

Own Your Big Self – Class 3

LAURA Welcome, this is the third tele-class in our three part tele-series, called *Own Your Big Self*. This has been all about lining with your greatness. How you can make a bigger impact, attract more clients and charge more money. We've heard from lots of you that you're well on your way. We've been getting some great emails.

STACEY Yes, it's so exciting.

LAURA This is a reminder that Stacey and I put together this work really for each of you because we have so been hearing how you are very heart-centered entrepreneurs and you are really wanting to step more and more and deeper into your courage and show up in a more powerful and strong way in your business, in bringing your work to the world. That really is what has had us come together and join together to bring different types of work together so that you could start really claiming your Big Self. We are so passionate about you being more successful in your business and getting your work out to the world.

What we've covered so far is we started out on the first telecast and we talked about your Authentic Marketing Self. We had the worksheet where we had the radiating sun, and that's where you really looked at your passions, your strengths, your experiences, your personality. All those things that make you, you. Make you uniquely you. And we heard a lot of feedback from you that you are really diving into that and daring to explore it and play with and just have fun with it and just put it out there and see what happens. We've heard a lot of feedback from you about how well that's been working. We even talked about putting that into a Celebrity Signature. That's our provocative way of really having you step out there.

STACEY And you guys are doing it. That's exciting. We're hearing some of you who are really doing that. Who have created a Celebrity Signature and are stepping into and all kinds of things are starting to happen as a result. We'll talk about that, too.

LAURA Absolutely, because all sorts of things do happen when you start putting it out there. Then on the second tele-class we really got more into your limiting beliefs and started to shift that energy. Stacey led us in a powerful, guided imagery that was really focused on shifting the energy, shifting what was ready to get out of your way so you could show more powerfully as your Big Self. And then ended with the experience of really stepping into your power and getting that feeling in your body. When you're really stepping into your confidence, your authentic power, you can feel that powerful center in your body. I know a lot of you have had all sorts of shifts and things like that happen.

One of the things that we wanted to mention is that for each of you, some of you every piece is going to be very powerful. For some of you, you're going to resonate more with a particular exercise, or a particular experience. And that's all okay. We're all very different in the way we show up and the way we connect with certain things. So let all that be okay. That's why we came together, to bring you a variety of tools, a variety of different ways of having the shift and stepping more into your Big Self.

- STACEY Some of it gets more into the left side of your brain and some of it more into the right side of your brain. So it's an opportunity to really strengthen both sides and play with both sides. Even if it's a little uncomfortable, you may want to just look at what's available there if you're not used to doing in a particular way. If it just doesn't feel good, that's okay too. But it's there for you if you want it.
- LAURA We've heard from some of you that you listened to the tele-classes over already so you've been really integrating this in your life. We get so thrilled. Stacey and I keep emailing back and forth or having calls and we get so excited when we hear about how committed you are to this work, about really selling up powerfully in your business. It's neat to hear the stories.
- STACEY That's what we're going to do, hear more stories today. We're looking forward to hearing from more of you about the shift that you've had and the part of really owning your Big Self will be about sharing that with the world. This is a safe place to start that.
- LAURA Absolutely. In a few minutes, Stacey's going to lead us on our grounding. She's going to do it a little bit different. She's going to add a little bit more visualization to it so we can really reconnect with that powerful place that we're talking about – that powerful center inside you.
- We're going to give you some opportunities, because we do want you to share you stories, both for yourselves because it's very, very powerful to claim it out loud, so we want you to have that opportunity to be able to claim your Big Self story, or how you are shifting, even in small ways on this call. It's really powerful when you start hearing each other's stories. Then you start realizing more about yourself. It will validate more about your own journey. It may bring up some questions as well.
- STACEY Just know that this isn't about comparing or a competition or, "Oh, that person got that part and I didn't get there." Try not to do that. It's easy to do that, but it isn't empowering at all. Know that where ever you are in this process is perfect.
- LAURA We're going to do two things before we end. One, we want to share with you some of things that you can expect as your Big Self starts showing up. Some of them are really positive and juicy. They're all really positive in the end, but some of them can be so many things that can show up. We just want to help validate and make that really normal so you know what to expect. As well as the more powerful things. And then we're going to about some strategies about how to keep your Big Self alive and how to really integrate it in your marketing. We're going to put you in that direction as well.
- STACEY Some real life application here. You guys are already doing that, but we just want to reinforce that and give you some more ways to do that.
- LAURA Would you like to go ahead and start? Just a reminder, we're going to 2:15 Eastern Time, so we're a 75 minute call. So we're back to our regular call time.
- STACEY We're going to do the connection. We're going to get grounded in your body and then we're going to straight into a little mini-visualization to get you reconnected with your Big Self. Go ahead and close your eyes. Just relax. Sit in a comfortable position. If you're driving, don't close your eyes. Imagine a dot to

the right and a dot to the left, both in your field of peripheral vision.

We're going to do the one minute meditation. I want to say for those of you that aren't familiar and want to get more practice with the one minute meditation, you can sign up for the stillness experiment for free at my website at balancedliving.com/stillness. That's something that I forgot to mention earlier. It'll be on the recording, don't worry about it now.

Close your eyes. Imagine a dot to your right and a dot to your left both in your field of peripheral vision. Focus on the dot to the right and the dot the left. Dot to the right, dot to the left. Dot to the right, dot to the left. To the right. To the left. To the right. To the left. To the right. To the left. Take a deep breath in and breathe out. Allow your shoulders to relax.

