

# **The Conscious Business Telesummit**

## **Marketing for Conscious Entrepreneurs**

**Stop Selling and Start Sharing:  
Learn How Your Marketing Can Be Authentic,  
Be Effective and Change the World!**

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Adela: Welcome everyone to the Conscious Business Telesummit. I'm really excited about our speaker today. She's one of my favorite conscious entrepreneurs and marketing experts and just a real 'wow' kind of personality that really delivers extraordinary content and is really has an extraordinary business that's helping so many people.

And I know probably Suzanne will have something for you to continue exploring working with her if you are interested at the end of the call. But today's topic is Stop Selling and Start Sharing, Learn how your Marketing can be Authentic, Effective and Change the World.

Suzanne Evans is one of my favorite conscious entrepreneurs. She's been here at the Conscious Business Telesummit a few times and she has the passion for teaching, helping preneurs so that you can help more people make more money and enjoy more freedom. And what's beautiful about Suzanne, is that not only does she deliver great content but she walks her talk. This is her. She's grown her business from zero buckaroos to a quarter of a million dollars a year in coaching by herself...

Suzanne: That's not right. I just said to **[inaudible]** "Oh my gosh, what do you think we are doing? We hit the 7 figure mark this year.

Adela: Oh my goodness.

Suzanne: We are so busy we can't change our bio.

Adela: Oh, that's really, really good news. That's wrong and look it's even more. It's so exciting, but you know this way of doing business that Suzanne is sharing with us is really extraordinary as you can hear from just even the initial bits you are hearing from her she is really powered up, she's really excited about her work in the world. And she has made it her mission, her movement is just to support helping professionals and increase their income, and their freedom and change the world.

If you've ever felt that marketing you know was kind of like yucky and you found sales to be scary, then you are going to really, really love Suzanne and she's got step by step plan and she's all about big profits, changing the world just by being you.

Thank you Suzanne and welcome.

Suzanne: Thank you for having me. I always love being here. I'm very grateful.

Adela: Yes. I was very excited about that big bold promise in the title.

Suzanne: It's true, it's true. Let me just say because also, anybody on this call that has never heard me before is probably scared, but those of you that have heard me before know that I'm very enthusiastic and I love what I do and I just shared the 7 figure mark saying simply because I and I know, Adela, you've heard me say this before, but I have a belief that if we get money into the hands of the right people, the world will change, because the people that make millions by making a difference can have a larger impact, can recycle the energy of money into the things that really change the landscape of possibility and of global consciousness.

So, I share that 7 figure mark not to impress anyone, although I impress myself I must say, but just simply to say if I can do this, you can, and not only can you, you have a responsibility to do it because millions with people making a difference lends itself to extraordinary possibilities because it's all about the energy of money in the hands of the people that are going to do real good with it.

Adela: I was wondering, I know you've worked with so many people and you've really just really amped up your playground. Your level of play has really in the past year...just even from the time that you were here with us in November, I know that you've amped up and ramped up in a really big way your business and the number of people that you're helping. So I wondered if you might share with us some of those examples of folks that you are working with that by doing their authentic work they are changing the world.

Suzanne: Oh, without a doubt. I work with people in two ways obviously, I have coaches that I work with that coach me and mentor me and of course I work with clients. And this is kind of going to give you an insight in what I'm doing with them, Adela, but it's also going to give you an insight into the changing landscape of business right now and this is something I want everyone to really pay attention to because we are moving into a time in which high touch is coming back with significant relevance.

Most everyone in this call is listening because they are involved in business and they are also involved in information marketing in some way. They use their newsletters or emails or telesummits like you are putting on right now to share their message, to market, to promote and one of the things that is really shifting is this idea of connecting with people again. Obviously this Conscious Business Telesummit is a great reflection of that.

It used to be that you were a copywriter or it used to be that you were a life coach or it used to be that you were a marketing coach. Now the people that are really making the biggest impact, and quite frankly the most money, are the people that are looking at how you are a copywriter or a life coach or a business coach and how you serve people and you are a service in combination with leaving a legacy.

That's my big theme for this year has been what is the legacy you leave behind? Because yes, I crossed over the 7 figure mark this year, but then it's like, "Then what," right? I know that I have a formula for making money. Money is the easiest thing in the world to make. People just make it complicated, but once you make the money then what do you do with it? So it's the legacy makers that are making the big difference.

David Neagle and I just hosted an event we called L3 last week and legacy was this big, big theme in it and just to give you an example of some of the people there, it was a very intimate group with only about 40 people there. The group was only meant to be about 40 people; I think we had 41 or something. We gave them a service assignment, 'what is the legacy you are going to make in this world.' I am of the belief that it doesn't take a lot of time and it doesn't take a lot of money actually to make a massive impact.

They had 20 hours, they were each given five \$20 bills and they were given 20 hours as entrepreneurs changing the world to leave the biggest impact they could in 20 hours. One group raised \$12,000 for a clean water fund. Another group partnered, we were staying at the Ritz Carlton, had the Ritz Carlton partner with a local orphanage to treat those children to weekends at the Ritz Carlton and learn about abundance.

