

The Power of ONE

Can One Person Make a Difference?

Challenge Yourself to Dream BIG and Make Things Happen—
Including Creating the VEGAN World, You So Deeply Desire
While Living the Life You LOVE

The Vegan Warrior Hustle Series

Joanna Slodownik

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Is 'Being' the Change Enough or What Do You Really Stand For (and Does the World Know)?

Here's a wake-up call to myself, and perhaps to you too, to make us open our eyes and sit up as we ponder this:

For as long as we continue to NOT speak our truth, NOT spread the message we believe in, and NOT own how important and life-changing this message of ETHICAL VEGANISM is—as well as to NOT take action towards bringing that message to the world and making it into reality—we will continue to NOT make an impact and a difference that we could be making for the animals.

Let's face it. BEING vegan can feel like a great joy and the most AMAZING thing one can do—happy, life-affirming, uplifting, liberating, inspiring, heart-warming—most of the time. But it can also feel like a heavy BURDEN, a load of bricks weighing down on your chest—just being AWARE and being a WITNESS to the unimaginable suffering is just too much for a regular person who wants to live a normal, happy life—plus, seeing the indifference of those around us; and often not just indifference, but pure indulgence in the infliction of suffering and killing of innocent beings for the sake of our pleasure and comfort; not to mention everyday annoyances—like being hungry because there's nothing for you to eat at parties, having to listen to bad jokes, responding to ignorant comments, having to be an expert on human (and non-human) nutrition, being put on the spot, and answering the same questions over and over again...

Ugh... even writing this, it feels NOT like a pleasant way to live your life!

Life should be easy and fun and comfortable. After all, we all deserve to be happy—right? RIGHT??!

No wonder some vegans give up and go back to eating animals again. (One might argue that they were never 'vegan', only 'plant-based', because if you are ever a vegan, you can never go back...but whatever!)

No wonder many vegans become angry and disillusioned, or shut themselves out from the 'real world,' finding safe haven in vegan-only forums and communities, hanging out with fellow vegans, avoiding the topic with their omnivore family, friends and acquaintances for fear of being uncomfortable—and therefore accepting that we will be uncomfortable—not to mention billions of animals STILL will be tortured and killed each year.

So sad, isn't it?...

But...—here is the thing.

We can cry, complain, bitch and moan all we want—in private and in our vegan forums that the world still doesn't GET IT, but until we step it up BIG TIME, and start LEADING THE CHANGE, and not just BEING the change—NOTHING is going to change.

At least not in our lifetime.

We'll continue living our lives the way we do until we die, but we will never see the world go vegan.

No one is going to serve us the vegan world on the silver platter with a side of broccoli and tofu! There is too much at stake, too much inertia, and most people are too lazy, too busy, or

too greedy; and even though they say they do CARE about this and that—the animals, the environment, and world peace—they care about their own comfort and pleasure MORE.

So, we can pat ourselves on the back for being vegan and doing the right thing until it hurts—but let me ask you this: if that's ALL that we are doing—is that enough?

Is it enough if we are just being a witness—an innocent bystander—it is perfectly okay by most people's standards and it's certainly permitted by law—but is it morally acceptable to YOU?

Is being an observer of a crime—i.e. someone who is not the one actually committing the crime, but someone who is also NOT actively doing anything to STOP it and to PREVENT it—like helping the victims, preventing the future wrongdoings—is it ENOUGH?

'Be the change you want to see in the world' goes the famous quote from Gandhi, one of the greatest leaders of all time; a saying that gets often repeated on feel-good motivational posters and in social media.

But is it ENOUGH?

Is it ALL that we can do?

Being a witness; a bystander. Not committing the crime, and maybe even by the mere fact of being vegan, making a small difference—but I wonder if that's an ADEQUATE response to what has to be the biggest crime of all time in human history, the most pervasive wrongdoing, which is everywhere we turn—as ubiquitous as the air we breathe, as permeating as water...

Is it enough to stand-by and do nothing?

But—if it's so pervasive, if it's so permeating, if so much is at stake—what can we do?

Is it even realistic, not to mention practical, to try to figure out a way to change it, to be living your life not just 'being' the change by being vegan (which I already acknowledged in itself may be a burden); but LEADING the change: ACTIVELY WORKING toward the vegan world, whatever it may look like.

Besides, what can one person do?

You and I—just ordinary people, with no special powers, influence, big money, big resources, little time—what can we do?

What difference can one person make—in my case a middle-aged woman—who is also an introvert, often too shy to speak up, argue and put my foot down, often somewhat reticent in social situations—what can I do?

What can you do?

Truth is, if you're anything like me you may find yourself often not speaking up and choosing to play it safe because part of you—a part you're listening to and acting from—is telling you that one person can't make a big impact, that this one moment doesn't matter, that this one interaction doesn't make a difference, that you have other things to do in your life, that you're not at that level yet, that you don't know how, or that you're not good enough, not strong enough.

Or whatever other rubbish your mind conjures up to essentially tell yourself that nobody would listen to YOU. (I know my mind is quite good at that.)

But the reality is that it's simply impossible to know what IS possible if you put yourself on the line and THROW yourself off that cliff and put yourself in a position where you WILL figure out how to fly.

On the one hand, bringing about big change can feel overwhelming, impossible really.

But on the other, it's a fact that big change can happen really, really quickly if the right conditions exist, if the tipping point is reached, if the right things happen in the right time, or whatever.

Think Gandhi or Martin Luther King.

My apologies for setting the bar so high –

But this is a gargantuan task calling for super-powers to be awakened in all of us and used for the purpose of doing the right thing.

Until we fully commit to **DOING THE RIGHT THING**—which is not just **BEING** vegan, which is just the first step, but **LEADING** the world toward veganism—helping to **MAKE CHANGE HAPPEN** by actively spreading the message, educating, reaching out to people who are ready to hear this message—not much is going to change.

We will not see the vegan world, and then we'll die.

Doing the right thing is not about it being convenient.

Doing the right thing often feels uncomfortable.

But doing the right thing and being a decent person is not just about doing it when it's convenient. When it feels right. When you know how. When it's fun. When it's socially acceptable. When it's trendy and hip.

One might argue that the biggest crimes and injustices in human history depended **NOT** on large number of people committing the crime—but just being bystanders who did **NOTHING**. Accepting the injustice as normal. Not asking questions. Not questioning the status quo.

