

# **The Conscious Business Telesummit**

## **Marketing for Conscious Entrepreneurs**

### **Do You Stand Out On The Web? The Naked Originality Checklist For Conscious Entrepreneurs**

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**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio, your host and today's topic is, Do you Stand out on the Web, the Naked Originality Checklist for Conscious Entrepreneurs.

So welcome everyone and thank you for being here Suzanne and Jeffrey, its wonderful to have you both. I know that you folks have loads of information that you want to share on this call today, so just a heads up to folks that Suzanne and Jeffrey are committed to helping you stand apart and get seriously known for what you do on this earth and they do it by hooking you up to your own trusted sources and they help you build a kick ass platform around that very special gift that you alone can provide. So thank you, very much and welcome both Jeffrey and Suzanne.

Suzanne: Thank you.

Jeffrey: Thank you so much...

Adela: Yes.

Jeffrey: It's great to be here.

Suzanne: Do you want us to introduce ourselves Adela or...

Adela: Yes, that would be wonderful. Thank you.

Suzanne: Oh go ahead, Jeffrey.

Jeffrey: Great, my name is Jeffrey Van Dyk and I am on the path to heal the ache of those that are meant to change the world specifically people who have a calling to bring a message to the world and ache to have the most true form of that message come through.

I teach around the world and I'm in Israel right now, so its great fun being with you guys, which you are probably also all over the world on this call. And really the place that Suzanne and I got in touch with one another and started our relationship was from this place of, gosh if people really knew why they were here and then could build a platform on that and bring their message to the world, the truest message they are meant to deliver out to the world in a way that was allowed them to stand out and get noticed for

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

their gifts, their talents and their purpose. That's really what we are all about and why I am in this call.

Suzanne: Yes, yeah baby.

Adela: Thank you Jeffrey. Suzanne?

Suzanne: And I'm Suzanne Falter-Barns and I'm the web leading expert on building platforms which is carving out your hooky branded niche, the thing you become well known for, the set of words and the unique offer that define who you are and set you apart.

It has always been an issue for me to build powerful platforms for people because half the time people run and jump and leap and excel and really span their businesses with them and the other half of the time many people have been afraid of their platforms and had blocks in the way, energetic blocks and interference from pieces of their ego, etc. that weren't allowing them to really move forth with the platform.

I am delighted to be working with Jeffrey now because he is really able to help people break through those issues, as I help them step into the greatness that can be packaged online for them. My clients have been called, and you'll hear more about this as I speak, because of the kind of hooky nature of these platforms, my clients do get called cold by a lot of major media outlets including CNN, PBS, USA Today, Wall Street Journal, 60 minutes, you name it, they've gotten called. That is because they stand out so admirably and are so unique, original and my favorite word, hooky, that they just can't be avoided. Everybody has got to find out who they are.

Adela: Yes, it sounds like...

Suzanne: That's why we do what we do.

Adela: Yeah and you have this perfect combination here, Jeffrey dealing with the inner game and you dealing with the outer game and putting it all together, Suzanne and Jeffrey, great.

Suzanne: Yeah.

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

Adela: Yeah, so...

Suzanne: Oh, yeah...

Adela: No I was just going to ask, one of the things that and this has been a particularly challenging area for many folks who are conscious entrepreneurs in their service oriented and meaning oriented work, is how to get their work out there in a way, on the web in a way that makes sense. So why is it particularly important now to stand out on the web, Suzanne?

Suzanne: Well, I'll take that if you don't mind Jeffrey. I did a little probing into it and I want you to take a stab at how many blogs there are out there, rough guess as of 2009.

Adela: It's got to be in the millions, I know that much.

Suzanne: Just guess.

Adela: 20 Million.

Suzanne: 150.

Adela: Oh my goodness.

Suzanne: 150 million.

Adela: Wow.

Suzanne: And not only that, when you add in micro blogs like Twitter profiles and Facebook fan pages, you get 400 million rough estimate. Isn't that unbelievable?

Adela: That's mind blowing.

Suzanne: So that is where we wanted to start this conversation today.

Adela: Yeah.

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

Suzanne: Jeffrey, do you want to say what you think Naked Originality is really about? Just kind of get the ball rolling and why anyone would want to be Nakedly Original in a sea of 150 million blogs.

Jeffrey: Yes, well if you imagine a whole line of those people that are all clothed and one is naked, where is your eye going to immediately go?

