

OWN YOUR BIG SELF – CLASS #1

STACEY I'm Stacey Mayo and I'm here with Laura West. And we want to officially welcome to *Own Your Big Self, Align with Your Greatness So You Can Make a Bigger Impact, Attract More Clients, and Charge More Money*. We are really excited to have you guys back with us today. We've been hearing such great feedback since the initial preview call of all your excitement and enthusiasm. Some of you have already had "aha's." You've been telling us what you saw for yourself as well as some limiting beliefs you saw for yourself. Some of you saw one, some of you saw...

LAURA I did get a couple of radical "Help" emails from the limiting beliefs.

STACEY Yeah, I think some of you saw six limiting beliefs for yourself. That's okay. It just means you're in the right place. And so we're excited about that and we also want to thank you for the feedback. Lots of you gave us great feedback on Laura and my energy together, so we wanted to say thank you. We're enjoying it also.

Just to get grounded for today, why we are here is to help heart-centered entrepreneurs who love their work but often have trouble really promoting themselves and stepping into the spotlight and claiming your expertise so that others will chose to work with you. You really have to own that Big Self. Own yourself and who you really are in the world and be willing to share that with people in order to make the impact and the income that you want to make.

We're taking a stand for that. We're also a stand for authentic marketing, for building relationships both authentically and with integrity. That's why I know that you are here, because that resonates with you. It's not necessarily about doing the latest fad or following the big gurus and how they market. It's about learning how to market effectively, authentically and with integrity. And that's what we're going to be working on.

LAURA I'm going to talk about a couple of logistics before we get started. And also about how, just how these three classes are going to work, what we're going to cover. First I do want to say that we're going, what we would like to do is we're recording each call. And we would like to have a nice, clean recording so we will, but we are going to keep the lines open and un-muted because we like to have the interaction and we really like to tap in and feel your energy and it's easier to do with that. But if you are in a location where it's noisy, people are talking or you have to talk to somebody else, or the phone rings, dogs bark, stuff like that; you can just press *6 to mute and *6 to un-mute.

And when you do want to participate, because we really want to hear your participation and your "aha's" and questions and things like that, if you can just say your name. If you're a Laura you might need to say your last name. There's a lot of us. Just say your name so we know where you're from and can acknowledge you. That way we can keep the call pretty organized.

And just a reminder that we are recording this. Remember that as you're sharing because we may be offering this as a product at some point later on. You just want to always be aware of that whenever you're on a tele-class that's being recorded.

So here's what we're going to do. Today we're going to be talking more about your Authentic Marketing Style. What do you do with that and why do you need to know that and why does that help you when you're being a heart-centered, authentic entrepreneur?

STACEY We're not just going to talk about the whys; we're going to help you get to, what is that for you. What is that Authentic Marketing Style, what is your unique style?

LAURA Then we're going to help you, give you some ideas about how to put what into it, what we call a Celebrity Signature. And this is part of really stepping in to claiming your Big Self. So it's one thing to start discovering your Big Self, it's another piece to really put it out there in the spotlight and claim your Celebrity Signature; claim your Big Self. Then we're going to give you some homework, or what we like to call play work because we really want you to be curious with this. We're going to give some homework around your Authentic Marketing Style and Celebrity Signature as well as get you to track some of those limiting beliefs so that you're prepared for the second call.

The second call is where we're actually going to do some energy work. Stacey's bringing her special energy work to us that she's really created and is very powerful to help shift some of those limiting beliefs. Then on the third class we're going to talk more about how do you wrap all this together and how do you really take joyful marketing actions that are in alignment with your Authentic Marketing Style.

STACEY One other thing I just want to add, it's a rather unique process that we'll be going through in the second class, is that it's not just about shifting your belief. It's really about clearing them out of the way and then bringing in and bringing up your Authentic Power so that you really feel it in your body and you can really own it and claim it. You'll get more of a sense of that next week.

Also we wanted to be sure that you schedule 90 minutes for next week so that we make sure we have enough time that everyone gets grounded and claiming their power before we leave the call.

LAURA Today's call going to be 75 minutes so it goes to quarter after the next hour; hour and 15 minutes. And then as Stacey said, if you can just plan on 90 minutes. We'll be sending out emails to remind you but we do want to give you plenty of time to get the full experience of really stepping into your power.

STACEY Good. Let's go ahead and we're going to get grounded and get you in your bodies before we get going today. I want you to just sit back. Put your pens down. Turn your computers off. And close your eyes. Before we do the one minute meditation I want you to think about what intention you want to set for today. What is that you want to walk away from this class in an hour and 15 minutes with? What "aha" or shift or piece of information do you want to get clarity on?

Now with your eyes closed, I want you to just declare that intention and let it go. Focus on that dot to the right and the dot to the left both within your field of peripheral vision. Focus on the dot to the right and then the dot on the left. Dot to the right; dot to the left. Dot to the right; dot to the left. To the right; to the left. One more time to the right; to the left and take a deep breath in, and blow it out. And as you do allowing your shoulders to relax. From the centered place in your body observe your breath for a count of three breaths.

Good. Letting go of any anxiety; anything in the way. And slowly open your eyes as your ready, and bring yourself back to the present moment.

LAURA Very nice. All right. I feel so quiet.

STACEY It does that.

LAURA Now we're going to ramp up and jump in. Yes we are. So we're going to jump into your Authentic Marketing Style. There were two handouts that we sent to you along with the bridge line information today. Hopefully you were able to get those and download them.

One of them is your Authentic Marketing Style is a picture of what we talked about. We talked about the Authentic Marketing Style flower. It's actually a bit more like a sun, so we call it, it's like our radiating flower; where it actually, I think there's a lot of power there. Where you're actually the more that you do the work internally of finding your Authentic Style, it actually really does radiate out.

STACEY So our flower evolved over the past few days into this radiating sun that is the energy coming out from you. You'll want to pull that out and have that in front of you.

LAURA This Authentic Marketing Style, we just want to clear up something first is that we're not going to give you like an archetype or "this is your style to be"; like it's your style. This is much more organic. It's much more very natural. And really what we're doing is we're giving you this tool and we make it very creative because we both believe that the more creative you are the easier it is to uncover all that juicy brilliance and all those gifts inside you.

