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THE LADY ETI




ETI

GROW WITH ETI
MENTORSHIP PROGRAM

PUBLIC SPEAKING

EXECUTIVE COACHING

**ETIENYING
AKPANUSONG**

GARNETI

ETIQUETTE
WITH ETI

BOOKS BY ETI

ETIQUETTE
AFRICA



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EDITORS NOTE

Welcome to the First Edition of Lady Eti's Monthly Magazine

Dear Esteemed Readers,

It is with immense joy and gratitude that I welcome you to the very first edition of Lady Eti's Monthly Magazine! This publication has been thoughtfully curated to inspire, educate, and empower you as we journey together toward living a life of refinement, purpose, and elegance.

Each page of this magazine reflects my passion for helping individuals, families, and organizations embrace the art of living with confidence and grace. You will find practical advice, inspirational stories, and tools to help you achieve personal growth, professional success, and social harmony.

The start of a new year is the perfect time to embark on this adventure together. As you dive into this issue, you will discover valuable insights to begin your year with purpose and clarity, along with tips to help you thrive in every area of your life.

This magazine is more than just a publication; it is a community. A space where like-minded individuals come together to celebrate growth, civility, and the power of refined living. I encourage you to join me on this journey, to engage with the content, and to share your thoughts and experiences.

As we launch this inaugural issue, I want to thank you for being a part of this community. Your support, enthusiasm, and commitment to personal and societal refinement inspire me daily.

Here's to a year of growth, elegance, and success! Let's make it remarkable together.



WARM REGARDS,

Lady Eti

EDITOR-IN-CHIEF

ETIENYING AKPANUSONG (LADY ETI)

GROW WITH ETI



This program is designed to provide a comprehensive learning experience, combining personal refinement, entrepreneurial skills, goal setting, and leadership development to inspire success.

Participants will embark on a journey of Personal Refinement, mastering the principles of etiquette, grooming, and social grace. They will enhance their communication skills—both verbal and non-verbal—while gaining an understanding of cultural and social etiquette in various contexts, including business, social, and formal settings. Through this, they will cultivate confidence and poise in all their interactions.

In the Entrepreneurship module, participants will explore the core principles of creating and managing successful ventures. From identifying opportunities to crafting innovative solutions, they will understand how creativity and problem-solving drive success. The program provides expert guidance on developing business plans, marketing strategies, and financial literacy. Participants will also gain valuable insights from accomplished entrepreneurs and industry professionals who will share their real-world experiences.



The Goal Setting and Accountability segment emphasizes setting actionable objectives for personal and entrepreneurial development. Participants will monitor their progress through regular feedback sessions and learn to maintain a balance between personal growth and professional pursuits.

Finally, the Leadership and Networking component focuses on building essential leadership skills, empowering participants to lead with integrity and vision. By connecting with peers, mentors, and industry experts, participants will expand their professional networks. Access to exclusive events, workshops, and seminars will further enhance their business acumen and provide opportunities to make meaningful connections.



PUBLIC SPEAKING

Lady Eti brings a dynamic and heartfelt approach to her speaking engagements, leaving her audiences inspired and equipped with practical tools for personal and professional growth. Through her insightful and engaging talks, she addresses a range of topics that foster development, empowerment, and positive change in both individuals and communities.



PUBLIC SPEAKING

Her speaking engagements focus on various subjects

Etiquette and Civility

Lady Eti emphasizes the importance of etiquette in everyday life, explaining how it fosters respect and unity while contributing to personal and professional growth.

Entrepreneurship and Personal Refinement

Drawing from her vast experience, Lady Eti offers guidance on skill refinement and building sustainable businesses, particularly in the fashion and lifestyle sectors.

Youth Empowerment

Through her GROW WITH ETI program, Lady Eti empowers young individuals with mentorship and leadership tools, helping them take charge of their futures with integrity and discipline.

Chivalry and Kindness in Society

Lady Eti advocates for kindness, respect, and noble gestures, offering practical steps to restore human dignity through acts of compassion in communities.