Another group created a site in which they are going to be pulling a million visitors a year to that remind you to give \$10 a month to some charity in they make it easy to do. I could go on and on. I mean people completed 20 families Kiva - loans...so that's what I'm talking about and so when you combine what you are doing with the consciousness of leaving a legacy and making a difference in the world, that's when money flows, that's when clients flows and that's when marketing doesn't become marketing anymore it becomes your movement, it becomes your personal mission to change the world.

Adela: Wow.

Suzanne: I could go on and on.

Adela: Yes, that's powerful. is the secret then to just tapping, and I know this has been part of your message, is the secret that is tapping into that movement that you care about so passionately and what do you do in the meantime for money?

Suzanne: Yes. There are a few things that you have to be really focused on. Most people have this backwards. Most people are learning marketing and they don't really know what their movement is. As I preach and preach and preach and I know some of you are like, "Oh there she does it again." But it has to be the movement, then the marketing and there is actually three layers to that.

There's the movement in which for me, my movement is to help people heal their shame around money and do that through business and being entrepreneurs. I give them the marketing the mind set skills set to do that.. For someone else, well just an example, one of my clients that is in our neck of the woods Adela, Randi [inaudible] I think you know her.

Adela: Yes, I know her well.

Suzanne: Randi's movement is...her business is the Conscious Plight but her movement in life is to create sustainable food for everyone. And that everyone can have clean and healthy food. So you have to have your movement first, then you put the marketing up.

Let me just give you the analogy. Most people are, if you consider a car, most people are working on the marketing. So they are shining the car and they are putting new paint on it and man that engine runs and that engine can get up to 100 miles an hour and everything is shiny and ready and new, but there are no wheels on the car.

The wheels are your movement. It's what you want to change in the world. It's what you want to be different and if you are just focusing on the marketing and not the movement, you've got this beautiful, bright shiny car but it doesn't go anywhere.

So in the meantime what you have to do...and let me just give you an example. My whole business before I was a marketing and mindset mentor, I was a life coach. That's how I started in this industry. I built a 6 figure business in about a year it was at 13 months actually as a life coach.

I also like to tell people that cause I hear a lot of people say, "Well, I know marketing coaches can make money but I don't think life coaches can." I was like, "No. I had a 6 figure business in 13 months. It's totally possible." You know how I did it? I didn't know a thing about online marketing, I didn't know about email marketing, I didn't know Twitter from...well Twitter wasn't even around then. I didn't know Facebook from anything else. I was totally ignorant about anything to do with online marketing or building a list, I didn't have a list. And I shared my movement. I went everywhere I could to talk about what I wanted to see different in the world and what I knew I could help people change in their lives and in their lifestyles and in their community and in their world. That came solidly out of movement.

I'd set up a table in Whole Foods between the tomatoes and bananas to talk about life issues or to talk about people designing their best lives. Look at churches, anywhere, I would go to the ladies restroom if three people would go in it. It was all about your movement and people get so caught up in these marketing machines and micro continuity programs and I have to do this and I have to do that. No, you have to embrace your movement and you have to be willing to share it with everybody.

I read a quote recently, I think it's in a Geneen Roth book I'm reading and she said, "You start to recognize that you must share your gifts when it becomes a burden to keep them to yourself." Everybody in this call has a gift, a blessing, a talent something that is meant to be shared with the world and it is a burden not to. So let go of all of this marketing madness and really think about what is my movement, what is my message and who can I share it with ten times a day.

Adela: Yes. I was just watching Gladiator yesterday and as a matter of fact I wrote a blog post on this, it was the line that Maximus the main character said, "What we do in life echoes in eternity," and it's the same thought, your living legacy.

What do you think it is that holds people back from stepping into their movement, Suzanne, and going out there and doing what you did? Going out there and getting their message out there ten times a day in as many ways as they can.

Suzanne: Worried about what other people will think. Most people on this call right now have family members, friends, colleagues, maybe co-workers if there still in a job and they are going, "What are you doing? Wait I don't understand so what is...you're going to do what? People are going to pay you for that? You're going to make a living?"

You know when I was at my Be the Change of It in Florida I totally said this as a throw away and it's what I got the most Twitter comments about. I said, "You know you have to let your panties show." I was so willing to not...I was so willing to be embarrassed. You know I tell a story a lot when I'm reading my teleclasses and I say one of the main things I decided to do was be a fool. I wasn't waking up every morning going, "Suzanne, be a jerk today. Try to look like a fool." But I knew to succeed I was going to have to at some point. And I remember writing in a journal that I said, "Suzanne, if you are willing to make a fool of yourself, this is all going to work." And so that's number one is most people are worried about what other people think.

If you look at any great leader in the world, not just in our industries, but in the world from Jesus Christ to Gandhi to Martin Luther King Jr. to Mother

Teresa, they did not care what people thought. They were on a mission to make a difference. My private clients know this intimately well, maybe a couple of them are even on the call today, I look at them all the time and I say, "I'm not in this to make friends. I'm in this to make a difference." And hopefully you'll make friends along the way and you always do, but you have to really be willing to make change and to stand by that. So that's the first reason people are afraid to put their message out there in the moment.

