Soulpreneur Success Mastermind (SSM) Group Calls

Mon, 5/3 1:02PM • 1:38:08

**SUMMARY KEYWORDS**

people, work, marketing, words, website, soul, clients, authentic, attract, talking, offerings, tribe, questions, coach, connect, feel, branding, magical, hear, attraction

00:01

Welcome everybody to our bonus call their guest speaker Julia Stege. I've been working with Julia she's helped me to do my new branding, which I think literally just putting a bunch of that live on my site like right now. And I just said is like that looks off except but again, again, the last little bits. So, but Welcome everybody. So I thought Julia would be a really great person to talk to about sort of marketing and branding, because her whole stuff is very much, you know, aligned with what we're talking about. Right. So she talks about marketing from the soul, and it's very much about heart based everything. So that's the kind of marketing that I think you guys have questions about and want to learn and get grounded in. So. So Julia, why don't you can kind of give us a little bit more of your background than I just did. And I think you have someone I got a whole presentation. Okay, so I got slides and everything through,

01:03

so I'll be covering three reasons why marketing, the normal way can actually sabotage your heart based business. And I'm going to go into some of the steps to create an authentic message. So you can take notes on that. And we can answer questions. I mean, we can't go into full messaging mode, but I can answer questions and, and help you just see what are the elements that we need to think about when we're talking about authentically attracting people that are aligned with us on a soul level, especially online. Often, when we meet in person with people, they can kind of just feel you. But online, even with video, it's a little more challenging to get that feeling across. And so where I say words and images that come from your soul will help you do that. So that's kind of like an a little overview.

01:59

Awesome.

02:01

Let me let me share my screen. So can you give me permission?

02:16

Alright, I'm just gonna make you co host, because it's not giving me the share screen thought, let me because then there you go.

02:23

All right. So I'm going to start from start from the beginning. All right. So I call this presentation branding basics for spiritual business, women and Renaissance people. And I say Renaissance people are people with like, multiple talents. And I'm trying, I'm helping them and I've been helping people for many years to unite everything under one umbrella. And I'll talk about that today. How does that work? If you have a variety of things, how do you unite them. And it's really kind of, you know, it's like the anti niche niche, you know, I just, I'm kind of just against that whole, like, radical neat, niching, or whatever they niche niche, whatever they call it, I get it, but it really doesn't work for people that have something are cutting edge transformational or complex niching too heavily, doesn't work. So well. We'll go over that

03:29

for you.

03:31

So I'm Julia steggy. And I'm the magical marketer, and I help people to express their purpose. So that's what I want to help you to express your purpose and attract people that I call your soul tribe, for people that are divinely aligned with your soul. So, I have a book, it's called branding from the heart, how to share your purpose through marketing that attracts your tribe and inspires a revolution. And I recommend that you download that if you want. some help with this, and this will supplement what I'm doing today. And it's called the website is branding from the heart book, pick that up for free. If you want the actual book, you can get it on Amazon for $20, I think or something like that. It's quite a nice book. Actually. I'll just show you. If you like real books, it's you know, it's nice, it feels nice, and it's not like heinously long and it's nice. It's all printed out for you already. All right. So, mostly what I've been doing for many, many years is creating unique brands and websites for entrepreneurs with a big mission and people were spiritually inspired soul inspired, heart inspired people and Oh, look, it's fancy thing. I've done all this stuff. That's why you should trust me. So it's, uh, this works is when I'm saying, and not just for me, but for my clients. Now I'll be honest, back in, let's say, 2006 when I started doing this authentic marketing stuff, but actually really started in 2019. But when I really came out with this law of attraction, coach, I realized that, if you if like attracts like, and you're attracting people like you, you better be authentic. So then I thought, oh, wow, everyone out there is lying. No. So, uh, you know, well, well, well, how are you going to deal with that, I actually thought I actually said to one of my groups, I can't promise you that being authentic will make you more money than lying. But it'll be more fulfilling. So it turns out that it actually is more profitable, but that we didn't know at the beginning. Why is everyone telling you fake it, then if you can do it, honestly, my feeling is if you you're more honest with people in the process and sales process, right, which you know, and it's helping you in, then, then you don't have to worry, once you're working with them that they're gonna like, suddenly realized that you were lying. I don't know, I don't get how people get away with that stuff. But they do. So just a little background. I started my career in Manhattan in the 80s. And I realized that's when I really discovered that marketing was about brainwashing lying and hyping to people. And this is this is really the beginning. This is why the stuff that we're taught, often is like, Wait, did you just ask me to lie? And? Or did you ask me to hype that? Did you say that I should hype this up or kind of fake it till we made it or something? Well, that's this is the origin of all that is the people who are teaching us marketing, learned it in in corporate or something. And then they just took those same kind of tricks the methods and taught them to us. So I left Manhattan when I was 25. And I left all of those kinds of tricky things behind way long time ago, 30 years ago, or something like that. And I discovered that marketing, actually, and it is why you know, marketing. You can either hate it or you love it.

07:45

Because marketing can be fun and fulfilling and sustainable. When you're actually expressing yourself authentically, you're expressing your purpose and you're attracting people that you're aligned with. So the question becomes, then what's your world changing message? Like? How are you going to? What are you going to say, to attract exactly the right people who get you, and we're aligned with your soul. So before we can get to where we're aligned with our soul, we're gonna talk about exactly why marketing the normal way is can sabotage your heart based business. Now, I'll have to say that sometimes marketing the normal way works for people like us, I'll have to say it doesn't work for me. And I've done various different launches and stuff like that at the highest level, just the way they tell you. And I don't get any better results than I normally do, which Luckily, I get good results normally. But in really studying and taking all these courses and stuff like that, that are available, I realized, there were three reasons why marketing the normal way could sabotage your heart based business. And most people I talk to, that's just how they feel about marketing. It's like, it's like somebody shouting in your ear with a megaphone. And I'm going to show you how to consciously integrate the law of attraction into your brand and website to make them wildly attractive, and how to unite all of your offerings under one cohesive umbrella. And we can get into some of the first steps I'll guide you through to creating an authentic brand message that attracts and engages your tribe, one that comes from the heart, and one that comes from the heart and inspires your, your tribe to connect with you. And we can work on our messages a little bit or, you know, answer your questions at least. So here's how we like to get started. This is a little law of attraction thing. If you write down just a few words about what you really want to get from being here today. The best result that you could expect and you could put your desire in the q&a box or like the chat box here. And putting it in writing and having me see it. Now you're two steps closer to receiving what you want. So give you a second to write down what you really want to get today. If you don't want to share it, you don't have to share it, you can just note to note to self.

