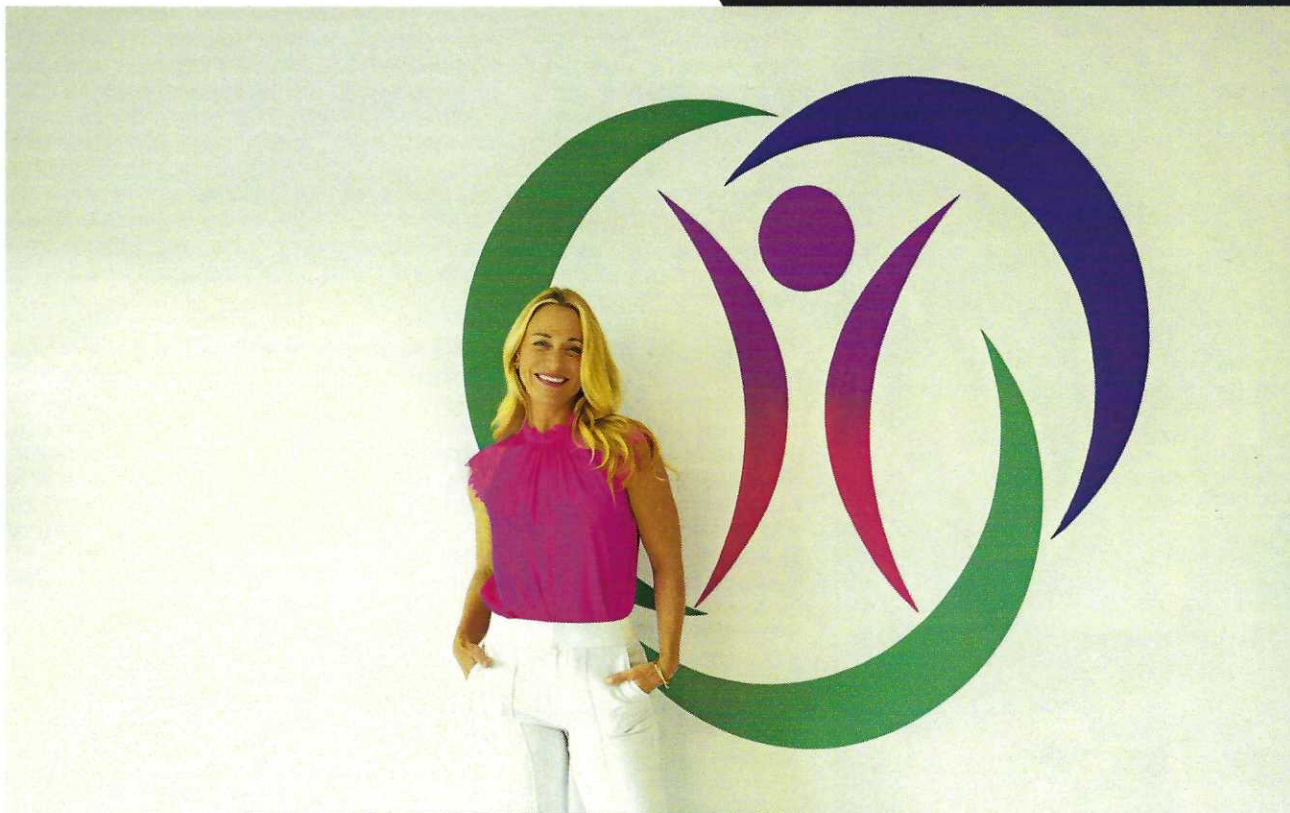


Meet

# Elizabeth Z. McDonough

SHOUTOUT MIAMI



*Today we had the good fortune of connecting with Elizabeth.*

## **Hi Elizabeth Z., is there something that you feel is most responsible for your success?**

Without hesitation, my handful of core values set me up for my personal and entrepreneurial journey. Their daily appearance is non-negotiable. Spirituality, mental health & physical wellness, integrity, family, and fun are on the top of the list. With my core values intact, my internal cup continues to overflow, giving the world the best of me instead of what is left of me. I access love and creativity to keep my business interesting, evolving, and thriving. The first module in the You First Now Self Care Program is discovering your core values. Life will continue to throw its' best and worst at you. You have a choice about how you want to show up for it [life]. I choose to operate through the lens of my core values. That way, I know I did my best and there aren't any disappointments just opportunities for growth.

## **Can you give our readers an introduction to your business? Maybe you can share a bit about what you do and what sets you apart from others?**

The birth of You First Now (previously Strength & Happiness) occurred during a rebranding process. I was with a therapy group operating as an independent contractor and was feeling empty and not attracting the clients I wanted.