And then the second reason is they are confused about it. That's what I work with people on is the resistance and the fear of how they are going to look, and what people think of them and that's the mindset piece I work on. The marketing piece is crafting a message that does three things and please write these down.

The first thing it must do is it must be clear. You all know what I'm talking about, you may have even done it. Someone stands up and goes, "I'm a life coach that helps people break through their fears in their lives and works with businesses to get them more clients so that I can show them good nutrition." And you've all heard that and you are like, "Are they drunk or confused? I used to do it. I mean this is what I did in the beginning. I didn't have it right either. So the first thing is it has to be really clear.

The second thing is it has to be deeply authentic. It has to be so deeply authentic that people know that it's coming from you that they know that it is not a manufactured message to hopefully get clients or to make an impression, that it is deeply you. I always say, "Make your mess your message," you life ties to your message. Frankly, on a PowerPoint I just made I wrote, 'Your life is your message'. I actually think Gandhi said that, 'Your life is your message.'

And then the third piece is, is that you've got to be something people want. I know that may sound very simplistic that I can't tell you how many people come to me and they have this idea, they have a message and it's interesting, but it is not something that is monetizable.

So those are the keys it's got to be clear, it's got to be authentically you, making your mess your message, and it has to be monetizable.



Adela: Yes. In that piece that you are saying being deeply authentic, is that what you were talking about when you say basing your business on being you?

Suzanne: Yes, absolutely, because everybody thinks they are selling a service. You are not selling a service, you are selling you. I am not selling coaching I am selling two things. I'm selling Suzanne and I'm selling the solution to people's problems in my case which is getting clients, making money and helping people.

The fitness trainer is not selling fitness training, they are selling losing weight. The life coach is not selling inner peace, they are selling being able to stay in their marriage or getting a job that they really want, know the specific challenge is. You sell solutions and you sell yourself, you don't sell the service.

Adela: Yes. What are some good initial steps for people who are having trouble with these three things here? That they are not really clear, they are not tapping into what's uniquely authentic about them and they are not tapped into what the market wants. What would be some starting steps for these folks?

Suzanne: Well, I think it's a couple of things. I think that the first thing is that you can't do it alone, no person is an island. I have mentors, Adela, I know you have mentors, everybody has to have a mentor. I mean it's impossible to do it alone because you get so lost in your own message, you lose the perspective, you lose the perspective of it...of going wow, is this clear or wow, is this what people want because a lot people get in the trap of selling what people need.

So here is the thing most of the time and just using a nutritionist like an example. What people need is to understand healthy eating and also to feel better about themselves to make better choices, but nobody is waking up in the middle of the night going, "If I could only feel better about me and make better choices." They wake up in the middle of the night and they are going, "I'm fat. What happened?"

So you can't sell the need, you can only sell the want and after you sell the want you can then give them what they need. So that's number one is getting really clear...well number one would be get a mentor, get a coach,

get somebody who can help you go through this because...I think is said this the last time we were together. I've been doing this for 4 years, I have worked with thousands people in a multitude of programs. I've never seen one person strike out on their own and make this work. You have to have some type of support mentorship, that's number one.

Number two, get clear about the difference between what people want and what people need because that is very intrinsic in how you are going to market, how you are going to make your message.

The third is stop hiding your story. Everything starts with a story. I was recently talking to a woman in a mastermind and I kept saying, "I know, I know, I know there is a story in here. And you stand up and you speak and you're a wonderful speaker and you do a good job and you hit the points and frankly no one cares. There is something hollow in this that is not connecting your story with it," and we just started to talk and I started to ask her some questions and tears started flowing with beautiful story account and I said, "Why aren't you going to share that? Why haven't you been sharing that story?" And she said, "Because I'd look a mess." I said, "Yeah, and if you start being a little more vulnerable you will get clients."

Vulnerability is essential to what I call empathy marketing. People see wow she gets me, she knows what I've been going through, I've been going through something similar and that connection is what actually sells people and that's when I say stop selling and start sharing. You don't have to sell anybody if you just share your authentic self what you have to offer and make your mess your message. Can I tell you a funny story?

Adela; Yes, please.

Suzanne: I think you'll like this because you are in New York City, right? Am I correct?

Adela: Yes.

Suzanne: So a woman calls me about two weeks after the tour. We are talking. I have a group program and that's what I offered and she had signed up for the program and about a couple of weeks later she said, "You know what I love about you, Suzanne?" I said, "No, please tell me." She said "I love

that I went there all day. I learned so much stuff. You give so much value and you didn't sell a thing. I'm protecting her name but I said, "Sally, you signed up for my program. I did sell something." She goes, "Shoot, I didn't even notice."

Adela: Yeah.