And the reality is, this is how most people live their lives. So if you choose to do nothing, you'll certainly have company. Whether it's good or inspiring company, who can tell? But what I believe is that if you choose to act and to live your life in the **DISCOMFORT** zone of doing what's right and what matters, it gives the life meaning and makes it deeply satisfying. Even doing the things that at first appear scary, perhaps painful and just downright impossible—these are the things which, once you get over yourself and just leap into them, bring you the greatest joy, reward, and success.

Yes, they still require painful effort and they're still scary! But wouldn't you rather live with the **JOYFUL** pain of striving fully towards what matters, than die with the awful knowledge that you instead chose the safe or comfortable route and actually, now that you think about it, you don't feel so comfortable about the whole thing at all!

So you have to make up your mind—today!—to **OWN** who you really are. To **STAND FOR** what it is you truly **BELIEVE**. And most of all: what you can **DO** and how you can **HELP**.

You have to act—now.

What do you really **BELIEVE** in?

And does the world know?

Nobody's gonna know or pay attention if you don't get your act together, show up, and be the leader.

So today, a challenge for you: Start sharing your message with the world. Start telling the world what it needs to hear. Start doing what's right.

Not just by **BEING**, but by **ACTING** and **LEADING**—the world changes.

Are You Doing the Work? Being an Innocent Bystander Is NOT Enough!

This has been on my mind all the time since I became vegan—how do you make a change so colossal, so incredibly massive that is beyond comprehension of a regular person?

We vegans often complain that the world is not vegan, we feel frustrated and angry that people don't understand and simply do not care; but do we ourselves care enough to be giving this issue the attention it deserves?

Vegans like to say that by being vegan, we're saving lives—and I'm not saying that we're not—but, really, is that ENOUGH?

By abstaining from participating in the act of violence, don't we just become bystanders, and don't we have a MORAL OBLIGATION to STOP IT?

Is being an innocent bystander, a witness to a crime - enough?

If you ever ask yourself, will the world ever change, and when will people finally understand and stop this madness once and for all—and is that even possible given the size of this issue—and all the other issues that humanity is facing right now, perhaps you should also be asking “what am I willing to do to make the change happen?”

Are you willing to put your own life on the line—and I don't mean you have to die for the cause, or even use force or violence or anything that doesn't feel right—but how about putting your time, your skills, your talents, your money, your commitment on the line—to work to end what is probably the biggest crime of humanity?

Are you doing your part, doing something—anything—educating, writing, speaking, signing, preaching, pleading, persuading, posting, petitioning, protesting, emailing, Tweeting, donating, influencing, adopting, rescuing?

Are you doing any of that? Are you giving it your all?

Are you going out into the world, every day, with the determination, like it truly matters, like it's a matter of life and death (which it really is); or are you playing it safe, being a closeted vegan, a potluck vegan, careful not to ruffle any feathers, not to antagonize or make people uncomfortable (while the person that's being most uncomfortable is you)—are you the vegan who is satisfied with BEING the change, who only speaks up when asked about it at the dinner table, and even then responding cautiously careful not to hurt anybody's feelings?

Are you living in your comfy little vegan bubble, attending vegan potlucks and hanging out in vegan Facebook groups, rarely speaking up, and even if you do—retreating quickly and feeling discouraged at the first sign of opposition, negativity, or ridicule?

(And please don't be offended—I'm not criticizing anyone here, because I am speaking to myself here, as much as I'm speaking to you; and I'm as guilty as anybody reading this of passivity, and inaction—or too-little-action).

So the question I have for you today is this:

Do you want the world to go vegan or not?

This is what it comes down to—and if your answer is yes then...

Are you willing to work toward making it happen?

Are you willing to give it your all?

I mean taking action every day, whether or not you feel like it. Whether you have time or are

busy doing other things. Whether the world wants to listen or ignores you completely—are you willing to just keep going because that’s the right thing to do?

Because if not, then how in the world would you face yourself in the mirror each day? (and I’m asking this question myself, as much as I’m asking you.)

Are you or aren’t you?

Because if not, then I have news for you—this change will NOT happen by virtue of hundreds or even thousands of people BEING vegan.

This colossal change will not become a reality by virtue of a bunch of vegans WANTING it to happen.

WANTING and WAITING is not the solution.

BEING or TRYING is not the answer.

WISHING is not an adequate response.

It takes taking ACTION, DOING, PUSHING, PERSISTING.

Refusing to take a ‘no’ for an answer.

Challenging status quo. Questioning authority. Challenging the laziness, the ignorance, the outdated and cruel so-called traditions.

Every day.

It’s NOT whether you got the results you expected TODAY.

It’s about taking action and doing the work that matters EVERY DAY.

It’s about commitment.

The grind.

The hustle.

The pressing on.

Reaching out to people. Speaking up. Sharing. Educating. Leading. Inspiring.

If need be, staying up late after everyone else is sleeping and getting up while they’re still in bed.

Saying ‘no’ to trivial social obligations and even personal life, the so-called living like a ‘normal’ person.

(What does ‘normal’ mean, anyway? Now that you’re not considered ‘normal’ by the vast majority of the population does that even matter?)

And most of all, the MINDSET, the inner decision and following DETERMINATION to do what’s right, to do the work and MAKE that CHANGE HAPPEN.

Whether you feel like it—

Or whether you don’t.

Day in—

And day out.

How is the world going to wake up—if we don’t make our voice heard and loud enough for people to sit up and listen?

Waiting for non-profit organizations, politicians, businesses, corporations, or others—who have more power, more resources, are more qualified...???

We may wait a long time, so good luck with that!

Unless all of us accept this RESPONSIBILITY, this burden, this huge challenge—and take it upon ourselves to be leaders, harbingers of the new era, forerunners, leaders who show others the way....and we do so with joy. Like we mean it.

Like we BELIEVE IT CAN HAPPEN FOR REAL.

Then there's hope.

And even if we don't succeed, we'll be able to say that we gave it our best shot.

We did all that we could.

But I believe we do have a shot at this.

Besides, what's the alternative? Do we even have a choice?

Awaken the (Vegan) Giant Within: Can One Ordinary Person Make a Difference?

Can one ordinary person make a difference?

What can one person accomplish?

One person seems so insignificant. In a world where there are billions of people, billions of animals are tortured and killed every year, thousands of years of hurtful traditions, habits, and ways that things get done - one is such a tiny number.