What this is going to help you do as you start uncovering your Authentic Marketing Style is it's going to tell you about the "how"; so you're going to get indications about how you should market yourself. What kinds of marketing vehicles; what kind of marketing strategies are going to be more natural to you. And that's going to be such a relief because then every time you get an email it has this new marketing thing that you're supposed to be doing, you can say, "You know, that's really great and yes I'm really in alignment with it because it works for my natural marketing style." Or, "No, that doesn't work for me." You can let it go. And it's actually a relief to let go of some of those marketing ideas because there are so many.

STACEY Because there are so many is right. And we're going to talk about too, you'll be able to know it so much from a grounding in your body that it'll be either a Big Yes like, "Yes, that's right for me," or no it's not. It'll be that clear.

LAURA The other part of this is the "what." It's going to help you with the how of the marketing, but it's also going to tell you about the what. What do you put in your marketing message? What do you put into building your brand? Everything that you do in marketing, everything from how you sign your emails to how you dress; when you show up to a networking event or to speak; what you call your programs to the obvious stuff like your website and business cards and things like that. All of that is your brand. So all the information that

we're talking about today, these pieces of this radiating sun, all make your brand more powerful. These are all the possible things that can go into your "what."

STACEY We want to say too that we're not talking about formal branding here. We're really talking more about getting clear on who you are, what your message is, and how you want to deliver it. And that informs your brand more so than giving you a specific, "this is your whole branding package today."

LAURA Let's dive in. The first thing we want to talk about on your Authentic Marketing Style, if you remember from last week's call we talked about that there are six petals, or what has now evolved into our six rays of the sun. We started, we had one of our participants on the call actually did the visual for us and it really evolved into this beautiful sun.

One of the rays of this powerful place is to look at your strengths. This really takes an objective eye. Sometimes you have to ask other people what your strengths are. I always find it's great to save all those emails because people tell you in emails they'll say "Oh, this was so great, you did this." A lot of you sent that in for Stacey and I last week. It was really wonderful. We got to see our strengths mirrored back.

But knowing your professional strengths - things like you're a good writer, or that you're a really great speaker, or you're an interesting story teller. Along with those strengths of, "Yeah, I'm a really good marketing person, have 20 years marketing experience." Or, "I have an economics degree." I had somebody say that the other day. She's like, "I kind of forgot that. I know finance." And she's looking at bringing that more into her business.

So it's looking at what are all those things, sometimes some of those things are, sometimes our strengths are really obvious. Especially if you're more of an extrovert and you're out there. But I know like some of my strengths, I can be a real introvert place. I can be very sensitive. I'm a very good listener. Very empathic and intuitive. And those are strengths to look at too, because they are going to form your marketing. You'll have, how you put yourself out there can be different if you're more of an empathic intuitive listener versus a gregarious connector, where you're very out going. Neither one is right or wrong. It's just noticing and accepting and building it into your natural marketing style.

STACEY I really want to emphasize that especially for people who are introverts. Because I think there tends to be a little more reluctance around the whole marketing thing for people who are a little bit more introverted. And it really is still about doing it in a way that fits for you and claiming it. Because there are things you're good at; for example I have a client who moved into the training and development field and she's very much an introvert. She was able to connect and build wonderful one-on-one relationships with people. Out of building those one-on-one relationships she got enough subcontracting work that she was able to quit her job and have six months of work on the books just from being connected, reaching out and connecting with people one-on-one.

Know that one isn't necessarily better than the other or more than an advantage even. She got more on the books than most extroverts I know who are first starting up a business. So it's really about claiming who you are and seeing those strengths in you and how those, then we're going to apply those to different ways to market.

LAURA The real power comes from knowing your own you know what your strengths are; your personal strengths and your professional strengths. And daring to say, “Yes, this lines up with that and I’m going to put these out into the world.” But also being able to say, “No.” I’m not going to do that because it doesn’t line up with what I’m naturally good at and what I’m really going to enjoy.”

People can tell if you’re enjoying your marketing. They can really tell if you’re enjoying doing the work that you’re doing. So you want to always build it around that because that’s just a natural connector – your passion, your confidence, your enthusiasm. That’s natural, very natural energy that people want to be around. So you always want to make sure that you’re really pulling in your strengths and these other things we’re going to talk about that then makes marketing really easy.

STACEY I’m really glad you brought that up, Laura. I think that’s really the most important piece. Do I enjoy it? Is it going to be fun for me? And if it’s not, then you need to look at how you can bring fun into it or not do it.

LAURA I’ll share a little personal story too, that it does evolve. One of the things we’re going to hear us saying over and over again is be really patient with yourself and have a lot of compassion. When I first left corporate and I knew, actually Stacey was my coach, and emailed her after my second child was born and said, “I want to be a life coach and I’m ready to go and this is what I want to do.” I didn’t want anything to do with the business world again. It’s like nope, I’m going to be a life coach, that’s all I wanted to do.

Well, after a couple of years, I couldn’t deny that I just love business. And I love marketing, I find it absolutely fascinating and to me it’s incredibly creative. So I went through that turn, I kind of bringing that into my business. Just know that your business is going to evolve and you’ll keep uncovering and connecting to different parts of yourself.

STACEY Absolutely. And the core will still be there. I think in finding the sweet spot today, which is part of what our goal is, the core for me has stayed the same and I’ve been in business 13 years. But the ways in which I deliver it and kind of the arms and tentacles have grown and changed and evolved.

LAURA We’re going to have tentacles and rays.

STACEY So as we’re saying this I want you guys to be thinking about your strengths and just even making some notes on your handout, jotting down some of your strengths. You’ll have more time after the class, but I’m sure thoughts are coming up now, so I just want to encourage people to go ahead and jot them down on your handout.

LAURA We want to say something else about all these different rays that we’re going to be looking it. It takes a lot of courage to just write down your strengths, to write down you passions, and to just claim them. This is the place to do it. This is not the place, it’s not about being modest and oh no, I can’t say that. If you’ve got 20 years of marketing and you love it, you’re good at it, write it down. You’ve got an economics degree, great. If you know that you’re really great at connecting with people, just claim it. This is the time to just; it can be that easy actually.

STACEY It really is that easy. If you really get straight with yourself you know what your strengths are. You know what you're good at. Just really be truthful right now.