10:30

So if you're, if you've been taught marketing strategies that don't jive with you, and your sensitivity, then you are absolutely not the only one. So I say there are at least three reasons that it said that traditional marketing is sabotaging your heart based business. So one way is that marketing that begins with a strategic idea, and a target audience will not ultimately satisfy your soul. I have seen this with summit people that I will not mention names, but you might have heard of, and I would go these masterminds and they're literally crying about their signature program that brings them, you know, a million dollars a year, but it doesn't satisfy their soul. And I say, Well, how does that happen? How do you How did you build a business that is completely just totally not a reflection of what you're really about. So you've got to start with your soul. You can always have a nice strategic idea. Possibly a target audience, you know, I would say, I don't like the word target for the reason that you see in this picture. Because it is like shooting and the word target comes from Mark, you know, Madison Avenue, right target audience and, and all that kind of stuff. And it's it's just brutal. They don't it's like they got to sell to you no matter what, right? So don't begin with just like, if you just like, Oh, this is how I'm gonna make money, it won't satisfy your soul. Unless you're lucky. And this is kind of what they tell you to do, isn't it? Like, I mean, isn't this what we hear over and over again, we've got to get a target audience and and a really base simple idea. All right. So we know we're gonna start with our soul. The second reason traditional marketing comes to have it ties your business is that using all these tricks, they will not attract your cutting edge soul tribe, now, they won't like it if it does work. So do you know like that feeling when you realize that you were just hyped? I tend to be a trusting individual. And in some way, like, I don't assume that somebody is lying to me usually. And then when I find out Wait, that was just total hype. Or they're actually teaching me how to hide my stuff. Now we know we hate this. Okay. But sometimes it sneaks in to the trainings that we get, and it's hard to notice. Wait, was that true? Was that a trick? Or something that's just overly tactical and it's not really coming from your heart and then you're like oh, this they'll never be able to they'll never see this one coming. I even have issue with you know, the there those let's say split test like does this button you know, causing them to opt in more unconsciously than that color button or something like that. That's to me is what it's all about to most marketers is not get a conscious reaction on the part of the of the potential client but actually you know to get them to unconsciously Just do it. So all this stuff is meant to get people on an unconscious level to just buy your stuff right so you know, you don't want to do that and even the jumping up and down in front of the room you know, at an event and all that stuff it's over done and it's meant to get you into this kind of hyped up state now your cutting edge soul tribe already knows all this just like you do. And so they just don't fall for that stuff so just don't use it. But we know we don't want to be the this Zeus Hey, I got a card is this like new but a lot of what we're doing taught is like that, and then we don't mark it at all which is worse. That's what happens here. We get to the point where we're gonna try to hide, okay, so this is the third reason, they're not even telling us to be authentic anyway. But marketing that hides your essence or not marketing at all will make you invisible to your most loyal fans. So even if you try all these things your most loyal fans won't respond, even if you do, the tricky is stuff.

15:27

They won't see you, right, they won't recognize you. And this is what most marketers are not talking about at all, because they don't understand law of attraction is that you're already attracting the people that are aligned with you, they just need to recognize you when they find you. And that's by being authentic, okay. And there's not marketing at all thing. You know, that's not good, right? But that's what a lot of people do. Because, you know, you're like, why, if I have to niche it down and lie a bunch, I'm just not going to do this. I can relate. there's times where I've done that, where I'm just like, I'm not even gonna market anything for this period of time. Usually, it's only a couple of days for me because I'm here, but sometimes I I don't care, I'm just not

16:19

gonna do it.

16:22

But when you actually have a way to connect with people from the heart, then it's fun. So we begin from the heart, we, we share what's important to us reflect our purpose. And the people that we attract are aligned with us, it's way more fun. So I say start with a strategic attraction. Now I put this thing called the strategic attraction plan into my book, branding from the heart book calm. This was like a little mastermind just like this, where I learned about using law of attraction. And being in this group helped me to see that it's not just me, this works for other people. And I'm, and see how amazingly magically, it works, to identify what's important to you, to clarify who you really want to attract, and to express yourself authentically. It's amazing. It's amazing how it works. So before we start, this, give you some steps on how to create your message. We need to know why are people not understanding what you do to begin with? So why are they confused? Why is your message confusing?

17:45

Already?

17:47

And one thing is that, you know, you're trying to avoid all these little tricks that they tell you to do that are very pithy and whatever. So you're just going to explain what you do. You're trying to stay away from too much hype. But then you're trying to explain what you do. So you're saying, Okay, well, I got this certification, and I got that one. And then I went and did this training for a while. And I've got some experience here and there. And then I added this in. And next thing, you know, they're like, what is what is going on? And this was a problem, that hat that meritus had. She took her 20 minutes to say what she did, and she was at this luncheon at Thea GAVI with Michael Beckwith and stuff. And so she really wanted to be impressive. But then somebody turned to her and said, what do you do and like half like she was only about two minutes. And when she said, their eyes literally glazed over at lunch, they were like, so you need some help. So this is how I helped myrtus.

18:55

First,

18:57

I'm going to show you a little method that I use to discover what your soul words are and your offering words. And when you combine them this magic happens. So like the career mystic is a is a moniker that came from words that reflect her soul and her offerings, mystic being one of her soul words. And when we were really looking at what takes you 20 minutes married is really it's all the tools right that she uses. So what is the unifying principle of the tools? And she said, the tools are all metaphysical. Well, I probably said could we say it's they're all metaphysical? And she said, Yes. And what is your purpose and what's most important, and she kept saying over and over again, that was most important to her was to answer her spiritual calling, and help others to do the same. So answer their spiritual calling at work at home and in the world because her her services, her modalities, our relationship. And career and generally all of life. But that the people that she's serving, we decided she was going to help career woman women that was more interesting to her than say stay at home moms or whatever. And she's working with women specifically. So we came up with I'm myrtus wells, the career mystic. I use metaphysical tools to empower career women to answer their spiritual calling at work at home and in the world. And when she says this, then people were like, Oh, hey, actually, she said this getting her makeup for the photoshoot. She's told the makeup person and somebody that was like, behind her shopping over there, turned around and came over and said, Can I get your car? That sounds amazing. So that's what we want to do. We want to take all those details and see if we can narrow it down into more like a haiku. Or something that includes your words. So devils in the details, so don't share the details so much. But then what should you share? So you share what's important to you. share what's in your heart? Why are you doing this? So here are the most important elements of your authentic brand. First is a clear identification of who your tribe really is, and a way to address them that they relate to. So I've spiritual business women, many years, but I'm also saying Renaissance people now be Renaissance people is like my new tribe. It's just the same people. But they're just identifying more with this word, because this new Renaissance is really about bringing all this complex creativity together whoops. into into a clear soul tribe. So who is your soul tribe? And how could you address them in a way that they were like, Oh, yeah, that's me. And you also want to share what's unique about you, and how you help your tribe. And sometimes it's just one or two words will help to do that. Now, I think an original visual aesthetic that sets you apart is also really important. I'll show you some examples of that. And delivery of your offerings must be in alignment with your marketing, right? So you can't go trick people and then do something else or do something great in your marketing and then do a horrible job, once they actually start working with you, what you're doing with them, and the service, you know how you serve your clients as part of your brand.

23:02

So let's look at who is your soul tribe. Your soul tribe are people that are aligned with you on the soul level.

23:13

You love connecting with people you love the sales calls with that you do with them, even if they never buy and if you know, they're not going to buy from you you're like, how can I help you? You're spending an extra half hour with them just trying to help them. At least that's what happens to me maybe an will tell me that's

23:31

a good idea.

23:32

But actually, I get referrals from people who I don't even remember having talked to you. They didn't buy from me but they referred somebody to me. So they really get you and you get them and it's all very intuitive. They are your loyal followers and they love everything you do. In fact, they're because they're connected with you on the soul level it almost you could offer them anything and they would like especially if it came from your soul. So the essential truth about your soul tribe is that they're on the same life path as you now part of this messaging is going to be what is your unique ability and you might be doing some of this with an I'm not sure. But what makes you different? How do you help people that others simply don't do? So you know, like meritus she's a career coach really. She helps people answer their spiritual calling. That's what makes her different. They answer their spiritual calling at home at work and in the world. Or me what makes me different is that I'm helping people create a really authentic soul based marketing branding and marketing website cetera. So And other people in marketing won't do that. Often there, I haven't talked to a woman who was a designer. I told her what I do. And she said, Why do you want to go into the soul of your clients? That sounds terrible. I just talked to them for a half hour, and then I go off and do a design for them. And I thought, Oh, I guess you don't like your clients. So here's the secret ingredient for attracting divinely online clients online that nobody talks about. And many people were advised against even.

