

November 2022

# WOMEN **Thrive**



**New  
Speaker  
Challenge**

SPECIAL FEATURE

## **Coach Sonia Zarbatany**

Create an Instagram Mastergroup

Depression or Thyroid Issue?

*Hyaluronic Acid*  
For Youthful Skin

4  
Money Mistakes Every Business Woman Makes

**Women Thrive Summit**  
*Speakers*  
Announcement





A full-page portrait of Sonia Zarbatany, a woman with long, wavy hair, smiling and posing with her hand near her chin. She is wearing a black cropped denim jacket, black jeans, and several pieces of jewelry including a chain necklace with a bee pendant, heart-shaped earrings, and a ring. The background features large, overlapping circular shapes in shades of beige and grey.

**Sonia Zarbatany**  
**A woman of IMPACT**

WOMEN  
**thrive**  
MAGAZINE



“YOU CANNOT TEACH A SWEEPER HOW TO SWEEP IF YOU HAVE NEVER SWEEPED YOURSELF.” WHEN SONIA’S FATHER SHARED HIS MANTRA WITH HIS DAUGHTER, LITTLE DID HE KNOW THAT IT WOULD EVENTUALLY SHAPE HER TO BECOME THE MOST INFLUENTIAL AND SUCCESSFUL WOMAN IN HER FIELD.

**Z**arbatany was no stranger to the office where her family ran a successful multinational company. Sonia became the chameleon of the place and quickly learned the ins and outs of every department from the breakroom to the warehouse. Whether she was making coffee or managing the distribution department, or operating wholesale, or structuring retail or overseeing manufacturing — you name it, she’s done it — she would excel. This allowed her to broaden her reach and understanding of a business structure from any angle with remarkable knowledge, experience and expertise. It was only evident that she would eventually pursue her education in Business, Management and Marketing.

Hardworking is an understatement when describing Sonia. While the other university students of her grade were spending their free time out socializing with friends, Sonia was getting her certification as nutritionist and personal trainer. Health was a hobby, but simply doing something like training was never enough for Sonia. She needed to understand its essential structure and develop the skill set needed to optimize it and eventually teach it. “You cannot teach a sweeper how to sweep if you have never swept yourself.”

Although her career was already going uphill, headed to great heights in the fashion industry, Sonia had an unmatched love for the stage and needed to explore it — for herself. She followed her gut feeling and moved to LA the day after her last exam in University. The energetic beauty with lush curly hair arrived in the city of dreams and things were moving fast. Although she was casted and met all the right people in all the right places, something still didn't feel right. >>



***“The energetic beauty with lush curly hair arrived in the city of dreams and things were moving fast.”***







*"Sonia had an unmatched love for the stage and needed to explore it for herself."*





***"Zarbatany realizes those same beliefs are the only thing standing between her and her ultimate life goals."***

Sonia then discovered Landmark Education and things began to drastically change. She realized there was a problem and it was her. She had limited beliefs to shift, stories to rewrite and needed to dive deep into fixing her inner world. Following that same mantra once again, Sonia dove deep into personal development all while getting her NLP certification and following the training of Tony Robbins, Jack Canfield and other top coaches of the industry at the time.

Face to face with her limiting beliefs, Zarbatany realizes those same beliefs are the only thing standing between her and her ultimate life goals. Sonia then realized she could be the one to help people relieve themselves from their personal and business blocks by healing their inner selves, limiting beliefs and then pushing the boundaries of their professional careers. This was her gift.

Sonia Zarbatany is a pioneer in the world of business identity. "People don't only buy products, they buy brands, and every brand needs its own identity. What is your brand identity? It's you without any of your limiting beliefs. Now, it's time to heal those afflictions, grow that mindset, and achieve what is available to you, let's work!" – Sonia Zarbatany.