Suzanne: Exactly.

Jeffery: Graphic here with the nakedness about it. So on the most basic level the reason to be naked originally is because you will stand out.

Suzanne: Yes.

Jeffery: On a much deeper sort of consciousness level, the reason to be Nakedly Original is because it's a path of consciousness, perhaps a growth in development to really strip down all that which is not you to that which you are essentially here to give that only you can give. To find out in great detail who you are meant to serve, what state those people are in, what they are craving more than anything that you are designed to help in them.

The challenge is that it says a lot about you, you deal with naked, its ultimately true about you and so it often times will bring up fears, concerns, worries about what people will think or will they ridicule me or do I really have...am I really able to say that about myself, our inner critic, our inner judge saying, "Oh, you can't say that about yourself."

So lots of ways we cut ourselves down and keep ourselves from being Nakedly Original. Keep ourselves really saying that quiet truth that when you whisper it into someone's ear or speak it from a platform that people go, "Oh my God, you are speaking to me." Somehow they know me, they know my experience and because they know me and know my experience they must know something about helping me move forward.

Suzanne: That's the thing, that's the thing. It's all about finding your little pocket of people because you know as I was saying a minute ago there are so many, a gazillion of blogs. It's like there is a sea of blogs and there a lot of them which are like discreet splinters. There are all these little pockets on the web of populations, you know people interested in organic gardening

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

and people interested in holistic dog training and people interested in ADD that's undiagnosed in adults and it's like this super niched world of splinters.

When you think about one of those games with the magnetic filings in the little magnets where you make like the little beard around the guy, you remember those games? If you take the magnet and you put it in a certain spot only some of the iron filings will go to that magnet and that's really what we are out to do here.

To do it, it's like what Jeffrey said, its like you've got to tap in, you've got to know your market deep, super deep and then you have to be able to tap into a craving that that specific audience has, that is in fact a match up with your destiny, right work, blessing. Can you wave the purpose wand here Jeffrey?

Jeffrey: Yeah, I'll wave the purpose wand. In some of the purpose work part of what we have people find information about is exactly who they are meant to serve, distinct people are in when they are meant to serve them. So if you think about this great sea of people that you could serve, okay, well then there is a certain subset of these people that are meant for you to bless them, meant for you to serve them. And even within that subset of people, there is a certain time in their life when they are in a specific state when they really, really need you and it's at that time when you meet them and they meet you and they are just in the right place that they go, "Oh my God, you are exactly who I need." That's really about knowing who you're meant to serve in such detail that you could actually paint a very vivid picture of who they are.

When I talk to people about my blessing and about who I'm meant to serve, to talk to them about aching, about aching to deliver something to the world and the phenomenon of having that calling within you get louder and louder and louder, but having some parts of you resist the calling. You know who am I to do that? Will I be able to make enough money? What will people think? I'm going to get eaten up by them if I really expose myself. As the calling gets louder and louder and the resistance gets louder and louder in return, they amp up to a place where there is a great

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

sense of ache. My work in the world is really to take them into that ache and help them heal it and find their purpose and bring it to the world.

I say that to give you an example of just in one minute about what it's like to describe someone in a really specific state. I would take it a step further to say primarily I work with messengers who are in that aching state, people who ache to deliver a truer message to the world.

Now that's hyper niched, that's when those splinters of the splinter and when you can do that and say it in a really clear, concise way that someone else whose in that state can hear you and go, "Oh wow that's me." Now suddenly you move from having to do sales and marketing to just speaking the Nakedly Original truth, having it resonate in the market place with those that need to hear it and have them move towards you just like the magnet that Suzanne was just talking about.

Suzanne: You know, here's what's interesting about this and this is where the platform building piece comes in and sort of my special sauce which is that I help people take that basic craving and package it in a way that the market will actually understand it and want it. Because where I think a lot of conscious entrepreneurs fall down is that they develop these processes, maybe they are just out of coach training school or maybe they are holistic healers of one kind or other or they are conscious business entrepreneurs and they have these systems and these things that they do for people that are very powerful processes which they love.

The problem is they think they are selling the process and what they are actually selling is this great benefit. That benefit is what taps into this craving and that stems from this blessing or this purpose that Jeffrey is talking about. So ideally the whole thing to have a really Nakedly Original presence online, it begins with your blessing, it goes into really understanding what this craving is about and it comes out as a really hooky offer that taps into that craving. And I want to give you some examples if I could, did you have anything more that you wanted to say about the purpose test, Jeffrey?