Suzanne: If you are staying in that mode of sharing if you are not...oh you know the other thing people do a lot is they save their best. I'm not going to give away my best, I'm going to hold on...no give away your best, give all you can every time you can and people will want more. So don't hide behind some marketing person who said give them the what, not the how. There are all these formulas. Just share what you have, be really clear, be loving and be your authentic self and you know what, you'll never have to sell a thing.

You'll just say here is what I have, here is what I offer, if you'd like to sign up great, if you'd like to do more of this great and then you can move on. It's the selling, it's the intrinsic formulas for selling and there are no formulas for selling. I mean there are some models that you can use, but selling is all about you.

All of my private clients take improv classes. Here is a big tip that I usually only share with my private clients. All my private clients take improv classes. Why is that? The rule with improve is that the answer is always yes. If you could improv and you can have that vulnerability and that confidence to go with the flow, you'll close the sale every time. So join an improve class.

Adela: Yeah, thank you. Good tip. Suzanne, how do you know when you've hit on your movement? What are some of the sign posts?

Suzanne: I think there are personal sign posts and then there's reaction you get from people. So personally, I think it's when you put those feet on the floor in the morning and you are just totally jazzed. You just hit the ground running. I always joke, I don't have kids but I always say, "You start working on your stuff and you forget to feed your children." You are just... you are so moved by it.

Now the flip side of that is what is the reaction? The reaction goes from, okay you know you tell people about what you do and how you can help people and the reaction shifts from, 'Okay,' to "Tell me more." Or the reaction shifts from, "Oh wow, how can I find out more?" I mean that's when you know your like light bulb, light bulb, light bulb is when you are getting more 'tell me mores' than 'okay' or 'alright,' and there is not an engagement for you to further the conversation with people.

So I think it's both, internally you are going to know because you'll get a really high vibration level. Externally you'll know it because people will also start vibrating with you and they won't want to end the conversation.

Adela: What are some of the things that people can do? Do you have any exercises or any practice that people can start even before they start working with a mentor? Things that they can explore so that they can kind of get some of the clues as to where their movement might lie.

Suzanne: Well, I say you find out in ten seconds like I say, What do you want to change in the world?" Write it down right now. What is it that you want to see be different? For me, I wanted people to stop struggling with money and I wanted people to stop feeling the shame around money and I wanted to see more of the right people making money in business so that they put that money into a recycling effect to do more good in the world.

So what is it you want to change? When you know what it is you want to change, then that's really the jumping off point of your movement and then from there you have to add the marketing tweaks to it and you have to make sure it's clear and all of that. But no, without a doubt it's just about what do you want to change in the world.

Also as I said, I think your mess is your message, your life is your message. Make mess your message and your life is your message. So what has been those moments in your life that have been like the...I call them doorbell moments, it's like, "Ding dong. Oh God, why am I going through this?" You are going through it because you are meant to turn that around and help others and share it with others. So I think that's also a part of it.

People that really struggle with what their purpose is or what their movement is, I'll sometimes have them create a timeline of their life with post-it notes. I've had people like...people who send me pictures like it goes all the way around the room. So every post-it note is the highlight of your life, it could be the birth of a child, it could be the death of a family member, it could be when you won the national teacher of the year, it could have been when your parents were divorced, it could have been when you lost your job, it could have been when you landed your... whatever, all the highlights of your life and spend several days doing it. Just put it on post-it notes, every highlight. And you walk around and you will see themes. When you see it in writing like in black and white you will see themes of wow, what was I put here to do?

I will tell you this, here is a little insight. A lot of times people reject what they were meant to do because you know, heal or heal thy self. What you most need to teach is also what you most need to learn. So when I was getting all of these hits that I was to work with people on money, I'm like but I'm struggling to build a business. And I'd still get this hit and I'm like you know what I learned that until we ask God or universe, we are like, "What am I mean to do?" And then he tells us and we go, "Well it's not that. Tell me something different."

Adela: The other one the other thing I'm supposed to do.

Suzanne: That's right and you will find that that happens a lot, but if you look at the themes of your life and you really embrace and you put it in black and white, you will see threads that are very clear that weave through and a lot of times it will be what you've been working on most and so that will scare the shit out of you because you are like, "How am I going to teach this? I'm still trying to learn it." But that's sometimes the major indication of what you are meant to teach.

Adela: Yes, it is. What do you say to people that...because I know that really that the fast track to getting your message and to getting your business together is to have a mentor. So what do you say to people that say, "Well, you know, I'm not making enough money yet to hire a mentor?"

Suzanne: Bullshit. This is either why you keep asking me back or I'm done. This is my last appearance on the Conscious Business Telesummit show, because I've been there. I mean a tell a story, the first mentor I ever hired I like you know I basically got a part-time job, I was in a full time job working 60 hours a week. I basically got a part time job to pay for it and I'd do it again. I'd do it again 10 times over. My coaching tab for last year alone was \$168,000.

So when people say, "How did you cross the 7 figure mark?" Its like a big part of it is investing, you know I think it was Ali Brown that first told me this, "If you put in front of your face, like take your hands and make a circle right in front of your face, the hole in which you invest in yourself is the same size of what comes back to you. So if you don't have a coach and you are trying to be a coach, if you are not investing in yourself and you are trying to get people to invest in you, if you are investing out of a pin hole, you are going to get cash flow back through the pin hole so that is universal law, 100% that is universal law.

