions of what it means to be a woman. The archetype of the queen draws these women because it marries two key concepts: take care of yourself so you can lead and care for those you love, whether that be your family, your community, or the planet." **Allyn Evans** writes, "The call of the tiara came to me in a dream. I awoke to a loud voice booming in my head, 'I wanted to be a queen.' Although only a dream, remembering those words set me off in a totally new direction. Quite suddenly, I found myself immersed in the Queen archetype. I wrote essays, purchased queen-themed decorations and daily aspired to be more queenly. Yep, I even bought myself a tiara! "

The Queen archetype is all about personal power. Recognizing it, commanding it and demonstrating the ability to be oneself, to claim power. A woman called a Queen has mastered something—including her life. She rules while being perfectly content with herself. Ruling equals success. Why wouldn't a woman aspire to be more queenly?

Ezine Queen **Alexandria Brown** says, "Queens aren't pretentious or rude. They are regal, gracious, and generous. I love being a queen." PR Diva Queen and author of *Diary of a Mother*, **Christine Hohlbaum** explains, "Being Queen means being true to your calling, helping others and encouraging them to see their inherent beauty." **Allyn Evans** adds, "When I started paying attention, I noticed I wasn't the only one feeling queenly—many women appeared to be hearing the same call. I found the Queen archetype popping up everywhere. Coupon Queen, Clutter Queen, Queen of Organization."

Hear the call of the tiara? You are not alone.

**GRAB THE QUEEN POWER: Live Your Best Life!**

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