Notice your breath and observe your breath for a count of three breaths. And just enjoy this place of stillness. From this place of stillness, you're going to connect with your Big Self. Just connect with all of your strength to the things that you do incredibly well, incredibly easily. Connect with your experiences, the good, the bad, the ugly. However you want to frame them. The experiences that you have had that make you who you are today. Your personality, your style, the way you present yourself in the world. Along with your knowledge of who your ideal client is. Bring all these pieces in, connecting with them and asking that all the parts that make up your Big Self, be integrated in you at this time in a way that is for your highest and best, and the highest and best of all concerned.

Now ask to be shown in your body the feeling of pure love that is the essence of your Big Self. Feeling it in every cell of your body. And standing in this place of your Big Self, imagine you are looking ahead of you into the future. It may be one day or one year out into the future, and you see this big, bright yellow ball of light ahead of you. This big yellow ball represents your vision, your sweet spot. The combination of your Big Self and what you want to bring out to the world.

Calmly and confidently, walk out to your vision. Walk into that bright light and feel it radiate out from you as you own your Big Self and prepare to deliver your Big Yes, your Big Vision, to the world. As the light radiates brighter and brighter, you attract more and more ideal clients to you. They are all around you. You smile. You are confident. You are owning your Big Self and what you have to provide in the world. And all these people have been attracted to you because they want what you have to give. You take a deep breath and you connect with them. Smiling, as you start to share your higher wisdom with them from this connected place.

Notice how good it feels to own your Big Self. Ask again to feel the essence of who you are in every cell of your body, the essence of your Big Self connected with and living your vision and dreams, and making an impact in the world. Feel it brightly in every cell of your body. Know that this is yours to keep. This is who you are, and this is what you're about.

Just take a deep breath in. And release. As you're ready, slowly start to bring your Big Self back into current place and time and slowly start to open your eyes.

LAURA

Very nice. So from this new place that you're at, this Big Self place, we would love to take a few minutes, about 15 minutes, and we want to share some of the

stories. I know some of the stories we've heard, some we might not have heard, about some of the shifts, what are the shifts that you are seeing? Some of you have taken this work further. Some of you are noticing some subtle little changes. I would think that each one of you has had some sort of shift. Something that you have noticed that's coming up. This is an opportunity, really inviting you in to share it. Because when you speak it, when you write it, when you share it, you're really owning it and integrating your Big Self in a deeper, richer way.

STACEY Really get that no shift is too small. Just own whatever you have experienced, whatever subtle differences or big differences that you've noticed. Each little thing that you own then becomes more integrated into you and allows you to go to the next step.

LAURA It might be a shift that you're noticing inside. More in you confidence or your power feeling that might be showing up in your Celebrity Signature your claiming. It might be showing in an action you took or are taking that doesn't feel as hard as it did before. Sometimes its subtle. So who would like to share?

JENNIFER I'll go. I belong to this health marketing company for essential oils. We had a meeting a yesterday and a lunch. My mentor in the business was talking about gifts that we all have. She turned to me and said, "Jennifer's all about PR." I have to tell you, for a moment I was totally in shock. I haven't done PR in years. Where is this coming from? I stopped and I said, "No, that's not the gift I will be known as, and I am known as. I'm known as a powerful healer." And she went, "Oh yeah, of course." It was almost like she went to this weird time warp. Which was so funny, because I actually got to really go, "Okay, that's not how you'll ever know me again."

STACEY You sound really clear.

JENNIFER It was really cool. It was so shocking. I couldn't even understand why it came out of her mouth. Now listening to this conversation, of course I know. It was really a very cool experience.

LAURA I get how clear you were.

JENNIFER Normally I think I would have been a little quiet and let it pass. But I was, "No, I want to clear this up before you educate these people wrong." It was just a great experience, so thank you both.

STACEY You're welcome. Lovely. Who else?

DEE I'll share something. Hope I can do a good job of sharing this. I work with a cooperative of business merchants and one of the areas I have chosen to focus on is a line of products geared for pets, mostly dogs and cats. We have this one product that's an antioxidant. I really like it, because I've had personal experience with my pets. I decided to really push it and really go out and promote it. I'm really happy to do this, because I like the product so much. So I have been preparing materials to do that and every day I would get up and think, "Okay, I'm going to go out and talk to groomers and vets." The day would go by and I wouldn't have gone out. But I've been patient with myself because I thought, "You're preparing materials. It's okay, be nice. It's all right."

So I finally went out yesterday. I didn't have a whole lot of time and while I was out I wanted to check up on something completely unrelated to my work. While I was there I saw a vet's office. Just on a whim I walked into this office. I live in Miami and I don't speak Spanish very well. Their office was only Spanish speaking. I took the plunge anyway and asked if they sold products and would they be interested to let me introduce my product line. They were like, "Sure, come on back and talk to me right now." I was blown away because I just wanted an appointment.

So then I had to go back and I was so unprepared. It was pathetic. If you had a video of what not to do in sales, I did every single one of those things. I was unprepared, couldn't speak to the guy, didn't have the language, showed him my stuff, didn't have answers to a lot of the questions. Whether or not he felt sorry for me, he ordered a two case product order. I expected maybe he'd try a bottle or two or jar or two and he ended up, at first he didn't know what the word canister was, so it was kind of cute because we exchanged. But he liked me.

I think that's what it really was about. I came through and it didn't really matter what I was selling, but he got that I believed what I was offering and I wanted to make it work for him and his clientele. He wasn't about the money; he was about the product, also, affordability to his clientele. So he respects his clients and he respects the product and he wanted to help me. I haven't had that in a long time. And to allow the help, because that's what I've done for a long time, "I don't need you're help. I'm independent. I'm strong and I'm capable." And I am all those things but I also am receptive to people reaching a hand out to me and giving me a lift. It's okay. That's what yesterday was.