Jeffrey: Yes, I'll just say one last piece that Suzanne is getting at which is people buy the destination, not the plane. We as service providers get seduced

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

by our service, “Oh I do this amazing healing technique and here’s how I do it,” and you know who cares on some level? People aren’t looking for some amazing technique, they are looking for results. There is something in their life that they perceive is not working and you are the divine solution for that. If you know how to speak about that result in a way that they can hear you and understand and know that you are the right person, it doesn’t matter what technique you use.

You know when I talked about my purpose; you don’t know what sort of coach training I have or if I am NLP based or if I’m a therapist or something else, all you know is he knows me. That’s all I’m saying

Suzanne: That he knows me thing, that’s great. I mean that is really what tapping into the craving is and that’s what the really skillful people at the top of the heap are doing. They are identifying where they mesh up with you because they know who you, what I like to call the divine market, is.

You know in our work, what Jeffrey and I have really uncovered is there is this market and it isn’t just like this neck up, “Okay let me choose the people who are \$150 thousand a year, live in urban centers and formerly had a career in technology.” It’s like yeah maybe it’s that, but it’s a lot more because it’s a divine market. It’s a market who you are karmically linked to. These are people that you have a very specific role to play with and there’s going to be a population of them and you are going to introduce yourself to that population and they are going to start sift out the ones that really say, “Oh yeah, I do have that link with her.”

That’s really what this new paradigm market is all about. Our new paradigm marketing is our desire to step into this shift in the planet, in the consciousness, in the culture, the great turning some people call it the great shift, other people call it it’s the age of enlightenment, however you see it. Our goal here is to provide you with the marketing tools to be able to be congruent with that shift and as more and more people come into awareness of these sort of subtle shifts that are happening, more and more people are going to be looking for the entrepreneur who is selling them purpose-based information. It really is more than just kind of a neck up, you know looking for the gaps in the market kind of approach, but is



**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

really heart-based and is really full of soul essentially. Do you know what we mean by that, Adela?

Adela: Yes, absolutely, I mean that's how my business has grown.

Suzanne: Yes.

Adela: Just by doing what I did at the beginning which was just starting with the connection exercise. People resonate with me because that's how I start my calls.

Suzanne: Good.

Adela: Yes and so that's how it's grown.

Suzanne: That's good.

Adela: And it's also talking about what both you and Jeffrey are mentioning here about not being afraid to be who you are because that is exactly what attracts those you know those splinters of people that we are talking about.

Suzanne: Right. So let's get some examples, I have some platform examples that I've worked on over the years that I think are just beautiful examples of this whole Naked Originality model because you want to give some concrete examples so people know what we are talking about.

And the first one I wanted to do is just give you a little before and after. The before was a picture of a stylish looking little blog and the brand was gaia.com, G-A-I-A.com. Gaia, it's an ancient word and some people know what it means and some people don't, but this was selling consulting services and it looked, the copy led one to believe it was a pretty general consulting business. When this client came to me to turn this business around it wasn't really doing much for her, she was not getting the consulting business she wanted. People didn't really understand the brand; they didn't really go to the site and understand that the hook was anything special and unique. What she turned it into was a blog called Escape From Cubical Nation.

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

Now what's beautiful about that is that she identified what her purpose really was which was to help the people stuck in corporate America who want to get out. It turned out she'd been playing for the wrong team, she'd been working with all these corporate executives trying to help them tame their teams when in fact her heart was really with the teams. And she really wanted to help the people who were feeling stuck in corporate America and did not want to be team players and wanted to escape and create their own businesses. Those were the people that she realized she was actually really here to serve.

So you may have heard of this blog because it's a very popular blog, its one of the top 4000 out there out of the 150 million thank you and a great deal of that success came to her within the first 18 months of developing the blog. When we put Escape From Cubicle Nation together she quickly started getting attention, this is Pam Slim we are talking about, if you know Pam. She quickly put this beautiful little viral video together that really explained her position and her position was, "Hey, if you need to make a break you need to make a break. You need to you know tell the corporate powers that be when you are ready to leave and you need to go forth and conquer and not be afraid of your greatness and really step into the opportunity. And it was a beautiful emotional hooky video that got her some big time exposure and she quickly started getting up to 20,000 unique visitors a month on her blog which is huge. Not long after that, she started getting media coverage; CNN, Fast Company featured her Entrepreneur, USA today, Psychology Today, several of the major city newspapers.

