

# **The Conscious Business Telesummit**

## **Marketing for Conscious Entrepreneurs**

**5 Secrets To Attracting All The Clients You Need  
To Create A Soul-Based Business You LOVE**

**Elizabeth Genco Purvis**  
*Marketing Goddess*

**and**

**Adela Rubio**  
*Conscious Business Telesummit Host,  
Conscious Business Strategist and Mentor™*

May 11, 2010

Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio, your host. And I'm with our guest today Elizabeth Genco Purvis, whom I've very excited to host here at the Conscious Business Telesummit. Our topic today is How To Attract All The Clients You Want And Create A Soul-Based Business You Love.

Our invited guest today is Elizabeth Genco Purvis, also known as the Marketing Goddess. I love that term. She teaches solo business owners how to attract an abundance of clients, income and satisfaction in their business and at the same time, staying true to your values.

She's the creator of the Abundant Business System, a step-by-step marketing system specifically for purpose driven business owners and conscious entrepreneurs. And you can learn more about Elizabeth at [marketinggoddess.com](http://marketinggoddess.com). And I must say Elizabeth, that as much as I am info-glutted and everyone is info glutted nowadays, your newsletter is one of the most rocking newsletters I have ever read.

Elizabeth: Oh, thank you so much. That really means the world to me. I put a lot of effort into my newsletter. It's the primary communication I have with my tribe and actually I'll talk a little bit about this on the call today, I really see it as a way for me to show and give value on a regular basis and really maintain that connection with people. It's so gratifying to do and it's also incredibly gratifying to know that it's having an impact, so thank you so much for that.

Adela: Thank you because I went to Kendall's event in October, I went knowing that I wanted to meet you because of your newsletter.

Elizabeth: Wow.

Adela: Because I felt that I already knew you and I was like, "Oh my God, I have to meet this woman. I want to interview her." What's wonderful for me was that you said some really sweet things about me in your newsletter when you invited folks to this event. You were saying that I was authentic and warm and I'm warm. I'm like, "Isn't that funny, because those are the very same qualities I love about Elizabeth."

Elizabeth: Thank you.

Adela: You're like a perfect example, you're modeling so much about what this relationship marketing is all about, what attraction marketing is all about. You're very authentic, you're completely transparent, you're kick-ass when you need to be and you reveal things about yourself in your business, which really helps the person whose reading you know, your members, your readers, really open up and expand to a new way of seeing and being. So I just wanted to say that the strategies that you teach work because the reason that we're here having this conversation is the result.

Elizabeth: Yes, I know, it's really true. Thank you again for that so much and I'll share, this is a great segue into our conversation, which I'm sure is going to veer off in all kinds of different directions that I'm like this because I can't be any other way. And I think that a lot of folks in the Conscious Entrepreneur community also really feel like they can't be any other way, you know? And the struggle sometimes is that I think that sometimes goes entirely against what we've been told, what we've been taught, all the way from like the current marketing guru like this big launch telling us what to do to make a trillion dollars back to the high school English teacher who tells you how to write and be correct with your grammar and all that, which I just write like I talk and I always have.

What I hope to do is inspire people to know that not only is it okay to be yourself in your marketing, it's actually like the super juice that like attracts the right people to you. It really is just so, so important. And I think too, I guess another thing I want to say on this point is that you don't have to be scared. When I coach my class on this they don't know where the line is or they kind of go, "Oh well, I'm afraid to say this or that," and "Can I really say that," or "Is that going to be helpful or a hindrance or whatever," and you know again, I'll be transparent. I certainly am very careful is not the right word, but mindful of what I share. It's all deliberately chosen, not in a weird crafty way, but just in like a mindfulness way. And with caveat that I really go at it with the belief that I can't screw up, if that makes any sense.

Adela: Yes.

Elizabeth: Like I can't say something that is so awful or so whatever that my whole business comes down, you know? And that gives me a lot of freedom to be myself and to allow mistakes to be okay.

Adela: Well and that is a consequence of the relationship's that you build.

Elizabeth: Totally.