Let's go ahead and move on to the next one or we could be here for five hours. The next one is passions and we put passions and purpose together. Some of you may have already done some work and know what your purpose is. Like my purpose is to empower people to live out their dreams with ease and abundance. You may be that clear. Or you may not. But you may know what some of your passions are. What excites you? What lights you up? What gets you juiced? What are you passionate about providing to people? These are core, important pieces of the message that you're going to be giving to the world and what you're going to be providing to the world.

And you want to be willing to put your passions out there. That's what's going to catch people. That's what's going to ignite them. Because you're going to be ignited about it. Our passions come from our life. So sometimes it may take a little contemplation if you haven't done this before to just look over your life and see what are the things that have lit me up? Where have I made a difference and it really just juiced me? It may have been as simple as a conversation with someone that made a difference for them and it made you feel really good. We're not talking about changing the world. Right now we're just talking about the little differences, the things that you do that make a difference that light you up.

LAURA This is the time to be really curious. But when you're writing down your passions, sometimes there can be passions that you know that are showing up in your business. Let yourself write down also personal passions. Look on your bookshelf. What books do you buy all the time, consistently on certain themes? What movies do you love that have certain themes to them? What kind of places do you love to go visit?

I work with a lot of imagine consultants. I have one that just loves France. So she's combining, she never thought she could do this, but she's combining her love of France with a shopping trip for her clients. You never know how those passions are going to be able to come in your packages and your marketing and things like that.

STACEY I really want to reiterate that because I think it's so important. So many times people go, "Oh that's just a hobby," or, "That's just something on the side." But it may very well be something that you can incorporate so don't rule it out too quickly and just go ahead and write it down and let it be there and percolate. You never know how it's going to evolve.

LAURA Those are the things where you dare to get really interesting. It's like daring to put your passions in makes your packages unique. Makes the way you offer your services very unique and different and standing apart from somebody else.

STACEY Yes, like my designer client. He got clear that he wanted to create places of rest and pause that replenish one's energy. Now how juicy is that? It's like, "You're hired!" And it comes from his own desire to have those kind of spaces in his life.

LAURA I have a client who is again, an image consultant. She is one of my platinum clients. She is a vegan. And she, not just in what she eats, she's a lifestyle vegan. So what that means is she looks for ways of dressing with things that don't harm animals in any way. She has really brought this into her business. She's been a very successful image consultant for

years and now she's shifting her niche to really be a lifestyle vegan image consultant. And that makes her very unique, very unique. Really stands out.

STACEY Go ahead and put your passions down even if you don't think they stick. Write them down. Let them be there on the piece of paper and allow them to kind of percolate in your mind over the week and over time because they will evolve more over time.

LAURA Years ago I did this exercise where I really put all these things up on a big piece of flip chart paper just very like what you're doing today. One of the things I had on there was like my passions. Like I love markers and colors, and it's like okay, what does that have to do with being a business coach? Well today I have a product where I encourage you to use your markers and do things like on this kind of mind map. It's like when you start noticing your themes that come up, all of a sudden it's like, wouldn't that just be so fun to do that? And that's actually how you get your marketing out there, how you get products and programs created because it's just so much fun.

STACEY It really, it's an evolving process and the more we're saying the more examples come to mind. For me it's the *One Minute Meditation* and the whole *Stillness* thing. I was led to do that. It was something I was passionate about. But I didn't really see how it fit with the rest of my business for a long time. Recently I've gotten just very, very clear and I'm going to be introducing just a really dynamic package for a program for entrepreneurs that incorporates that in it that I'm so excited about. At first I just had to follow and trust that this is something I'm interested in, not knowing how it was going to fit with the rest. Again, I just want you to put it down.

LAURA Be curious and explore.

So the next we're going to call it the sun. The next ray in your radiating sun is your vision and your dream. This is for your life and for your business. This is really what makes you unique. Each one of you, although there's going to be some similarities about how you want to grow your business or what you might want it to look like, it's very unique the amount of money you want to make; how you want to spend your day. Some of you have the vision. I want to write a book, I want to be on Oprah. Some of you want design a product and rather be on Oprah's favorites.

I know for a long time one of my visions has been and my vision has been I want to be available at four o'clock to meet the bus as much as I can. And that's a big guiding factor that's in my vision story and that I have a business that I love where I can meet the bus and get my kids off the bus.

Really creating your business vision helps you get really clear. Just super clear. Because if you're aiming for Oprah, then you know I need to do marketing strategies a certain way that really create a big blitz. That really create a lot of media attention. But if you're trying to build a business that looks different than that, then it's like you can say no some opportunities or you can say yes.

One of the things, I'm building my list and I'm growing my business. I have a very big vision. But because my vision includes that I when I travel I'm very particular about where I travel. So I only travel very select opportunities. I'll tell you an example. Last summer I got

an opportunity to speak at a conference in Colorado. And at first I was very honored they asked me and this was really wonderful. And I said yes. Then as I got into it, I realized that it wasn't really my ideal client and actually I didn't really want to travel somewhere that was only kind of sort of aligned with my vision. That was too important to waste on my life.

Having a really clear business vision will help you say yes to opportunities and say no to opportunities. And when you say no it actually frees your time to do the other things that you really love.

STACEY I'm sure; it's a great point, Laura. I'm sure most of you can relate. I can relate to times when I've not trusted that and said yes to something that wasn't an ideal fit. I can remember a speaking engagement that I was approached for and I was like, I wasn't really clear that they were my ideal audience. It didn't seem like my ideal audience. And I let the person who contacted me kind of talk me into it. Even actually did a survey to find out what they wanted to hear. I went ahead and did it and it was, it laid as flat as any speech I've ever given, which was an energy drain. It didn't feel good. It was a big lesson for me to go with my gut and only go with who really resonates with me and who's on target for me. Then it's fun and it gives you energy and everyone wins. When it's not, it's not fun and nobody wins.

LAURA The vision and dreams section, you can put some bullet points or put some things around that area of some things that you know are absolutely a part of your vision and your dream. The money you want to make, the schedule, how you want to schedule, what kind of recognition do you want? How do you want your business to look, or products or services? How, the people that you want to be helping better their lives. Is it, you want to help ten a year or you want to help 10,000 a year?

STACEY The size does not win all the prizes here. Your vision doesn't have to be huge. It may just be about making it the kind of difference you want to make with people on a daily basis.

