

something good

MAGAZINE
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NATALIE ALEXIA

WHAT'S YOUR MESSAGE TO THE WORLD?

How one woman's intention to create a gift for some friends, turned into a global photographic movement capturing messages to the world from over 30,000 people in 42 different countries.

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Dear SGs

I am so pleased to be bringing you the story of Natalie Alexia and her dream to engage the world on one important question.

“IF YOU HAD A MESSAGE YOU COULD SHARE WITH THE WORLD AND GUARANTEE EVERYONE WOULD HEAR AND UNDERSTAND YOU, WHAT WOULD YOU SAY?”



I met Natalie at an entrepreneur's conference - Mind Valley Awesomeness Fest in Costa Rica. She spoke on stage about her Love Is The True Black project and the reactions she was getting from people across the globe. She invited us all to participate in answering one question whilst we were there.

I will let Natalie tell the story of how she came up with the idea and what happened next that took her around the globe, as it is truly such an inspiring achievement and contribution.

Needless to say, I loved her vision, creativity and passion for this idea and I knew I had to be part of such an empowering and positive movement, so on that day in Costa Rica I did. Thank you Natalie for a wonderful opportunity.

My message to the world is **'listen first'**. In aboriginal culture, the practice of 'dadirri' means 'deep listening, quiet, still awareness' and I believe not only is that something I need to strive for and practice every day but that it makes me a better version of myself when I simply listen first.

And at the end, I asked Natalie some questions about the 'how she did it' - a behind the look sneak peek into how you follow your passion project and what challenges she faces.

I hope you enjoy this edition of Something Good Magazine and encourage you to share Natalies's story on all your platforms and [follow us here on Yumpu and AliFowler.Org](#)

With gratitude



ALI FOWLER

Creator - The Something Good Project



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LET'S TALK

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NATALIE ALEXIA



WHAT'S YOUR MESSAGE TO THE WORLD

I was born in London...

I'm a Global Nomad (that's fancy for lived in a lot of countries). I grew up in London, Munich, Hong Kong and Melbourne. I spent the last 15 years living in Southern Spain and California. But I'm kind of a Brit at heart, still love a 'proper' cup of tea and am partial to a crumpet.

My Photographic Movement captured messages to the world of over 30,000 people from 42 different countries. The idea for my photographic movement started on my year long training with my mentor Jack Canfield (America's No.1 Success Coach and Bestselling

Natalie
ALEXIA

Author of Chicken Soup for the Soul). I had been studying human potential training for 19 years, but this was the first time I had ever been in an immersive live experience with other coaches, trainers, speakers and healers. I was so inspired by the incredible people on my course I came away from our first week together, determined to come up with a gift for them. I wanted to create something that would really encapsulate the experience. I'd seen very visually powerful photos with negative messages written on women and loved them aesthetically. I wanted to create something similarly visual but using positive words. I decided to ask them all a question and write their answers on their bodies, the only problem was I didn't know

what question. About 6 weeks later the question came to me in a meditation.

If you had a message you could share with the world and guarantee everyone would hear and understand you, what would you say?

We took the photos on our second week together and on the third week shared them as a slideshow to music. I really hoped everyone would like them, I was not prepared for the palpable emotional reaction in the room, people were laughing and crying. Jack was so inspired by my idea that he invited me to his Transformational Leadership Counsel in Maui.



<https://youtu.be/tL00YX3cvok>

It was when my mentor Jack Canfield invited me to the Transformational Leadership Counsel in Maui, that Love is the True Black really started to take on a life of its own. The TLC is where Jack and the most influential thought leaders in personal development meet (under a volcano like a bunch of bond villains, ok that bit isn't true) and plot how they are going to positively influence the world with their magnificent minds and hearts.

I am 1 of only 2 non-members to have been invited to this along with Rhonda Byrne (The Secret) who filmed the movie there. This trip gave me the opportunity to fan girl, photograph and have inspiring conversations with some of the world's most inspiring thought leaders, John Gray (Men Are From Mars Women Are From Venus), Vishen Lakhiani (CEO of Mind Valley, creator of A Fest, and author

of Code of The Extraordinary Mind), Sonia Choquette (Author of The Answer Is Simple), Kute Blackson (Motivational Speaker and Author of You Are The One), to name a few.



After that event a TLC member and one of the most incredible trainers I have ever seen in action, David Wood became a mentor to me and helped and inspired me to develop a whole training piece to run alongside the photography which sent me off on a rollercoaster, whirlwind tour of the world. Photographing, training and being inspired in Australia, Canada, Costa Rica, The UK and all over the USA.

This led to collaborating with the United Nations. I'm so Grateful for the opportunities that this simple idea has brought me and for the opportunity to meet, talk, share and train with amazing, inspiring people all over the world, uncovering their messages, creating empathetic ripples and for the incredible impact in people's lives...



“Natalie has created something simple and profound”

- Janet Bray Attwood (Best Selling Author of 'The Passion Test')

Here are the **TOP 10 VALUES** shared over and over gain...