And yet, we know that one person can accomplish great things, influence the masses, and perhaps even change the world. It can happen. It happened before.

But what if I told you that YOU CAN BE THAT PERSON?

What if I told you, the world is waiting for you to unleash your super-powers; that YOU can be the change-maker, the revolutionary leader, the savior that the world needs TODAY—the one who saves millions, accomplishes the impossible, like in the Hollywood movies—no matter how hopeless the situation may be—saves the day...

Would you believe me?

Would you believe you can be THAT PERSON?

That one person who can do great things—with a vision, hard work, self-sacrifice, and perseverance.

What if I told you that you ARE THAT PERSON?

Would you believe that you are THAT PERSON?

Would you believe you can change the course of history? Influence hundreds, thousands, or millions of people?

Perhaps not everyone has the desire to be an influencer, a creator, and a leader.

But every one of us has the POTENTIAL, the ability to power to influence and change the world around us.

Jesus, Mother Theresa, or Gandhi, Martin Luther King—they all single-handedly changed the course of history, as well as affected the lives of great amounts of people. What they did required courage, vision, belief, perseverance, and enormous personal sacrifice.

When thinking of great leaders and influencers of our times, we may think of Bill Gates or

Steve Jobs; they all accomplished great things and changed the way we work and communicate. What they did required great talent, perseverance, and business acumen.

We don't believe that each and every one of us can be THAT person.

Most of us don't think about ourselves as being capable of this kind of accomplishment, sacrifice; or being this kind of GENIUS—and we may be right.

But I do believe that each and every one of us is capable of SO MUCH MORE than we give ourselves credit for.

Each and every one of us has a potential for greatness—waiting to be discovered, nurtured and unleashed.

The potential to become a super-hero.

A leader. A creator. An artist. A revolutionary. A writer. A healer. A savior.

The potential to create and follow a vision greater than yourself, beyond everyday chores, trivial tasks, which at the moment may seem important, urgent, critical, even, but—don't matter in the bigger scheme of things.

I mean, at the end of the day—what are the things that are important? Looking back at your life are you going to say that you're sorry you didn't keep your house neater, mop the floors more often, check your email more regularly, or watch more television?

Or are you going to regret not taking action on things that truly matter to you, not dreaming big and not taking action on your dreams, not standing up for what you truly believe in, not telling the truth that needs to be told; never making the difference, not leaving a legacy, not fulfilling your destiny—whatever it may be.

When all is said and done, I know that my biggest regrets are going to be the things that I had not accomplished, the dreams I never pursued, and goals I had not achieved—not because I didn't succeed, but because I FAILED TO EVEN TRY. Because I was too scared, or too lazy, or didn't know how.

Talent and passion wasted rather than used to their full potential.

Things left unsaid, time squandered.

But there's still time. It's not too late.

I can have a shot at changing the course of history—and so can you.

Perhaps we'll succeed; perhaps we fail.

But at least we'll have the peace of mind of giving it our best try.

The Power of ONE

Can One Ordinary Person Alter the Course of History?

Jesus, Mother Theresa, or Gandhi, Martin Luther King—I’ve been giving you those names as examples—and I do realize that those are all BIG names and HUGE shoes to step into and fill, but let that NOT intimidate you.

I have another one for you, more ordinary: Sarah Josepha Hale—does that name ring a bell? You may not have heard of her, but she is the woman who created Thanksgiving as we know it.

Let me repeat that—without Sarah Jessica Hale, there would be no Thanksgiving as we know it.

Without Sarah Josepha Hale, there would be no turkey on the table, no sweet potatoes, no cranberry sauce.

Most importantly, there would be NO THANKSGIVING.

Because she was the one who conceived the idea and then shaped the whole tradition.

Even though you may not have heard of her—because she was pretty much an average person. Sure, she was an author, poet, and magazine editor, and an influential woman of her time, but what I mean, she was not a genius, as far as I know.

But what she had was a VISION. She consistently worked toward fulfillment of that vision—she wrote letters and articles, spoke to people, sent petitions to politicians and presidents—until they listened.

She wrote not one or two letters—but probably dozens, or even hundreds.

She did that not for a week or a month—but many years. In fact, for forty years, she lobbied all politicians she could, ultimately appealing to President Lincoln himself.

She kept doing it, even though in the beginning nobody listened to her.

But she did not stop UNTIL IT WORKED.

Finally, President Lincoln granted her wish, declaring Thanksgiving a national holiday. And Sarah Josepha Hale knew precisely how this holiday celebration should look like.

Yes, festive thanksgiving dinners were celebrated around the country, but not necessarily on the same day and not necessarily with the same food. In her 1823 novel *Northwood*; or, a Tale of New England, Sarah Josepha Hale—later known as “the Mother of Thanksgiving”—devoted an entire chapter to one such dinner, complete with roast turkey, gravy, and pumpkin pie.

Because of her commitment, her passion, her belief, she single-handedly accomplished a huge goal influencing the lives of millions. She created one of the biggest holiday traditions—Thanksgiving as we know it—which really bore little resemblance to the original celebration.

Ironically, apart from the food that is served during this holiday, today’s Thanksgiving bears little resemblance to Sarah Josepha Hale’s vision either. What she envisioned was a rather solemn celebration, that was about giving thanks, helping the poor and feeding the homeless, which eventually turned into an extravaganza, complete with the Macy’s Day Parade, football games galore, and enough food to feed a couple of hungry nations.

What’s important is that she did that NOT by doing impossible things.

What she accomplished didn’t require any special skills, any exceptional talent or genius—

she did what she did by doing LITTLE THINGS CONSISTENTLY EVERY DAY.

Writing.

Speaking.

Showing up. (And she did that without the internet, email, or social media. Yes, today the world is noisier, but it's also more connected.)

Most importantly, she did nothing that YOU AND I COULDN'T DO.

But she was fully COMMITTED.

She BELIEVED.

(How committed are you? How much belief do you have? These are the questions worth asking yourself.)

Unfortunately, what Sarah Josepha Hale had created with good intentions is a horrific legacy. As a result of her work, perseverance, and passion, millions of animals are bred every year, specifically to be killed, decapitated and defeathered, baked, and served as a centerpiece on the Thanksgiving table—while families gather around to celebrate and give thanks.