Women's Empowerment and Leadership

As a successful female entrepreneur, Lady Eti inspires women to embrace their strengths, cultivate leadership skills, and find confidence in their unique potential.

Cultural Etiquette and Global Diplomacy

With a deep understanding of African and global customs, Lady Eti highlights the role of etiquette in cross-cultural communication, particularly in global diplomacy.



EXECUTIVE COACHING

Etienying Akpanusong, known as Lady Eti, is an accomplished Personal Development and Executive Coach with a specialization in etiquette, leadership refinement, and entrepreneurship. With over a decade of experience, Lady Eti has helped high-profile individuals, executives, and ambitious entrepreneurs elevate their personal and professional lives through customized coaching programs. Her coaching style is grounded in building confidence, enhancing interpersonal skills, and fostering leadership qualities that drive personal growth and business success.



Coaching Specialties:

- **Personal Refinement Coaching:** Helps individuals enhance their etiquette, confidence, and self-presentation for social and professional success.
- **Executive Coaching:** Focuses on refining leadership, decision-making, emotional intelligence, and strategic thinking for business leaders and executives.
- **Entrepreneurship Coaching:** Guides aspiring and seasoned entrepreneurs on building sustainable businesses, personal branding, and networking.
- **Leadership and Team Development:** Provides workshops to foster strong leadership and teamwork for organizational success.
- **Etiquette and Protocol Training:** Specializes in etiquette for executives, covering cross-cultural communication, diplomatic skills, and business etiquette.

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HOW TO BEGIN THE NEW YEAR WITH PURPOSE AND REFINEMENT

BY LADY ETI



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THE START OF A NEW YEAR IS LIKE OPENING A BLANK BOOK WITH 365 PAGES WAITING TO BE FILLED WITH YOUR STORY. IT IS A TIME OF FRESH BEGINNINGS, RENEWED HOPE, AND A CHANCE TO SET THE TONE FOR THE MONTHS AHEAD. TO ENSURE THAT 2025 IS A YEAR OF GROWTH, CONFIDENCE, AND ELEGANCE, HERE ARE SOME STEPS TO HELP YOU BEGIN THE YEAR WITH PURPOSE AND REFINEMENT.

1. Reflect on the Past Year

Before you jump into new resolutions, take a moment to reflect on 2024. What were your biggest achievements? What challenges did you overcome? Reflecting allows you to identify patterns and lessons that can guide you toward better decisions in the new year.

Tip: Write down your reflections in a journal. Acknowledge your successes and think about how you can improve in areas where you struggled.

2. Set Clear, Achievable Goals

Refinement begins with clarity. Define what you want to achieve in 2025. Whether it's advancing your career, improving relationships, enhancing your personal refinement, or starting a new venture, be specific. Break your goals into actionable steps and set timelines for achieving them.

Tip: Use the SMART framework—Specific, Measurable, Achievable, Relevant, and Time-bound—for goal setting.

3. Embrace the Power of Planning

A refined individual is a master planner. Invest in a planner or digital tool to map out your year. Schedule your priorities, from self-care and professional growth to family time and personal development. Planning reduces stress and helps you stay focused.

Tip: Dedicate Sundays to review your plans for the week. Adjust as necessary to stay aligned with your goals.

4. Focus on Personal Growth

Growth requires intentionality. Commit to becoming the best version of yourself by investing in activities that challenge and uplift you. Read books, take courses, attend workshops, and seek mentorship.

Tip: Consider enrolling in programs like Grow With Eti, where you can develop personal refinement and entrepreneurial skills tailored to your growth journey.

5. Prioritize Health and Wellness

True refinement shines from the inside out. Make 2025 the year you prioritize your physical, mental, and emotional health. Incorporate regular exercise, a balanced diet, and mindfulness practices into your routine.

Tip: Start small. A brisk morning walk, a 5-minute gratitude exercise, or swapping sugary drinks for water can create impactful changes over time.