→ LOVE We are love, giving love, self love	→ FAITH A belief in something greater than us
→ GROWTH To evolve and expand	→ AUTHENTICITY To express true self
→ SUPPORT To 'be there' for another	→ GRATITUDE To be thankful
→ COURAGE To be brave	→ HAPPINESS To be happy
→ INTUITION To trust your inner knowing	→ WORTH To accept and value yourself



LOVE IS THE TRUE BLACK

My photographic project...

I designed Love Is The True Black to cultivate more compassion and empathy for one another & grow faith in humanity's innate goodness. Moving from London, Munich, Hong Kong, Melbourne Laguna Beach and Southern Spain, going to 11 schools and never living in the same house for more than 3 years had an impact on me. I developed a unique perspective on life... you see what's 'cool' in 1 place, is not always 'cool' in another. Everything external can be different, different 'uniforms', different languages, different music, different landscapes. But eventually with enough change I learnt to see through a different lens...

When you take all consistency out of a person's life in my experience 3 things happen.

- The only thing left to make you feel safe in the end is yourself
- Your ability to make judgements on people based on stereotypes decreases
- You develop a lot of compassion and empathy for people

So I learned that yes, we're all individuals... but on some level we are all the same.



Love is the True Black is a Photographic Project rooted in Social Change, Creating Profoundly Moving Images, Just Your Message & The Look In Your Eyes...Creating A Rare Glimpse Into Your Soul.

- Images of over 3000 people
- From Millionaires to Homeless
- Children to Grandparents
- Participation from 42 different countries
- Different races, religions, political views

“So... What Was The Result?”

No matter who you are, what you have or where you're from, we all value the same things. The message you share with the world is the message you most need to hear.

WISDOM OF THE CROWD

WE ASKED NATALIE 8 PPQS - powerful project questions - to understand her passion, her project and the challenges she had, so we can all share in the wisdom.

1. What's your passion and your project?

project? I created the project Love is the True Black as a gift for some people I was training with. My original intention was to give back to some people I adored who I felt had given so much to me. The original goal was to express love and appreciation.

Love Is The True Black is an interactive transformational visual art project. Its roots are in cultivating more compassion and empathy for one another and growing faith in humanity's innate goodness.

I asked over 3000 people the question 'If you had a message you could share with the world and guarantee that everyone would hear and understand you what would you say?' - I then wrote their answers on their skin and



photographed them in black and white. Participants were very purposefully very diverse. From Millionaires to Homeless Children to Grandparents Participation from 42 different countries Different races, religions, political views

What emerged is a set of Human Values and that's what I train about beliefs and values, what are yours what are the roles they play in your life and how can you use them to be a compass and a connector.

2. What made you decide to do this?

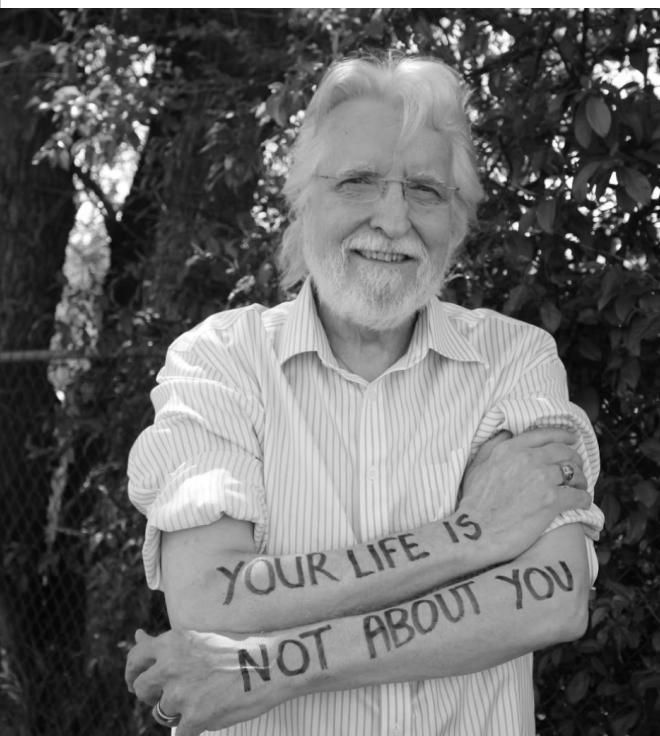
Was there a moment, a spark, a person, a calling? It was sparked by the feeling of finding my tribe. I had been passionate about spirituality and personal growth for over 20 years when I first got into a live training

environment with other coaches, speakers and healers. The relief I felt at being able to connect with so many people about shared interests and to really feel seen, heard and valued catalyzed my desire to create a project that reciprocated that gift.