25:38

Which kind of

25:40

gets me when they do. But you know how they say you don't need a pretty website, or you don't need a pretty brand. When you are in the spiritual realm, you you should really have pretty branding. It ought to feel pretty to you. And I don't just mean pretty, I mean that it reflects your soul visually. So visual communication is actually kind of a secret way to intuitively attract the right people, because as soon as they see it, they know whether they're aligned or not, they just do. So like Christine here, she really likes the dandy lion seeds symbology and a soft, feel natural, etc. Whereas, Mel Bruh, it's way more demonic, right? So I mean, she has this sort of otherworldly

26:49

feel, including Nebula and stuff, planets in space and stuff.

26:55

Whereas Caroline is down to earth. Like she's a leadership coach. And but she does leadership coaching outside, so you can kind of get the feeling before you even see it. And here's some befores and afters to show you. Michelle, she was hiding out before wasn't a terrible website. But then when we brought her out, both in the messaging first, she actually increased our sales by six 600% just changing the words on her website to be more authentic. And then we designed it. And now she says she's living a more authentic life. Because she came out she doesn't have to hide that she's this metaphysical. That's what she was hiding. She there she is and can't carry she also pretty much doubled her practice by coming out as a spiritual coach. She was a marriage family therapist. You can see her before was just a little bit blurry. And the after expresses who she is. So it gives you a sense of what you can do to express yourself without very many words. Here's rich. He's an ocean activist really. Like he was doing this coaches coach thing. So we needed to come out with more ham even this will be better for him to do his business stuff actually, he would come out with a form

28:42

this is another one

28:45

one of the early like vibrational healers this one too, you know too many words. He was trying to explain what he has, which he was calling Neurontin. ingenix holistic Mind Body healing system, right? Well, I'm sorry, but that's just going to be two that gives me a headache. And yet I'm supposed to be being healed from trauma. So we came with from trauma to tranquility. Even just seeing seeing that like oh, I can Oh, I feel like I'm almost already relaxed. And right away you can see it comes from the heart there's a balance there's a spirituality and a science to it. Just looking at it. And your so your services bit too, right. Like As I was saying, if your services are not in alignment with your marketing, then your brand is off. But if it is in alignment, then it's on. Okay, so I just want to play a bit. Did somebody Have a question? Am I going on too long? Oh, you know, Michelle, cool. Yeah.

29:58

Um,

30:00

So get out a piece of paper, we're going to play a little bit. So we start with words that reflect our soul or soul words, to create some titles. So this is outlined in chapter three, where you look at what makes you tick and chapter nine, where I reveal this a little in more detail. But my sole words, I call them tick words, because the attraction plan says, what makes you and your perfect customers tick, but really, it's the same. It's like what really comes from your soul. And when you use these words, they're like little magnets that attract your tribe to you. In fact, this is how I attracted iyanla vanzant. Actually, I had written down on my attraction plan that I wanted to attract her. There was a specific reason. Like two weeks later, she calls me now that was that was a little bit intensely cosmic. Okay. But she caught I said, well, whoa, how did you find me? That's ridiculous. I was just writing down your name. And she said, I saw that word magical. Next to that we're in marketing, and I had to click it. So this is what I'm showing you right now. actually did her website and then she got back on Oprah. So here's some of my take words, or my you know, soul words whenever we want to call them attractive, authentic beauty. creative freedom inspired, intuitive love, magic, revolutionary, self expression, soul spiritual tribe. Wild

31:47

Huh,

31:48

I didn't put transformation.

31:51

I'm

31:56

mystical metaphysical. Some of you may really be inspired by family connection. Nature. And if you have some thoughts on some other words that you know I didn't put down that are coming to you feel free to put them in the chat. What are some of your soul words? So the offerings and the results is the other part that you want to make a list of these words to so like your services prefer instance, I have branding, consulting, logos, marketing, law of attraction websites, I have some programs etc. Right? Some I have words for programs like play shops and things like that. Um, quest quest. And some of the results that I produce are clarity, self expression and client attraction. Revolution. Listen.

33:28

So this, this is how this kind of could look. Okay, so you have your tick words or your sole words in this one column. And then you have your offerings in the other column, and you can literally Close your eyes

33:44

and point

33:46

and see what the universe does for you. Let's see. If I do like doo doo doo, doo doo get my eyes close. Magic, okay, every point to magic, okay. And then if I go up and down over here on the results, side, logos, magic logos. That's kind of cool. Actually. I like it. I could just do magic logos. I could just excuse my my throat but magic logos like as a subject line for an email and then just have some here's some logos that we've done. Or I could do without on my website magic logos for spiritual entrepreneurs or something like that might be a really good one. So I love that the universe can tell us what to do. Some of my some of my titles I've come with this way were wildly attractive websites. Authentic branding, magical marketing. Law of Attraction Marketing soul tribe attraction play shop I didn't put a play shop in here

35:20

I used to have a business called freedom now. That was when I did buttons for political and Grateful Dead

35:31

okay

35:32

so my Does anyone have any questions about this? I have no I'm good. Oh luck yay and oh, and you're so prepared. I like hands heart centered hard Bayes is also full entity aligned transformation resonance of I like that word. frequency. I like a lot. That's a really good one. Oh, I'm gonna steal your words. feelings. self expression choice. Like that to oneness is oneness. Oh my gosh. oneness is human. universally, I think is the main purpose for most of my clients actually is there's like a connection but one net like understanding that we're all connected in one Oh, flourish thrive courage calling I like it. Purpose course, I should save these are these on your notes in my, in our shared notes,

36:37

probably that those are the two cards I came up with, when you were,

36:41

yeah, likey, you can save the chat. I will save the chat. Those are good. Okay, so this is the what I call the branding from the heart formula. This is also in the book. So you're you're combining your tribe plus your tick words plus your offerings and the results you produce to create your authentic brand message. Okay. And I realized it's not exactly this simple. But almost just your take words, put with your offerings, is going to help. It's just it's, it's like almost like magic. Here's one of mine. I help spiritually inspired entrepreneurs and changemakers to clarify and express their purpose through marketing that attracts their soul tribe and inspires a revolution. Or sometimes I'll say, I help spiritual business women and conscious entrepreneurs, or now I'm saying spiritual business women and Renaissance people to clarify and express their purpose through branding and websites. Sometimes I'll say instead of marketing, that attract their soul, tribe, and inspire an authentic connection online, so that's a little less obscure. So you can kind of, you know, what's with it a little bit, but so my tribe is in here, right? And what I do, clarify and express their purpose through the marketing is my unique kind of thing. That what here's the result attracts our soul tribe, and inspires a revolution or inspires a real connection.

