

Bell Rings Truth In New 'Embrace Today' Concept

By Michael A. Dean

Three years ago Allison Bell came to the Valley of the Sun from Ball State University to complete an internship in broadcast journalism and fell in love. She fell in love with Arizona and once here, she knew this is where her home would be. She immediately stepped out on faith, moved to Phoenix and began what proved to be a successful career in real estate. Because of the booming growth in Phoenix, Bell was able to capitalize on the opportunity that led to work on a \$3 billion development project in Mexico with Loreto Bay Company. But after three years of work in the field, Bell knew something was missing in her life and she wanted to do more.

"Sometime around the first of January this year I woke up and said to myself, how can I better my life? How can I make a difference? After some thought and lots of prayer I was led to actually quit my job," said Bell. "My Pastor made a statement that impacted me tremendously. He said, 'Playing it safe in life is the most destructive thing one can do.'"

So Allison stepped out on faith and began developing her new life's work, Embrace Today Concepts, a new Inspirational Guidance Company. Its mission is to create a spiritual ripple effect, inspiring you to strengthen your inner spirit through our seminars, workshops and guidance tools.

Bell's inspiration for starting the company comes from many places, two in particular:

1. Her brother Brian

Bell who died unexpectedly at age 33.

2. Her desire to become a role model for today's youth

"Brian was such a joy to be around but because of his untimely death, I didn't make the time to tell him how much I loved him. This taught me a great lesson...I needed to embrace life now. His death taught me the importance of knowing who you are and to be right with yourself...to really be the person that you want to be because tomorrow is not guaranteed."



Allison Bell

Having been raised in Indiana and serving as a cheerleader for the Indianapolis Colts, Allison was devastated upon learning about the death of Coach Tony Dungie's son who committed suicide earlier this year. This incident kindled a desire to become a role model for today's youth.

"I want to make a difference so this would never happen again," said Bell. "I want to capture a young audience and be able to say that these are the things you need to do to live a more purposeful life. We all share the same

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purpose, being that we want to know that one life has breathed easier because of our assistance. No one told me that at age 15, 16, 17, so I was just going through the motions of life. What I think we can do is present different volunteer activities...different ways that they can get out into the community and help people who are less fortunate and from those experiences gain a sense of purpose."

Bell has developed the JR-SR Principles and uses them in her life daily, especially when troubled or stressed. The acronym stands for Journaling-Rest-Serving and Reminders.

Any successful venture takes determination, single-mindedness, planning and follow through and Bell already has a three-year plan.

"In three years we'll have an online store where our inspirational materials can be purchased worldwide and we'll be speaking at conventions or workshops and spreading our message to the masses," Bell said. "My previous career left me searching, but now I've put God first in my life. And I know I'll be successful in this venture."

For more information about programs visit the EmbraceTodayConcepts.com or call 602-445-6420.