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**How to Bounce Up After Setbacks**

**Domestic Abuse and Breast Cancer Survivor Shares Tips to “Bounce Up” During Adversity**

**Pittsburgh, PA,** September 10, 2018… Imagine hearing you have a 20% chance of surviving without an intense breast cancer treatment plan and that treatment had a 50 -to 60% chance of working. Imagine hearing this life-altering news as a single woman six years after leaving a domestic-abusive relationship that threatened your life.

Face-plant smack in the middle of your life…again.

* October recognizes Breast Cancer and Domestic Abuse Awareness
* Breast Cancer hits 1 in 8 women and is the 2nd most common cause of death. Someone in your family, workplace, or social network will be diagnosed with it.
* 70% of women worldwide will experience physical and/or sexual abuse by an intimate partner during their lifetimes.
* Domestic-abusive victims lose an estimated 8 million workdays annually.
* Self-esteem and confidence tanks during domestic abuse and at the onset of cancer.

Setbacks hit everyone. Some people get stuck, while others limp along, never gaining the momentum to reach or exceed their full potential during life’s knockdowns, and a few bounce up.

How do you bounce up? What’s your bounce-up factor?

Mj can expand on these talking points:

* **Squash roadblocks**. Avoid the Sticky Ball, Hacky Sack and Superball Syndrome™ that holds you back. Using fun analogies, Mj coined these three common roadblocks people experience during adversity. Acknowledge what angst has gripped you, ask why you’re stuck in a similar spot, and listen for what verbal drama keeps zig-zagging inside your head.
* **Up your bounce-up factor**. Embrace daily negative words that create “I-hunch” postures and transform them into positive “bounce-up” words so you can rebound after setbacks. Do you know which words you’re using and what actions you’re taking that initiate “I-hunch” communication signals? These signals can cause a negative reaction from colleagues, co-workers or clients.
* **Establish your Advisory Board**. Treat your “bounce up” like a business. Advisory boards move businesses forward and your advisory team can move you from where you are now to where you want to be. Be proactive. Evaluate your social circles. Who can move you forward in a positive environment?
* **Generate an audit**. Take an audit of your life. Who adds to your life and who causes chaos? Protect yourself by building a protective shield. Which toxic places, people, and material items do you need to remove? Mj had to step back from a long-term friendship when a friend told her that “everyone had trials and tribulations, but they were going through it with a smile on their face.” Though it hurt at the time, Mj took an audit and realized she was giving more in the relationship than she was receiving, which took time away from personal energy and business goals. When she closed that door, she opened the door to stronger relationships with colleagues who become members of her Advisory Board.

**About Mj Callaway**

After surviving two life-shattering crises, Mj Callaway candidly shares her setbacks and how others can “bounce up” higher and stronger. Mj started over with only $500 after leaving an abusive marriage. During this time, she became a Top 5 sales executive--the only woman in a male-dominated field--while producing $14 million dollars a year in contracts, three times her sales quota. While going through breast cancer treatment, Mj converted the negative treatment words into fun, creative words like “pink pumpkin,” “buzz,” “sofa surfing,” and “magic wand.” She dressed for each treatment as if she was going on a date with her future self. Mj left her high-paying sales position to help others bounce up from their adversities and succeed.

***“I saw firsthand how people were stuck because they didn’t know how to ‘bounce up,’ nor could they support themselves,”*** says Mj. ***“When I can teach others how to bounce up after setbacks, they will be able to succeed professionally and personally.”***

Mj Callaway is the author of six books, including two Warner Books publications written under her pen name. She won four Gold Awards from the Parenting Media Association (PMA). Fun tidbits about Mj: She’s zip lined over gators in Alabama, played tug-of-war with a baby black bear in Michigan and had to be rescued while white-water rafting in Pennsylvania. Ten percent of Mj’s bookings go toward starting Working Women Against Breast Cancer Coalition.

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To interview Mj Callaway, contact Mj Callaway at 724-396-4162. To get Mj Callaway’s 7 Tips to Bounce Up and/or photos, email Mj Callaway at Mj@MjCallaway.com today. To learn more about Mj, visit www.MjCallaway.com/meet-mj