STACEY I have a question for you. First of all I want to really acknowledge you for just owning your Big Self and going in there and doing it as unprepared as you were. I really, really want to acknowledge you for that. The question I have is how do you know it was a handout?

DEE I don't mean handout in a negative. I mean an extension of a hand, like a welcome or a gesture of a lending of support. An outreach of someone's hand, not a handout in the negative way. A hand reaching out.

STACEY A hand reaching out because there was something over there that he really liked. Over with you. I think it's beautiful. What I think what there is for you to continue to own is that you have something to offer and that you don't have to have the words, right? Because I think that's the real lesson there.

DEE It was comical. I wish someone could have filmed it so we could laugh over it. Everything I did was wrong but it worked out anyway, which is the joy of it.

STACEY Obviously it wasn't wrong.

LAURA What I would add, I have worked with a lot of clients. Sometimes they will say, "I need a unique selling proposition. I need my elevator speech. I need the right exact words." But what I know, and this is what you are demonstrating, is the words don't matter. When you're energetically aligned and you're really showing up authentically, it's powerfully, authentically. And sometimes it means you're being really vulnerable, and it means you don't have the answers. But what I

really hear you saying is you showed up, you were still very powerful and you made the connection. That's really what marketing is all about.

STACEY It's not about having a prepared speech.

LAURA Unless you're energetically not lined up then you really want to have the right words, the right process.

DEE True. And I took all the time to prepare, because there was a little guilt tripping of well, you need to get out there. And I kept putting that aside and saying, "I really need to prepare at least enough materials where I have something to offer more than just, 'Here I want you to have this. Order this.'"

LAURA Terrific and you learned from it, too.

DEE Yes, I learned a lot.

STACEY Congratulations!

LAURA Who else would like to share? We'd love to hear another story.

LAURA 2 Stacey and I talked about last week, I do some private coaching with her, about me getting on the phone and I've been struggling with that. All of a sudden, the last two evenings I've gotten on the phone and made connections, interviewed possible people to come into my business and sold products. It was just easy. It was just easy. That's a good place to be.

STACEY That's a great place to be! What I also want to say, Laura, as someone who really knows you, just listening to you today, you sound as solid and centered and confident as I've heard you in a long time. I wanted to give you that feedback. You really sound strong. You're really owning it.

LAURA 2 Thank you.

LAURA Who else has an experience they'd like to share? Something you're noticing – a shift, big or little.

CHRISTIE I will share. For me, I have found that I'm getting more and more confident to put myself out. In particular for me, I'm working for some social networking media that's out there. Whereas a number of months ago I was hypersensitive to, "I want my privacy" and stuff like that. That's just kind of gone. That nervousness and concern has really washed away.

The other thing that's happening too is I have started using my Celebrity Signature Self. I am reminding myself I want to put it on my signature that I attach to my emails but I even started just signing off things, The Wrinkle Godmother. That's just been fun – to own it at the next level. And I'm starting to speak things out that I've not spoken out before either. All those little things, I can see that I'm creating my own momentum and you guys have really helped me take a first step, so thank you.

LAURA Wonderful. Sometimes it shows up and you get this marketing breakthrough that is, oh my gosh I'm going to overhaul everything. Now I know how to do the

website, and this and that and the other thing. Most of the time you get this breakthrough just like what you're talking about. All of sudden you show up more confidently on Facebook. And then you write your header. And it's different, sometimes different words letting out. And it starts forming the next piece, and then the next piece, and then the next piece. It is the momentum that starts building up. It's very powerful.

STACEY That's fabulous. I really do love The Wrinkle Godmother. I have to say that.

LAURA We have time for one more I think.

STACEY Yes, one more.

LAURA And we're going to leave a little time at the end, too for some extra ones.

LINDA What I've noticed is, and I think I said this to Laura last week privately, is that the belief seems to be either not a problem or much less of a problem than they were say a couple of years ago. I think, while not totally embracing the Celebrity Signature, I am less resistant to it and I have put myself on LinkedIn and Facebook this week.

STACEY You were on Facebook this morning!

LINDA I was putting my picture in all these places. And I think probably the biggest thing, and this may sound silly, but I've been getting, I have two really good testimonials on some one-on-one work I was doing. I put a really good one in my sig file and I don't think I would have done that a year ago. I would have, the voice the, "Who do you think you are" voice, would have gotten to me. Now I've put it out there in a couple different places and putting that voice in the corner. So that I think has been a very good thing for me.

STACEY Great, Linda! It's one step at a time. It's like you said, there's less resistance and there's a little step forward here and a another step forward here. And that's what it's all about; it's just one step at a time. That's how we get anywhere.

LAURA Thank you for sharing that.

STACEY So we can share some more "ahs" at the end. And we wanted to tell you, too that we have been getting emails from you guys asking what's the next step? Some of you are so ready to go forward and wanting to know how you can work with us. So we wanted to let you know a couple of ways that you can take the next step. Then we're going to talk more about strategies to keep your Big Self alive. Laura and I both have a special next step that we've created. Laura, do you want to talk about yours?

LAURA I was going to introduce yours, actually. I was going to give you the introduction. Stacey is offering, they are both similar, what we want to say is that as you've been listening to these calls, I know some of you have sent emails saying, "What's next, what's next, what should I do next?" You'll know if one of us or both of us resonate in some way or another. You might work with one of us now; you might work with one of us later. We really want to point you toward checking in with your intuition and see what resonates for your next step. Stacey's going

to tell you more about, I just love this name, her *Peaceful Entrepreneur Breakthrough Session*.