38:34

All right, so you might white, write that down, but it's in the book, I do recommend, just get them up. They will guide you through this sort of this an overview for you. So not to like, oh, you're supposed to have gotten your message already. So how to share your passion in a way that promotes all of your offerings cohesively. So the answer is kind of in the question. But how do you unite everything like we did with meritus? We just said metaphysical tools that help you answer your spiritual calling, that's basically her unifying brand. So when you have a lot of different offerings, or you have like a bunch of modalities, and you're thinking, do I need several different websites for this, that's when you should also come to me because No, probably not. He probably just could do one website. Unless you know, you can do separate lead magnets and stuff like that, but I feel like it's better to have one cohesive website that you unite everything under and using your umbrella brand. So your passion and your purpose unites everything that you do. So when you really identify that and are able to express it cohesively that will unite everything automatically. So when I'm working with people, this is what I go right into, like, what's the most important thing to you? What is your life about what is your soul about. And if you look back, even some of the things like even if you were like, like an accountant for 30 years before you came out as like a distance healer or something like that, I think that, that there's a part of your purpose that was fulfilled in that accountancy work that ought to be brought out. And so if there's something that you've abandoned in the past, there was a big part of your life, I would talk about it now, I would say let's, let's figure out how that actually fits in because it's part of who you really are. So discovering your passion is the big deal. So I can help you a little bit, I hope I didn't take too long with that. And I don't know how long we're actually going. But if you've been struggling with your brand message, you don't know what to say, or any of this is confusing to you, or you're boring marketing or anything like that. Um, oh, this is another before and after. That's a nice one. She got 100 new opt in seven new clients, and attracted 1000s of new visitors in one month, that was good results. We can do results. By the way, I'd be happy to speak with any of you privately. Um, you could apply for a magical strategy session with me. And we can look at your branding and your website and see how well it's reflecting you. So that's another little offer no pressure to you know, just let's see if I can help and

42:11

be my pleasure to connect with you. So do we have any questions? Should I stop hearing? there? wasn't bad. That was not bad at all. Right? I did that. All right.

42:22

Pretty quick questions you guys have and they love that thing with the tip words and offerings and like just playing the game of like putting,

42:30

you know, I had this idea of getting, getting an app that

42:37

I have an app for that.

42:39

Right? And like, you could just like, have this one window where you're enter all of your like soul words or whatever. And then the other one where you and your app you're offering? Yeah, and then it's almost like you spin the wheel or best spin the wheel and say, I want you to combine, you know, up to five words or whatever. And I don't know why I actually was offered. Somebody said they could do that for like $2,000. It was about 10 years ago. I should have done it. Right then.

43:09

Yeah. I have a resource for you on that.

43:14

Yeah, I mean, Roberts doesn't do that. I don't know. Do you have a one that does other than Robert Evans. He has.

43:22

Yeah, this guy, Matthew McGregor. He's, he's doing it out for me. And they have a thing. It's basically around. Also, also thing where you can kind of build your own app. But it's like set up as a very easy way to do it. So that way, you can really easily connect with them.

43:40

Yeah, absolutely. It would be like a standalone thing. It's like, you know,

43:46

well, I won't, we won't go off. And that's one of the reasons and it's gonna be ready soon. But one of the reasons I decided to do that is because you can actually do, you can do marketing, the apps that you can't, that you can only do the apps, and especially nowadays with how, you know, low open rates are for emails instead, it's kind of bypassing all that. So when you have your own app, there's actually things that you it's not only kind of cool for your clients, but it can actually help them reach people, as well. So how can I be dependent?

44:22

This would be a good year for me to get that too, and to finally hear

44:26

what questions you guys

44:27

feel about that. Did that. Did that land with you?

44:36

Yeah, it really landed with me because I have tried the tactic of niching way, way, way down. In response, I think to a mastermind that I was in too, because I couldn't figure out how to incorporate all that I am like, I think asking those questions up. would be such an enormous gift to people, because so I'm now seeing that so so I niched way down to something called no more cat allergies. I'm, I'm an amazing energy healer and shaman and all these other things, you know, gardener lawyer, you know, I've got all this stuff. And so I'm excited about taking a look at that. And because I felt very empty in terms of the soul, like I could totally see how this cat allergy thing could be a little machine. That was I thought, okay, I'll just have this little machine that I don't really, that makes money. It'll be a little cash cow thing. And I can hop in and do healing. But there's it leaves behind all the rest of me that's unfulfilled, and, and unexpressed in totally,

45:50

totally, and it'll drive you crazy, right? It just, and they're, they're like shouting. My turn, you know, are we supposed to do this more big thing? And it doesn't seem to get around to it, does it? No, no,

46:04

you're you're very much a renaissance woman.

46:08

I did love that word. But

46:10

did it make you melt? Because when my coach said, Your Renaissance woman, I think I actually saw a puddle on the floor.

46:19

Absolutely. I feel like there's a for women, especially honoring the truth of that is enormous. It's absolutely enormous. Because I felt myself so small next to that word. really small. Like, yeah, we're never in that conversation. When you talk about the Renaissance. Maybe Hildegard of bumping and maybe but yeah,

46:46

cardi, I haven't like checked him out for a while.

46:48

So thank you.

46:51

Thank you for opening that container and the fun of the list of words and offerings. And, you know, I absolutely could see Oh, yeah, cat. Like a little thing over there.

47:05

Well, you know, now, I don't even have a cat or any allergies. But I do know people who like that ruins their life. So why not have a freebie because you can be really niched and targeted and all that stuff. In your little freebie, if you want. Like you're not, you're just not basing your entire thing on this one tiny bit. You're just saying, look, one of the things that I do is I help people who have cats. Now cat lovers formula, I don't know. But when you have the whole thing, how does that fit in? Is the real question. I find that like, one of the things that was happening with me was that one day I was going to be a painter. Yeah, this was going on for decades. And, and I started getting towards 60. I'm 61 now and so I was like, What when is when is this exactly gonna happen? That was about three years ago, and I had a friend that just like forced me to go over to her house to start. And I started so ice paints. Now I'm painting like a maniac. And I started realizing that all this other stuff comes out. When I let the painter out. Same with gardening. You know, like, it's a it's a Monday afternoon. I feel like gardening, but I'm supposed to work. So that's what I've been working out lately. How can I garden and work at the same time typically work for me, is talking to people. And so what if I were to garden and do a little Facebook Live at the same time, and get in the dirt and give people permission to have a variety of things going on that feels so natural and creative and like Ah, now this is now I'll be I haven't done that yet. Because I have a real resistance to video. But scary, you know, you go up there and you're like, Okay, I'm going to turn this on. I'm just gonna start talking.

49:36

You know, I've done that and I've got to tell you, that's where I get the most connection. Because most people are like that, trying to fit themselves into these, you know, red, white and blue way landing page.

49:51

I now that that you're mentioning that I realized I read a book And I don't remember it was called, but it's something like men, women think like spaghetti and men think like grids. And I can't remember if that was. But women are like spaghetti. Okay, so, um, so it's easy to for us. And I think it's something to do with raising babies or something like that, which I never did, but were designed to, like, I can do this, and I can focus on the baby, and I can feed the husband and I can, you know, do these 12 things and do some crafts, and drive you to school at the same time, right. And so, it's easy for us to start with something like spaghetti and it goes around, and it connects with that other thing. And we bring it back to the third thing, and you might even bring up something Five minutes later. And we're just like, right on that because we can, that's how we can think. And men think in boxes like this. So if you bring in something from this box, they freak out. They don't like that they're not that's not how they're built. So everything is in like a little box to them.

51:05

I mean, it's literally anatomically different, right? The the to the corpus callosum that connects the two half as your brain is much, much bigger for women than it is for men. I mean, like literally anatomic. That's one of the reasons not the only reason why you're saying, but like, anatomically, we are literally wired differently when it comes to you never heard that. Yeah, that's the I didn't know, in your brain. It's the nerve bundle that connects the two hemispheres, and it's much bigger.

51:33

So we can like go into this intuitive thing, and also this practical thing, and then we can bring them together. And we're like, of course, that was the way to do it. Right. So

51:44

I think we do need the grid. I think we need the grid. Yeah, well, we need is this eliminate? I'm finding that the structure the structure is super supportive. It is here but it's not going to run the show. It's it's really like my calendar is not going to run the show, but it is something that I have to support me. Yes. Are these

52:06

perfect

52:09

matches to I do websites for people you know, which is no no fun for most people.

52:16

But you know, they'll says something they want.

52:20

Yes, thank you.