Unfortunately, that's her legacy. Quite depressing. Tragic, even.

So why do I give her to you as an example?

Because what she did—can be undone.

And we can do it using the same methods. The same tactics. Nothing out-of-ordinary. Nothing you and I couldn't do.

Her vision was a product of her time, and her beliefs were a product of this civilization. And even though it was done with the right intention, today, we see how hurtful it is for the animals and for people.

Today, we can create NEW TRADITIONS.

Traditions that are just and compassionate, and truly joyful.

Traditions that don't require hurting anyone.

But we must do the work.

We must be committed.

We must believe.

Never give up hope. Never surrender.

Keep going against all odds.

If you can talk, you can speak to people. If you can write, you can send a letter.

Why not start today?

Unless, of course, you're okay with what's going on in the world today.

Unless you prefer to live your life the way you're living it now, satisfied and content, maybe even happy; doing the things that you've always been doing—they are familiar and safe and what everybody else is doing—so why be different?

Unless you'd rather play it safe, conform, adapt, and fit in. Then simply do nothing.

Why risk failure? Why challenge the status quo? Why be different? Perhaps even make a fool of yourself? Why work so hard?

It's easier to just go with the flow.

Even if you have this nagging feeling that something is missing. That perhaps you don't fit in so well, after all. You can ignore it, silence that little voice in your head; you barely have time to listen to that voice anyway, you're so busy living your life, checking things off your to-do list; or you can face the reality that because no one is doing what needs to be done—doing the things that must be done, telling the truth that must be said—perhaps the person that needs to get it done is YOU.

What if I told you that YOU are uniquely qualified for this job.

You know what job I'm talking about, don't you?

It's been on your mind for a while now. Perhaps weeks, months, or years.

The world needs leaders, revolutionaries, everyday heroes, warriors, rebels, and simply PEOPLE WHO CARE.

The world needs YOU.

You know exactly what needs to be done. You know what you need to do.

And if you don't, then you have some figuring out to do.

So it's time to get started. TODAY.

Stop Being an Angry, or Closeted Vegan, or Whatever-Other-Label-They-Put-On-You—and Become the Outspoken Advocate for the Voiceless, Force to be Reckoned with—with Passion and Joy

So this is where we are.

It's time to make up your mind.

Are you ready to take the next step? Are you ready for the challenge—to finally stop being an angry vegan, or closeted vegan, preachy or moralistic, or whatever-other-label-they-put-on-you vegan—and become the vegan SUPER-HERO, the accomplished, confident, and fearless speaker, writer, leader, activist or whatever—but most importantly the voice for the voiceless, force to be reckoned with, with joy and passion, and purpose?

For the animals.

For the world.

Making an impact, telling the truth, exposing the lies, challenging the status quo?

Or will you keep on living, bitching and moaning, complaining—that the world will never change, that people are not capable of change, that they will never understand these fundamental truths.

That the task is just too big.

Impossible, really.

And be like a little kindergartener—

Afraid to speak up.

Trying not to hurt anybody's feelings.

Or when you do, getting angry and emotional; perhaps even crying (even though it's justified).

Perhaps even 'being the change.'

But never really stepping up in a big way, fearlessly speaking the truth and leading the revolution—

Waiting for the world to catch up by itself.

Leaving the 'doing' to others. Those who seem better qualified than you (they're not). Who seem more capable (they're not). Who appear more talented (they are NOT!).

The animal-rights organizations. The politicians. The big agribusiness. Voting with your wallet. Being an innocent bystander.

Because you don't know how. You're not sure you can...

So day-by-day, another year goes by without a real transformation.

Yes, sure, you see slight changes happening. Another vegan restaurant opens in your town. Another vegan recipe book gets published. Another celebrity announces that they are going vegan.

But then the celebrity goes back to eating meat again and publishes a 'Why I'm no longer vegan' article that bashes the idea of veganism—and convinces hundreds of people that it's just IMPOSSIBLE for the average person to be vegan.

Or a big fast-food chain announces they are now sourcing their meat from HUMANELY

raised animals—so people who were vegetarian or on their way to becoming vegan (plant-based?)—start eating meat again because it's now OKAY.

Ugghh!

It's so frustrating.

We're surely making progress, but why does it often feel like we're making one step forward, and two steps back?

So let's do this. Yes?

Let's not just BE the change, but start LEADING the change.

Authentically.

From the heart.

Let's not talk about statistics, and arguing about our past as predators, herders or hunters—but revealing OUR STORIES, speaking OUR TRUTH, talking about our FEELINGS, of course, backing it up with SCIENCE, too; but ultimately it's not a matter of science, like it's not just a matter of diet.

We must bring home the message—but do it without sounding preachy, angry, unrealistic or moralistic—which are the biggest “sins” leveled against activists, so as to ease people's consciences and allow them to feel justified wearing fur and eating ribs.

Leading by example.

Breaking up with the stereotype of an angry vegan. Boring, kill-joy vegan. Vegan the martyr. The extremist (this one may be tough!). The weirdo (maybe even tougher, lol).

Because if there's one thing I can bet on about you with almost ABSOLUTE certainty, it's that right now? You're still holding back. You're not giving it your all.

Perhaps you're being shy.

Or too aggressive, to the point of desperation.

Or trying too hard not to hurt anybody's feelings.

Not to stand out too much—so that they don't think you're more weird than you actually are.

The worst part, of course, is not even that this is happening, or what anybody might think about you.

Because right now, the very worst thing here is that YOU know you're not making the difference you could be making. You are not saving the world. You are not helping anybody. Not leaving a legacy.

You are not even showing the real YOU to the world.

You may tell yourself that people are not ready... Thinking 'I tried that, and nobody listened to me... Plus they thought they're crazy...'

Why ARE you so scared to tell them what's on your heart?

Show them your real face? Tell them the truth?

And why, for the love of animals, are you asking the world for so little when you believe in so much?

I mean, really!

This is a serious question and one that, if you truly DEMAND things to change, you need to

figure out the answer for.

So –

Why are you choosing to HIDE?

Why are you playing it SAFE?

Why are you not telling the world what you really THINK?

What do you know they NEED?

And, most importantly, WHY have you still not done the stuff you promised yourself you were going to do. Because it must be done.

You want to know what the future looks like for you, where you're going to be 6 months or a year from now?