The other thing I would say, too, is that, you know do you know Paige and Brian? I think you met them, they are amazing...

Adela: Yeah.

Suzanne: Amazing clients of mine, wonderful people. They came to me wanting to coach and they were filing for bankruptcy and running the risk of being kicked out of where they were living. They said, "How are we going to coach with you, we're filing bank..." I said listen, "If you take a no excuses approach, you can do whatever you want. " And I actually said to them, they were living in Maine at the time and it was summer and I said, "Go mow lawns." They were like "No, no, no, really." I said, Why is that not a really? If you are serious about doing this and you are committed then you'll do whatever it takes." They did whatever it takes and in six months they went from bankruptcy to four in a row as of this month, five figure months.

Adela: Wow.

Suzanne: Yes. It's John Assaraf that says, "When you are interested you do what's convenient. When you are committed you do whatever the hell it takes."

So there is no excuses not to have a mentor and they come in lots of shapes and sizes and packages and flavors?

Adela: Yeah.

Suzanne: So it's like I'm not saying somebody has to walk out like Paige and Brian, they went out of the gate paying \$1500 a month and that was the path for them and it got them there very quickly, but for some people a group is a great place to start. For some people a program is a great place to start and that's what I did. I worked my way up to where I was but doing nothing, no excuse for that.

Adela: Yeah, and that is the difference between folks who really grow their businesses and folks who wind up having a hobby.

Suzanne: Absolutely, and so many businesses get it treated like a hobby. One of the things I say is like no one would think twice about investing 20, 40, 60, \$80 thousand in four years of college? No one would say, "Oh my gosh, what an idiot that girl that went to Princeton. I can't believe she invested in herself that way." It would be unheard of for someone to say that but that's what we do in our businesses and we expect to get there without investing in ourselves and being mentored in learning,. It just makes no sense.

Adela: Yeah, so one of the things that you said which is really cool I love this idea and I found this to be true for myself too of shifting from selling to sharing your work. What are some of the ways that you've seen that people are sharing their work?

Suzanne: In a way where there is sharing as opposed to selling? Is that what you mean?

Adela: Yeah, like let's say people are listening to this call and saying, "Wow, I love what Suzanne is saying about sharing my work, and I hear your story about how you did it at Whole Foods between the apples, the bananas," and of course that is a very unique way of sharing your work. What are some of the ways that your clients or some of the ways that you've seen people share their work.

Suzanne: Got it. Great. I say you need to think about sharing your movement and marketing yourself in terms of like you know those plate spinners that you

see. And I would say think of it in this way, the person spinning the most plates wins. Now you can't spin them all by yourself, you always need an offline strategy and an online strategy.

For me personally, we at any given time will be running 28 to 30 different sharing strategies, regeneration marketing strategies. I didn't do that when I was starting off because now I have four full time employees, three part time employees and so I've got a lot of people that can help me spin the plates, but if you are just starting off, you are only going to be able to spin about four plates at any given time. So you need to find what has the best returns for you and this is going to take a little testing.

So for me, speaking was my deal. I got in front of people and I could connect with them, I could get them to have complementary sessions with me, it's just what worked for me. Everybody has their magic spot. Online I found that teleclasses worked very well for me, again because it was kind of the speaking thing.

You need to find what works for you, is it speaking, is it blogging, is it writing newsletters, is it connecting with people one on one, is it networking groups? And you need to have in the beginning 4 to 5 things going at any given time and then as you grow your business you add to that and you get VA supporters, system supporters, you know whatever it is you need that they can start doing some of those things for you. Like now our video marketing and our article marketing, they just happen, I sometimes forget we do it, but it's happening on a monthly basis without fail because we have team members doing it.

So make sure you are looking at fastest paths to cash and what that means is that there are things like article marketing, there are things like video marketing that are really great tools but they are long term investments to get returns.

Telesummits like we are doing right now is a great short term investment to get people to hear your message and to build your list. So just look at everything in the terms of what I actually sometimes call the tomatoes and avocados approach.



Avocadoes will give you the most expensive fruit, you can make the most money, it can be the richest but it takes 7 years to grow an avocado tree. Plants from tomatoes we can have a tomato sandwich in a couple of months. So you need to have both tomato and avocado approaches going on, but that being said you also need to find what works best for you.

I don't really like writing that much, I do my newsletters and I'm very committed to that but I'm never going to be like blog girl. My blog is basically my newsletters repurposed because I just don't love writing, I like to run my mouth, did you notice? So...

Adela: And you do it beautifully

Suzanne: So you've got to find what works for you and in the beginning start spinning four to five of those plates and as you can add support, add different elements to do it and make sure you are using a combination of online and offline marketing.

Adela: Great, that's a great tip, thank you. What are some of the mistakes that you see people doing with their marketing, Suzanne? The things that are really just like, "Oh no, they are not doing that."