52:21

Thank you so much Julia.

52:23

You're welcome. I'd be happy to connect to if you'd like to I put the links in the chat anyone else some thoughts?

52:33

Yeah, what do you guys see I guess you know a lot of you guys don't have a website yet you're that's like a few steps ahead of where you are. But the messaging you know, part you're always it's never the wrong time for that right. And get it out stuff and although obviously other questions about websites and stuff too, but yeah, just what do you guys see?

52:54

And questions.

52:55

Audio Do you have a question or issue? Yeah,

52:57

I actually have been working for the last couple weeks with someone who's been trying to help me build a website and everything that she has told me has just been a blank wall it just it doesn't resonate at all and she's listened to the way it's done and everything that she had said is the exact opposite of what you've just said. She wanted to do all these things and everything that she was telling me I was like how am I gonna do this? I just couldn't

53:34

do this

53:37

yes

53:40

this is what you say when she asks you the question

53:45

that in the chat that is awesome. What is

53:50

it is a magic wand you can get on you know I have other ones

53:59

I'm going on

54:00

when you can't get I got this at the dollar store like six years ago and can you believe it still works? years ago $1 this it has Cinderella on it and it also has a lie that happens this one I can't I can't remember what it were but you know you can get this on Amazon and just a magic wand with sound and I think there's a little video that's how I heard that it does that sound which is the perfect one sound

54:33

totally is

54:35

Do you have another one that you can get on Amazon just you know since we're talking about ones that's really more complex I mean that's sometimes there's too much because that to

54:53

like at the end of this session Yeah. healing session you should like Yeah.

55:01

Sounds like no Christmas bells or something. My client got one of these, these are like 15 bucks. So this one's not cheap. But But you know, in case you need the fancy

55:20

in the big one,

55:23

I just I'm like, cloudy. Are

55:25

you transformed?

55:27

No,

55:27

I'm transformed. That was fabulous. It's just so wonderful to know that there's a way to do this that results. So here's a way that I can express this.

55:37

I've been doing websites for 24 years, and I've been working with programmers, okay, so they, they tend to be task oriented as people. Okay, that's how they end up doing those websites, which nobody else wants to do at all? Nobody does. There's too many details. It's like, the task oriented people, they don't want to deal with people. Really, they're not great at, you know, it follow the rules, too. So they say, well, these are the rules. And you got to kind of follow these rules and just get me your content. And so get me the content. And you get if you don't know what that is, then just do this. And then you're like, oh, but that's that's just I don't do website programming. I have a team that doing that. Betsy, did you want to chime

56:37

in? Oh, yeah, I just, it's just my My specialty is really accessing your own creative side, you know, your your internet. creative side

56:45

is one

56:46

of one of the cool ways of talking about the corpus callosum is if you want to do an exercise to to connect your left brain and your right brain and it's amazing. You cross your arms, you hold on your ear lobes, okay? Now, you have to stand up to do it. But you you go down, up and down. And as you go up and down, you push the opposite ear load. And you see what that feels like as you go as you go up. You just bend your knees. I've taught this to my Tai Chi group and they're all amazed by but it that's very interest that's

57:19

like that. What's it called?

57:21

actually feel that that ain't mine camp.

57:26

Your mind gym?

57:27

brain gym? gym? Yeah,

57:30

yeah, just and then never ended. And you have to pull one at a time as you let you go down, you pull up,

57:37

I even have a bouncy chair that I could do that.

57:39

Yeah. And and, and, and actually feel those best connections between the the awesome, to be more more strong, strong to be stronger. And, and I was taught that more than that in the Tai Chi Class. But I was taught that to do that, you know, in the morning, when you get up, you stand up in front of

57:59

Yeah. Yeah, that's good.

58:02

And, you know, you got your brain all working together. So just a suggestion, you know,

58:07

thank you for that. That's a that's a good. I have a friend that does that brain gym stuff. Yeah, that's really cool. I just wanted to say and finish, Claudia. If you want, we could talk, you know, schedule. And you could talk to me about what your website person said you're supposed to do. Now we can if there's another way? Because there is

58:34

wonderful to

58:34

hear. It's great. Yeah.

58:35

Yeah, I know that feeling. It's sort of like, Wait, do I really have to do that? And sometimes I I'll just tell you honestly, that I get really so frustrated that I cry. Like when they you know, when they're just like, telling you you have to do this thing, and it just doesn't feel right at all. For whatever reason, it doesn't feel right. It doesn't even matter. You should always use red buttons. I hate red. Why do I have to use red that, you know, they typically don't say that. But that even if it's just that. It's It's It's important. I think so, you know, I work with, I did a little design for an app and says, I hate that little thing you just did. It doesn't matter how good I think it is. To me, that should not matter at all. What matters is that Ann feels completely aligned with it. And it feels good to her actually. And then it'll feel good to her people. And it'll also be her it's not going to be some like Julia thing in on her vibe.

59:52

That's the artist.

59:56

It's the artist that's not attached to Being the artist,

1:00:04

I guess, art teacher who doesn't draw on anyone's painting?

1:00:08

Oh, let's not get into the art teacher that tell you that you're a terrible painter. And so you don't paint for 40 years. I figured out that I that on current days, let's say if you take 1980 what I probably paid about, let's say $1,000 for a course, let's just say, what is that today? I think it's like 10,000. I don't know. It's been, what? 40 years,

1:00:37

or at least,

1:00:38

at least five. So that guy got about 30 that school, let's say I paid about $10,000 to have this teacher tell me that I should not ever paint. Go back to graphic design.

1:00:52

Don't pay.

1:00:56

That's why a lot of my Renaissance will have a wounded artist. It could have been a wounded artist from very young, like second grade, where you do the Easter Bunny drawing and hers looks like somebody says is that a frog? And you think oh my god, no, it's an Easter Bunny. What do you mean, is that I am terrible, you know, and you're like a nanny give up for life because Sarah Morton's bunny was so perfect. And to look at that and say, forget it, or you get all the way up to college, and they're telling you that you're terrible painter, you should probably give that up, which is happened to so many of my clients? No, it's unbelievable to me. So that wounded artists like that's why I want to talk to this Renaissance people and bring that out, just bring that out, bring it out in your market, really vulnerable thing to do. Your clients will love it. Anyone else have some thoughts? I see you thinking?

1:02:01

A few thoughts. This has been very empowering and very eye opening for me, in particular, because the word Renaissance really kind of resonates with me because because I've done so many things. And, and people like to point out that I'm good at many things. But for so long you've been taught, you kind of need to zero in on one thing and focus on that. That's right. These are things early in my early in my career, I'm not in corporate world anymore, thank goodness, because that's just wasn't me. But some of my early things this is all right, I come from an engineering background. And I ended up in computers, I designed databases. I have a very analytical brain. But I also have a very artistic side too, and a very energetic side. And that's kind of where I am now. But all the analytical stuff still kind of plays a part in what I do. I'm a problem solver. Yeah, once you tell me what's going on, and I will try to help you figure out and drill down to it to figure out what it is that we need to release or what needs to happen. And so I've had a difficult time marrying those two sides of myself, and being able to express that in a way that other people can understand that and kind of get where I come from, I guess, if you will. So this has been very helpful. It definitely gives me a lot of stuff.

1:03:47

It's like a permission, right? granted to actually be both of those things.

