

W *San Diego* Woman

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Allison Maslan

Helping Turn Dreams Into Reality

By Taryn Bates

I had the wonderful opportunity to meet and talk with Allison Maslan, entrepreneur, president of Blast Off Business and Life Mentoring, and author of the book "Blast Off! The Surefire Success Plan To Launch Your Dreams Into Reality".

Allison Maslan went to Arizona State University and studied journalism. She started her own business, Expressions by Ali, when she was about 19, where she wrote personalized poems for birthdays, anniversaries, and other special occasions. Since then, she has built nine companies in San Diego, and has done everything from advertising and personal relations to mentoring and business coaching. She has also been a homeopathic physician for the past 15 years and when her clients began to hear about all the businesses she was growing and how she became successful and happy with life, they wanted to know her secrets, which led to her mentoring and coaching programs.

Allison began her career in the advertising world, where she found great success in a male-dominated field. As a working mother with a young daughter, her successes were tempered because it was the only time in her career when she felt like she was treated differently as a woman. However, she eventually became tired of the constant stress. With so many deadlines, she felt herself becoming a workaholic, and then experienced a car accident that was a huge wakeup call. Allison realized that the path she was on wasn't the path she wanted to take in her life. With a huge leap of faith, she left everything: She left her marriage, her career, and started fresh. In her new path in life, Allison finds much more happiness and balance. She loves being independent and able to express herself and her ideas in new and creative ways. In her words, she enjoys entrepreneurship because it is the "most natural and powerful way to express your gifts and help people live better lives. It's rewarding. To take one idea and see it burst and manifest into something much bigger and make a huge impact is very exciting". She described feeling successful as always being able to create something: When she's setting goals and meeting them is when she feels truly successful.

Allison spoke fondly of her father when asked about her mentor. He built the largest privately owned chain of women's clothing stores in the U.S. in the 60's through the 80's. She recalled a time when she was twelve, sitting in the car with her father when he asked if she knew how to start a business. When she said no, he replied, "All you have to do is print a business card". When she got a bit older she realized that he was telling her if there's something you want, you have to create it yourself. She took this pearl of wisdom and ran with it, and has implemented that advice into every facet of her life.

"Blast Off! gives the what and how to create the personal and professional life of your dreams. Allison Maslan's easy-to-follow program offers a great recipe for prosperity, success and fulfillment."

— MARCI SHIMOFF,
New York Times bestselling author,
Happy for No Reason and
Personal teacher in The Secret

BLAST Off!

The Surefire
Success Plan
to Launch
Your Dreams
into Reality

Foreword by Sam Zien,
"The Cooking Guy"

Allison Maslan



Allison has also created a better balance in her life. She makes time for herself, and her husband, and especially her daughter, who she's now very close with. She scuba dives, takes time off, and even flies on the trapeze! She is involved with Habitat for Humanity on a business level: A portion of her book's proceeds goes to Habitat for Humanity. On a more personal level, she and her husband travel to Mexico to help build houses for Habitat. A portion of her book's proceeds also go to San Diego Dress for Success. Creating the balance in her life with her family, her business, and her own personal time was very important after her experience in the advertising world. She has more support now with friends and family, and especially a group of women who all understand each other. She acknowledges that, "the road is easier when you have support. I would not be where I am today without the support of mentors and friends".

Allison loves the idea of a women's magazine for San Diego. She believes that women need a place to connect and feel like others understand their point of view. She knows that men and women communicate differently, and agrees that it's important for women to have a place to turn to where they feel understood and can relate with other women.

Allison is happy with her business ventures and her life now. Though she believes that if she had known what her true passion was earlier on, it would have saved her a lot of headache and heartache, which is why she now centers her life on helping others discover their true passions and how to pursue them. She believes colleges should teach students to pursue what they enjoy, not just what pays well. Allison Maslan is a wonderful example of how to practice what you love and balance your personal and business life, and pure creativity.

Visit Allison's website at www.myblastoff.com