Suzanne: They are doing things they are not ready to do. So here's a call that I get all the time and then I have to go outside and run in a circle. "Hi, I'm really struggling with my marketing and you know I really want to build my business, I have so much to offer." "Okay great, I agree with you, you have so much to offer, what do you want to do?" "I want to start a continuity program." For those of you who don't know what a continuity program is, it's basically like a group program where you put lots of people into a group program. "Oh, I want to start a group program. "Okay, great. I can help you do that. How many clients do you have?" "None." "How many people are on your list?" "None." "Then why the hell are you starting a continuity program?"

You can't. Listen to me very clearly everybody, write this down. If you are into the tattoo thing, get a tattoo, whatever works. You can help millions, but you have to start with one. If you don't have a list and you don't have a reach yet, everything is yet because you are going to have it. You don't go out of the gate trying to put 100 people into a program, you get one

client at a time whatever that looks like and then you build into other things.

I spent the first 18 months of my business on those probably 12. I did have a couple of groups towards the end of that first year. Just getting clients, why is that a smarter path to cash? Couple of reasons, if I'm going to run a group or continuity program, I need a bunch of people to say yes at once. That's tough when you are first starting out, but if I'm going to work with private clients and some of you are going, "But I don't want to work with private clients," well you don't have to do it for ever but its where you need to start. I can get one yes and start making money, get another yes and start making money. It's much more doable than getting tons of yeses all at once when I haven't built that reach. I mean I've got some other stuff but that would be the big one.

Adela: Yeah, that is a really big one because your one on one client is where you really get to test out your coaching and how your material works.

Suzanne: Yeah. Well absolutely, and it doesn't matter if you are a healer, a helper, a consultant, a coach. I work with everybody from copywriters to realtors, to a handy man business. I mean my clients run the gamut ,they are all in the position of helping people and serving people but everybody starts the same way because you build and you build a lot easier to get cash flow going in with one yes then needing 15 or 1500 yeses at once.

Adela: Yeah, one of the things that you mentioned earlier about getting a mentor or getting a coach, that's one of the key environments for really helping and supporting you in your business. Are there any other things that you can suggest to folks that they can add to their environment so that they can create extraordinary success for themselves?

Suzanne: Yes, you've probably have heard this before that you are an average of the five people that you spend the most time with. So you have to up your game, you've got to get into a circle of people and a community of people. I mean kudos to you if you are listening to this call today because you are in this community. You have to get in a circle, in a community of people that are stretching you and you know this is the way I always say it, I would love, I don't ever have any problem in the world being the dumbest

person in a room full of millionaires. I am always wanting to have people that are where I want to be in my circle, whether they are my coaches or my mastermind buddies or the people I'm hanging out with or the people that I'm in programs with because you have to be stretched to grow.

So many times we have lovely, this is nothing against peoples family, I mean we love our family, we love our spouses, we love our friends but they don't get what we are doing, they really don't get it. And most of them are living in a world where they are in fear of the economy. Just please do not be spending your lunches with a bunch of friends talking about gas prices. Please do not be spending your lunch time with a bunch of friends that are talking about how nobody can make money and they are clipping coupons and it's a killer for money and wealth consciousness, it's a killer.

So you have to surround yourself with people who really get it about consciousness, who study abundance and I'm really a student of abundance. I mean I've got in my computer bag that's sitting to the left of me right now, I'm heading to San Diego tomorrow to lead my three mastermind groups, I have four different books all on abundance and receiving and wealth consciousness right now and I'm reading four at one time. It's like I get bored with wanting to pick up something else. But the point is that my mentor over the last year has been somebody who is an expert in wealth consciousness and that's who I hang out with. Because I can't expand my money and I can't expand my wealth if I'm surrounded by people who are in fear of money.

So environment to me is everything. Figure out exactly what you want and then hang out with people that already have it. That's good, I'm going to say that again. Figure out what you want and then hang out with the people that already have it.

Adela: Yeah, so let's say you want to up level you know the folks that...

Suzanne: Yeah.

Adela: You are hanging out with, like what are some ideas or suggestions, where do you find these people?

Suzanne: Well, I think there are a multitude of ways. Obviously we live in a world which is so amazing because we are in a situation where we can be a part of online groups, we can be in coaching groups, we can be in online forums, so that's one way to find those people is through online forums and just virtual programs.

Another way you have to be a little careful with networking, I mean I've dropped out of a lot of networking groups because I cannot go another Tuesday morning and listen to people bitch about money. That is not where I am, that is not who I want to be. So you do have to really seek out the right networking group but that's another way.

Another way is I mean that's why I love doing events, its why I did my tour last year, its why David and I are doing the More Life tour this year. There is nothing like the power of putting likeminded people into a room and that energy and that excitement. So if you don't have in your budget to do some traveling and go to events, whether they are one day or multi days like my Be The Change event, that's not so important. It's that you make a plan to go to some of these events, the ones that resonate with you and be in that space and that energy of other people. So I mean those are really the key ways I think that I found my tribe.