LAURA Very compelling. But it doesn't have to be huge.

STACEY If it is huge, that's fine, too. But be careful about being overwhelmed by a big vision and know that all big visions are reached by small steps every day.

LAURA If you notice, what we're asking you to do is to just fill in each of these places around the sun and it's giving it power. You'll start seeing common themes. You'll see things that just really speak to you. Pieces that just absolutely have to be there. You'll start looking at making marketing decisions, making branding choices, the way you name your programs, will start coming from all of this information you're getting about yourself.

STACEY Go ahead and write down any hits that you have about your vision, what you already know about your vision. Thoughts that are coming up for you. Go ahead and just make notes. Again, this is all for you, it's not the final; it's just letting the thoughts flow today and getting them out on the piece of paper.

LAURA And things that you'll be adding to them, this is a life-long journey. Things that you'll be adding to it next week. You'll find something; usually what I find is I get the hits when I'm on a walk or in the shower. That kind of stuff. It's like oh I've got to go write that down.

STACEY Then the next one is experiences. These are really another piece that make you very unique because no one's had the exact same experiences that you have. I find that our experience contribute to why we're passionate about things. Our stories that we share with people come from our experiences, the good as well as the things we label not so good. The difficult times we have are times that we often learn from, hopefully we learn from. That fuels our passion and you can look at how do you apply that? How can you apply that to what you're passionate about? How can you use that to add to your expertise?

Speaking of which, I want each of you to get that you are already an expert. You are already an expert in what you do. You may not have the most knowledge of anyone on the planet. You know, Laura and I don't have the most knowledge in our fields of anyone on the planet. But you attract to you the people who need what you already know. So good ahead and be willing to claim that you are an expert in your area.

LAURA As an expert, you only have to be a couple of steps ahead people, I don't want to say behind you, but they just haven't got to where you're at yet. They're on that same path; they're very interested in where you've been and what you have and your knowledge and expertise and resources. But you only have to be a couple of steps ahead for them to want to learn from you.

STACEY I was working with a client the other day and she does life planning programs for lawyers who are working with clients with disabilities. She was kind of trying to figure out a path, a source of income for herself from looking at what all these other products that other people did and what we saw on within her files, within her mind, was this huge amount of expertise on hearing impairment and how to communicate with the hearing impaired. It came from her own life and her own experiences with that. She was already an expert in it, but not claiming that. Not really sharing that with the world at the level she already had a lot of information on.

So you want to really look and say, "Where I am an expert and what have I learned from my own life that I may not have fully claimed yet and may not be utilizing in a way that can serve other people?"

LAURA This is a great opportunity, Stacey, if you don't mind I think Joanne is on the line. Joanne has really had a shift from doing some of this work last week, had a realization. I just want to check in if you're still here, Joanne.

JOANNE I'm still here.

LAURA Great, if you don't mind, I know we chatted earlier so you are willing to share what you're "aha" was and what your clarity is about bringing in your life experiences.

JOANNE Sure. Let's see where I want to start. I've been coaching for quite a while and I knew there was something next for me in my work, something more compelling in terms of who to work with and I listened to Laura and Stacey's call and then also was on a call Laura's husband Mark led about going with the flow.

I took some time last week to get still actually after an injury forced me to get still, and was

asking for clarity. What I got was that I am an expert on my life experiences and the particular life experience is; I had Breast Cancer four years ago. One of the things that was really important to me was not to get caught in labels around it. Particularly after I finished all my treatments, I didn't think of myself as a Breast Cancer survivor. It wasn't that I wasn't proud of surviving, but I was much more than my cancer. More than having cancer.

And so what came to me was that I really want to work with other women who have had the experience of Breast Cancer and support them in discovering who they are at their core after they complete their treatment for Breast Cancer. Because it's a very vulnerable time when you finish all your treatments and it's kind of like, "Wow. Who am I now?" One of the strengths that I am claiming is that I'm able to support people in finding that still place and connecting with their core and getting clear on who they are. And also bringing my own vulnerability into the process so it's not linear. I mean, it's not an a to z process. It's not an easy process. I feel that I'm able to hold a big space for people to kind of swim around in that limbo state. I could go on and on about it because I'm very passionate, but I just really got this clarity about that my experience does make me an expert and a big piece of finding me in a challenging situation.

LAURA It's really informing you on who you're ideal client is and where you want to focus your business.

STACEY Great. Thank you, Joanne.

LAURA Thanks for sharing that. What I also want to point out, I've known Joanne for years and she obviously it's not like a new thing and yet it's very new. On one hand it's all, it's been there for several years now. And yet it's like, oh yeah right. Now I'm ready and I can see it and I'm ready to claim that and bring that into my business.

LAURA That's a very important point. There's a lot of things like that that might be in your life, in your business. Things you've gone through you know, everything from bankruptcy and you know different illnesses or helping family members move. All sorts of things that you can bring in as your expertise in your business. Thank you so much for sharing that.

JOANNE You're welcome and thank y'all for having these calls and helping me to gain the clarity. It's really having a container to explore – all this is really powerful.

CHRISTIE This is Christie. Can I actually just add a comment?

LAURA Yes, sure.

CHRISTIE Thank you. The question that is actually coming to me from this conversation, especially from what Joanne shared so passionately, it was beautiful, is just to be able to even say, "Where do I have something to give or to offer others?" You know, I don't think of that. But I think that's what you're saying. Claim what is my own and let that brilliance shine.

STACEY Beautifully said, Christie.

LAURA So many times we think the answer is in the marketing strategy, what's the brilliant marketing idea that's going to make me so compelling? But it's not. It's really in your authentic self and being willing to show that authentic self.

STACEY That's right.

CHRISTIE Can I just underline one other point that was made in the other call that I think was really important? It's about what we do naturally. I think we often discount like just our own natural strengths and natural processes in life. I think so looking at those things that actually come, I don't know about easy, but just naturally for us, and looking at how that might benefit other people was something that really helped me.

STACEY Yeah Joanne. I found that almost always to be the truth the things that we do naturally well we tend to discount and think are no big deal because they are easy. But in fact those are our gifts. Great. All right we have so much more to cover.