Then she got a call from an agent in New York who represented a big publisher and last year brought, 2000, yeah, just about a year ago she published her first book and all of that came to her through this very hooky unique blog in which she really identified and began to live out her blessing and it was really expressed in words that really hooked people in. In addition...

Jeffrey: Yeah, Suzanne...

Suzanne: Yeah, yeah Jeffery.

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

Jeffery: I would say what I loved about that is the Naked Originality piece is saying the thing that might be considered unpopular to say or that you shouldn't say or that other people aren't saying. It's said both in the title of the blog, escape. That's the craving, I want to escape and she names it right there in her blog.

Jeffery: Her blog.

Suzanne: That's right.

Jeffery: Right, and then this viral video said that one thing that everybody wants to say and nobody is. It reminds me of if we are talking about childhood games; it reminds me of Operation, right?

Suzanne: Yeah.

Jeffery: That old game operation that goes 'zing' when you hit the thing...it makes that sound.

Suzanne: Right.

Jeffery: And it's like she hit something that went 'zing' in the market place because she was willing to say it and be Nakedly Original

Suzanne: Yes, yes, yes. Exactly. Let me fill out a couple of other little Nakedly Original brands real quick and then lets go on and talk you know break it down like what is this naked originality thing.

One of the brands that I created that I feel is really wonderfully unique and is right on purpose is something called the Rebel Belle. When that client came to me she just wanted to do creativity coaching but what's really cool about her is that she is from the deep South and she's a real Southerner and she really understands the Southern culture and particularly southern women.

As we started to shave it down it turned out she wanted to do more than just creativity coaching, which by the way a lot of people do creativity coaching, so how is that going to be found in a sea of creativity coaches? Well, it's not. So what we did was we packaged her brand around her Southernness and it became the Rebel Belle because she realized that was

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

her special gift that she could bring to this self expression coaching and it became a bold new... I'm forgetting her USP, her tagline, it was A Bold Southern Voice For Self Expression. And you know it was just enough to set her apart that she actually really started to get some beautiful kind of entrenchment from that.

Another is my client Harry King who is a retirement coach and had been kind of slugging along trying to break through as a retirement coach. Now there are a lot of retirement coaches out there, right? So when we went deeper into who Harry is and what really makes him passionate in life, it became clear that in fact Harry is a world champion black belt in karate, can break 7 and 8 boards in a single chop. He's also a sky diver, has kayaked the length of North Carolina and South Carolina, I mean he's just an amazing guy and all of this he's done over the age of 60. Now what he does, we niched this business down for him further so now who he talks to is sort of former type A executives who are now retired and they are afraid of losing their edge.

So that's a really discrete corner of this retirement coaching and what I love is it's a bunch of guys who presumably retired with pretty good compensation packages and have the money to hire a coach and are interested in playing a high level game, they are highly motivated like he is, they are competitors like he is. This is a really good example of resonating in that particular way and in all these three examples we've really touched on the fact that these are people who coach from the place where they are most passionate in life.

Do you want to add anything to that, Jeffrey? Or am I just rolling? Because I can roll...

Jeffrey: Just keep rolling.

Suzanne: Okay, so I wanted to take in this question of what is naked originality and what does it mean for you, what does it require? Okay, so naked originality if you kind of process those examples and think about it, you notice that it really requires someone to be brave enough to stand out on the net for what they believe in. You know it's about what you believe in, what you are fired up by, what you are passionate about and also...

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

Jeffrey: And also...

Suzanne: Yeah.

Jeffery: Sometimes I'll say it's what you are passionate about, what you believe in, it also comes from your history, it comes from your experience. So it can also be related to your challenges, your wounds, the things you've gone through in life that have built you into the person you are today where there are others that need our guide to walk through a similar task.

Suzanne: That's perfect, that is great because one thing we both really noticed in our work separately and especially together is that when you get these lessons that are delivered to you, you begin to realize that they are the lessons you then need to teach others and its not necessarily that you need to teach the lesson right now that you are going through but probably not long into the future will you be teaching this lesson or could you be pulling that lesson from your past. We are here to teach what we have learnt because then we really are empathetic and you know deeply understanding that market craving, if you remember back to that.