EXACTLY WHERE YOU ARE NOW BUT OLDER.

As for the animals—the ones that are alive right now will be dead, but countless others will have taken their place.

Unless you change—NOW.

So, again –

You SAY you want to make a difference.

You SAY you want to change the world.

You SAY you want to wake up every day uplifted by what you get to do and who you get to be.

So why are not making any of this HAPPEN?

For how much longer are you going to lie to yourself? Living your life half-way?

When are you going to finally UNLEASH THE POWER OF YOU, and truly become the REVOLUTIONARY LEADER and the SUPER-HERO you were always destined to be?

No more being shy or scared.

No more making excuses.

No more letting the world dismiss the truth. Bullying everybody else into doing what THEY WANT without regard to others.

Talk is cheap.

It's time to take action. Make the changes happen.

Doing it NOW. Not later.

Doing it like it matters. Like it counts. Like there's no tomorrow.

Like it's a matter of life and death.

Everybody's talking about how the future depends on us. How everybody can make a difference.

So your mission is clear.

Just do it already, okay?

After all –

If not now, then when?

If not you, then who?

Stop Saying and Thinking— and Most Importantly BELIEVING— That the World Will Never Change

So it's time to stop now. Stop it!

Stop telling yourself it's never going to work. That people won't change. That one person can never make a difference.

Stop believing (even though you don't want to admit it out loud) that what you do—doing the right thing—doesn't matter because the world will just keep going no matter what, and what one person does will never make a big enough impact to create meaningful change.

Stop letting your head hang when you hear another nasty comment, another insensitive joke, or silly question.

Stop getting so EMOTIONAL about it.

Stop getting MAD.

Stop being ANGRY.

Stop being REACTIVE, and start being PRO-ACTIVE.

Stop being an ANGRY, APPOLOGETIC, CLOSETED, or whatever other negative labels you (or others) are putting on you.

Start being an OUTSPOKEN, ASSERTIVE, and POSITIVE.

So you didn't get the response you expected. Poor you. No one you talked to reacted as you hoped. No one got excited about veggie burgers and your compassionate message. They didn't respond to your Facebook posts, and you have a nagging suspicion that they secretly blocked you from their feed. (Or perhaps they did respond with an insensitive joke or comment, and you unfriended them and vowed never to speak to them again.)

Too bad. You gave it all, and yet they were still not convinced. They say they care about the animals, but yet, they're still not sure if they could do it. You know, it's hard. They cannot spend hours shopping and preparing food—they have busy lives. They have family and social obligations. They're not sure how this could work for THEM. What would their friends say? Besides, they only eat humanely raised animal products anyway, whatever that means. They only drink milk from cows that happily frolic in green meadows all day long and eat eggs from free-range hens. It's okay to DO THAT, right?

So they are insensitive, or perhaps just lazy.

So what?

Another day, another attempt. Work needs to be done.

The message needs to be spread.

Truth must be said.

Even though it hurts.

Even if you feel self-conscious at times. Embarrassed even. You're afraid you may scream. Or argue. Or perhaps even cry.

What will people think?

They'll probably say that you're childish, immature to care about animals so much.

Don't you care about people?

Shouldn't you be caring about hungry children? Sick babies? Abused women? So many people are suffering; don't you care about THEM?

Sure, you care. But you also care about the animals—in a world where no one cares about them. They are just OBJECTS. THINGS. Their FEELINGS don't matter. Most people don't believe they have feelings anyway—at least those that are raised for food—they don't. Their lives don't mean anything—unless we can benefit.

So stop it.

Stop letting your fear, your anger, your disappointment impact your actions.

Stop basing your decision on whether to keep ACTIVELY putting the work in on whether or not it worked TODAY.

You have an important job to do.

Guess what? It's NOT about whether it worked today.

It's not going to work in a DAY.

Or a month. Or even a year.

It's about rolling up your sleeves and doing the work ALL the days.

So stop getting despondent and ANGRY when it feels like nobody even cares.

NOBODY said it was going to be EASY.

NOBODY said it was going to just HAPPEN.

You know this. We all know this.

So, just stop it, okay?

Because you, you can choose to be better than that. You can choose to be the person who keeps going and doing the right thing even if it seems like nobody in the world CARES.

You can CHOOSE to be committed, absolutely committed, for the long haul. For the greater good. Even if others don't give a damn.

THIS IS WHAT IT'S GOING TO TAKE.

Nobody is going to hand us the world that we want on a silver platter with a side of broccoli and tofu (I may have said that before, so let's make it kale and seitan for a change—we don't want people to think that being vegan is limiting or boring in any way, do we?). There is too much at stake. Too much inertia. Opportunism. Laziness. Unwillingness to change.

If we truly want a JUST and COMPASSIONATE WORLD, we're going to have to fight for it—and I don't mean literally, as I'm against violence, but it's going to take a lot of sweat and tears.

It's going to take a LOT OF WORK to make this change happen.

And you're going to keep taking ACTION in order to make this real.

Stop telling yourself you're the only one who feels like this.

You're NOT.

Stop whining that nobody wants to listen to you. That people are not ready to hear this message; that the world will never change.

Stop being ANGRY and start being ACTIVE.

Start doing something about it; instead of just waiting for the change to somehow magically HAPPEN.

Stop imagining that there are others who should do this, who are better qualified, wiser, more skilled, not you.

So seriously, stop it! Now!

If not you, then who?

If not now, then when?

The World Needs YOU!

The world needs YOU.

You have ideas that the world needs to hear about.

You know things that others are ignorant about.

You notice things that others are unaware of.

You care about things that others think are unimportant, or they are too lazy or too busy or too ... whatever to take the time to explore.

You see things the way no one else sees them—understanding things the way only you can understand them, feeling them the way only you can, with your unique combination of strengths and weaknesses....

The WORLD NEEDS YOU TODAY because...

YOU are uniquely qualified to CHANGE THE WORLD by BEING ALL YOU CAN BE.

Unapologetically.

Fearlessly.

YOU.

With all your struggles, weaknesses, and failings.

With all your talents, skills, and gifts.

With your unique story, background, and experiences.

No one else can do it but YOU.

YOU are unique, and your uniqueness—your experiences, your perspective, your personality—is an important ingredient.

But being YOU to your full potential takes work.

It's not automatic. It's not a given.

BECOMING YOU TAKES TIME AND EFFORT.