STACEY Yes, that's my Big Yes, that's my sweet spot. So I'm offering a *Peaceful Entrepreneur Breakthrough Session*, which is an opportunity for you to create your vision for becoming a peaceful entrepreneur. And to have a breakthrough with your Big Self about what's in the way of leading that Big Self from a place of stillness. Learn ways to create more consistent prosperous and more fulfilling business from a peaceful place.

If you don't know what's in the way of you being more peaceful with your business or you just want to know what else might be in the way, I will actually use kinesiology over the phone to test you for a myriad of things that can get in the way of you being a peaceful entrepreneur. It can be anything from the food you're eating, toxins, to the limiting beliefs or memories from this lifetime or a prior lifetime, to your business systems and your marketing systems and more. We'll really pinpoint what's in the way and how to take steps to start shifting that and go forward with your Big Self and really applying it to your life.

That's the session that I am offering. It's a brand new offering that I created just for you guys and I am really excited about it. If you want more information, if that sounds of interest to you, you can email me at coach@balancedliving.com for more information.

FEMALE 1 Quick question, is that an individualized session or a group thing?

STACEY That's an individual session.

LAURA Both of the sessions are \$497, it's not **inaudible** priced or anything. It's totally one-on-one, private. You get your time all to yourself, devoted to what it is you want to focus on.

STACEY Right. And then Laura is going to offer her fabulous *Intuitive Strategy Consultation*. You want to talk a little bit about that, Laura?

LAURA Yes, I would love to. I'm all about blending the spiritual and the practical together. That's where this strategy comes together. In this consultation we look at how you're aligned with your joy and your vision and are you really bringing your gifts out fully? That authentic marketing style, having fun, are you really stepped fully into that? And we look for opportunities how that might come out even more.

Then we look at, we brainstorm practical strategies so you can have for your business, in particular programs, packages, products we love to focus for you in those areas. What resources you might need, what are your next steps. We record the calls; we get a lot of information. If you are interested and it resonates as a next step, that you can just email me at laura@joyfulbusiness.com and we'll get you set up.

We kept getting so many emails, especially this morning. Just wait until a couple of hours and we'll tell you! But we kept getting the emails, "What's next? What's next after this last call?" so there you go.

STACEY Great. So now we want to talk about some things to expect as your Big Self starts to show up. It's really exciting and we're hearing that excitement and the joy from you. But it can also be scary. You can find yourself really solid in it one moment and perhaps second guessing yourself another moment. Or get feedback from someone that you don't really know what to do with, that was unexpected and it might through you off course a little bit. Or another limiting belief or another piece of it, that you're not quite sure what to do with it and how they all fit together.

A lot of things are going to come up for you. I'm not even going to say might come up; they are going to come up for you. We want you to know that's okay, that's part of the process. It's not like anything's wrong. We've helped you to bring your Big Self out and now it's going to be a process about continuing to integrate it and then really bring it out in the world that's powerful and keep moving past the layers and the obstacles or the inner talk, or whatever that comes up for you along the way.

LAURA As you take your Big Self and put her or him out there and really start playing, you're really going to want to take a stand and say, "Wow, I really need to shift my whole website. I need to create a full package of products around this really unique offering." Something that's uniquely yours. It can be really thrilling and it can be scary as can be.

Stacey and I, as we're progressing in our business, we're always advancing into that Big Self in a more deeper, richer way. We often work with specialists as well to help us, mentors, coaches, energy work to help us take it to that next level, take it to that next place. We've been getting you to play with them and now you're going to go further and further.

One of the things I wanted to share is, one thing I've had show up and I think show up with my clients, there's a lot of different things that might show up. Some of it is your own internal thoughts as we've been talking about. Sometimes you also get external feedback.

I know about a year and a half ago I had really experienced a big growth spurt in my business. Very consistent marketing, lots of feedback, lots of energy around it. And all of a sudden my colleagues that were around, "Oh, you're calling and sending emails and saying, wow you're really doing this marketing guru thing." It was funny because there's a funny energy to it. It was like your complimenting me but you could also tell that there was unspoken words like, but they aren't doing it. Or in a couple of cases, they were afraid I was going to move ahead and leave them behind. "Oh, we've been on this safe little circle we've been on, making tons of the same money and doing the same thing and oh, look at you go".

Most of it was their stuff and that's where I want to point you to. If you start noticing that come back to the breathing techniques, great work around stillness and just sit with it and you'll be able to release it and let it go because most of it is not yours. Most of it is things that come up about your colleagues where they haven't stepped into their Big Self yet.

STACEY Everybody acts like a mirror for everybody else. So some of it can be that your not fully confident in it yet, and that's coming back. Or it can also absolutely be

their stuff and you're being a mirror for them. It's just really about noticing, that may or may not happen for you, but just to know that things like that could happen and it's just an opportunity. Take a deep breath, get grounded, maybe get some support that it's all okay.

LAURA Another thing that can happen and actually had an email this morning, is as you start putting some of your Big Self out there, maybe your Celebrity Signature, maybe you write an article in a different way, in a different topic than you normally do or start using different words than you have allowed yourself to use before. Then all of a sudden you're thinking, "This doesn't match the rest of my marketing." This Big Self is showing up and she's gorgeous and fabulous and wonderful and he is and that doesn't look like the rest of my marketing. So be patient with yourself.