Another piece of this is being congruent in your life which allows you to channel spirit more effectively. Now what does being congruent mean? Being congruent means being right in your life, being in the place you want to be in, being in the relationship you want to be in, honoring who you are at your most authentic core, not being content to just get along with an okay situation but a really rich situation which completely humors your work and allows you to step forth like the you know Olympic athlete of your particular niche that you are.

If you have a very high standard for how you choose to live your life and how you choose to bring about your existence, that'll be reflected in the quality work that you put out and the number of people that you bring to you and the impact and the business that you are able to generate.

Jeffrey: This is having who you are and what you do match up.

Suzanne: Yeah, that's nicely put dear.

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

Adela: Yeah and there's no area of your life whether it's your business work or your personal life that isn't enmeshed, there isn't anywhere where you are not.

Suzanne: That's right.

Adela: Yeah.

Suzanne: It's all big kind of tapestry you are weaving and we want all the threads to be strong. It's really essentially a right relationship and Jeffrey I really want you to speak to this point.

Jeffery: Sure.

Suzanne: Between the ego and the soul that helps you loose some of your fear so you can step forth most authentically.

Jeffrey: Yeah, I love this.

Suzanne: I know you love this.

Jeffrey: This is one of my most favorite pieces of content.

Suzanne: I know.

Jeffery: And more than content, way of life. You know presumably our purpose comes from the realm of the soul, divine guidance, however you name it and what I know for a lot of conscious business owners is that we are soul based people and sometimes for some of us we sort of like to ignore the ego or demean it or try to diminish it or kill it off. I remember being with my friend Marsha Weider once for lunch and she looked me dead in the eyes and she said, "Jeffrey, if it's in you, its divine," and that was one of other thing that has stayed with me forever.

So then I started having to look at how is my skeptic design? How is the part of me that holds me back every time I want to take the next leap designed and gosh, can I actually build a relationship with those different aspects of myself and find the answer to that such that I honor all parts of myself, honor every aspect of my being.

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

And from the deeper work that Suzanne and I do together, we actually help people do a reformat of the relationship between the ego and the soul, a reformat of their psyche, where the psyche gets to take another look at what is this purpose, what is this platform, what's this calling and where did the skeptic come from. Well, I had a really skeptical dad and every time I would dream he would tell me to get my feet on the ground so I needed to build a skeptic to keep dad's love. Okay great, best option I had at 8 years of age or 4 years of age, but I'm at a different place now and what did that skeptic really want from me? It wanted me to be loved. So if I can get back in touch with that aspect of myself, find out where it came from, what it wanted at that time and what it wants now, then we can look me in this part of myself and say, "Well, how is the going these days? Still working? Is that old strategy from childhood still working and if not what would be the new strategy that would work for it and for you?"

And over time doing this work what happens is all is all the different parts of you are working together where your ego is doing your soul's purpose in a way that the ego likes and that's the ultimate win-win, that your ego and your soul, or ego and your purpose, or ego and your divine guidance are in right relationship together, because at the end of the day your soul is pure beingness. Your soul just knows how to be. In fact your soul doesn't need any of this stuff. Your soul doesn't need to know your purpose, it already does. So this is all on some level, a gift to your ego. By the way, the way I define ego, is simply the part of you responsible for getting your needs met.

Suzanne: Isn't that a refreshing definition because ego has taken like such a bummer out. Ego has been this terrible thing you want to repress and by the way isn't this amazing that on a call about niching yourself on the web, we are talking about your ego.

Adela: It's perfect.

Jeffrey: I often ask people like, "Okay, if you are going to niche yourself and do your work in the world, what part of you is going to dial the phone number to get you on to this conference call? What part of you is going to book

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

clients and write the books that you are here to write? What part of you is going to do all of this?”

Well, it's your ego because your ego does live in the realm of doing. So its not a matter of having this part of you that's awful and needs to be destroyed, its just a matter of having that part of you be in alignment with what you are after and what you are called to do in life. And so that's, as far as I'm concerned, one of the deepest levels of congruence, that all parts of you are in alignment with who you are here to serve and that you are doing service in a way that actually acknowledges your own needs at the same time.

Adela: Yeah, it's about integration. Beautiful, Jeffrey. Yeah.

Suzanne: So let's just wrap up one more point on this section about you know what this Naked Originality really requires and the last piece of this is something that's really coming up again and again and again. In my own conversations right now with marketers around spiritual marketing is vulnerability, the audacity to speak your truth as your truth without apology and really allow yourself to feel a little afraid and really be as Jeffrey said in the beginning, stark naked in front of people because what they want to know is you.