6. Practice Gratitude and Kindness

Gratitude and kindness are hallmarks of an elegant life. Begin each day by listing three things you're grateful for and look for opportunities to be kind to those around you. These small habits cultivate positivity and deepen your relationships.

Tip: Keep a gratitude journal and review it at the end of each month to remind yourself of the good in your life.

7. Surround Yourself with Inspiration

The people you surround yourself with greatly influence your success. Build a circle of positive, ambitious, and refined individuals who inspire and support your goals.

Tip: Join communities like Etiquette Africa Initiative to connect with like-minded individuals who value growth and refinement.

8. Stay Resilient and Flexible

Even with the best plans, life can bring unexpected challenges. Refined individuals face difficulties with grace and adaptability. Be willing to adjust your plans and learn from setbacks without losing sight of your vision.

Tip: Develop a mantra to keep you motivated, such as "Every challenge is an opportunity to grow."

9. Celebrate Small Wins

Progress is worth celebrating. Acknowledge and reward yourself for every milestone, no matter how small. This keeps you motivated and reminds you of the beauty of your journey.

Tip: Treat yourself to something meaningful—a dinner, a book, or a moment of relaxation—when you hit a milestone.

10. Radiate Confidence and Elegance

Refinement is not just about achieving goals; it's about how you carry yourself through the process. Walk into 2025 with confidence, purpose, and elegance. Let your poise and kindness leave a lasting impression on everyone you meet.

Final Thoughts

The new year is a gift waiting to be unwrapped. Start it with intention, focus, and grace, and watch as it becomes a year of transformation and success. Remember, every small effort counts, and with consistent steps, you can achieve greatness.

Here's to a remarkable 2025!

WARM REGARDS,
LADY ETI

ETIQUETTE WITH ETI

Etiquette with Eti is a premier program dedicated to promoting social grace, professionalism, and cultural sensitivity in both personal and professional settings. Founded by etiquette and personal growth expert Etienying Akpanusong, the academy offers a range of courses designed to help individuals navigate various social and business scenarios with confidence and respect. By emphasizing the importance of etiquette in modern society, Etiquette with Eti empowers participants to develop a lasting, positive impression in every interaction.



The academy's curriculum covers essential topics, including business and social etiquette, personal branding, cross-cultural awareness, and effective communication. Each course is carefully crafted to address real-world challenges and provide practical solutions, making etiquette accessible and applicable for people of all backgrounds. Through interactive training sessions, students learn skills such as dining etiquette, conversational techniques, and cultural sensitivity, preparing them to excel in diverse social settings, from formal events to everyday interactions. At Etiquette with Eti, the approach to teaching etiquette goes beyond traditional instruction, fostering an environment that encourages personal growth and self-assurance. This unique approach has helped build a community of graduates who are more socially aware and confident. By providing tools that enhance personal and professional relationships, Etiquette with Eti continues to make a profound impact, helping individuals to thrive and succeed in every facet of life.

BOOKS BY ETI

Etienying is a distinguished author celebrated for her impactful books that inspire personal growth, confidence, and refined living. Among her notable works are *My Self-Esteem Journey*, *My Etiquette and I*, and *My Manners and I*. Each book is a testament to her dedication to helping individuals, particularly young readers, build self-worth, embrace proper etiquette, and cultivate good manners.

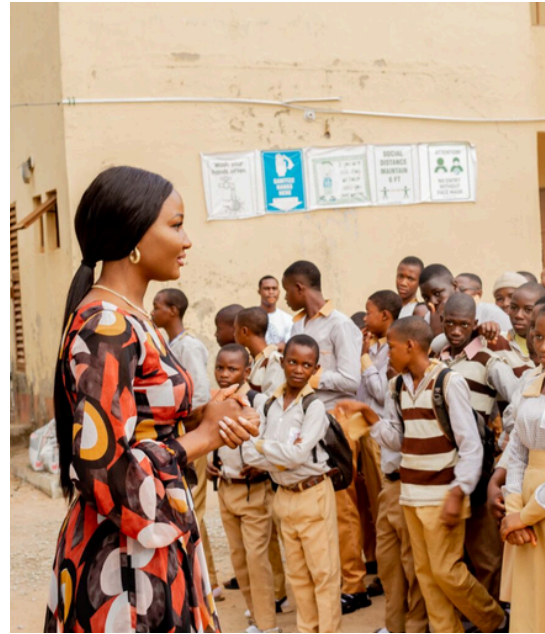
My Self-Esteem Journey offers a roadmap for developing self-confidence and recognizing one's inherent value. *My Etiquette and I* provides practical guidance on social grace, making it a go-to resource for navigating modern interactions with poise. *My Manners and I* emphasizes the importance of kindness, respect, and the timeless value of courtesy in everyday life.