Adela: Yes. It's so funny because I just got a call from one of my speakers and she hadn't sent me the blurb for our conversation and it's so hysterical because she called me and she said, "Adela I knew you of all people would be totally okay with me, but I'm just letting you know I'm sending it now." And I'm like, "Cool. This is someone who's got it the day before so that I'm letting people know exactly what we're talking about, we have the topic, just so the people have a sense of it. But that's what happens when you create a real relationship with your readers, with your prospects, with your clients is that there's a different latitude and there's a different level of relationship.

Elizabeth: Yes, and I find it much more gratifying, you know what I mean? Like what a sense of relief that you don't have to go walking around on tip toes in your marketing. And that you don't have to censor yourself and you don't have to know, I don't know, feel like you have to create this picture that's not, that isn't reflective of how you're feeling or isn't accurate.

Adela: Yes. And the other thing I want to mention is, you know one of the things that I've noticed about Conscious Entrepreneurs is that they're multi talented.

Elizabeth: Yes.

Adela: Like you're a writer also. You write, what is it? Comic books?

Elizabeth: Yes, I write graphic novels, yes. Comic books, yes I do, and the medium is like words and pictures.

Adela: Yes, it's like here you are, this marketing goddess that you know has built an extraordinary business and also someone who is highly intuitive and who's got like this exquisite skill set and personality and so I really want to point that out to folks that you're being your unique, quirky, different self is what's so attractive.

Elizabeth: Yes, and something here in relation to relationship marketing that I was going that's along these lines, but it will come back to me. But yes, oh

here it is, people want to connect with real people and people want to connect with people that are just like them. I think that in terms of the multi talented, multi faceted, I think every conscious entrepreneur that I know has gone through the 'I've got a trillion different things that I do really well, what do I do? How can I choose just one?' And that tripped me up for oh gosh, a long time. People can really relate to that, it creates that relationship. Again, it's another one of those things that seasons the relationship with people.

Adela: I know that you've got, I've got loads of questions and I'm going to urge folks that if you've got questions, do not wait to the last five minutes of the call to put the questions through because we're not going to get to them. You know sometimes what happens is people will email me later and I'm not the expert on that particular topic, even though I've got a range of expertise also but you don't want to miss your opportunity to ask the person that's being interviewed your questions, especially specifically around your business, your challenges, the things that you're facing.

You're going notice that there are though lines, that there are questions that keep coming up over and over again and what's really cool is that on this telesummit, you can ask the same question of different people and that's really going to enrich your experience and it's going to give you a lot of information and a lot of juice to pull from.

So submit your questions, otherwise you're going to miss out on getting Elizabeth to help you out here. So I know that you have this content that you're going to share with us about the Five Secrets to Attracting Clients. Do we want to start diving in?

Elizabeth: Yes, sure. I just figured we would run through each one of them and actually I have a bonus one at the end because I like to over-deliver.

Adela: Yes.

Elizabeth: Yes. So secret number 1, can I just jump in here?

Adela: Yes, go ahead.

Elizabeth: Feel free to jump in and riff on this with me and share your thoughts and stuff. Of course, anytime anyone wants to stop for a question, that's great.

Okay, so secret number one is too really get clear on your what and your why. To get tapped into your vision and I know that this is talked about a lot, this idea of being clear on your vision, right? So if we've studied the Law of Attraction or manifestation, which I spend a lot of time thinking about working with and that you have to have a clear vision. And you know that's like the picture, kind of like, "Okay, this is what I want to create," is one part that is really important, but I think even more important, a more important reason to have this vision is that why. Because when you're really tapped into this emotional reason why you're doing something, it allows you to push past any kind of resistance that comes up, get back on track and really stay aligned with your purpose.

And I was reminded of this literally just earlier last week. I had been, Adela as you know, I went out to Portland to look for our place to live. My husband and I are moving across country and I felt a lot of resistance around, like I know the next things on my marketing calendar and the next thing I want to do and I'll be totally upfront, I was like, "Man, this is feeling like slogging through mud. What is all this resistance about?" And I couldn't kind of figure out like how to shift out of it to be honest and then I always like to go back to basics. I was listening to some calls with other coaches, because I love to be on calls with other coaches because I'm a nerd for good coaching. Adela, I know you are too.

Adela: Oh yes.