Warning: What you are today may not be true you. It may be difficult to tell which part is the 'true' you and which is other people, your family, the society; conformity to what's expected, the so-called traditions—that's why becoming the true you is not a given; it's not automatic. You don't become TRUE YOU just by the virtue of being born and living your life—

You become TRUE YOU by digging deep into your soul, peeling off the layers, and discovering what's hiding inside of you—the authentic you.

You become TRUE YOU by finding your truth and sharing it with the world.

You need to PRACTICE BEING YOU every day.

You need to work at being authentically YOU every moment of your life.

Unapologetically.

Fearlessly.

YOU.

I know it sounds strange. It's confusing—how come I need to WORK at something that should be automatic, spontaneous, and natural—that makes little sense, right?

And yet, when you think about it, it does. It makes perfect sense. If you don't work at being YOU, you become other people. You conform to what society expects from you. You become what your parents always wanted for you. You inhale their fears, their wants, beliefs, and aspirations—and you get confused by accepting what's not fully yours.

Sometimes it's difficult to see where other people end and you begin. We like to talk about being independent and free—but we don't want to stand out too much.

So, we become an AVERAGE of what is out there.

The AVERAGE—which means you're condemning yourself to mediocrity. To being normal—whatever that means. Being ordinary, instead of extraordinary. Being like everybody else. Not a bad thing, but not great either.

So it may take a lot of WORK to become a real you again.

Most people won't do it. They're too busy doing other things, too lazy doing nothing in particular, or simply cannot be bothered.

But you — you are different.

You are not most people.

So let me ask you this –

Are you at least curious of what's hiding inside? What are you capable of? Do you have a feeling that there's more—more to do, to experience, to achieve, to feel?

Are you ready to be re-born—as a superhero?

Are you ready to unleash the power of YOU into the world?

Are you ready to take this challenge and BE MORE, DO MORE, IMPACT MORE, HELP MORE?

Challenge Yourself to Dream BIG and Make Things Happen Sooner Rather Than Later

This is a different kind of vegan challenge.

It's not about being pure, no-cheating, or coming up with the best recipe for kale chips and marinated tofu.

This is about challenging ourselves to do more, be more, accomplish more, make our voice heard more, spread the message more, HUSTLE MORE –

...—starting right NOW!

No more excuses. No more waiting for things to happen on their own or for others to do the job for us.

Who is this for?

For kick-ass vegans, activists, leaders, rebels, revolutionaries, entrepreneurs, and individuals with a passion and a vision to change the world. Let's make this world VEGAN together, sooner rather than later!

For those who have the courage and the vision to DREAM BIG and want to make things happen & their voice heard—FOR THE ANIMALS.

If you are tired of sitting around just *being* the vegan in the room, waiting for the world to notice and catch up — and want to do something (and perhaps you're already doing it, and just want to step it up, or if not — perhaps you're not sure what you could be doing) — then this is for you!

If you want a better world, and you're ready to take action and get to work to make it happen—then this is for you.

So, are you ready?

The truth is we are never quite ready. I don't know about you, but I know how I am—if something isn't urgent—a task demanding my attention RIGHT NOW—like a flat tire, clogged toilet, or broken tooth—I often keep putting it off until I have the time, which often means I never get to it. Especially when it comes to pursuing my big dreams, volunteering and activism, or even just eating right and working out—there is always something more pressing on my to-do list, so I keep putting these things off until I'm ready to take care of them properly....

Not anymore!

Let's make a commitment (and I'm making it too right now with you) to start doing more, speaking up more and spreading the message of veganism more—and let's make it public, to make sure you and I keep it.

Unless we (vegans) step up our game and start spreading the message, in a BIG WAY, the changes—which are happening right now, and it's a promising sign, but they are painfully slow, plus it often looks like we're taking one step forward, and two steps back—but those changes will take way too long and certainly much longer than they need to.

So, even if you're not quite ready, and feel you don't have enough time to contribute to animal advocacy or you're not sure how you could contribute to ending the animal exploitation—I challenge you to just make the commitment, find the time—even fifteen or thirty minutes per day will do, and start making it happen!

Even with a small commitment like that made by lots of people, who act together, inspiring and supporting one another, we can start making a bigger difference, and speed up reaching the critical mass faster.

Whether you have one hour per day, per week or per month, with the right tools you could probably do much more that you are currently doing — you'd really be surprised!

How to find the time?

For me, it means getting up an hour earlier when everybody is still asleep when I can work without interruptions. It also means finding time during the day (15 minutes here and there), where, instead of wasting time watching television (even though I need some down time, just like everybody else, right? Right, but watching television is not essential!), reading papers (I need to stay informed and on top of things, right? Right, but how much is enough or when is it too much?), or browsing the internet and social media reading stories (It's inspiring! Not to mention educational as well... but am I taking in too much, without giving anything back to the world in return?)—and start using more of that time to reach out to more people, write more articles, create more recipes, publish more books and post more social media updates.

For you, I don't know.

What will you be doing?

Choose your commitment (see the next section for ideas), when and what you'll be doing for the next 10 days. Write those things down on paper or post it to the challenge Facebook page—to make it official (even if it's just to yourself).

Then, do it for 10 days—LIKE YOU MEAN IT!

Every day. A few times per day.

And then, when the ten days are over....?

Congratulations! You can start all over again!

Animals don't have voice in this society. They cannot defend themselves. They cannot sue their oppressors, put them on trial and send them to jail. They cannot write letters to the editors to protest hateful language and biased articles being published. They won't go on Oprah to tell their stories. They won't organize an uprising, break down the walls of their prisons and set themselves free.

It's up to us to do it for them.

Humans have created this HELL for the animals. Humans can set them FREE.

It's a paradox, and it seems like an impossible task, but that's the way it is, unfortunately...

So, let's get our heads together and shake things up a little - or a LOT.

Truth is, with the right mindset, motivation, ideas, collaboration, as well as the amazing online technologies and all the business tools and strategies that are available today, we could be making a bigger progress and much faster than we realize.

***What will you do?**

In case you are having a hard time coming up with ideas, here are a few suggestions. The best course of action is to find something that truly fits WHO YOU ARE. What you're good at. What feels natural. What you already know—that you can expand and build upon.

This challenge is simply about stepping up our game and committing to take action EVERY

SINGLE DAY for 30 days. Or 14 days. Or even 7 days—if you feel that’s all you can do right now.