A few of you are going to be really clear and you're going to go through and want to change everything. A lot of you, it's just one step at a time. Its like, "Okay, I'm just going to start putting my articles out." Start putting your articles out there, start showing up on Facebook, inviting some different conversations. Then you'll start knowing how to shape your website. You don't have to get it all done today. I really encourage you to put it out there in some way through your conversations, or topics you speak about or write about. That will give you a lot of information about how to shift your marketing strategy.

STACEY Yes, do not let yourself go into this place of, "Oh my gosh, I have to figure it all out before I can put myself out there." That's a stopper and you can't. You can't figure it all out. That would definitely stop you. It really is that place, that leading from stillness. Its one step at a time, getting clear on what that step is, stepping into it and allowing it to evolve and allowing yourself to get clearer. And the pieces will come together.

LAURA Last year I did that at the end of the year. I put out a tele-class around *Money, Marketing and Spirituality*. And that was different actually, to put spirituality out there in that bold of a place, especially connected to marketing and money. We know how powerful all these words are for entrepreneurs.

Then I did a tele-class on intuition. These are the inner skills of being a leader. That is so different than a lot of the emails that you get about in 150 steps to make a million dollars in 30 days kind of thing. Really daring to put that out there.

But we had to shift everything. You just put out topics, invite people in conversations. Invite them to tele-classes and articles or speaking. And you get some feedback and that will create the momentum that you need. It creates a confidence, it creates stories and that will help you with keeping your Big Self alive and going forward.

STACEY I can remember the first time I ever put out in the world that I did energy work. It was scary and I used to be very tentative about it, making sure I knew who I was talking to before I would say it and what they would think about it. Over the years I've gotten more and more confident obviously such that I put it out like a big part of this class. Knowing that'll draw the people to it that are perfect for it. Again, it had to start with that one step, that one point until I got to the place where I am today. Who knows where it'll be tomorrow.

LAURA The other thing you'll notice is that the more you put out your authentic work, your authentic marketing style, and attract your ideal clients; there are people who absolutely are not going to resonate with this authentic person. There are people who don't get joyful business. Or they don't get the energy work. That's okay. You don't need to serve the entire world. Let those people go. Bless them and let them be on their way. Know that the people who resonate with your work are really going to resonate.

We can tell just from you all who are on this call, really resonating with this work. You're talking about it, sending emails, referring us to people. That's what your ideal clients do. They do it more when you really show up and allow your Big Self out in a bigger way. Sometimes it seems counter intuitive. I'm going to upset people or people aren't going to like me. That's okay. Let them go and the people that come to you are going to be raising fans. They are going to be clients for a lifetime.

STACEY Remember too, though that as you get more grounded in it, and you really are confident in it, you'll have less of that other feedback. In the beginning when I was talking about living your dreams and the Dream Queen and was worried about what people would think about it. I did have people say to me, "Well, living your dreams, I don't like saying it that way, it's too airy-fairy." Or whatever they would say. Well no one says that to me anymore. Because I don't question it.

Again, over time you will get more confident in it and as you do, there will still be people who aren't attracted to you, but you're not going to hear that kind of feedback and you'll still get the people that really want what you're up to and what you do and there will be plenty of those.

The next thing we want to talk about is strategies to keep your Big Self alive in your marketing and to keep your Big Self nurtured.

LAURA And nurturing is a big word. It's like your Big Self needs care and feeding. It needs some TLC, tender loving care. Especially at this point, when your Big Self is really just showing her or himself out there in the public for the first few times. Or in a deeper, richer, more authentic way. You do need to do some things to keep reminding you, keep connected with your Big Self.

One of the first suggestions we have, the first strategies, is to create a vision board of your Big Self. A vision board is where you put pictures and words and maybe colors and things like that just have the energy, feel to represent your Big Self. I like to put them on a big poster board and display it in my office and look at it each day. What are those words that are coming up for you? How would you describe your Big Self? Cut those out of magazines. Putting pictures of people who have done interviews that you feel are really grounded in Big Self.

STACEY Vision boards are so powerful. When you look at it, you're conveying that energy, that positive energy of what you want. The pictures on your vision board to evoke positive energy. When you look at that vision board, you are attracting that because you're connecting with the positive energy of what those pictures evoke. It's very powerful.

LAURA What I suggest you do is put your vision board in a prominent place and look at it every day. It's a great way to start your day. It's really great to sit and spend a few minutes with that vision board and then write your newsletter. Or spend some time at that vision board just really getting connected, and grounded in your Big Self power before you have a call or appointment with your client. Or before you start working on the next project. Instead of working on the next project or program in the same way you've always done it, really connect to your Big Self through your vision board and then start outlining your next project. You'll see a dramatic shift.

STACEY Another thing you can do is connect in with your ideal client. When you did that exercise with the sun, you wrote down who your ideal client is. You want to get even clearer on what are their pains, what are their dreams, who is their Big Self? When you write an article or create a report or think about creating a product, you really want to first have connected in on who is that ideal client again and then write or then allow the idea for the product to flow out of you as if you are creating it for this special person. This special person is someone that you have a really clear picture of. That's the ideal client and you're connecting from your Big Self to their Big Self.

LAURA You can tell, we're giving you some strategies that are all about aligning your energy before you take the marketing action. That's really what we're doing here. The third suggestion is to spend some time journaling. Some of you are journalers, some of you aren't. That's okay. So this might be a strategy for those who love journaling. Have a dialog with your Big Self. Ask your Big Self, you can do this journaling, you can even do this in your mind. Ask, "What would my Big Self do?" If you're getting ready to make a decision about going to a program or hiring a coach or a particular marketing strategy or spending money on a certain thing. Ask what would your Big Self do.