Elizabeth: I love listening to good coaching. It's like, "Wow, give me more of that." And this other coach was talking about the vision and the what are you doing this for and why? And immediately I had this breakthrough. I was like, "Hello, I can't sit still now." So really getting clear on the emotional reasons behind why you're building your practice. What is important to you? Why are you helping the people that you want to help? Why are you teaching them how to do the things that you're doing with them?

I mean for me, really what I love to do is teach spirit led entrepreneurs how to receive generous income for their gifts without feeling guilty about it. And because I know that when they are well cared for, they can turn it on and do anything.

Adela: Yes.

Elizabeth: And that really, really excites me to help people make that shift. So when you have that emotional peak, it just makes things so, so much easier.

Adela: Yes, it's like, we were talking about this earlier with Suzanne Evans, another North Eastern person, North Eastern kick-ass coach and she talks a lot about making your mess your message and about starting a movement and one of the mistakes that we make a lot of times, conscious entrepreneurs as you know, we go into the programs without really, and setting up business and setting up shop without really having a solid foundation in the power source. The power source...

Elizabeth: Yes.

Adela: The power source is this what and why. I mean, it's the driving force of why are you doing this, because unless you have that, that fuel you're not going to be able to ride through the resistance and the bumps that come up. This has been one of my realizations that if you want an accelerated pathway to personal evolutions, start a business.

Elizabeth: Oh my gosh.

Adela: Right.

Elizabeth: Man, yes.

Adela: It's like the fast track, you're going to run into all the things that keep you small and unless you address them, your business will not prosper, it won't flourish.

Elizabeth: Right.

Adela: Unless you've got that power source which is what and why that you're talking about, you can't really move.

Elizabeth: You're absolutely right and there's another important reason here actually, that it's really important to be clear on your what and your why and the vision because it helps you make the right decisions. You have so many different choices about who to listen to, who to give access to our brain, who to model, whose programs to take, what activities to engage in.

I mean every day, I've been really thinking a lot about this idea that know lives are essentially made up of a series of choices that we make in the moment. And those choices are really important and ultimately you can make the choice or a decision that pulls you towards your vision or away from it and if you're not hooked into that vision, something else is going to make the choices. Your ego, old patterns, **[inaudible 16:56]** all these other things. So it's really important to have that vision piece in place so you can stay on track.

Adela: Yes and you talked about this, I'm telling you I love your ezine. You were talking about the guru train.

Elizabeth: Oh yes.

Adela: Right? And so one of things that you were saying this is the other thing too, is like whose vision is it that you're living into? Is it yours?

Elizabeth: Yes.

Adela: Right? Can you speak a little bit to that? I love that article.

Elizabeth: Yes, actually this sort of part of my story. Very briefly what happened with me is I quit my job to become a writer and I really thought that, "Okay, I'm going to write comics, I'm going to write fiction." And you know what? There's no doubt in my mind I could have been super helophytic successful doing that, no question. Right? Which is a different sort of mindset because most people go into that and go, "Oh, I can't."

There's this story out there that it's impossible to be a writer essentially, so I think its crap. So anyway that's slightly, slight derision, but what happened to me is I realized I want to do this other thing and I started as a copywriter. I discovered coaching and was like, holy cow, this coaching is fantastic right? And I want to do more of this and I have to be in conversation and information products, ah, like just got all my creative juices going.

But like everybody else I had to build my business and was struggling and scared and who the heck am I to be talking about this? And oh, gee I can't do this and I was following, actually I was following a billion people. I had a direct marketing, copywriting background and so I was following all



the big internet marketers, like the really big guys and all those copywriting techniques would work on me.

So I was constantly spending money out of fear and out like, “Oh my gosh, if I don’t get this program, if I don’t take this guy's thing, if I don’t like do this, my business is doomed.” Have you ever felt that way?

Adela: Yes, absolutely.

Elizabeth: So, meanwhile I'm going further and further in the hole and the money piece was one thing, believe me, I had to clean up a lot, a lot of stuff around my money mindset and manifestation, how I work with money, all these things. But even worse than that was the feeling desperate and I realized this desperation is coming from the fact that I'm like grabbing at anything.

I was like, “I can't do this anymore, this is not working. I have to get off the guru train.” I have to get off the guru train, because I'm actually a really good implementer. I'm not one of those folks who like buys a bunch of stuff and then it sits. In fact, I bootstrapped my way in a big way, when I finally did find, when I finally did find **[inaudible 19:57]**. I didn’t have money for her \$10,000 towards a program or whatever. I couldn’t have imagined that possibility.