1:03:54

Yeah, I mean, for a little while when my kids were younger, also would do like some sewing and stuff. And I'm actually very good at that. Now, most of my sewing goes into cosplay, because I'm each cosplayer one of those unknown things about me that I don't really kind of put it out there. But I love Steampunk Style on this theme podcast lawyer. So but even like when I was doing sewing in costume design, it's still very analytical. It's like taking apart and structuring things to the way it's supposed to look. So it looks authentic. And and that's just part of who I am, you know. So, just trying to marry being energetic and creative with the analytical, you know, that's how

1:04:40

we're gonna solve these problems that other people haven't figured out how to solve that's, this is where I really do believe that the way that we've been trying to solve problems typically by narrowing the focus isn't working. Right. And so me know, if we narrow the focus, then you're still, you know, an engineer actually, you're not even gonna get to what you're doing now. Right. So, yeah, that's great. So there's absolutely a way to bring that in, by the way. You know, and even just by sharing that you did that. And even in stories, like when I was doing the this, and that at the core, you know, this is what one thing and I know, you're shocked that I have that part of me, but I do and you know, I'm bringing them together and to show you blah, blah, you know?

1:05:46

Yeah. Yeah. Go ahead. alumi. How do you say that?

1:05:52

Ah, whoo hoo, money. The loony sometimes comes in.

1:05:56

A loony comes in. So

1:06:00

I can't put words to it. But mckaela when you were talking? Because I had this question about what is the common thread like, what is the thread among these things? That is, this creates cohesion. And there's something when and I think it's something about it, I think the clue is in the engineering to that. And it's in the words in this recording, you'll hear yourself, but it's, there's it. It's not a matter of wedding, these opposites. There's something that's already got them connected. Yeah. There's a trail or a web or a weaving that is you that's uniquely you, that you're expressing in all these different cool ways, including steampunk. I mean, how perfect is that? Like, it

1:06:48

is so perfect. It's all united right there. So it is it's kind of like artsy, and machines. And

1:06:58

so I don't have the words, but I was hearing like, oh, there's a place where you've been passionate. In every single thing you've done. It's been you totally authentic. Anyway. And that's beautiful. Thank

1:07:13

you. Yeah, that's just that's exactly it. There's a way there's a place in the universe where that's already united. And you're just allowing it to be united.

1:07:26

That's so cool. I love that.

1:07:28

Man, you have to do your Soul Mining to find it.

1:07:31

Yeah.

1:07:35

And say,

1:07:38

yeah, this was so awesome. This is really cool. Um, and just like, I'm newer to the energy world to the, you know, I just newly got my certifications in January. So it's hard to. So then I think, what is what is the thing that sets me apart from the other people that also have say, emotion code certification and Body Code certification? Yes. Right. So that's really hard for me to think about right now. It's like, like my head, I

1:08:11

not think about it too hard. Okay. But this is this is, you know, this is sort of where I first started coming up with this was about 20 years ago, when I was doing a network marketing company at the same time as my website. And I was like, how do I unite these under one and that's where I came up with the word magic with it, I realized united everything. But I would say or meditate or like use the book. Meditate, I also feel like a conversation is always helpful. So when I'm doing brands like we're working with, and there's, it's collaborative, there's a lot of conversation. Because ultimately, that's what we're creating is a conversation between you and your tribe, you and the people that are aligned with you. So, yeah, when I was back doing that Amazon herb thing, how there was all these Amazon or people, and you know, how was I supposed to distinguish myself? So I actually just put life is magic Amazon herb distributor. And I got clients that way. Until my coach told me, I should probably give up on that one business until I have the other one more successful. And then, I wish I were still around today because I would love to promote that stuff. But that's why I started noticing about 20 years ago that people were saying, Hey, I I was looking for Amazon herbs and I picked you because you're said life is magic. And I said you did and that's where I started noticing. Oh, yay. I people actually you know, there are attracted to certain words that I use. And they will select me out of a crowd of others doing the same thing from because of one word. That's a miracle to me. Yeah. Cool.

1:10:19

Thank you.

1:10:20

I'd be happy to talk with you too about that, Angela.

1:10:23

Thanks, guy. That's awesome. Yeah, I'm

1:10:26

just, uh, you know, that you've given you've given me some really good food. You're on fire today? Yeah, yeah, well, I all of this, this shutdown and everything and going on zoom for church and all has made me into a poet. And I don't know that I was a poet until I've only been doing it for the last year. I mean, I was an advertising copywriter in early, you know, in my early that's

1:10:47

my Oh, so you like my thing? Where I say make it like a haiku?

1:10:51

Oh, yeah, definitely. Because I write my poetry and I have my my own Facebook page seven point society. And I put some of it up there. But I really, but you know, I was just thinking, How can I How can I make make an identity of Body Code poet? You know it somehow? Are they there? They must. They must be a connection there. But I haven't I didn't even think of it

1:11:13

Kobo. It is so intriguing. I have no idea what it is. Right. I don't. I don't think that it's I don't think it's the same. No, they're not the same. I mean, I don't think it's the same as the other people that I

1:11:29

Oh, okay.

1:11:29

I've ever met doing anything. Yeah, you know, like a body code. I don't know exactly what it is. But if you said I'm a body code coach, I would think recertified and something called the Body Code. But if you say Body Code poet, all the automatically it's leading. Yeah. And, and the fact that I don't know what it is, is okay. Because just the fact that you combine those things makes me want to look. And that's what we're like.

1:12:02

We

1:12:03

are we're not like, oh, whoa, whoa, I'm just like, I don't know what that is. Forget it. No, we're like, what is that? I have to know what that is. Because it's so rare. That anyone's even remotely a poet. Much less a healer or something like that. Or a coach, right? Yeah, I dine in here from Glen quiet the full time. Like, she's, she's laughing over there. And she's like, slouching, something

1:12:32

where we can't hear you. Oh, yeah. Okay. Just Can you just speak up a little bit? Yeah, can you? Okay,

1:12:38

we can hear you. But you kind of think, well, you have to be very quiet.

1:12:43

I just want to say thank you so much. My Head of Marketing instructor tell me that my website was a whole lot of pretty and and she she said it doesn't matter what what it looks like. And it doesn't matter what you say. And I I saw didn't resonate with that, I guess. Oh, yeah, that and then this was great. I look forward to

1:13:07

this is what you can say back if somebody ever tells you again, that you don't need it to be pretty. You know, what are the first things that those churches invested in?

1:13:22

Yeah,

1:13:23

I got Michelangelo working on that ceiling to the best artists in the world. The best artist in history, you know, church ceiling. You know, because when you're talking about spiritual beauty, you know, beauty is definitely my divine and it always has been, you know, I'm all in my head. I'm all freaked out. Things aren't going my way. And then I go out to this far it used to be when I lived in Berkeley, I would go out to the Berkeley Marina and just look out over the San Francisco Bay. But now I live in Sebastopol, California, so I go down the street. They say it's called the Laguna Hey, and, you know, it's there's mountains and vineyards and stuff. And I immediately feel centered. And so who said that that was an important

1:14:34

someone I should not listen to?

1:14:36

We do because they're, you know, we're paying them and I paid somebody to tell me that I shouldn't use magical marketing. Well, magical marketing. That sounds like I tell my people not to do. Yes, but I've been using magical marketing now for about 10 years and it's been very successful. I just haven't changed my whole brand, yet. So I did, I changed it to magical marketing. She had to come back around to my wife.

1:15:11

The key for all that

1:15:11

is it's not about it just being beautiful. It's about it being beautiful. You're kind of beautiful. That's right. You're starting from that purpose. You're starting from the sole place, because you couldn't have a website that sort of objectively, most people would agree it's beautiful, crackly, beautiful just because right, but it's not going to do anything for you, you know, because if that's all we needed, we should all just put a van Gogh painting on our website or something or whatever, you know. Right, like they go by. That's right. So it's about that. Right. It's about like that. It's like you said, that's what you have to start.