During a run, it hit me like a bolt of lightning to my head. You First Now is the answer! No more waiting or blaming others, it's time to take action and choose my life NOW! What later proved itself to be a blessing and contributor to my heart space in my company, my battle with postpartum anxiety, depression, and OCD which was untreated for 3 years, and to say it was anything less than brutal, would be an understatement. Women need a safe and secure space to be heard without judgement. It became my mission to narrow my focus to women (and their partners if they have one) during perinatal/postpartum stages.

As hard as I tried to be a "good mother," without proper tools in place, my rage would get the best of me. It was imperative I took responsibility for filling my own internal cup. YFN's motto is "give the world the best of you instead of what is left of you." When your internal cup is full, the surrounding people get the overflow, the best of you. I sincerely believe if each person commits to raising their vibrations higher and being the healthiest version of themselves, in turn, the world would change into a more loving place.



December 2023



# SHOUTOUT MIAMI

You First Now created its very own Self Care Program and accompanying workbook to help ALL people including new mothers access healthier thinking and behaving. The modules are designed as building blocks for a healthier life. We offer in-person and virtual groups alongside with a monthly membership to maintain community support, updated education, and coaching. Perinatal Mood and Anxiety Disorders (PMAD) are now gaining the attention they need. Though still considered taboo, women are coming forward and receiving the help they deserve. I am proud to provide the services I so desperately needed and can continue to use throughout my life's journey. It is always out of a challenge do I become creative and birth more opportunities to grow. You have a choice to be the victim or the CEO of your life, what do you choose? Trusting my intuition, believing in myself, Faith, and patience are among the top keys to my success. Enjoying the process and celebrating the small wins add to the reinforcement I need to keep focused.



We recently moved to an awesome location near the coast in Boynton Beach. This expansion has provided YFN space to accompany reiki circles held by Morgan Schultz, parenting classes conducted by our in house doula, Victoria Rose, and educational groups lead by Jackie Birch, YFN's Self Care Master. Through my constant curiosity for growth and education and my deep desire to be of service, my most recent achievement is becoming a Master Practitioner in NeuroLinguistic Programming, Hypnotherapy, and Mental and Emotional Release® through the Association for Integrative Psychology, I have been helping more people drop their baggage and breakthrough limiting beliefs. I am constantly amazed how powerful and effective these techniques are. All the money in the world can't buy you the satisfaction of connecting and helping a fellow human being. Through the founding principals of Integrity, Courage, Empowerment, and Fun, You First Now is committed to building a supportive community where connections can be made with others; who share their passion for self-care, personal growth, and elevating collective consciousness.

YFN community is a safe space where we can express our thoughts and experiences without the fear of judgment. Our mission is to lift the world through conscious responsibility. By showing up in a higher vibration and encouraging choice and possibility, you are embodying YOU FIRST NOW while living your best life!

**If you had a friend visiting you, what are some of the local spots you'd want to take them around to?**

I love a great day at the beach. 1Hotel in south beach is a one stop shop for me. I don't like to fight crowds and it is getting congested in South Florida. I love the spa, beach, food, drinks; I move with the wind. I am always on the hunt for good music and anything outdoors at Oleta State Park. This is a really hard question for me because anywhere I go, I have fun. Anyone visiting me knows anywhere they go with me will be a wholehearted, gut busting, soul connecting, priceless time. Cheers!

**Shoutout is all about shouting out others who you feel deserve additional recognition and exposure. Who would you like to shoutout?**

Watching my parents build their businesses from nothing as they continued to lean on each other, explore outside of the box, and push the limits of their minds and bodies, all while NEVER missing a beat. They continuously show love and support to my baby brother and me. They praised their encouragement through being consistent in their message to me: "Always work for yourself, Elizabeth. You will work harder, but you will be the one in charge." JJ, my best friend and my husband of 17 years, has had the desire to be his own boss since the moment I met him. My guru and my first born, my son Kane, carries an innocence in his delivery that reflects source, while remaining bold and direct. He is the one to bring me back to center on my path, should I derail.

My clients, who are the firsthand proof I get to experience every day that love and trust are the key components to success, show their movement toward lasting results, through the authentic smiles that show with each breakthrough they experience. I know they are about to reach the peak of the breakthrough, when they speak the words: "more people need to know this, Elizabeth." I remind them, what they learned is now their Back Pocket Wisdom which they will hold, pull forth to use often, and hopefully teach others to create a cohesive community of individuals centered on the goal of love and growth for each other.



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**Website:** [youfirstnow.net](http://youfirstnow.net)

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