One example I can share about is I wrote my Higher Self, another form for my Big Self, and I wrote about I recently did a program called the *Attraction Marketing Program*. It's a year long group program. At first I thought I need to host it in my hometown of Atlanta, where I live. That would be easy, affordable, whatever I was thinking. Those different things. Then as I allowed myself to journal with my Big Self, I asked, "What would my Big Self do? My Higher Self?" And what came out was, "Laura, you would do this by the ocean because you get so filled up, how easy would it be to enroll people and engage people in a program that I'm that excited about." And that's what ended up happening. I ended up stepping into my Big Self and having my first retreat by the ocean. That was because I didn't allow myself to fall into a regular routine, I actually had that dialog.

STACEY What I want to point out with this especially important about your story, Laura, is the energy that I even heard in your voice as you talked about the ocean. Because Laura's energy was so high around the ocean, that energy I'm sure communicated in your marketing materials and in you're speaking to people about it because you were genuinely excited and aligned with it and your Big Self was aligned with it.

LAURA It wasn't about the words, the words came and I worked with a copywriter and all that kind of stuff. But it really was about the energy of it. Thanks, Stacey.

STACEY Another strategy is to get quiet. Take a moment and do the one minute meditation. That's the grounding exercise we've done in every one of these sessions. One minute of doing the eye scan and then observing your breath for three breaths. That will bring you to a peaceful place. You can also do other things to get quiet. You can take a walk. You can do other forms of meditation. You can do yoga. Whatever works for you. But know that it can take as little as one minute.

Then when you get quiet set the intention for getting clear on what it is you really want to do next. What is that Big Yes project. Rather than jumping from one project to the next because you have to bring money or you need new clients this month, or whatever. Get quiet and set the intention to get clarity on what would really work for you next.

This is the example of, this is how my program, The Peaceful Entrepreneur Leading from Stillness, which is my Big Yes came to being. It didn't come from having to figure it out. It came from stillness and it came from the quiet. And it came from different pieces just all of a sudden that I had been doing coming together to this magical big yes. That's what's possible when you come from a place of stillness and set the intention for clarity about what's next for you.

LAURA I love that. Sometimes it can be as simple as, for me just walking out to the mailbox. Can be that simple, quiet and let the next thing come to me. And sometimes I go out of my office and lots of the time in the mornings I have reflection time and I go to a café and just in that different energy where I'm journaling, kind of connecting for the day, the Big Yes'. The answers. Here's what I need to be doing rather than just going into my office and going on autopilot. I love that.

STACEY Also, just note too that when you set the intention it may become clear in that moment, and it may become clear later that day or later that week. It's just about setting the intention for clarity and you'll know when it comes. It'll be this big, "Yeah!"

LAURA Our fifth strategy for keeping your Big Self alive and nurtured and integrating into your marketing is to keep that authentic marketing style, that radiating sun. Keep it in front of you. Keep adding things to it. Keep checking in with your passions, your experiences, your personality, your ideal client. All of those pieces that come together to make that sweet spot. You'll keep adding to it. You'll start realizing, "Wow, I've had this life-long love of helping women entrepreneurs or life-long love of creativity. Or whatever your passions are and your strengths and experiences are, all start coming to you. Sometimes they all come at once but usually you'll find you keep adding to it and it gets richer and richer.

Then coming back and looking at that again will help you line up your energy before you then to start to write the articles, submit the programs, put things out there. It's also a great reminder for remembering what your authentic marketing style is versus what you think you should do. Remembering that your authentic style could be around writing or it might be about speaking or you're a great listener or your compassionate.

Like's Stacey's *Peaceful Entrepreneur*, you know that's on her authentic marketing style. It's more about leading from stillness. It's a whole different way

of showing up in the world versus the type of program that other people might do. Don't let yourself get wrapped into, "My Big Self has to do it like the other people." Your Big Self comes back to that authentic marketing style. That's there to remind you about what is unique and brilliant about you.

STACEY I am really glad you said that. I just want to elaborate on that a little because it's really easy to look at what everybody else out there is doing and go, "Oh, I like that, I should do that." Or, "Oh that sounds good, I could do that." But you want to step back and say, "Okay, but what's my brilliance?" It may take a piece of what somebody else does and somebody else's and somebody else's. But your brilliance is going to be unique in some way.

LAURA Other people's ideals are like a template or a model. But you want to make it your unique Laura style. Your unique Jennifer style. And dare to let that out because that is what is going to have people really wanting to work with you.

STACEY Be okay that it's not going to be for everybody. There will be plenty of people who want exactly what you have to offer.

The last one again is a reminder that this is a process. That this is ever-evolving. You may want support along the way and working with one of us or another mentor/coach to help make it real and keep it alive is a great idea. Both Laura and combine spiritual and practical application in the work we do so if one of us resonates with you, great. If someone else does, great. Getting support is a good idea.

We may want to give you our emails again if you're interested in what I do, coach@balancedliving.com. If you're interested in a session with Laura, it's laura@joyfulbusiness.com.

LAURA I would just reinforce that because I've been through different experiences. You go away for a weekend. You've come back and you're feeling really big and really powerful and really clear. And then something starts to disintegrate and sometimes you lose that connection. That's why we give you different strategies. Sometimes you do need that mentor/coach, somebody in your life who can help champion you when you forget. Help hold that for you.

I can't believe we're wrapping up, it's been a fun three-week tele-series. What we would like to do for the next ten to 15 minutes is hear more from each of you. Either what you are getting from today's class, like an "aha" of what you're going to take away and put into use or if you've got a shift that you want to share with us and haven't had a chance to share yet.