And so I totally pulled myself by my bootstraps, but I had to decide that I had to really connect to following and implementing and working closing with one person's system. And that meant really getting in touch with what her vision was and making sure it was in alignment with where I wanted to go, because that was another thing that got lost in all this running around like a chicken with my head cut off.

Looking back now, I don’t think that most of the people I'd followed really had a greater vision to be honest. They had fantastic techniques and technology and information, but I couldn’t tell you their vision and you know the people I follow now. I know exactly what their mission is and what they put forth publically, not to be presumptuous, right? But they're very open about their vision and mission and it feeds me as well. It's like the vision is spreading to everybody.

Adela: Awesome.

Elizabeth: All right, so shall we go onto secret number two?

Adela: Yes, let's go onto secret number two.

Elizabeth: All right let me take a little sip of water here. I'm really enjoying this by the way Adela, thank you so much.

Adela: You're welcome. Me too.

Elizabeth: Okay, secret number two is to use your power of choice. Now, this might not be something you've thought about when it comes to marketing or business but this is something that jumped out at me at the very beginning when I noticed this, for whatever reason, it got stuck in my brain even at the onset.

When I very first started teaching this kind of stuff and that is that you get to pick in marketing, you get to pick. You have the power of choice. And that is one of the reasons why I find marketing to be empowering really. So when I say you get to pick, you get to, you can write these down if you have some paper near you. You get to choose your clients, that is who you want to work with. You get to choose your positioning, which is how clients perceive you. You get to choose your boundaries, which is how your clients and others treat you. I had a fantastic workshop with my marketing and manifestation mastermind goddess just today and we were talking about you get to choose your fees you know?

So much in your business is a matter of choice, not chance right? You get to design what you want your business to look like, who you want to work with and this can be a real mindset shift of practitioners and conscious entrepreneurs because I've heard a lot of frustrations like, "Oh they won't pay for it. No one's going buy that. I can't charge that because so and so isn't. I can't do this, I can't do that, I can't let that email go for a day."

And the truth is whether it's conscious or not, you're making all these choices so we're getting back to choice again. And whether it's conscious or not, you get to choose your clients. So choose the ones you want to work with?

So if you're running into problems or issues consistently, things are like just not working you can make another choice and the beautiful thing about marketing is just so much is using your control. You get to choose how you're put out in the world. You have to learn how to be visible too and being comfortable being visible to get to, you get to have a lot of control over how you want your business to develop and the really cool thing is when you make those choices, when you really make those choices from a place of abundance and your mission and what you truly want, the universe starts to respond to you.

So yes, that's secret number two, is to choose. I actually have, let me see here, well okay, get myself back on track. Another choice that's really within your control here, we're talking about this and on the idea of what you put yourself forward as; you get to choose, what I call your positioning. So your positioning is how others see you in relation to everybody else. So do you want to be just another coach or just another organizer or just another astrologer? Do you want to stand apart from everybody else? It's like you have all these tools at your disposal, make sure that people see you as you want to be seen.

And I actually have four tools in particular that I can share with you and how you can do this. Would that be okay?

Adela: Yes, that would wonderful.

Elizabeth: It's just that kind of hitting home or making sense as we're talking here, I know I'm kind of...

Adela: Absolutely. I'm trying not to dive in too much because I know there's a lot to cover but we could easily talk for four hours.

Elizabeth: We totally could. Let me just run through these four really quickly and then I would love to get your thoughts on this whole idea of choosing.

So here are four tools that you can use to really create the positioning and **[inaudible]** positioning that you want by putting yourself out there in a way that is really true to you and again this is where the authenticity comes back in again. So your niche or niche is one of them and all that is, is a problem you solve and who you solve it for. This isn't a class on niche, I

won't dive into that too deeply, but for those who kind of stress out about this and I think a lot of us do, I mean I certainly did, the one thing I'll say that I want you to get and to really understand is that your niche is the doorway that's all. It's like a way to be seen, it's like a way to get people engaged with you. It's not the end all, be all. Think of it like turning a light on in a darkened room. So whereas before you were just kind of shouting at anybody, now you've got just a light on and you can be seen. And it doesn't limit you in any way in that way. Does that make sense?