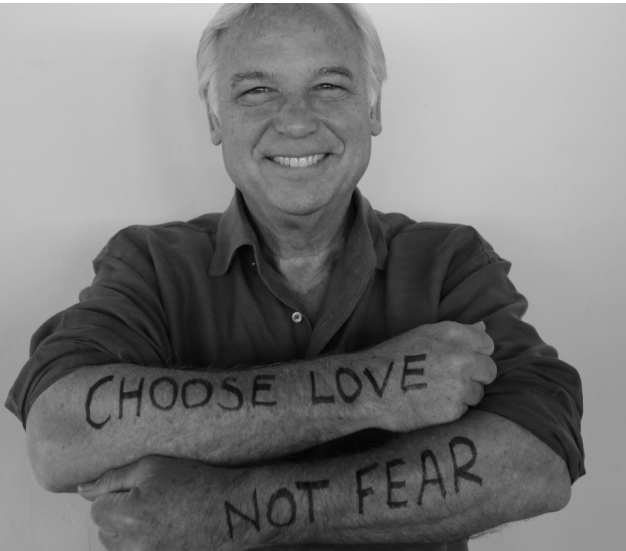
3. Where's your project up to?

- Done/finished on this project
- Just getting started
- Right in the middle of it
- Achieved some results already, going to keep going, do more

I achieved some phenomenal results with this project, what started as a gift to some people I adored... created the opportunity for me to travel the world for 18 months and personally train and photograph over 3000 people. It opened the door to me launching the project with the UN on



International day of peace and having over 30K people share their own images on social media. I LOVE training and creating this work, I still get invited to come and deliver it often in progressive corporate settings. The process and the images have an incredible ability to create much needed connection to one another and society as a whole. I also still have a plan in the works to share the story and the images in a book and an exhibition.



4. How prepared did you feel when you started out? Not at all prepared! And this project had its own momentum, I felt like it was carrying me along with it. It took a huge commitment from me to be out of my comfort zone on a daily basis, to say yes when I wanted to say no because I was scared and move with it. But that decision impacted so many people and changed lives.

5. To plan or not to plan?

- a. Yes I love a plan, always had one
- b. No thanks - no plans for me, prefer to 'wing it'.
- c. Did some planning, but rarely followed it (let's be honest)
- d. Didn't really have time to plan, was running fast
- e. No plan required – it's was pretty simple to do

D. on this one, but in the general course of events I prefer c.

6. Biggest challenge? My biggest challenge was myself, I felt like I was working on something that was bigger than me and in that respect I discounted the importance of the role I played in being the channel for the birthing of this project. I was scared

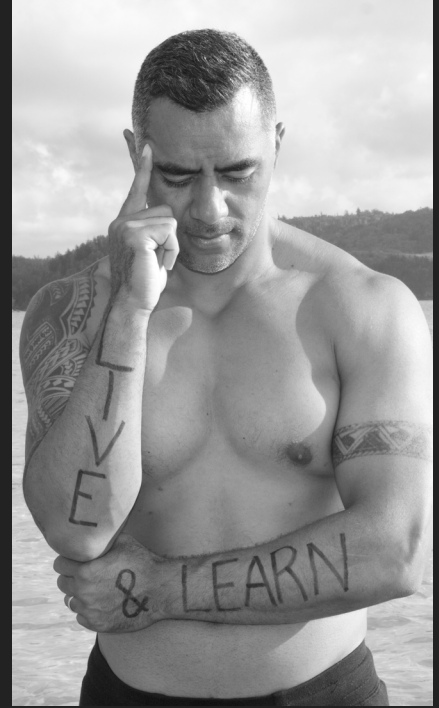
to stand in the spotlight so worked hard to deflect the attention away from myself. This led to some poor decision making on my part in terms of partnerships and creating even more of an impact.

7. How did you stay connected to the dream along the way? The moments that made it all worthwhile was every time someone shared with me, in the moment or later by email or message how powerful the process had been for them, what they had realized about themselves and how that realization had changed their lives for the better.

Everything from needing to embrace deeper levels of self love and acceptance, to starting a new business or the most powerful of all being a catalyst for the decision to continue living. Each and every time someone was moved to tears in front of the camera by truly owning their message or every time I was so deeply touched by what was shared that I cried.

8. One piece of wisdom you'd like to share Say yes. Be brave, wherever you are and whoever you are with show up like you are meant to be there, because you are. Do not discount the tremendous value you as individual bring to what you are creating. Be willing to ask for help and get uncomfortable every damn day! Trust yourself and your intuition, even if something is stacking up financially or business opportunity wise but you have an icky feeling about it. Know that your body is wise and that it often knows before you do.





Natalie is a coach, speaker and trainer. All her work focuses around growing self awareness to create a more meaningful life and a better world. Natalie is passionate about bringing people together to catalyze change. She did this recently with her movement Love is the True Black which saw over 30,000 people participate globally and had the privilege of launching with the UN for International Day of Peace.

Natalie has spoken and delivered her projects at The Transformational Leadership Council, Jack Canfield's Breakthrough to Success and Awesomeness Fest among many others. Natalie's current focus is on working with women to



truly step into their own power and be the women they came here to be. She does this through her Rebel Women's Coaching Programs and speaking engagements. Natalie's work as a coach and speaker sees her cultivating, true emotional resilience, self worth, self love and authentic confidence with her clients. Natalie has also been busy creating The Superpower Summit.

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