Adela: Yeah, and the other thing I've noticed too is when people sign up for mentorship's with a coach and sign up for their masterminds, I mean I've seen a lot of the people that have come through there now doing really fantastic is as a result of their coaching and the mastermind groups that they are part of.

Suzanne: Oh, well yes, without a doubt. That's really important. Like I said, I leave tomorrow. I have three mastermind groups that I lead and what's really cool is when I'm coaching them I always say, "Please don't think of yourself as an individual growing your business. You are a team. The 12 of you or the 13 of you, you are a team so don't think how much can I grow my list; think how big can we grow our list together. Don't think how much money can I make; think how much money can we make together, because that's the beauty of a mastermind and the power of a mastermind is putting all those people together. I mean my mastermind members are constantly doing JV's with each other, they are affiliating with each other,

I've got two right now that are launching this huge program together. I mean if you look at David and myself, David and I are in a year long...David Neagle for those of you who don't know, we are in a year-long partnership together on a multitude of things that came out of me being in his mastermind. He was my mentor and we had a massive connecting, we had like it was love at first sight. So there are no rumors, but business love at first sight. And we joined a partnership and you know that's what I came out of. So what comes out of mastermind and group programs, its mind boggling sometimes. Yeah, absolutely.

Adela: Yeah, so if you were to give the folks on this call the next three steps for them to take so that they get to be the movement in their world and they start sharing their message, what would be the top three things you'd tell them to do?

Suzanne: The first one would be, because you know it's my theme, is to get support. Find a coach or a mentor that can walk you through this in a very systematic way. And the three may be Adela, I'll just share this really quickly because I think a lot of people are stuck on this, too. I have a three tier criteria for how to choose a good coach or a mentor and that is number one, you see that they have a systematic approach to helping you get clients, make money and have an impact. In other words they have a very specific strategy in which they do it, like I have a system that shows you exactly how to do it, that's number one.

Number two, they have surpassed where your goal is. It's kind of what I said earlier, figure out where you want to be and hang out with people that have already done it. So that's number two is you want them to surpass and the third is you just like them. You are listening to them on a call, or you are talking to them on the phone and you are going, "Wow, I really resonate with this person. They may not be the easiest person in the world," my clients will say, "She's not always easy, she's a real ass kicker," but you want to like the person, you really want to connect with them, you just want to feel like they are in alignment with your values.

So number one is, find a mentor or a coach or a support system, so important. Number two is get really clear on your message and work it, work it, work it and share it with people until the response you are getting

90% of the time is, "Oh, tell me more," or, "Oh, I need that," or "I know someone that needs that." Really hone that movement ball for the marketing and then third, know where you are when you start to market, what I talked about earlier. Don't launch something that's going to be impossible for you and then you are going to get frustrated and you are going to be confused. Know where you are and create a marketing strategy and plan that meets where you are so it highlights your skill sets and your gifts as opposed to becoming a struggle for you.

And I think if you just do those three things that is sharing without selling, because if you stay in alignment and you really know that it's you, that empathy marketing, it's you that people are wanting to connect with, it's your story, it's your experiences, it's your life, then you don't ever have to sell anything, you just share.

Adela: Yeah, and it's so easy then. It's not like you are feeling like you have to make something happen, you are just being it and folks are attracted to you, folks find you compelling and they are asking you to work with you.

Suzanne: Yes, that's that whole, you know it's not pushing, you know it's not pulling it's just pushing like you are just kind of pushing the cart and people are jumping in.

Adela: Yeah, wonderful. We've got a couple of questions, Suzanne.

Suzanne: Okay, I love that

Adela: Yeah one of them I don't know who it is because they didn't write their name in so I don't know whoever that is, if you want to just let me know who you are and put your name in there, here's the question. "What if you want to change so many things in the world and get joy through so many things, how do you choose which one to take up as your movement without feeling that you are giving up so many other great and interesting things that you really resonate with?"

Suzanne: Okay, so whoever asked this question, I want you to take a deep breath as I answer this because you may not know me and I want you to know that I'm saying this in love, but to want to help and heal everything is

selfish, it's not possible. We can make a massive difference and have major impact but we can't help everything and everyone.

So the first thing is you make a decision to really make a difference and when you make a decision to make a difference, you choose one focus to really take home, to reel down and drill down to magic and completion and massive meaning.

And that is actually a great question because so many people are trying to do so many things they end up doing nothing and because people are confused by their message, they don't know what to do, so you pick and it really comes down to a decision.

You know one of the things I say is indecision is a form of abuse. So there are a couple of things I'm really interested in, but I chose this path and I had to make a decision on it and everyday I wake up and I love doing it and some of the other things I do are hobbies or I do just service or charitable things and I still get fulfillment out of that but you choose one thing for your business. Mary Kate says you can't chase two bunnies and you can't.

So really know that wanting to help everyone may seem like its coming out of love and this big personality and this big abundance but there is some selfishness involved in it because you are going to end up wanting to help every one and helping no one as opposed to focusing on one group and really making a difference.

Adela: Great, thank you. Our next question is from Jamie. "Do you recommend finding your niche to market too, or do you throw out niche and just focus on movement?"