That’s it.

What action?

I dunno. You get to decide and choose what best fits your talents, resources, and schedule. Here are some ideas to get you started:

- Hand out fliers at colleges, universities, etc.
- Hang posters on community boards and other accessible public display areas.
- Leave brochures in libraries, stores, etc.
- Post to social media
- Write articles to mainstream media
- Publish on blogs
- Write petitions and letters to legislators
- Organize vegan workshops, cooking classes and potlucks for people who are not vegan
- Teach non-vegans how to prepare delicious vegan meals
- Record podcasts and videos and publish them online, etc.
- Publish your favorite recipes online
- Collect your favorite recipes, create an ebook and publish it on Amazon Kindle
- Collect the best articles from your blog, make them into an ebook and publish it on Amazon Kindle
- Organize meetups at vegan restaurants
- Do restaurant outreach to bring more vegan options to the restaurant menus near you
- Sign petition.
- Donate money to a worthy cause.
- Volunteer.
- Adopt—a homeless dog, cat, etc.
- Write a letter to your congressional representative about a cause you care about.
- Etc., etc, etc.

This list is not complete—and is only limited by your imagination.

The point is that we all could do so much more using the resources that we have at our disposal.

It’s not a question of time or money.

It’s a question of making the decision and committing to it **LIKE YOU CARE, LIKE IT TRULY MATTERS, LIKE IT’S A MATTER OF LIFE AND DEATH** (which it is).

Whatever action you can take, **JUST DO IT EVERY DAY.**

Also, set up your social media profiles—because regardless of what you’re doing, you can increase your reach and make bigger impact if you have social media profiles properly set up and current.

The opportunities to be the Voice and the Warrior for the Animals are endless. The options are limited only by your imagination, skills and resources.

Think what you're good at or what you might enjoy doing or learning. Speaking, teaching, writing, photography, video, graphic design, organizing events, cooking demos, business, education, or other. The best strategy is to use your current skills and strengths, and think how to create maximum impact and leverage.

Ideally, you want to choose an activity that you'll enjoy, that you're good at, so that it's not a onetime affair, but something you'll commit to doing over and over again in the future. For example, if you are a shy introvert, then organizing and speaking at public events will not be something you should choose, unless you're really good at whipping yourself into taking action regardless of how you feel.

I believe that every one of us has some unique capabilities, talents, perhaps genius even, that makes us **UNIQUELY** qualified to do that thing better than everyone else. So if you know that about yourself—by all means choose it. It may be something that on surface seems unrelated to the issue of animal rights—but pretty much everything is or can be made so—with some creativity. Plus, it's important to be choosing the activities that make maximum impact. You may not be sure what that is right now and it may take time to figure these things out, so start where you are and go from there.

Just ask yourself how can you be using your gifts... in a way that empowers, inspires, and encourages people to step UP and stand out and pay it forward?

Trying to do it all perfectly can be overwhelming. Remember.....you **DON'T** need to be an expert, or a GURU.

If not now, when?

If not you, who?

Excerpt from the ‘Social Media Influencer’ Book

Taking the Quantum Leap Online: From One-to-One and One-to-Many, to One-to-Millions KickA\$\$ Activism

Even though vegans are already taking advantage of online tools and technologies to spread the message, coming from the internet marketing background, I can tell you for sure that we’re using a tinny-tiny percentage of what’s available out there.

The internet gives us unprecedented opportunity to move from the one-to-one, or one-to-few model of activism to reach millions of people around the globe in a short period of time—shorter than we could ever dream about even ten or twenty years ago.

The internet allows us to shift the way we share this message from the direct action activities—leafleting, tabling, staging protests, demonstrations, animal rescue operations, which are all very effective, but only enable us to reach a limited number of people at a time—to create a Virtual Revolution that will spread like a wildfire, reaching millions or billions around the globe.

Let’s imagine I manage to convince 100 of you reading this report to join me in this undertaking.

This will require a certain commitment of time and resources, but probably much less than you think.

Whether you have one hour per day, per week or per month, with the right tools and tactics you could probably do much more that you are currently doing — you’d really be surprised!

(And you’re already spending a lot of time online already - admit it! - so why not make it more productive?)

What are some of the tools and tactics that I’m talking about?

These include—CREATING content and SHARING resources:

- Social media profiles, pages, and groups
- Blogs and websites
- Ebooks
- Email newsletters
- Online forums and membership sites
- Webinars
- Podcasts
- Tele-classes
- Virtual summits

Business building strategies, including:

- Creating systems and procedures
- Automation
- Outsourcing

- Joint ventures and partnerships
- Mentorship and masterminds

Then, over the next year or two, each of you will manage to build a following of 10,000 or more on social media or email using the methods I talk about, or simply by doing your own research to learn the methods of building a platform.

10,000 followers is an ambitious goal but totally doable if you're committed and use the methods that top marketers and entrepreneurs are using.

So $100 \times 10,000 = 1,000,000$

This will give us a combined reach of one million!

Then, let's say that one person from that group of 100 commits to prepare a campaign educating people about the cruelty of dairy production to be mailed around the Mother's Day, appealing to all mothers and their children; and that everyone will agree to mail the materials and post them on social media during that period of time.

That would create a ripple effect of that would have more people take notice, for sure!

Even if the groups overlap—which can easily happen, meaning the same people will end up on several lists, and these people will receive the same message several times from different sources—this is actually a good thing, according to research, which shows that when people hear the same information several times, coming from different sources, it makes it more believable and trustworthy.

So over the years, as we stay in touch with our followers subscribers, and educate them about the veganism, a percentage of them decide to switch to veganism.

Even if that's just one percent, that would equal 1000 people.

$1,000,000 \times 0.01 = 1,000$

But it doesn't have to stop there.

Let's say then, we persuade percentage of these people to join us in educating others on using the same methods and they go on to build their own following of thousands of people. Again, that would allow us to spread the message to hundreds of new people.

These numbers don't come from any scientific studies, or real-life studies, because there are no studies like that—up till now.

But it's totally doable, and possible that one person can go on to influence millions.

How many people have you managed to convince to switch to veganism so far?

I don't know about you, but I'm not very proud of my record up till now.

While one can never be sure of the impact of one's words and actions on others, I would say with much certainty that no more than ten that I know of, and even that seems like an overstatement.

