

Empowering Others

A local life coach and activist inspires Valley women

Many women constantly battle stress and are overwhelmed with personal and professional challenges. That is where Nassim Sana plays her part as a life coach, helping women bring balance into their busy lives. In addition to her professional work helping others, she is active in the community as well.

Sana is the founder of Beauty in Truth Life Coaching LLC. She is a certified life coach and her specialties include “empowerment, positive self-image and balancing the present.”

Last fall, Sana organized a Valley-wide empowerment event for women titled the “Beauty in You Workshop... A Day of New Possibilities for Women.” The purpose of the event was to move, empower and inspire women, she says. The occasion also provided a chance for local women to give back by donating to the Mona Foundation, an internationally-recognized non-profit that supports “grassroots educational initiatives that educate everyone, including girls.”

“Mona Foundation exists because we want to build a better world for our children. We believe that the most leveraged way to alleviate global poverty is through universal education and gender equality,” according to the foundation’s website, monafoundation.org.

After all was said and done, the event raised \$1,000 for the foundation.

Sana also regularly donates her time speaking at various conferences across



the state. She also speaks about cultural awareness to businesses and contributes articles about positive living to local media outlets. Recently, she talked about women’s empowerment on an Iranian radio station. This month, she’s donating her time to address the issue of sexual abuse.

“Service is big to me; I donate my time on a regular basis,” she says. “It’s all about positive thinking and changing lives.”

As a life coach and activist, Sana focuses on women and their impact on the community. Her passion toward women empowerment is what motivated her to become a life coach—

and her clients are all women for that particular reason.

“One of the main reasons is that women are the educators of the future generations,” she explains. “If women are empowered, there is more of a chance that there will be healthier families, more awareness and more education provided to their children.”

Sana’s work is connected to her own life experiences. She is originally from Tehran, Iran, where her family was affected by religious persecution. As time progressed, it became difficult for those of her faith (Baha’i) to stay in Iran, so many escaped to neighboring countries. Sana’s family sought shelter in Abbottabad, Pakistan. They then moved to Austria and the U.S.

“We finally got to the U.S. in 1986 from a country who had a belief that I’m not a good human being for my faith,” Sana shares. When she came to the United States, the issues didn’t stop. She says that she felt a lot of built up resentment because of her ethnicity, especially as a child. This motivated her to increase her focus on obtaining an education. In college, she majored in psychology and advanced her interest in counseling through graduate school.

I wanted to help people have better lives and increase their confidence and self-esteem so they are able to create whatever they want to create in their life,” she says.

To learn more, e-mail Sana at info@bntlifecoaching.com.