LAURA So number five is looking at your style and your personality. These are the things, some things you might love about yourself and some things you might have all these little messages about how that "you're too loud" or "you're too quiet" or whatever that is. But this is where you step up and claim, what is my unique style? What makes Laura different or Joanne different or Stacey different from other coaches and other people who show up, other business owners?

Things like that you're maybe you're funny. I mean there are personality styles that you can bring into your marketing. Whether you're funny, you're joyful, you're creative. I had a tele-class yesterday with a woman who was a guest expert that I brought on to my group. Her name is Helen Graves. She is extremely practical and very focused on online marketing. Gets great results. But she is very irreverent, very funny. So she brings it in because that's what her clients are going to expect from her. So she brings it in. The name of her business is called Cracker Jack Online Marketing. Named after the Cracker Jacks where you get the prize. So people know what to expect. They know that it's going to be a fun experience with her.

STACEY Trying to be someone that you're not will only drain you and it won't be authentic and it won't feel good for anybody. So again, it's really owning your personality. Letting if your funny letting that humor come out versus trying to force yourself to tell a joke. There's a big difference between the two.

LAURA Absolutely. And so really this is a great place to brainstorm. What are the qualities you hear about yourself? We'll give you some tools for testing some of those beliefs. Because sometimes you'll think of things and you'll have messages, parents saying that you were too this or too that. And just let this go. That's great, appreciate that. And I'm going to write it down.

STACEY All right and then last ray is the ideal client – who you love being of service with. And really daring to focus your marketing message to a special audience versus saying I serve everyone. The more niched you can get with who your ideal client, the more clear you can get on who you absolutely love working with and serve that market, the more you will draw that market to you and become known specifically for that market.

You really want to go, is it women, is it men? It is a certain age group? Is it a certain industry? Is it a certain type of person? Is it someone who's had a specific disability? Who is it?

LAURA The more specific you can be, and sometimes it feels counter-intuitive. Okay, I'm leaving people out. It's not so much that you're leaving people out; it's that you're including certain people in a really big way.

A great example I had, a group that I was leading that was a group of all image consultants. There were six of them. And at the very first, it was as six month program. And at the very beginning when they talked about their niche, they all sounded exactly alike. They did color; they did shopping; they did wardrobe; they did closets; they worked with women from 35 to 65. I mean all of them.

By the end of the program, it was like each of them was like this unique, brilliant gem. And they were so different because they dared to say, "You know what, I'm really the best color person out there. You know what I really work with artists and performers." And all of a sudden they just started looking incredibly unique and very different and that made their marketing so much more impactful than trying to blend with the crowd and do everything for everybody.

STACEY And this is something too that's going to evolve and change some over time. So go with what you know now and narrow into the degree that you know now. Again, we don't want you to force anything here. We want you to just kind of look and see, again be curious. Let's talk about the middle of this sun.

LAURA The sweet spot or the joy spot. And this truly is, it really is the sweet spot where if you've ever played tennis, when you hold the tennis racquet, there is a sweet spot on that tennis racquet where when you hit the ball, it just bounces off like there's no effort and it's so easy. It just, it's an amazing shot when you get it right in that sweet spot. And that's what we're talking about here, is that sweet spot where these things all come together; all these different pieces. And in the middle, you really dare to own each of these, what's unique and brilliant and different about you and what's special about you. You really are special. That's where your authentic connection is. Your authentic power. That's where your Authentic Marketing Style is.

STACEY Again we really want to emphasize that it's not necessarily going to be like my Authentic Marketing Self is G2 or its bold and brassy. We don't want to limit you to that but rather we want these different pieces to inform that spot. To know that if who you are is someone that comes from quiet strength then shouting from the roof tops is something that's not going to be your authentic marketing. So if you're passionate about helping people with Breast Cancer, then a man probably isn't going to be your ideal client. Or a men's group isn't going to be where you're going to talk to. All of this information informs your programs, your style of marketing, the way you express it. And it's, it becomes a deep knowing inside of you that you're so clear, even though it's not like this package. It's the clarity that allows you to then know when something shows up that's right for you without a doubt.

LAURA After you start filling this out, all around the edges, and adding to it and adding to it. And then really looking at what are the common themes that stand out that really, really vibrate inside you. Like when you check inside, you're like this is got to be there. I just know. That was my knowing. I just had to put joy into the business because I had been through business for 20 years and been through five buy-outs and it wasn't joyful. I had this knowing - business can be joyful. It wasn't a logical thing. In the middle of my joy spot was I've got to have joy in my business.

STACEY And I particularly think that when you bring the passion along with your strengths and your experiences, you're just going to clear about what has to be there. Like what's at the core. And you may want to bring certain words into that center versus it being a package thing. Let's just notice the themes that you see on the rays of the sun and notice the ones that really as Laura said vibrate with you. Bring a couple of words into that center that really resonate as, "Yes, this is who I am, this is what I'm about."

LAURA I remember looking at mine that I did about four years. And I thought what if I could have a business that included all of these things? It was just allowing myself to dream. What if I had joy and creativity and intimate groups and I just had all of my particular things up there. And it really shifted my business. Then I started naturally making different decisions to go towards that.

Let's do a little check in and see if there's any questions. Anybody has a question or an "aha" or something you want to share?

STACEY Can we save the questions to the end, Laura? I'm just thinking about...

LAURA That's fine, if you want to make sure we're on track.

STACEY So everybody okay with that? Okay.

The next piece, what we want to do is look at, taking that sweet spot, that essence of who you are and claiming it and creating your own Celebrity Signature. There's really power in having a Celebrity Signature. And what do I mean by Celebrity Signature? Celebrity Signature is, I am known as the Dream Queen. Allie is known as the E-Zine Queen. Laura Berman Fortgang is America's Number One Career Coach. You have the Video Guy. You have the Organic SEO Guru. You have the Wedding Gown Guru. These are all what we are terming Celebrity Signatures.

Now here's what I want you to get. Who do you think named these people this? Where did their name come from? Who decided that Laura Berman Fortgang was America's Number One Career Coach? Who decided that I was the Dream Queen? Who decided that Ali was the Greatest Fighter of All Time? Where that came from is they each, each one of us claimed it. It resonated as this is who we are and claimed it and expressed it the world and the world said, "Okay. You are. That's who you are for us."

