

**Aimee Hoefler** (London August 2008)

Aimee Hoefler, MBA, RYT, is the author of a new book "[Become Empowered, Take Charge of Your Life](#)"; international marketing professional; owner of the lifestyle website <http://www.aimeehoefler.com>, which is focused on health and wellness and much more; and co-founder of the marketing and design firm Malen-Dyer. Aimee is hoping that all these strands will inspire others to go for their own dreams and overcome any insecurities they may have that may otherwise hinder themselves from reaching their goals.

The passion Aimee has for helping others become empowered and live a positive life truly embodies so much of what she does. Her professional experiences, from working as an investment banker in London to co-managing a multimillion-dollar retail store in Las Vegas, have propelled her to the forefront of the business world. Through living out those journeys, she has come to fully comprehend the importance and power of leading a positive and empowered life. Be sure to follow Aimee on Twitter @aimeehoefler, like on [Facebook](#) and watch [Aimee Living Yoga](#) on YouTube.

Aimee only recently formed her lifestyle website, as before many of her ventures were separate. "I finally realized that I had an overarching theme I was trying to achieve- helping to holistically arm individuals they needed to live a better, more fulfilled life- an empowered life". As you'll see on [AimeeHoefler.com](#), the website itself is focused on four pillars that include:

- Become Empowered: allows you to find inspiration, encouragement and advice on becoming the best version of yourself.
- Giving A Voice: brings awareness to various causes around the globe and where readers can submit their own story of inspiration and hope.
- Simply Santé includes everything health & wellness, from yoga videos to wholesome recipes to tips on how to live a healthy life, holistically.
- Bon Voyage takes you around the world as it includes travel tips, advice and information from past ventures.

Lastly, Aimee is working with a friend from Sweden, [Tobias Brask](#), to change the focus of their marketing and graphic design business (Malen-Dyer ([www.malendyer.com](http://www.malendyer.com))) where the Dyer comes from Dyersville into "more of a fashion-focused site that'll offer tips to the everyday woman and help to digest what is seen here in NYC and other major cities. Clothing can be fun for many, but for just as many, it can be a chore and with the right clothes, a woman or a man can feel like a brand new person. We want to work to inspire individuals around the globe with simple fashion tips and so much more".

Through these avenues, Aimee's goal is to help encourage individuals to live the best life possible by being informed and creating a safe community where information can be shared with others.

Aimee goes on to explain how her time with the Mountbatten programme "pushed my own boundaries. From moving abroad to meeting so many wonderful people and even sharing a flat, the whole experience was quite humbling for me, which is what I needed at that point in my life. I have always been an entrepreneur but it was when I moved to San Diego from London that I slowly began putting together my business plan. In a way, it was the fact my eyes were opened so much while living abroad that it was hard to go back to anything else. To me, the only way to continue to go forward was to continually push my own boundaries. I wanted to inspire others, and I knew this venture was one way to do it".

Aimee also explains how she put her plans into action. "Even though I got my MBA, it was one thing to create a business plan in class and another to actually do it. For me, the most difficult process was

deciding on the type of business to have (sole proprietor or LLC), which often was decided on the cost it took to form in the state I was in. When I moved to NYC, the formation of an LLC was much more start-up friendly than in California, which is when I not only formed Aimee Hoefler Lifestyle Ventures, LLC, but I then combined all my passions into one. Essentially, I was able to package up my passions to all work together to help inspire and motivate others.”