You know the media created these false personas from I don't know, the beginning of television forward for people that gradually became ever so slightly more real. When you kind of think of you know the Lucille Ball era and back to kind of Farah Fawcett and you kind of like leap frog through the history of TV you see us very gradually beginning to emerge then fall with a thud in the middle of the 90's with reality TV. And of course TV is a really false medium to some degree, but I think what the thrust has been more and more and particularly even around advertising and how advertising has evolved, television advertising particularly, is that there's just such a craving for people to be real and people to be authentic and people to just be who they are because we want to know you.

So where is your truth and where do you find it? We actually did create something called the Naked Originality checklist which I think we should probably jump to in just a second, Jeffrey, so we have enough time to



**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

really go through it. But just quickly your truth lies in your opinion and it may fly in the face of conventional logic and it's also guided.

Those are kind of the keys and that guided piece is really the manifestation of your purpose or your blessing. It needs to be seen as this guided powerful urge within, that thing that you love that you care about that you want to express that is just deep in your soul waiting to be poured out to people. That is guided, friends, and that is where you are going to begin to build this more powerful platform which comes from your own Naked Originality.

Shall we go through the checklist? What do you say dear?

Jeffrey: Sure lets do it.

Suzanne: So did you want to add anything to what I was just ...?

Jeffrey: After we go through the checklist.

Suzanne: Great. So if you really keep in mind you are talking to a specific group of people in this model of marketing, your people, and that they have this concrete set of needs, let's start to think about what you could express to those people and while we are at it lets take a look at where you are at now online. Is your work right now original and hooky enough to stand out online?

If we go through the Naked Originality checklist, what we'd say is first of all you are a little bit afraid of it. There is like a little like we are slightly out of our comfort zone expressing this thing we are expressing. In one way it feels really right in the gut, but in another way it's like somebody actually could like you know sit up and take notice of this, I'm feeling a little nervous.

Jeffrey: I'm going to be seen.

Suzanne: What did you say?

Jeffrey: I'm going to be seen.

Suzanne: Uh oh, I'm going to be seen.

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

Jeffrey: I want it. No I don't. I want it. No I don't.

Suzanne: Exactly, exactly. Another piece of this Naked Originality checklist is when you put this work out there and you really put this work out that's in your soul, you doubt, there are times when you really doubt if anyone is really going to resonate.

When I first started writing songs, Jeffrey and I are both actually performers, and back in my earlier days I was a cabaret performer in New York and I'd perform mostly original songs. The first time I ever sang any song I had written I was shocked to find that the audience laughed. The lyrics were actually kind of funny and it was appropriate that they should laugh, but it was shocking to me that they actually got the joke. It was amazing and shocking because I really didn't think anyone would like it or believe in it or want it, want to respond to it. I thought they were just going to talk through my songs. It's that inner doubt. This, friend, is the vulnerability piece we are talking about.

Jeffrey: The next piece is that you were in the flow at some level when you created it. That moment where you are just receiving and in that flow and something, or maybe just a moment when something pops and you go, "Oh my gosh, I just had an idea," and that's it or you woke up knowing something new and it was super exciting maybe when you first got it. Maybe you thought about saying it to others made you a little scared but on some level you are in the flow when you created it, it felt guided as you received it and it feels really true and really you.

Suzanne: Yeah, you also will feel, and we've pointed this out already, but we are going to say this again. You are going to feel a little exposed sharing it with others, that maybe there is a piece of you in this work that hasn't been obvious till now. Maybe there is something about you, you have not expressed. A little sense of humor people didn't know you had, a passion or an interest or a piece of yourself that just somehow needs to be exposed now.

Jeffrey: A few other things here; some part of you knows there is magic in it and others might tell you, you are brave when you go and speak about it and

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

do it but you just feel like its just the truth, its just you and perhaps you have no other choice but to deliver this message to the world.

Suzanne: Yeah, that no other choice thing for sure, like you know you could not share it but to not share it would be a horrible disservice to you.

Jeffrey: And skip on here, there is another one that I love that if you are really great, perhaps even proud sharing this work with someone its truly meant for and simultaneously may feel a bit embarrassed to share with those its not meant for including people you've known in other parts of your life, your family, your colleagues, someone in another area of your life. And that those people, people that have known you for a while perhaps that you've been seen or known as someone other than who you are when you speak about this new language or this deeper truth that you are sure to bring out to the world.