1:15:46

Yes, that's true. It's your right call it vibrational visuals. Yeah, it's your vibration that is being expressed in the visual. It's also in the, in the words, but so vibrational message. I call it magical messaging.

1:16:16

Bay Area circle of Bay Area influence. Is that what you said earlier?

1:16:22

I'm sorry, I'm so terrible. I'm, I'm going to try this. Okay, who? Lonnie, is that right?

1:16:31

You're right.

1:16:32

Got it. Perfect. Okay, good. You just had an aha moment. What was it?

1:16:39

He was saying, There's, there's a thread that's there for me that has in all of my different iterations of myself. And as we've been talking, I've just been writing words down that are popping up into my head. And one of the things that kind of came to me is that I am an engineer and an analyst by nature. Early on, I was a computer engineer that led to systems analyst, and then I did database design. But deep down, I'm an engineer, I'm an analyst. So I that was just kind of kept playing over in my head. And then it just kind of came to me that I have basically have gone from analyzing computer systems to analyzing body systems. Yes, exactly. And our brain is a computer and our body is like, just That's right. Your system. And that just kind of just went Whoa, whoa.

1:17:43

Yeah.

1:17:45

That's literally what it what it is, for me is,

1:17:49

yeah,

1:17:51

analyzing of the system, that's what natural path because I analyze to try to figure out what you need to get that balance that you're supposed to have. And sometimes you got to figure out what the missing piece is, in order to restore it. So everything worked properly. So yeah, that was just kind of my aha moment. I still have to figure that in words, but that's my aha moment. So

1:18:23

wonderful.

1:18:26

You're all you're all about the systems and the patterns and then everything that you know so to kind of decoding things and figuring out all adds up to

1:18:36

yeah

1:18:39

I remember this course I took years ago and one of the things that it was about not knowing like this is the truth way but just like as a place to explore was that for all of us there's there's three basic ways that that the divine accesses us you know like that it's that we don't have like a defect like we just like when it speaks to us and that we kind of just have to listen and and these are all for all of us but all of us will usually have one that's like the thing that really and those things are truth beauty and goodness. Right so it's for me it's beauty. like not to not that I don't care about truth and goodness I really like true but the thing but the thing like was the other one true beauty and Goodness Goodness right.

1:19:24

I put that third

1:19:28

like puddle on the floor like I have no defense against it

1:19:33

right yeah.

1:19:35

And but I think very gala for you. It's true. Yeah.

1:19:43

truth we need a lot more truth. Yeah.

1:19:47

Because you know, yeah, that's that's resonates with me because I'm very analytical and very, you know, system oriented because it because things work or they don't knit and they work a certain way, then if, if something's missing, that's why does the work. So what's missing that we need to do to make it work? And it either is, or it isn't. So there's

1:20:17

it's definitely true for you.

1:20:23

binaries, zeros and ones. It's very annoying. It's all for on you know, so yeah. And it's like, you might need to have three zeros and a one and two zeros, a one and a zero.

1:20:37

That makes a big difference.

1:20:41

Hey, you know, I noticed something over the years and that is telling the truth is funny.

1:20:48

So,

1:20:50

truth is it? Well,

1:20:52

I typically do say what I'm saying I'm just not being honest. And, and apparently, that is so unusual that it stands out as as funny.

1:21:07

Anyway.

1:21:10

Why be a stand up comedian honesty is like,

1:21:15

I just had Betsy, another thought, you know, yeah, you've really stimulated by creative right brain here. Is that one of the things that when I'm when I'm really chugging ahead with a client, and we're just really finding some really interesting they said, Oh, I feel just like a detective, you know, and we're finding all of these things that that you didn't know is there, you know, that mesh gets selected My Soul Mining concept, but, but I'm thinking, Well, you know, Body Code detective would be kind of cute. Oh, would be kind of cute, you know, to play with and see what see if I could Can I

1:21:48

like that, too.

1:21:50

Yeah. came up to me for you when you were talking. And, you know, I don't know if it resonates with you, but I'm just gonna throw it out there for you. The poetic healer,

1:21:59

the poetic Oh, I love that.

1:22:03

Poetry healer energy.

1:22:05

Yeah, I want you to keep poetry in there

1:22:07

about the energy of poetry or it's not that but you know, there's something Yeah, something there. Because poetry is literally what you're doing, but also has all these connotations.

1:22:17

Well, it's what's become my passion. Just in the last year, I didn't know it was there until until, you know, locked down. And I couldn't go anywhere. Isn't that a miracle? Yeah, it's just been amazing. And now, I mean, I've written over 80 poems, and I'm now doing a course in miracles and I'm working on a course in miracles. You know, it's it's kind of like, Oh, that's beautiful. You know, I, I would love to be able to somehow or they're married to my body code business, but it's like, it's

1:22:46

let's talk Betsy, you know,

1:22:48

and we've talked about this a little bit, because I totally see you doing a course.

1:22:53

I see you doing a poem, a poem for your clients, like you will channel

1:23:01

I've had I've had people I've had another mystic tell me that that was really what I was supposed.

1:23:09

Mica healing palm that.

1:23:11

Yes. There. Yes.

1:23:15

Yes.

1:23:19

getting jealous. Yes,

1:23:20

I am, too.

1:23:21

That's an amazing idea. Wow. That is awesome.

1:23:26

Because healing songs are such a part of traditional connection to healing and I often, not often, but that happens to me sometimes. Not a poem, but just sound so

1:23:37

Claudia has her hand raised?

1:23:39

Yeah, Claudia. What's up? Oh,

1:23:40

that was back always when we were talking about the story in the truth. And it just popped into my head about we let this we let our stories get in the way the truth. And it becomes all about our story, and we forget the truth.

1:23:56

There you go. So

1:23:57

it's wonderful to hear Michaela talking about

1:24:00

I'll try to remember that one. Is there is a difference between our story and the truth isn't? Absolutely.

1:24:09

Oh, woe is me. Life is hot. Why do I have to go through this way?

1:24:17

Yeah, that's the story right?

1:24:18

Yeah, always remember the saying that there are three sides. There are three sides of the story. side one side two and the truth and the truth is somewhere usually

1:24:27

some Yeah.

1:24:29

somewhere else. Your perspective Who? Whose truth is

1:24:35

some people say there is a truth. Now I have difficulty with that as a rebel. Sometimes, the truth is that like, You are amazing. Now you are brilliant and beautiful and magical. And wonderful and love and carnate and all that stuff and that that's the truth. And then what's not true is that you're not worthy. Or that your true self is not going to attract your right people. Or that you're not smart enough or pretty enough or whatever, the enough thing. So that's those are the universal truths, right?

1:25:19

I want the truth is beauty and goodness.

1:25:23

Yes. Ironic. Goodness, that is

1:25:28

I run for the I was one of those people that always hid and how smart I was because it wasn't accepted. So I squashed

1:25:37

don't do that anymore. Why can't you do Michaela? What could you do that like blew their head off? with how smart you are? And do that can? Can you just like sneak in something that just is gonna blow their mind? I would love to hear see that one? I

1:26:00

know. I'll need to figure it out. Like for so long? Because it wasn't accepted it you know, it wasn't. Girls just didn't do that.

1:26:13

Right, amend it, like my mother said, Don't make Don't be smarter than your husband too much.

1:26:21

Don't let him know that you're smart. I'll let him know.

1:26:23

Don't tell them who you're voting for.

1:26:26

You know, all the first women actually in computer networking. I mean, when when I was doing in the corporate world as well, like, literally, I was probably the only female in on the whole team. Or, you know. And now of course, there are more there. And yes, I'm in my 50s. So when I was doing it, it was like it was really unheard of

1:26:49

for was doing that in the 80s. To McHale,

1:26:53

I did a C D programming and 86. That was crazy. Where we could do it this like flowing animations, which now are just like, like a screen thing?