Frankly, that's a really depressing number.

Even my family and closest friends, although they have somewhat reduced the amount of animal foods that they consume, none of them went vegan.

At this pace, I won't live to see the vegan world I dream about.

And that's really depressing.

Unless I decide to do something about it. Sooner rather than later.

Why Should You Become a Vegan Warrior?

* Are you **FRUSTRATED** because you feel like you are **NOT** doing **ENOUGH** to help the animals?

* Are you **OVERWHELMED** with the enormity of the problem and the apparent indifference of the majority of people?

* Are you **STUCK** in a situation—a job, relationship, friendships — that question or are in conflict with your values? Would you like to build your life, career, and perhaps even a business promoting veganism and helping animals, environment, but you heard that there's no money in veganism and you don't think it's realistic or something that you could do?

* Are you **UNCERTAIN** what is the best use of your time and money? Do you just end up making a donation to the first charity that sends you their promotional materials at the end of the year claiming a victory for the farmed animals?

* Are you **UNSURE** what to say to people and how to be a vegan in the world with so much disinformation, conflicting messages, sarcasm and even plain hostility towards this message of justice and compassion. Even vegans seem to be clashing among themselves, so it's not surprising that people are suspicious when they hear the word **VEGAN**. They don't want to feel challenged, inconvenienced, and overwhelmed— they prefer to stay “comfortably unaware.”

* Are you just plain **BUSY** with lots of things to do on your plate, and you don't have much time to contribute to activism? Since you have little time and few resources, are you wondering how to spend them right and how to efficiently use time and resources that you have at your disposal?

* Do you wish you could devote more time and resources to promoting veganism, perhaps, even make a career out of it, but have heard that “there is no money in veganism,” the few jobs that are available working for vegan companies and non-profits are difficult to find and don't really provide the income that you need to live comfortably?

* Do you have the feeling that **TIME IS OF ESSENCE**, of being **PRESSED FOR TIME**—time is running out with climate change, environmental destruction, deforestation, species extinction, overfishing, etc. — plus, of course, millions of farm animals slaughtered daily for human consumption. Some predictions are really catastrophic. Why cannot other people wake up and see the truth.

Did you answer yes to any of these questions?

If so, start taking action. Take your activism to the next level.

For some tips and resources, visit WorldGoesVegan.com.

About the Vegan Warrior Hustle Series

I started writing the series after I went vegan. Many people when they become vegan go through an “**EVANGELISM**” phase, when they start a blog or recipe site, they begin posting to social media all the time, trying to spread the message.

The veil has lifted for them, and they want others to experience the same.

To their shock, others aren't as excited to learn the truth or act on it.

No matter how many articles and videos and photos we share, others don't join us on this

path. Even our family and friends think we're too much, too extreme, too naïve, too whatever.

So, in my enthusiasm, I started yet another 'vegan blog' but quickly became disillusioned, because I felt that people didn't want to listen to me.

I started searching for other things to do, looking for other creative ways of expression, and that's when I began to write fiction. And these Vegan Warrior books have been gathering virtual dust.

I decided to post them again here, because perhaps it will help someone. And even if it helps one person, it's worth it.

So, let's take our VEGAN HUSTLE to the next level by following in the footsteps of other vegan bloggers, authors, coaches, creators, artists, teachers, educators, entrepreneurs, business owners, activists, and simply individuals with a strong desire to help the animals and make this world a better place for all. This series will inspire you to start taking action—giving you information, motivation, and inspiration to do more, be more, make more.... including:

* how to SHARE MORE, POST MORE on social media CONSISTENTLY and ON AUTO-PILOT, taking your profile pages and feeds from average or boring to AWESOME, regularly posting content that educates, inspires, motivates, and entertains, so you build a huge following of thousands or maybe even MILLIONS across the world and become a STAR and an INFLUENCER on social media (promoting other people's content and your own content);

* how to write and publish MORE books FAST, so you finally become a PUBLISHED AUTHOR (and a BESTSELLING one to boot); and not just one book where you cram all your wisdom, and then you're done, but a whole LOT of BOOKS, the whole SERIES, your legacy—and you never run out of ideas—and get them out to the world quickly.

*how to create a LIFE and a LIFESTYLE with a PASSION and PURPOSE THAT FUELS YOUR SOUL and inspires you to JUMP OUT OF BED every morning with enthusiasm and joy (no matter how tough and depressing things around you may seem), and generally become a FORCE FOR GOOD in this world TO BE RECKONED WITH....

Plus much more....

You can receive many of these resources for FREE by visiting worldgoesvegan.com and signing up for my email list.

Regardless of whether you decide to connect with me or not—please keep taking action because...

If not you, then who?

If not now, then when?

Best,

Joanna

PS. And remember, yes, it's not easy, yes, it requires effort, but in the end—it is all worth it. The world is worth it.

You are worth it.

And most importantly, the animals are worth it.

About the Author

I am an author, blogger, and vegan on a mission to inspire vegans (you!) and other individuals on a mission, to stop playing small, take MASSIVE ACTION, BE more, DO more, IMPACT more.

I believe that by building a MASSIVE PLATFORM for positive change (changing minds, changing hearts, and making money in the process)—including creating websites, exploding social media presence, publishing ebooks, leading workshops, creating information products, e-courses, newsletters, webinars, podcasts, and membership sites; as well as using various business building strategies: list building, joint ventures, launches, and mastermind groups; vegans can create more LEVERAGE online, reach more people faster, build more MOMENTUM, and start taking our MESSAGE out to the world in a BIG WAY to make a bigger difference for the animals while living the ethical lifestyle that they desire.

I also write and publish fiction and nonfiction books for kids and grownups that entertain, educate and inspire.

Thank You!

Thanks for reading!

I hope it inspired you to start taking action.

If there are errors or anything you would like to see changed, please email me at Joanna@WorldGoesVegan.com or connect with me on Facebook, and I will respond personally. If you'd like to share this book, I'd be delighted if you posted your thoughts on Facebook, Twitter, Google+, or Pinterest.

For my vegan recipes for soups, smoothies, and other delicious dishes, visit my blog GreenReset.com. To find more of my books, go to JoannaSlodownik.com.

If you have any suggestions for content, case studies, collaboration, or just to say “hi,” connect with me on social media—I'm on Facebook, Twitter, and Instagram.

Joanna Slodownik