Through her works, Etienying empowers readers to lead fulfilling lives rooted in self-respect and positive relationships. Her books continue to inspire change, encouraging readers to be their best selves.



ETIQUETTE AFRICA

The Etiquette Africa Initiative is a dedicated organization focused on promoting etiquette, cultural awareness, and personal development across Africa. Through programs, workshops, and resources, the initiative empowers individuals with the social and professional skills necessary to thrive in modern society. Etiquette Africa Initiative seeks to bridge cultural divides and enhance interpersonal interactions, making etiquette education accessible to people of all ages and backgrounds.



Central to the initiative's mission is fostering a new generation of socially aware, confident, and respectful individuals. The programs emphasize key areas like communication, personal branding, business etiquette, and cultural sensitivity, all of which are essential in an increasingly globalized world. By equipping participants with these skills, Etiquette Africa Initiative contributes to personal growth, professional success, and cultural understanding.

Through its efforts, Etiquette Africa Initiative aims to create a positive impact on communities by promoting values of respect, empathy, and inclusion. Its approach to etiquette is rooted in African values and heritage, while also incorporating universal principles, making it a valuable resource for anyone looking to refine their social skills and advance in personal or professional environments.

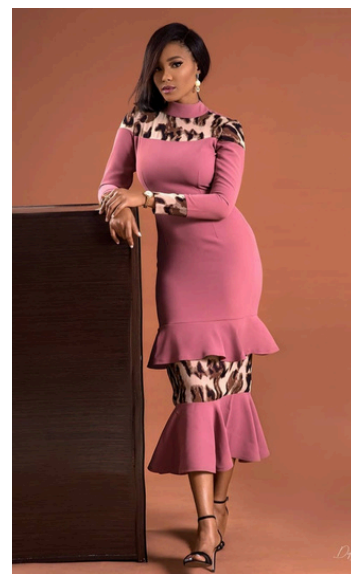
GARNETI

Garneti Lifestyle is a dynamic fashion and lifestyle brand founded by Etienying Akpanusong in 2012. Built on the principles of style, quality, and self-expression, Garneti Lifestyle provides a carefully curated range of fashion-forward pieces that reflect the essence of modern sophistication and individuality. From the beginning, Etienying's vision for Garneti Lifestyle has centered on creating a brand that inspires people to express themselves confidently, embracing both elegance and personal style.

The brand caters to individuals who appreciate timeless fashion infused with contemporary trends, blending quality materials with innovative designs. Each collection embodies a commitment to craftsmanship and attention to detail, ensuring that every Garneti piece is not only stylish but also durable and comfortable. From clothing to accessories, Garneti Lifestyle offers versatile selections suitable for various occasions, whether it's a casual day out, an evening event, or a professional setting.

In addition to fashion, Garneti Lifestyle extends its philosophy to lifestyle products that complement the modern individual's aesthetic and functional needs. This includes a range of items that add sophistication to daily routines, inspiring a lifestyle that aligns with Garneti's values of elegance, authenticity, and self-assuredness. Through this holistic approach, Garneti Lifestyle has cultivated a community of loyal customers who resonate with its brand ethos and quality.

Over the years, Garneti Lifestyle has grown into a trusted name, consistently evolving to meet the demands of a dynamic market while staying true to its original spirit of timeless style and innovation.



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