

A WOMAN FILLED WITH PASSION FOR PEACE:

Tiffany Green

Owner & Founder of Mymantra.com

By Susanna Hargreaves



"I believe spirituality is more holistic. For me, it's more about how you live your life. It is about the laughter, tears, experiences—sometimes the difficult ones—that bring you to a higher understanding of yourself and your relation to the rest of the world. This has been my spiritual journey."

Passion is an emotion women experience, but being able to fulfill it makes life more meaningful and complete. Tiffany Green, founder and owner of Mymantra.com, of Chicago, Illinois has been able to channel her passion into an innovative and thought provoking internet-based business that promotes peace.



According to Tiffany Green, the passion for her company came to her after purchasing a birthday card for a friend. "It was the last stop on a long list of errands I had run that day. I was glad the day of errands was almost over, but I was exhausted. I walked up to the register to pay for my card and noticed a basket of colored rocks with inspirational words. I combed through the basket, picked up a purple rock printed with the word "peace" and gave it to the cashier," she explained.

Later that evening, Green said her mind drifted to the purple peace rock she had purchased. She wondered to herself why she had bought it. "I don't even like purple," she laughingly confessed. And then it occurred to her, "With all of my life, family and work pressures at the time, I was longing for some inner peace in my life. I couldn't explain it, but I felt more centered just holding the rock in my hand. Because of this rock, "peace" had suddenly become tangible and therefore attainable for me. If I had this feeling, I knew others could feel the same way," Green reflected.

From this experience, Green said she imagined how wonderful it would be to have a store that would help people connect—a resource filled with spiritual ideals on growth, success, love, family and health. Seven years later, the dream that became Green's personal mantra for peace evolved into wanting to help create a peaceful world.

Confidence and Strength

Green shared how she found her confidence and strength in the experience of starting her business. "Before launching MyMantra, I had expressed my desire to start my "spiritually conscious" business to several friends and family members. Some were supportive, and some were not. But even from the supportive voices, I could hear faint traces of doubts in their encouragements. I don't believe they doubted my ability. I feel they were picking up on my uncertainty to go out and make my dream happen. We've been led to believe that you must have all the answers and you must be full of confidence before taking action. I believe you grow and increase your confidence as you go about doing. For me, confidence in your abilities is a skill that can be learned and strengthened over time."

Live Your Passion Every Day

Green said she believes everyone is born with a unique purpose, unique gifts and abilities to assist in fulfilling that purpose. "I don't believe your purpose has to be overly complicated. Anything that allows

you to express your purpose can be your passion,” shared Green reassuringly. “Today, MyMantra is my passion—my spiritual calling. I keep my passion alive by doing my best to live it everyday. I use affirmations, meditations, journaling and small random acts of kindness to keep me centered. And when customers tell me how my business has made a positive impact on how they view their own lives, it only serves as more fuel to feed my passion,” said Green.

When asked if she had advice for women Green happily shared, “My advice for women would be to first recognize and then make time for your passion. Many women find themselves in jobs, relationships and lives that don’t reflect their true selves or their passions. I knew I had found mine when a friend asked me, what I would do if I won the lottery and never had to work again. I told her that I would start a spiritually conscious business. MyMantra has become so much more than just a business for me. It is an opportunity to live my passion,” Green said enthusiastically. “What ever it might be, set aside time in your week to enjoy your passion. Make the time to do the things you love doing.”

Act In Spite of Fear

Furthermore, Green said her experience has given her insight on how to achieve her dreams, and she hopes her business will help others follow their dreams. “My advice to women who wish to achieve their dreams is to take time to create a plan and then make the decision to go for it. Sometimes the magnitude of what you would like to accomplish can seem overwhelming. It did in my case,” shared Green.

“If you are just beginning to lay the foundations for your dream, I would suggest taking small steps to make it seem more manageable. You can start by purchasing domain name (like I did), taking a class, or creating a budget. These small steps show the universe that you are serious about your dream and doors begin to open and appear out of nowhere,” explained Green enthusiastically.

“I would also advise women to act in spite of any fear they might have. For me, it got to a point where I realized that if I reached the end of my life, I would be more disappointed if I had never tried to open my business than if it had not been successful. This allowed me to let go of fear and expectations and just enjoy the process of starting my business,” added Green.

A Spiritual Journey

Green reflected how she considers her entire life as a spiritual journey. “It is a wonderful trip to an unknown destination where you meet colorful characters and have learning experiences along the way,” Green described.

According to Green, many of her spiritual teachers are people she has never met. “These people have remotely impacted my life through books, television, lectures and art. During a lecture, one such teacher said that many people believe their inner voice should be as obvious as a “burning bush” when it really comes to you as a whisper—a constant voice in the background. This was earth shattering to me because I was one of those “burning bush” people. At that moment, I realized how on many occasions I had heard my own inner voice but had chosen to ignore it because it wasn’t loud enough. I don’t regret not listening because I learned many valuable lessons—how to say no and not to over extend myself, how to take quite time for myself, how to always speak your truth with love and kindness,” explained Green. “But all these experiences have taught me to pay more attention to my inner voice. To hear it, I literally have to quiet my mind to understand and feel what it was saying to me,” Green shared.

Green conveyed further, “I believe spirituality is more holistic. For me, it’s more about how you live your life. It is about the laughter, tears,

experiences— sometimes the difficult ones—that bring you to a higher understanding of yourself and your relation to the rest of the world. This has been my spiritual journey.”

Through her store, Green said she hopes to encourage people to slow down and remember what is truly important in their lives. “I believe it is what we often consider the “small” moments that bring true awareness and meaning to our lives. MyMantra strives to bring us more of these moments,” shared Green proudly.

On a personal level, Green said she has a more peaceful life. Green shared how she has been able to create a more peaceful existence, “My initial search for peace focused on controlling my outside world. My belief was if I could make everything “go my way” personally and professionally, I would have the peace I wanted so badly. I failed. Trying to exert that much control over my life left me feeling exhausted and disillusioned, but I knew it had to be possible because others had done it! Over the next year, I thought about many of our great spiritual teachers who managed to achieve peace in their lifetimes. Jesus and Buddha, whose lives at times were far from peaceful on the outside, managed to hold tranquility on the inside.”

Thus Green’s new personal quest grew, “I meditated. I practiced yoga. I read. I even managed to give up a few of my control issues along the way. And then came by Eckart Tolle. Reading this book helped me understand there was more to life than “doing.” “Being” was just fine if not better. “Being” could even help you “do” better. The book helped me understand peace was no longer something to be obtained. It was something to be experienced now if you chose to. So today, peace is a decision for me. I do my best to choose peace when I’m in bumper to bumper Chicago traffic, having a difficult discussion with a friend or even walking through a park on a spring day. Some days are easier than others. It’s a practice for me—my own personal mantra. My purple peace rock reminds me of my decision everyday.”

MyMantra is a “spiritually conscious” business committed to raising the consciousness of the planet one person at a time. The internet-based gift store offers quality, contemporary gifts that encourage spirituality, personal growth and self-expression. MyMantra aims to bring beauty, wisdom, truth and joy to your everyday life by providing gifts for divine expression. MyMantra specializes in jewelry, home décor, journals, crystals and minerals and accessories.

For more information about MyMantra, visit www.mymantra.com