Suzanne: You are right. There is also a really beautiful pride to sharing this piece of you and to sharing this work with whom it's meant for. You may feel a little embarrassed to share with those it's not meant for, say parental family, cousins, people who knew you in the past, your former and corporate colleagues, etc. But what is really interesting about that is that when you share that work that's deep in your heart and people who you aren't really intending for it to get to do get the work and they approach you, you may be surprised by what they say.

I had this experience when I published my first novel called Doing The Box Step and it was a book that was really critical of the very kind of waspy, stuffy community I grew up in. I exposed some secrets of the community alcoholism abuse, etc., things that were kind of going on behind closed doors. And I remember the secretary of the headmistress of my girl's school that I went to came up to me at a book signing and she said, "I'm so glad you wrote that book because it spoke to so many people like me who never felt like we fit in," and it was just such a powerful thing for this woman to tell me this and it really made me realize the value of being Nakedly Original.

The value is that you touch people on this deep level because you are the one who is speaking the truth, you are the one who's really bringing in the

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

deeper vulnerability and that vulnerability is in fact where your power lies. This work causes others to be vulnerable and honest as well and that's what they are craving, right?

Jeffrey: Yeah, that piece is so critical, Suzanne, that you being Nakedly Original actually causes others to be vulnerable as well.

Suzanne: Yeah.

Jeffery: And them touching into their own tenderness, their own vulnerability, their own truth is what has them resonate and magnetize to you as the person who will continue to draw them in to their own truth and regardless of what your business is, that is the new paradigm connection that you then build business on top of or integrate it through.

Suzanne: Yep, I'm making these notes as we go because I'm getting insights as we teach this. So...

Jeffrey: Let's just go through a few of the last ones and...

Suzanne: Yeah.

Jeffery: We are going to take some questions in a bit.

Suzanne: Yeah, you are not going to be able to continue living your life in the same way or perhaps even with the same people as you did before once you really surrender to your Naked Originality. It's a desire to get out there that shifts you up, that changes your vibration, that makes you bigger, more powerful.

Jeffrey: That's the path of conscience through business.

Suzanne: Jeffrey?

Jeffrey: Yeah, I was just saying that's a path of consciousness through business, that anything can be path of consciousness and so here you are on this call because you are choosing to use the path of business as the path of consciousness. When you are Nakedly Original part of the consequence of that in this path of consciousness is that you won't be able to live the

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

same life you've lived before, you will have to be more truthful, be more honest, be known, be seen, even by your neighbor.

So that is part of this growth and development that I'm going to assume most people on this phone have committed their lives to and that that's why they are choosing to try to find this mash up, this integration, this interweaving between spirituality, business and making it in the world, having success, being a spiritually-based business owner.

Suzanne: This is a really key thing because you need support to be able to do that. Yes, you want to hide out sometimes but you know it's in your best interest to keep on going and in fact once you really get into this work and you surrender more to it, you simply can't not do it, you have to do it. And to do that, it helps to have likeminded community around you, it helps to have support tools from mentors or other people who would really nudge you along lovingly and help you with your true emergence. It's a process and it's a delivery of your destiny. That is really what's at play for people, that's what this work is.

Adela: Yeah, and you know, Suzanne and Jeffrey, one of the things I've noticed ever since I started gathering with these conscious business folks, is that what seems to be really bad news with the economic downturn, with a lot of the things that have happened on Wall Street, etc., those breaking down of those old systems has really created this opportunity for people to really step out and create businesses that can be a wave of a new way of being. And just like Jeffrey was saying, one of the things that I was saying to one of my clients is one of the quickest paths for personal transformation is to start your own business because the minute that you do, all of the things that are ready for you to evolve and for you to shift are going to show up and as you handle those things, as you engage those things, I mean you grow and your business grows.

Suzanne: Yeah, totally right.

Adela: Phenomenally, and we do have a question here, I don't know if you are ready for a question yet.

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

Suzanne: Yeah, we are. We have a little something to share with people at the end as well.

Adela: Cool, this is from Gina Dianne in Vancouver. She's saying that she actually had a break through listening to the idea that potential clients are karmically linked to her and she's got a question. "Can you expand on attracting potential clients in a naked way?"