1:27:05

Yeah.

1:27:07

Just behind you. So you know, in terms of the timeframe, yeah. So it's Yeah. So I like my permission

1:27:17

to be brilliant. That's femininely brilliant, you know, as brilliant as you are as complex as you are, as you know, as all over the place. Because this is this is one of the main concerns. Oh, am I a Jill of all trades? Yeah. But so what see this is this, this is a new paradigm. And I don't think it's a bad thing to be a Jill of all trades.

1:27:47

Thank you,

1:27:49

when they come to you, and they actually can get more than one thing. They told me I couldn't do writing and graphic design, I had to do one or the other. That's what they told me in high school. So for, like, ridiculous amount of time, I didn't do writing for people, even though I could, until one of my clients sold, like five writing packages to my clients in a mastermind. And I was like, Oh, wait, I guess my clients want me to do that. Oh. So that's permission to do all these things that people say can't do. Because you absolutely can and they were not correct. They didn't know you. And also permission not to have to combine everything if you don't want to. Also permission granted, if you want to niche it, because you know, it's actually simpler to niche these things. Yeah, you know, I've been guided to just niche it down to just the cat allergy, you know, then okay.

1:28:55

Recently don't some stuff in the last few years that just although I was good at it, it just wasn't what I wanted to do. And it caused me more stress and trauma then not so even though I was good at it, and people want it for me. I just didn't feel like I had me to do it anymore.

1:29:16

Right? I mean, there's i thought i didn't i thought when I left Manhattan, I wasn't going to be a graphic designer anymore.

1:29:24

Cuz I was so

1:29:27

you know, turned off by the marketing world. But then I discovered Oh, it's not that I don't want to do graphic design. It's just that I won't do it for Burger King. Most my friend Burger King was like one of the better clients most of my client, most of my friends were doing cigarettes, alcohol and pharmaceutical

1:29:56

drugs.

1:30:00

Like you want to your whole life just promoting pharmaceutical drugs,

1:30:03

that's what you're doing?

1:30:04

Why no? Or cigarettes even worse, one of my friends 30 years for camel cigarettes. Like, really? No. So I can see that feeling tone of like I'm not going to do that anymore. That's not your your talent is not connected to the way they do things. Your talent is your talent. You can do it your way you can completely make up a totally different

1:30:41

way.

1:30:46

That's when the new Renaissance that's where we're gonna solve our issues. Lonnie, you're like a really good coach.

1:31:02

I guess I'm finding my passion right here, huh?

1:31:05

Yeah.

1:31:06

Thank you are.

1:31:07

Yeah,

1:31:08

what do you do? What's your

1:31:10

what's your gig? Cat allergies.

1:31:18

And you can see why

1:31:19

that didn't really work.

1:31:23

For me,

1:31:24

I'm limited. I only get to connect three times with them. It's perfect.

1:31:31

Well, you know, you can always actually get to their heart from the cat allergy thing. Any final questions for me? You know how to find me if you want more. I've very much enjoyed this conversation so much. You guys are great. And of course, I knew that was going to be you know, of course.

1:31:57

I knew

1:31:59

because we're we have like almost the same thing just with sales and marketing.

1:32:03

Yeah, exactly. It's like oh, soulful sales marketing.

1:32:06

Yeah. Yeah. I know, right?

1:32:10

Because I've asked them like, who you know, who would you like to hear from and we've got you in foster came and talked about legal stuff, which is great. And oh, that's nice. Time and I was like, how about some stuff? I'm like branding and stuff. I'm like, oh, I've got the perfect person.

1:32:26

And I've gone through that we all have loved watching and celebrate her new look. You are really excited.

1:32:38

And it's still like not the website but kind of have parts of it up and not the rest whatever but that should all be like really up there

1:32:44

very cohesive to what you already had because he already had

1:32:48

just the right walk you know, like the Yeah, so that that image heart with my logo that are the wings and then just felt like offering it. In fact, the resonance thing that goes out expanding it's all that stuff that I want to be like you know, yeah, you can be coming from your heart and you can soar and I'm here to help you that's the message right

1:33:14

now you know that if that ripple effect Yeah, totally. Yeah, that gives me shivers Yeah, that's great.

1:33:24

I just I'm that like there's someone I was listening to that recently and and he was he was talking about like thinking of your branding as like, what kind of superhero Are you guys will think a little bit more in those terms, but we can think in those terms too. Sometimes there's stuff that you get find out like what kind of like what's your what's your thing right and what would be your talisman you know, like your shield or your thing or whatever? Yeah, that's kind of that is it's kind of it's it's it's what we came up with is kind of along those lines of you can anyway, it just like is like Oh yeah.

1:33:59

Like your talisman is the flying heart. Yeah. I mean, I have a I have a hummingbird this Hummingbird that has the moon in it. Actually, I'll tell you a little bit about this just so that you see how all these together. The Hummingbird a previous to the hummingbird is to magical marketing, graphic girls. And I had I had a Mona Lisa with a brush in her mouth and stars coming off of it. And then I changed it to magical marketing and so I actually had a moon and and clouds from being I had done and I integrated it into my Mona Lisa and then I took it in integrated into my Hummingbird. But I was showing a screen because

1:34:57

I don't see one you see my logo

1:34:59

Hey there

1:35:00

just got her logo and she turned off her camera. So her love this, I

1:35:03

turned off my camera you can see,

1:35:05

I don't see it just yet.

1:35:10

If you open gallery view, that's the gallery

1:35:13

view

1:35:14

gallery, which says speaker view. And then when she's talking, you'll see you'll see it. Yeah.

1:35:18

All right. So I see Yeah, you see it now. So actually, then I realized, you know, this painter McGrory, he did these paintings of like the guy with a bowler hat with the clouds in it. But he had also done a dove with clouds in it. And so like, he's clearly the first artist that did that. If you ask me, like a shape, and then put a painting inside of it. So it harkens back to this artist, artist, painter kind of essence, as well, as you know, the stars being the magical thing. There's like a wand in there that you don't really notice. But it's his beak is a wand. Anyway, that was fun when we did that. So that might be my talisman. The Hummingbird. And in fact, that woman that I hired that told me not to do magical marketing, and she finally came around, she said, did you choose the hummingbird because you extract their essence. And I was like, you just made your 10 grand. Exactly it, you know. So actually, she did help me get to six figures. And I, you know, I still appreciate it even like sometimes you get the coach that you know, you have to say do the opposite of what they say sometimes. But they're really smart. would do that, too. I do that just sometimes it's like torture though. So all right, my friends. Anything else? Yes. So we have appointments, it's been time to go, I hope to meet some of you. My links are right up there. So make sure you save the draft. I'm gonna save it right now.

1:37:06

How do you send a chat. So if you click on

1:37:10

that, and you see the chat, and then you see where you're supposed to type, and it has the three dots over on the right over on the right and then at the top, it says save chat.

1:37:24

It'll download it, it'll, it'll create if you don't already have on it. We usually go to like a zoom file and your documents or it'll create it'll be in a zoom file and documents that are there. That's where I think it usually typically does.

1:37:40

Yeah, it's kind of wherever your zoom files get saved. It saves it into a folder. It'll probably say and as meeting pros on the

1:37:51

mastermind. All right,

1:37:52

thank you, everybody. So great to be with you. Thank you and for inviting me. It's been a great pleasure. I'll be with your energy all week

1:38:03

and carry much.

1:38:06

Bye bye bye