STACEY It can be something you're taking away from today's class or from the whole series. What's your "aha", what's your biggest takeaway from this program?

LAURA Who would like to go first? We've been talking for a while, now we want to hear from you. This is the part, where if you claim it out loud, it's more powerful, it becomes more powerful inside. It's more alive for you.

STACEY It doesn't have to be your biggest takeaway. I realize the pressure. But what is one thing that you're going to take away and remember and put into place for yourself.

JEANNIE I feel like this was really good information. Before I came to the class I was kind of in this place where I like to say, I feel like all the molecules in my body and my mind and my spirit were rearranging themselves. That's how I was before I came to this and I think that process is kind of still continuing.

I feel like I need to listen to the audios again and really let it sink in again. The other thing I was going to say was after I think this has to do with the shifting, I think there's part of me that's resisting the shift because after our call last Wednesday, later that day I had this huge amount of negativity that I couldn't shake it off. It was like every gremlin I ever had was in my head. So I think that's part of the process of letting go is having that stuff come up. I still feel like I need to clear some things and sink into this content deeper.

STACEY Jeannie, thanks for sharing that so authentically. Just to know that things are going to come up and this is good. I know you've probably all heard the analogy of the layers of an onion. We all have lots of layers. Sometimes when you peel back one layer, other layers can show up. That may be what's happening for you. Or again, you may be resisting the change and that's bringing up other things that need to be cleared. Just let that all be okay. Do listen to the recording and have the intention to let go and clear. If you find you're still resisting, that's again a place to get support.

LAURA I would add to that, that's really common. I've had that happen in different scenarios. I would look at it as a really good sign. As much as it's not fun to go through, it's a really good sign that you are really stepping into something big.

JEANNIE That's the way I took it and I guess maybe it's easier to hear you say that than me. For you to say that out loud.

LAURA Would you like to claim that and say, "I think this is a sign of something big coming for me."

JEANNIE Yes, and I'll even take the "I think" out of there. This is a sign that something big is coming for me.

STACEY Excellent! Thank you, Jeannie!

LAURA Who else would like to share?

JIM I'm kind of a different plane. What I've noticed since our class last week is that one of my biggest Achilles' Heels is the procrastination. What I've noticed in the last week, especially basically since Monday, is that when I get to something that I've been putting off, I get an urgency a little later that I have to do it.

Simple example, nothing major – this is not major stuff. A couple of coaching follow-up letters. Three coaching follow-up letters to potential opportunities and I just keep putting it off for a week and a half. On Monday I said, "Before I leave the office I have to get this done." And I did them. Then yesterday, the one that I did not get done, I just stopped what I was doing at five o'clock and I started doing it and I wrote the letter. That's coming out of it. It's not the great "aha" or anything but it's something that I know has to be coming out of this because I'm not doing anything different in my life.

LAURA That was a thing we were pointing to. Sometimes it's really subtle. Sometimes it's a big "aha." Lots of times it's that subtle little, "Oh wow, look at that resistance melted ..." That's the big "aha's" that we want. But if you don't get the letter done, or make the phone call, or put the website up, again it's not getting out there. So it's not that big "aha" clarity, confidence piece along with inspired actions really hear you stepping into that inspired action.

STACEY I want to say that you said they were little things. But I get that that was really big. Procrastination – people who have procrastination challenges – they are often pretty deep and extend for a long time in your life. The fact that you've been procrastinating and all of a sudden just can just see yourself moving ahead and wanting to take the action and doing it, I say is pretty darn big. I just really want to congratulate you.

JIM Well thank you. I appreciate what you ladies have done for me.

LAURA We appreciate you stepping in. Great to hear.

STACEY Who else?

PEGGY One of the things that has happened for me, and it just occurred to me over the weekend. I have two daughters. When they look at me, they see my Big Self all the time. I can feel myself being my Big Self, it's like I can look at myself through their eyes now. Not always, but wow.

STACEY That's really great. So what is different when you see yourself through their eyes?

PEGGY I'm not scared. I'm not shy. I'm so confident I can hardly stand myself. That's how they think I am. They see me as somebody really amazing. I've always been thankful for that, but now I am claiming that.

STACEY That is totally awesome, Peggy!

PEGGY It's frightening.

STACEY It's frightening?

PEGGY It's frightening, yeah.

LAURA Again, it can be exciting, and it can be frightening. It's that both place.

STACEY Exciting and scary are very close emotions.

PEGGY My husband's always saying, whenever I say like something big happens, "I'm getting kind of scared." He'll be like, "Are you sure that's not just excitement?"

STACEY Good for him.

PEGGY Sort of that roller coaster energy. I know for me I always start going up, up, up, up. I'm thinking this is fun. Then all of a sudden I'm, "What did I get on here for? What was I thinking?" And then I get excited again.

STACEY That's great. And let yourself feel whatever you're feeling. If you allow that emotion, it will continue to move through it, Peggy. You're doing great.

LAURA It's great to journal about those things, talk to somebody about them. Sit with it in meditation. Some way to let it move through you as Stacey said.

PEGGY And something that's happened, Maybe this is not unusual but I was wondering. I feel more like my Big Self when I'm around people that I don't really know. It's like I can play my role, claim that a little easier.

LAURA Everyone's a little bit different. I will share that for me, I always found when I was giving big presentations, I could make big presentations to 500, 1000 people. But put me in a room of five of my close colleagues, and I was like a bowl of Jell-O. It's just part of your process. Just notice where it's easier for you to go. Where it's easier for you to claim. And play there for a while. Then as you really assimilate it and integrate it, it's going to be easier with people that you know. I think that often happens to some people, because they have different things. So just notice that.

