Laura Shaw Allen

Decision Empowerment Coach · Founder, Positivity Keys · Author, Your Life's Heartbeat

Teaching women The Choice Point and the 7 Positivity Keys orientation system

THE WOMAN I HELP

She finds herself reacting under pressure instead of responding from clarity, and she has not yet noticed that those moments make up the trajectory of her life.

WHAT CHANGES FOR HER

Between pressure and response there is a window, often 3 to 90 seconds long. I call it **The Choice Point**: the space where the choice is still hers. I teach her to catch that moment, and the **7 Positivity Keys** give her something to do inside it. Over time, those small moments add up to a different life.

Thought · Intention · Visualize · Feelings · Action · Share · Touch

THREE WAYS I WORK WITH WOMEN

THE BOOK

I Get to Choose

What to Do Inside the Moments Shaping Your Life

My second book. She learns to see the moment between pressure and her response, and what to do inside it, so she responds from clarity instead of reacting. Launching April 30, 2027.

ONE TO ONE

Coaching

For the woman facing a hard decision or a season of change. Over eight weeks, we work through her real life with The Choice Point and the 7 Positivity Keys, so she knows her next step.

THE PROGRAM

Elevate Your Life

For the woman ready to practice. Self-paced lessons with lifetime access, a weekly live calibration call with me and other members, and a community space to keep going together.

ALREADY PUBLISHED

In January 2026 I published my first book, ***Your Life's Heartbeat: Aligning with the Rhythm That Was Always Yours***, available now in paperback and Kindle.

Clarity isn't something you arrive at once and keep. It's something that you return to over and over again.

— Laura Shaw Allen

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