You don't have to wait for someone to knight you as the Wisdom Diva or the Video Guy. You've got to look inside yourself and say, "This is who I am and I'm willing to claim it." And it combines really your passion with your style, it's what going to form that Celebrity Signature. What it can provide for you is a level of credibility, of recognition, of people

wanting to do business with you, of people wanting to interview you. Simply because you've claimed that this is who you are in the world, and people want more of that. So the question is, how do you want to be known? And the second question is, what is this bringing up for you?

LAURA Trying on one of these is going to bring up some things. Like, am I really a diva? Or you know, yeah, I feel more like a queen. Or yeah, I'm the king of video production. Or whatever that might be. So it's both, very enrolling and engaging and sometimes it has your energy amp up and saying, "Yeah, I can do that. I can put that on." Like a persona. Very authentic again, we're stressing the authentic. But it allows you to show up as that person. And it might also bring up something Stacey said about, "Oh how dare I, especially how dare I knight myself as the Joyful Business Diva or something like that. Who am I to do that?"

STACEY This is a place to step up and step into and it's going to come with really claiming, claiming that sweet spot and claiming who you are and being willing to own your expertise. To know that these are – you are who you say you are. You really are. You are who you say you are. And we don't want you to be inauthentic. I also don't want you to take these too literally. Like, I'm the Dream Queen. Well, I'm not a literal queen, but I own being the Dream Queen. This is who I am for people. I empower people to live out their dreams. Those words resonated with me and I was able to own it and therefore other people see it in me and see me as being that.

And it's who I literally am for people. I can hardly go anywhere without hearing something in somebody that's their dream and really standing for them being that. So it's authentic, and I own it. And that's where you want to look at it. What are you authentically about and how can you put it in a way that really claims your expertise and who you are in the world in two or three words?

LAURA So as you're creating your sun, with all these different areas, we've got all these different words that are on this paper. Then it's great to start looking online. You can Google; you can go on Facebook and do a search. You can go on Twitter and do a search. And just start searching. And see what kind of things that you see that are similar and what you start seeing where you can show up with your unique, authentic marketing style and be different.

STACEY One thing that I was doing yesterday just to see what I could find out there, is if you're on Twitter, you can do a search on Twitter and you can like just put in the word – so you're about videos. You can put in the word video and you can see all the names that come up that have video in them. Or if you're playing with the word diva, you can put in the word diva and see all the different divas that show up. It's kind of fun to see what other people have knighted themselves as. You can also see what other people are doing and kind of twist and play with that a little bit.

LAURA Let's do a check in and what comes in for you when you think of having a Celebrity Signature? Star six to un-mute. I know you've been on mute for a while. But we'd love to hear from you.

STACEY Come out!

LAURA What comes up for you? Think of having a Celebrity Signature, does it sound kind of fun and exciting or scary?

JIM This is Jim. It sounds awkward to me.

LAURA Sounds awkward?

JIM Yes, most of my coaching is business coaching so...

LAURA So what's awkward about it?

JIM I think it's thinking about how someone would interpret what I said. It makes it a lot more sense the way Stacey said it, when she said she was a Drama Queen, she helps people...

STACEY I like that. My mother would agree with that.

JIM Sorry about that. So anyhow, that makes a little more sense that way. I guess homogenize it more in my mind and see how that could work.

STACEY Yeah, you want it to absolutely fit for you and so obviously calling yourself a queen probably wouldn't be a good idea.

JIM Definitely.

STACEY But you know Laura Berman Fortgang is America's Number One Career Coach. Now who named her that? Actually I just found out recently her publishing company actually gave her that name. But not because there was some vote on that. You can use the word Coach and what you're about but in a level of expertise that perhaps you haven't claimed before. Again, obviously it needs to fit for you and resonate for you or it won't be right. And so it may not look like any of these. It may look a little bit different than what we've said. I just want to encourage you to not think that because you're a business coach that you can't go here. But rather let yourself be curious and say, "How could I go here in a way that fits for me?"

LAURA And it might be combining your main service that you're known for, if you're a sales coach or networking, or whatever it might be, with your ideal market. You might be able to combine something together. That if you're the kind of, say something like the Sales Guru for Advertising Agencies. Or it just might be advertising agency and sales and you bring it together and you're a coach. You're a top coach for that.

And we're also being a bit provocative with this on purpose. Because it, whether it's for you Jim or everyone else, too, is look at how you might put your hand up and say, "No, no – I can't do that. I can't step into that." We want you to, and part of your homework is going to be to look at what kind of beliefs are coming up about that? It might be some beliefs that you have about your clients that might actually hold your business kind of small. Or it might be some beliefs that you have about yourself about what would it be like to claim myself as that?

JEANNIE This is Jeannie. I was just thinking about that too, because I'm a business coach as well. And I asked myself, "Well if getting," I like your word provocative because I think it is provocative and helps you own that niche better. So if owning the niche better means I'm going to make seven figures, would I be less than comfortable claiming that?

LAURA Yes, the answer is yes, absolutely. And you know the answer, the more specific you are about what you do, who you do it for, claiming the Celebrity Signature. You will be more successful. You will have more visibility, more credibility. You will attract more clients than if you're a business coach for small businesses and big businesses and training and leadership you know, and you just put everything into it, people don't know how to niche you. They don't know how to refer you. They don't know how to talk about you. But when you say, "I am the number one sales training coach," that makes a big difference between that or, "I'm a great business coach."

STACEY Right. And another example is Kendall is a Million Dollar Marketing Coach. Well that's attractive, right? So she's claiming something about herself and she still coaches businesses and she's making six figures.

LAURA There are plenty of people who aren't million dollar businesses yet. So that's the funny thing. When you claim your success, it actually is more attracting and you will attract more people to you who aren't quite there yet. So you'll attract people. Just like being Laura Berman Fortgang. She does a lot of other stuff other than career coaching. But she gets that because she has that reputation already. She gets to choose what are those things that she wants to do that are outside that?

STACEY Other questions or things that are coming up for people?

CHRISTIE Hi this is Christie and I'll just say I think you were really brilliant by having us fill out the flower or the sun first. Because this is exactly the sweet spot right here. So I think as we fill that out it's not a mystery. It starts to kind of break it down. I'll tell you what mine is - I'm the Wrinkle Godmother.

LAURA Tell us that one again!

CHRISTIE The Wrinkle Godmother.