STACEY It's all about noticing and then saying, "What's next? Okay I'm comfortable with people I don't know. Now how do I start owning my Big Self with people I do know?" That's the next step and what's in the way of that. It's really, be where you are and look for what's next.

LAURA I think it's easier the more you integrate it and play with it. The easier it gets. You keep coming back to your authentic self because when you're coming back to authentic, that person who you're daughters see, who's reflected in your daughters' eyes, it's easier to show up when you know that your being in integrity know that you're being authentic. All you have to do is usually do it a couple of times. And it's all right. This is me. This is good.

PEGGY Well it has been fun each time and I just want to say thank you so very much for these sessions.

STACEY You are very welcome. Another thing just occurred to me, another tool you guys can use is the little five minute visualization we did today. It can be another quick way to get you back grounded in your Big Self again. That's another tool that you have.

LAURA These audios are another tool. I've heard some of you tell us, I'll listen again. I went through again. Or I listened to the energetic clearing last week again. Yes, you can listen to the visualization today. Or just come back and listen. We've given a lot of validation today and a lot of good suggestions. It's pretty meaty. Thank you Peggy for sharing.

STACEY Who else would like to share? What are you walking away with?

LINDA This is Linda. I'll go. I've been looking back through my notes and two things jumped out at me. One is the idea that you are who you say you are. That was one. And that you only need to be a few steps ahead of the people behind you.

STACEY Actually one.

- LAURA It only has to be one. It feels good to be a couple. People want to learn what you know. They are looking ahead.
- STACEY And that's who you're going to attract naturally anyway. The people you're going to attract are going to be the people who want what you already have. And you may just be one step ahead of them. Or you may have just worked through something that they are working on a while back. But you're going to attract the people who are at that level where you are ready to take them on. And you want to attract the ones that are beyond you; that's just natural.
- Anybody else want to share?
- LAURA We have time for maybe one more.
- JEANNINE I have had so much fun thinking about what the Big Self means. What has come to me is that it's a big integrated view and vision. So it's not only my marketing and my business and I have huge things going on in my business right now. But I started to think, if I'm my Big Myself, than I'm my Whole Self. So out of this process, these three weeks, I started to look at, what would really help me round out and fill out my life. I thought I'm missing the comfort food and music.
- So in the course of these last three weeks have started the Backyard Concert series that I'll do this summer using some philosophy of MKN Fisher, who did a lot of writing on food and simple food, and finding some friends that are going to create music in my backyard. And all of a sudden I felt bigger and more strong in my business world, because I thought, "Oh my gosh, it's integrated." It's holistic. It's coming from a whole place and it's just been really fun. I'm loving that kind of ping-pongy kind of, if I do more to look at the whole, than everything seems to sort of fill out and be bigger and it's easier for me to step into that in a greater way. It's been really fun that way.
- STACEY Oh I love that. Thank you Jeannine. Jeannine's actually the one that created your radiating sun, your authentic marketing sun. Thank you for that. I love what you're sharing. I always say, creativity begets creativity. It's like if you start cooking or painting or doing a backyard concert series, or decorating your house, or even organizing your office, that creativity and that flow and that momentum will do wonders for your business. It's amazing. It just gets you tapped into that energy that starts flowing through you. All of a sudden I hear how powerful you feel and how confident and clear you feel in your business. I can hear it.
- JEANNINE The other thing that occurs to me is that it's kind of like stepping outside the box, which I guess is the same thing as creativity. But you're stepping out here and you're having fun so it gives you confidence to do it somewhere else. It also just ignites that energy of what's possible. It's really great.
- LAURA And realizing that you're one whole, integrated self and love that. Thank you, Jeannine.
- Well, we are wrapping up. This has been a delight to work with you, Stacey.
- STACEY And same with you, Laura. We have had a great time working together. I think we should share that with you guys. We have heard so much from you about

how you like us working together and the energy that we bring together. We've really enjoyed it, too.

LAURA We should do something else together. So don't be surprised if you hear that from us. Just a reminder, you still have the audios. We typically keep the audios up for a year. You have those audios for yourself but feel free to listen to them again whenever you feel, if you are losing that connection. Pull that out, listen again.

Feel free to email either Stacey or myself if you are interested in Stacy's *Peaceful Entrepreneur Breakthrough Session* or my *Intuitive Strategy Consultation*. We would love to work with you. Especially since you have such a great foundation from these three tele-classes. Those will be powerful sessions.

FEMALE 2 When you put up the audio for this one, could you send out the link to all three just in case we can't find the emails?

LAURA Yes, what we've started doing actually what we do is put, we're putting the audios all on the same page. So when we send this one out and you click through, you land on the page that has all three of them.

STACEY I really want to acknowledge everyone that's been in this program. Stepping into your Big Self is going to bring them stuff. And it really takes a commitment on your part to want to do that. To work through the resistance. To look at what's coming up for you. And to play with it as joyfully as you have, to feel whatever it is you're feeling.

Just really want to acknowledge you for being willing to be here to stand in this place, to look at what's really up for you and to come face-to-face with your Big Self to the degree that you have so far. If you haven't fully embraced it, that's okay. Remember it is an absolute process. I just really want to thank you for sharing all that you've shared with us, for being with us. It's just been an honor to work with everyone one of you.

LAURA We look forward to seeing your Big Selves. Giving us a call or emailing us, and seeing you out there in the world.