Suzanne: Well, your movement will become your niche. I don't really use the word niche. Actually I hate, I think niching doesn't work. That's for another call, but I'd say discover who needs you most because in discovering who needs you most, that is your movement without a doubt. So they become one and the same. Your movement has to apply to a specific group of people and that's who needs you most.

Adela: Yeah, wonderful. So Suzanne, are we going to talk about a little bit of your Help More People system?

Suzanne: Yes, I would love to if I may and I got really excited, I haven't even told you this, Adela, so I hope you are okay with that but you know me, I'm the kind of ask for forgiveness not permission. I woke up this morning and I was like you know I always love being on these calls, they are so amazing and so I asked Tracy and my VA assistant, I want to make a coupon code and create something that basically this system and when I was talking about finding somebody that has a system, this happens to by my system. This is the system that really took me from zero to seven figures, I really tracked all of it, I looked at what worked, I looked at what didn't work and I put it all into a system that is over 200 pages.

So it is a 200 page binder that comes to your door, let me give you this site, but don't sign up yet. I've never said that before only because I can give you, I'm going to give you a really special coupon code but you can go to [www.tinyurl.com/adelacall](http://www.tinyurl.com/adelacall). I'll just give it to you one more time [www.tinyurl.com/adelacall](http://www.tinyurl.com/adelacall) and that is my Help More People system. And as I said this is really what I tracked and I spent years actually putting together all the pieces of what worked for me and what didn't work for me. Its over 200 pages of worksheets and lessons that take you through start to finish growing a business, making an impact, helping people and making money and then the other piece is that you get 4 CD's with it that take you through some of my very specific marketing strategies that I share with people.

You also have a stack of mindset and marketing cards that you can pull on a daily basis for motivation and kind of keeping you on track. I have a really cool thing; it's a pull out six-month marketing calendar that you create for yourself so you know exactly what you are doing every single day and where you need to be focusing on the marketing.

And we've also got a shifting your belief in one week mindset manual and this is all about the mindset to make money and break through those spheres and blocks around marketing and around money. As I said, there are lots of worksheets that, you know, things that I've been talking about like what's your impact statement what's your movement, what's your



message, how do you find out who needs you most, all of that is in work sheets step-by-step, it's pretty much just filling the blanks for you.

I've given you everything. I've done from my laser coaching applications that I use with clients to my impact statement to my compelling story and I just showed you kind of how to kind of fill in the blanks and we've even got some stuff in there like a social media rocket launcher to get you started on social media.

So any way, its very comprehensive, its everything I've done and its really already kind of no brainer price point if you want to do the payment plan, it's the payment plan is \$67 a month for 9 installments or you can pay in full for \$497. And what we did is we created a coupon code for you of HMP as in Help More People HMP50. so if you want to pay in full, its going to take \$50 off to pay in full price and if you want to do the installments it means you are going to pay \$17 for the first installment and here is the other thing, you've got a year to return it.

We want you to love this, I want it to make you money, I want it to make a difference, I want you to have a movement and a message that's clear and so you have a year to return it. There is absolutely no risk to you and you can basically get started with it for \$17 today with the code. So the code again is write this down HMP50, as in Help More People, HMP50 and the website to register for the Help More People system and if I wasn't clear it comes to your doorstep. So it's a huge box with CD's and 200 pages and a mindset card and the shift your belief in a week manual and the social media rocket launcher and the pull out 6 months calendar, its all there with it and you can go to [www.tinyurl.com/adelaall](http://www.tinyurl.com/adelaall).

Adela: That is astounding. That's an amazing package.

Suzanne: I know at \$17 to change your world and if you hate it just send it back

Adela: I know.

Suzanne: I say this all the time, I'm like I want you happy, if it doesn't help you and you get it and you say, "Well, I don't even like her picture," put it back in the mail and its all good. We'll love you.

Adela: Yeah, that's a no brainer very no risk offer. Thank you, Suzanne and that's also very generous of you to give us a discount, it's wonderful. So folk, if you missed that URL its [www.tinyurl.com/adelacall](http://www.tinyurl.com/adelacall). I will make sure and put that on Suzanne's speaker page and you'll also receive that in a follow up email if you miss or for some reason your fingers get tangled and you wind up on the wrong page, which happens to me all the time when URLs over a phone.

So Suzanne, it has just been so wonderful to have you here again, I just love, love you, love your work and everything that you are offering and everything that you are doing in the world. I know that you are helping so many people and I'm really appreciative that you can make the time in your busy schedule, because I know that you are a busy woman, for the Conscious Business Telesummit.

Suzanne: Oh, thanks. I just want to say thank you for being here and everything you do. I always love and it's always with such integrity and of course that's why I say yes because I am busy and I can't do everything but when you ask I always want to try because it's amazing. So thank you for that

Adela: Thank you, Suzanne and thank you everyone for being on the call today. We've got another call at 4 o'clock this afternoon so come back and join us and we will see you later on. Thank you. Bye-bye.

Suzanne: Take care, bye-bye.