LAURA And the description is?

STACEY Tell us what you do.

CHRISTIE I market a product called the Galvanic Spa that most of my clients say in under ten minutes they look ten years younger.

LAURA Notice the difference. If you would just say that, then some people would be interested and be like, okay. But when you say the Wrinkle Godmother, we're all like oh tell us more! Come on!

STACEY We want to know. That's great.

CHRISTIE And it's fun.

LAURA Everybody laughing and all of a sudden you weren't selling me something. It was; I really want to know. How easy was that? You have to own it, right?

STACEY You have to own it. And you know also for you business coaches out there, I want you to get that just because you're a business coach doesn't mean you have to be staid and conservative. Is that your personality? Fine then use a conservative signature. But allow your personality to come into it. People want to know who you are.

JENNIFER Hi, this is Jennifer. I have a title but I don't think it's enough as Emril would say, "Bam-ish." It's called the Soul Language Teacher. I sounded a new paradigm and it just doesn't sound like over the top enough which I find very funny for myself.

LAURA Because you're much more over the top. You're way deep and passionate and you're like, I just met Jennifer in the last couple of weeks and she's, I mean I've connected her to my whole network because she is so passionate about what she's doing and I love it.

JENNIFER The Soul Whisperer?

LAURA You're not a Whisperer.

JENNIFER I actually want to use the word Warrior, but that seems a little too aggressive.

FEMALE 1 A Warrior for your Soul?

JENNIFER I could say the Soul Language Graceful Warrior.

STACEY Here's the thing Jennifer. I think you're trying too hard. Give this time to percolate and here it is. If you just be with it and let it bubble up and when you get that big, "Yes, that's me!" You'll know. I don't, I haven't heard that in anything you said so far.

JENNIFER I would agree with that statement. It's going to take a shower moment.

STACEY Yes.

LAURA What I love to do, when I'm percolating on a title for something, I just put it, I use a big flip chart paper, tack it on the wall and then I just put sticky notes all the time. Like here's a word that came up. And all of a sudden I just start playing with those sticky notes and rearranging them. And then it will come to you in the shower anyways. Things, those sticky notes come together and that's it!

STACEY So remember now you've just been really introduced to this is an assignment for you guys. So it may be there for in this moment and it may not. Don't worry about that. We want you to kind of just be with this. Be with all of what we've given you today, allow it to percolate. Doodle with it. Be curious about it.

LAURA It's called Authentic Marketing. Notice that we're not saying, "You've got to have it. And you've got to have it right now." We're not pressuring you. It's like you know what, this is

very organic. We totally believe in it and what we know is it's got to be authentic. And that takes a little bit of time. Sorry to interrupt, Stacey.

STACEY Not a problem. You're absolutely right. And if stuff is coming up for you about having a signature like this, just notice what the beliefs are over the next week and jot them down. Sometimes just in the noticing of it, you'll be able to move through it or at least pass through it for now and see what's on the other side. If not, let that be okay, too and know that we're going to do some powerful clearing next week so if you're not able to claim it over the week, know that this isn't your last shot by any means. Our intention is to help you clear whatever comes up that's either in the way of this signature, of claiming your Powerful Self in any way over the next three weeks.

LAURA So that leads us to the homework. Over the next week we want you to play with this radiating sun. Play with all these different pieces. Keep it out on your desk. You might even want to make another copy and put it by your bed, because I'll find lots of times I'll wake up and have an inspiration or when I'm going to sleep or sometimes at three am. It's nice to be able to jot another note down about it. Just keep adding to it all week and just start playing with it and see what kinds of things come up. When you notice that you start to write something and then you stop, like, "Oh no, I can't write that." Write it down. That's probably the big thing that you need to write down. Just notice. I hesitated in writing that down. Notice what's coming up.

STACEY Anything that you have resistance to, you want to notice.

LAURA So the next piece is playing with your Celebrity Signature. Play with some of those different words and try on Diva and Goodness and Number One this and all different types of ideas. Part of it is, yeah we'd love you to have a Celebrity Signature and get to that point. And part of it also is that it's going to bring up some beliefs for you. It's going to bring up, "Oh I really want it to be fun!" Like the Wrinkle Godmother, Christie. She connected with wow, it's really fun and how easy is that? So that needs to be in her marketing.

STACEY You don't have to have a Celebrity Signature. You might have a signature program or style like *Joyful Business* or like *Un-Marketing*. Scott Straten is known for *Un-Marketing*. That's very interesting and draws you in. But I want to encourage you to play with the Celebrity Signature idea because it is very powerful and especially to notice what comes up for you about it. Just working through that is going to provide something powerful for you, whether or not you decide to use a Celebrity Signature.

LAURA So the third piece, the first one is to play with your sun, your Authentic Marketing Style sun; you're Celebrity Signature; and then we also gave you a handout with your beliefs. They were the different limiting beliefs – the most common limiting beliefs. There are six of them and we talked about them on the call last week.

We want you to just review those and keep that out as well. Just notice throughout the week whenever there's some sort of belief that comes up, it could be a thought that passes through your mind; it might be a story that you end up telling somebody that all of a sudden you realize, "That's actually a limiting belief that I keep telling the same story over and over again." Notice your words, maybe your actions. You pull back and you don't actually

return a phone call or you don't return an email because there's some sort of belief there. Your body is great at giving you signals. If your stomach is in knots right now at the thought of a Celebrity Signature, then write that down on the Belief Tracking sheet. Ask yourself what is it telling you?

STACEY What is my concern? Why is it I think I can't have this? Write that down. Anytime we think we can't do something it's not the truth, there's something else underneath there.

LAURA Yeah, and so we want you to do that – it'll be really good preparation to track those beliefs throughout the week and know that when you come to the call next week we're going to be doing really powerful, the energetic shift piece along with stepping into your power. Tracking your beliefs throughout the week is going to be really good prep work for that. So be really connected to what that experience is.

STACEY Right. And remember that next week is 90 minutes, so plan on that so you can be here for the entire time if at all possible. You'll want to do that next time.

LAURA And we'll send out a reminder by email, too. So we'd love to wrap up. Anything else that you have to share before we wrap up, Stacey?

STACEY No, I would like to hear a few things that people are taking away today.