Challenges are inevitable in anything you will do, says Zarbatany. Nonetheless, she believes and emphasizes that having the right mindset and a clear goal ahead is the key to passing these obstacles. At the start of her career, Sonia faced many difficult challenges that were often out of her control. Take sex and age as an example of some of her greatest challenges. It was a man's world and she needed to prove herself as more than just the young pretty girl on stage. She had to work harder – not to reach where she was, but to prove to everyone that she belonged and deserved to be there, just as much as anyone else.



She tells the story of one of her first talks on stage that really resonated with her courage and wit. In a room filled with 500 individuals listening to her talk about living a life with purpose, during the Q&A, an 80 year old man confronts young Zabatany. He asks her “What do you know about life at 26 years old?” to which she replies, “You will not hire me to tell you about my life, you will hire me to achieve the results you want to see in yours, because that's what I do. I'll get you those results.” That same man turned from a skeptic in the audience, to a client, to a friend.

“Who is with your kids while you are out here doing this?” Nowadays, Sonia believes women still face many challenges similar to this one... Nevertheless, she thinks women need to work on supporting each other and without any judgment. “We have come a long way” but sometimes, she gets asked this question that makes her wonder why her male colleagues don't face the same scrutiny. Coach Sonia says a work-life balance doesn't exist, but a work-life harmony does. She encourages women to come together and support each other because their unity is bound to create abundance, incredible strength and such inspiration. “We become unstoppable and contagious - that's the energy of women who thrive.”



***"Defining one's personal understanding of success is among the most crucial and essential parts of setting your life goals and purpose."***

Zabatany asserts that you don't need anything or anyone to feel complete: the importance here is being yourself and pursuing your goals unapologetically. Sonia will encourage you to believe and trust that your goals and desires are complete as is. Whether you are a mother finding harmony or a career driven woman with no intention of becoming a mother or anywhere outside or in between those categories. You are enough, you are great and most importantly, you are deserving regardless of your choices.

Other than the judgment she faced, Sonia's greatest challenge is being a mother. She strives to create harmony between her career, business and family. With only 24 hours in a day, it is with little surprise that Sonia takes her meetings while getting her steps in on the treadmill. “It's the reality, it's messy, but that's life, and it's beautiful.”

Sonia's best piece of advice for readers who wish to find success is the following. She accentuates that defining one's personal understanding of success is among the most crucial and essential parts of setting your life goals and purpose. Sonia will work with you once you have this knowledge at hand. She aligns herself with the Japanese ideology of Ikigai and trusts that success is a result of its harmony. >>








***"They are not  
scared to dream  
BIG and want the  
same for YOU!"***


## ***"Sonia aspires global impact to be her legacy."***


What is Ikigai? It is the combination of living your life in the meeting point of the following four notions: what you love, your purpose, what you can bring to the world and what you can get paid for. Sonia highlights that having this framework is essential to be able to visualize your purpose and success.

Sonia aspires global impact to be her legacy. She will continue to build personal brands for the top coaches, speakers, authors and businesses on the planet with Coach Sonia Media to help people spread their message through the uniqueness of their identity. From the stage, she focuses on encouraging individuals to take off their masks and live life as their true authentic selves while embracing what they have to offer to this world. She is a strategist that is passionate about building personal brands and a business strategy that will help her clients attain the community they love and align with. Eventually, her strategy converts that community into clients, leading to sales and business growth. The key is acknowledging how significant one's essence is. What distinguishes Sonia's legacy is her impact on multiple degrees: let's call it Coach Sonia's 4 degrees of impact.

Sonia is on the rise in achieving her own goals. You can expect her to expand her speaking career to reach from Canada and the United States to Europe and Africa fairly soon. This expansion will echo upon the experiences and retreats she plans to deliver where people will feel empowered again. If you wish to learn more about Sonia and become part of her mission for global impact, you can find her across the following platforms. •

 [coachsonia.com](https://coachsonia.com)

 [soniazarbatany](https://www.instagram.com/soniazarbatany)

 [coach-sonia](https://www.linkedin.com/company/coach-sonia)



## ***"The key is acknowledging how significant one's essence is."***