Suzanne: Well, for me, the process involves platform and what the opportunity is, is to go into really uncovering what you're mission, purpose, blessing is, who you are really here to serve, what they are craving. And then when I build platform with people, I do a whole piece around discovering who your niche mates are, that's what we call competitors, your buddies in the niche. And what are the niche mates offering that you are not offering, what are you going to offer that they have not yet offered?

You know I like a business conversation that has some guard rails around it and parameters. There are so many pieces to this whole work of business. From there you go into what your offer is and what your brand is, etcetera. I can't give a quick and easy answer to that, but what I will say is there are spiritual components to every aspect of our business from branding to pricing.

I mean Jeffrey and I, our next class we are going to teach is around spiritual pricing and helping people figure out how to use their guidance to set prices that actually work for them because earning money is a huge issue for people who are really spiritually guided in business which is a paradigm that's shifting, its got to shift for us to really live in the new age.

Okay, so that's as much of an answer as I can give right now but I would say the starting place is get clear on the market and who that market is and just go deep into your heart with that.

Jeffrey: Yeah. I'll add one quick thing, that is that this truth that you are here to speak in the world, that will ring in somebody else's ear and have them draw to you is the price you start in terms of that karmic linkage. Speaking the truth that you are here to speak in a way that others can hear you and part of the branding and platform piece is having them hear you in a way

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

that will make sense to them. So that's really the place is you see what's inside of you that needs to be said and then bringing it out to the person over there in a way that they will hear you and care.

Suzanne: Great.

Adela: Yeah, thank you both.

Suzanne: Are there other questions?

Adela: No, not at this time. So I'd love if you'd just go into a little about what's next for you both.

Suzanne: Well, we are rapidly putting together a lot of cool things and we have a class we are going to be teaching which is not yet open for registration, partly because we want to learn more from people about what they would like from this class. So we are inviting in a nice little model of the new paradigm way of co-creating your program and processes with your market, we were wondering if the folks on the call would be willing to answer 10 questions for us in a very short survey, in exchange for my coming out of hiding program as a gift which is a 2 CD, we'll give you the downloads, so I'm not going to ship it to you but I'll give you the downloads and it's a 2 hour audio series on coming out of hiding which you can have totally for free when you give us some feedback around our program we are developing called Spiritual Pricing That Sells, How to Set the Right Price in the Right Way so that you Get What You're Worth.

We just want to really make sure we are shaping this thing to serve people to the highest good so if you go to [getknownnow.com/sps](http://getknownnow.com/sps) you'll wind up there. It's [getknownnow.com/sps](http://getknownnow.com/sps). It's really a short survey and it leads you right to your download link, you just give us your name and little info, we get that survey from you and it will help us craft this class which is going to be launched next month as part of a bigger body of work we are doing that's called the Spiritual Business Class. So thank you.

Adela: Thank you.

Jeffrey: Suzanne, let me just say a few quick things about the program so that people get a sense of it because it might help them make sense of gosh

**Do You Stand Out On The Web?– The Naked Originality Checklist  
For Conscious Entrepreneurs with Suzanne Falter Barns & Jeffrey Van Dyk**

what do I want out of this, and it just seems like they are speaking to me, again the Naked Originality piece.

So this is going to be about internal and external congruence around pricing and sales, particularly about getting clear about different alternative new paradigm pricing models, using your spiritual guidance to pick the right one and then doing the internal work around your personal sense of worth and value that has impact on your pricing.

The ultimate result, the ultimate goal of this program is that you're pricing things in a way that really works for you, really works for the people you are meant to serve, that the entire thing is congruent and that it's all guided. This is an ego win, a soul win, a win for you and a win for the client. It's what I call a win, win, win, win.

So that's really the ultimate output of this thing. You have the opportunity to help shape what different types of things we add into because we have a lot of work that we can add into it. We wanted to really deliver the right thing for you.

Suzanne: Thank you.

Adela: So let me give that URL one more time, its [getknownnow.com/sps](http://getknownnow.com/sps) and the link is on the speaker's page and I'll also send it in a follow up email as I usually do.

Suzanne: Thank you, Adela.

Adela: I also wanted to let folks know that a copy of that originality checklist is also on the speaker page if you wanted to go over those points which are really key points that really are sign posts that let you know that you are in the right playground for your work.

So thank you, Jeffrey. Thank you, Suzanne. Thank you for being at the Conscious Business Telesummit. Thank you everyone for being on the call today. Take care and we'll see you later on. Bye-bye.