



Fast Facts

Who, What, Why, How...and Fun Facts, too!

WHO are Chicks in Red Heels?

1. Career women, homemakers, doctors, lawyers, college students, high school students, grandmothers, retail store clerks, administrative assistants, and factory workers alike can all be Chicks in Red Heels. Position, education, or background does not define a Chick in Red Heels. An attitude or a mindset defines a Chick in Red Heels. In summary, similar yet diverse women, with their own unique personalities, who possess a clearly identifiable mindset, make up our Chicks in Red Heels community.

WHAT is “Chicks in Red Heels”?

2. Chicks in Red Heels is a purpose-driven “community” of like-minded, success-oriented, *ageless* women, who possess drive and ambition toward life-long goal attainment, lofty accomplishment, and worthwhile causes. It's about building confidence and embracing capability to enable *you* to get what you *really* want out of life.

3. The mission of Chicks in Red Heels is to “help women achieve more than they ever thought possible” by providing the means to connect with others, worldwide, who can positively influence their pursuit of passionate endeavors. Acquire a better lifestyle, achieve lofty goals, secure financial fitness, volunteer for charitable causes, or realize hopes and dreams. You CAN be the woman you were meant to be!

WHY was “Chicks in Red Heels” established?

4. Chicks in Red Heels was established to engage women worldwide in the pursuit of personal and professional growth, *and* prosperity in order to uncover the life they truly desire and deserve...at work, at home, and at play. The Chicks in Red Heels community serves as a support network to help women uncover or build up the confidence needed to do so. It further encourages women to embrace their capability through education, motivation and interaction to keep momentum building toward progressive attainment of their deepest desires, hopes, and dreams. Women everywhere are empowered to *be the woman they were meant to be*.

HOW does “Chicks in Red Heels” achieve its objective?

5. We achieve our life's purpose by *sharing* decades of combined experience that we possess as a group; and by embracing *new* experiences in order to be on the cutting edge in all that we do. As camaraderie grows, so does the strength one gains from being a part of a community. The whole is greater than the sum of its parts.

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6. It is a demonstrated fact that when one is a part of a larger group with a shared purpose, everyone achieves more. Our community members are kind and considerate. A compassionate viewpoint is readily available when challenge and struggle arise along the path of success-driven pursuits. Our camaraderie, our friendship, and our support create common bonds that encourage us to be the best we can be. We forge ahead despite obstacles and setbacks. We never quit.

How Did “Chicks in Red Heels” Evolve?

7. It all started with a pair of pictures. The pictures had red heels on them. Joanne purchased the pair of pictures in 2004. On one of the two pictures the word, “Ooh la la!” was inscribed. “Ooh la la” became the catch phrase for how the co-founders, Joanne (then, forty-something) and Kaitlyn Estes (a high school student) endeavored to live their lives. The red heel became the symbol for exuberant and expressive, yet visionary and purpose-driven living.

8. Recognizing the power of the red heel and the possibility for it to trigger such positive responses, Joanne committed to establishing a community to share the intrinsic power of the red heel with women everywhere. Her daughter Kaitlyn loved the idea and embraced its purpose and mission. She very much wanted to be a part of it and quickly contributed youthful visionary perspectives to the endeavor. The focus, vitality, and success of the community were all significantly fortified with Kaitlyn’s insightful input. Kaitlyn and Joanne united as a dynamic mother-daughter duo, forged ahead, and officially founded Chicks in Red Heels together in 2007.

And Just for Fun...

9. Chicks in Red Heels are encouraged to wear their red heels! The red heel is the symbol for one’s confident and capable demeanor. It’s not mandatory to *physically* wear red heels, but it is strongly recommended that you *mentally* wear your red heels everyday, with everything you do.

10. And JULY is the official month of the Red Heel. Why? Because July and freedom and fireworks go hand in hand; and the color red mirrors the color of those firework’s ignited fuses... smoldering and ready to burst into a brilliant and delightful array of color like the phoenix rising up out of the ashes (or...just like...Chicks in Red Heels!) Plus, in the United States we acknowledge our independence in July; and proudly honor our RED, white, and blue flag. And besides, Joanne and Kaitlyn really put the (red) polish on their visionary idea (and toes) for Chicks in Red Heels while traveling around the scenic lake shores and lush green countryside of Northern Michigan during their summer vacation in JULY of 2007. (They wore their red heeled sandals, too!) After that, there was no stopping the pursuit of their dream.

So...CELEBRATE! July *is* the perfect month for “officially” paying tribute to and admiring those who bravely traverse the path of Chicks in Red Heels!

Contact Us

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