LAURA So *6 to un-mute. Yeah, we'd love to hear what's your "aha"; what's the piece you're taking away for yourself today?

LAURA 2 This is Laura Tulley. I'm taking away that if you can't get clear about your niche, it's really hard to get clear about your signature. Those two things support each other, strengthen one another. That's what I take away.

LAURA Absolutely. All that is directly related to your money. So if you're not getting clear about your niche and not daring to step into your signature or step into your authentic marketing style, you're probably having trouble really being financially successful in your business.

STACEY And here's what I want to say though, too. Even if you can't get a really narrow niche, don't worry about that. Go with what you do know as a starting place. There is probably more that you know that you haven't claimed yet. And it doesn't have to be as narrow as we talked about today to get you started.

LAURA 3 This is Laura. I'm a massage therapist and a yoga teacher, a wellness coach kind of. And I'm noticing that it's easy for me to receive what someone says about me, but it's difficult for me to like toot my own horn. I'm like the greatest...blah, blah, blah. A wellness guru label or something. So I think it's all about the claiming. I'm just feeling that.

LAURA Just make that okay. Just notice it. And there's power in just noticing. Just notice that it's hard for you to claim your own brilliance. We all know it's there. Shifts will happen just from that.

STACEY Let it be okay. I bet you're not the only way by the way, that's feeling that today.

LAURA And we encourage you...

LAURA 3 And what I need to say it about myself. Then I feel it makes me start feeling a little bit like, who am I to say that about myself? You could say it about me.

STACEY And that probably comes from somewhere like it's not okay to brag or some kind of beliefs like that so you might just want to look there.

LAURA Track them throughout the week. You've got your first one to write down. Just notice, write that down on the list. And if it's not one of the six, because there's plenty more than the six. Write that down and say, "Gosh whatever that belief is, I'm not allowed to brag about myself because it's bragging. I'm not allowed to talk about myself." It falls under the one about what people will think. She thinks she's bigger than she really is.

STACEY But there's something there that's not okay to own it, to say it, to talk about yourself positively. And you want to get as narrow in on the belief as you can. That's going to help you in clearing it, too. You'll get at a deeper layer of it. And you don't have to know. It's great if you do, so just kind of explore it but you don't have to know. You'll be able to clear and shift next week even if you don't know what the exact belief is.

DEE Hi this is Dee in Miami. I'm really glad you said that, because it's really important to have that space to not be where you're proposing we go. Because I'm with Jim, it feels awkward and with Laura it's like, it feels pretentious to say, "Well, I'm the blah, blah." Because I'm not there yet. I appreciate the space and part of me is really excited. It's like wow, this is going to be really fun to figure out my niche and it's so important to have a niche because if you're not focused then of course it's not going to manifest.

There's so many options in the universe, there's so abundance and to get focused, that's my purpose, or that's my goal this week is to focus in so that I can move forward. Because there's like a big wall that's in front of me because there's too many options and I haven't decided where I'm going.

Before I forget, Jennifer, I have a word to add to your list of words for Soul language. I forget what your whole thing was, but the word yodeler came up for me. And I thought wow, that's fun.

STACEY That's great.

LAURA As you're talking with other people, things will come up. And sometimes you just have to say, "You know, thanks for that. I'll take it under advisement." You might be thinking, "Yeah, that really fits." You might be thinking, "No, not so much." Just notice what comes up and great, thank you for sharing all that, Dee. Because everybody is at different places. Some of you are going to be crystal clear, big shifts really quick. And some of you it's going to take longer. And that's okay, because it's all part of the evolution of yourself which then translates into the growth of your business.

STACEY That's the great thing about being on a call is you can hear what comes up for other people. But you can also tend to compare yourself to each other and we don't, don't do

that because it doesn't serve you. It's really just be with where you are and however long it takes you to get clarity on a particular area, is okay and it's perfect for your progress.

LAURA The thing about your business too is that it grows. It's not today I'm going to get clear on my clients, all my offerings and exactly my business vision. The thing is in six months it's all going to shift a little bit. And then it's going to shift again next year. So it's going to keep growing as you grow. You don't want to get too tight on it. You do want the focus, but you don't want to be so attached that you actually cut off the possibilities.

STACEY That's why we called it play work again, is we don't want you to go, "Oh, I got to figure this out." We want you to really play with it this week. Be light about it. That's when the answers show up is when we can be light and be curious versus trying to force or make it happen.

LAURA All right. We'll take one more.

GERI This is Geri. What came up for me, I don't want to categorize or stereotype, but many women do feel, "I can't say anything about myself." I went through a practice one time where we were to select two or three people that we really respect. They could be historical figures. They could be fictional people. And then just to visualize our conversation, overhearing what they were saying about us. And when I go back to that, I did that about ten years ago, it's like wow. It's like yeah. It's okay.

LAURA There's a lot of different tricks you can do like that. And I think this week of just playing with it, writing it down is very powerful. Having a real conversation or an imagined conversation. And even just saying, you know is there something that you're noticing on your chart, on your sun. I am actually a really powerful client leader. Or whatever your words are say them out loud to yourself while you're alone. And just get used to hearing it.

Because the thing is, it's not actually about the words, it's really about the energy and how aligned you are inside. So one person can say, "You know, I'm America's Number One Joyful Business Coach." And another person can say it. But if one of you don't, if you don't believe it, it's going to be received kind of funky. But if you really believe it, it's received you know people they get it. They get when you're in alignment with it. That's where we're really trying to point you towards.

STACEY And that's what we're working towards. And so you may come up with an idea this week that feels good but you don't fully own it. Don't worry about that because chances are after next week you'll fully own it. Get this is a process again and let yourself be where you are. Remember its three weeks for a reason that we're doing the class.

LAURA Great. Okay, well I think we're ready to wrap up. I'm going to honor the time for everyone. And thank you so much for all your participation. Also, let us give you our emails so that we'd love to here if you do have some shifts and some "aha's" throughout the week, we'd love to hear from you. You can either email Stacey at coach@balancedliving.com or Laura, one of the many Laura's on the call, Laura@joyfulbusiness.com.

STACEY Laura, you attracted all those Lauras.

LAURA I know, I'm loving it.

STACEY So thank you so much for being here for engaging with us for being in this conversation. We're excited to be with you and look forward to seeing you as things unfold over the next couple of weeks.