Adela: Yes, yes that's a really nice way to put it Elizabeth.

Elizabeth: Yes, it's like when I think of it that way it takes all the pressure off because there's no limitation there,. There's no like, "Oh my gosh, do I get to do what I want to do?" Yes, absolutely. It's just a way to bring people into your world, that's really how I see it. I think of it a little bit differently than other marketing coaches in this respect so it works really well for me and for my clients in that it's a way for you to be visible and seen and it's a marketing tool really. So that's one.

Another one is your unique service position and Adela you've undoubtedly heard of the USP, the unique selling proposition or whatever?

Adela: Yes, I like your twist.

Elizabeth: Well I have to credit one of my clients for that, she came up with that, that was her thing. When she said it, it was in the first workshop I taught at the reader's studio and she called me and she was like, my client Anastasia, she's like, "Your unique service position." I'm like, "Ahhh... I feel so much better." And all that this is just the answer is to the question why should someone choose to do business with you over every other option out there, including doing nothing. This is really key.

Actually it's funny, I have to laugh at myself because I just said, "Oh it's just the answer to this question." It's actually a pretty deep question." It's a question that you answer over time, so it's not something that you get stuck on it. It's just something, it's a tool for you to really tone and refine over time. Why should someone choose to do business with you over every other option out there including doing nothing. So that's the tool number two.

Another one is your credibility. So how trustworthy you're perceived. How much, the training you have, the skills you have, all those things and the cool thing about credibility again, it can be built, you have control over it. It's really quite a powerful experience to build your own credibility by doing things like taking courses, writing articles, getting testimonials, this is a thing that you build yourself.

And the last tool here is your story. So the information that you share about yourself. Did Suzanne say that your mess is your message? Did I get that right?

Adela: Yes, that's what she said.

Elizabeth: That's awesome.

Adela: Yes, that's great.

Elizabeth: I love Suzanne.

Adela: I know. I do too.

Elizabeth: She's absolutely right because it's your mess that people want to hear about and they really want to understand that you've been where they are. Those four things on how to choose your positioning, your niche, your unique service position, your credibility and your story.

So Adela, I would love to hear some of your thoughts on all this stuff I've been riffing on for the past five minutes.

Adela: Well, you know the thing that I've mentioned this quote before and it's one that I live by. It's like a mantra for me and it's by Gary Zukav and it's "Choice is the engine of your evolution." And the thing I think one of the mistakes that we make in business starting off and I know I did this plenty of times, is that I almost thought that the things that I had done were final. Oh my God, I'm going to make this choice and then I'm going to be really messed up if things don't work out. And you know what's wonderful about this is it's just changing your clothes you know?

Elizabeth: Yes.

Adela: This is what's wonderful about being a conscious entrepreneur is that you have not only the ability, you have the responsibility first of all, to track what you're doing to see what's working and what's not working. And then to make a different choice because the choices that you make just show you okay, all right, buzz that didn't work, right?

Elizabeth: Yes.

Adela: And the other thing that gets refined with this that I really adore which really is about the attraction piece, is that after awhile you don't even need to experientially make a lot of the wrong choices anymore because you intuitively start sensing and knowing, no you get your, what I call your yes and your no very clearly. And so you really start getting a clearer idea of what's a good fit for you in terms of clients. Like in the beginning I know that with clients I had very limited criteria.

Elizabeth: Yes.

Adela: Basically they were living, they were breathing, they were willing to pay, it was yes.

Elizabeth: Exactly.

Adela: And a lot of driven again, you were talking about desperation a little earlier, and a lot of that in the beginning for me was about this sense of desperation of like, "Well am I going to have enough clients?" So I have to say yes and realizing that the wrong clients, the folks that aren't a good fit for you first of all, you can't show up brilliantly.

Elizabeth: Exactly

Adela: And you're not the vehicle for their breakthrough and their transformation either because...

Elizabeth: That's right.

Adela: You're not for them either. So actually you're wasting both your time and not making the choice that's going to be the choice for everyone's expansion, for everyone's movement. But those are the kinds of things that after enough of those experiences, you get it and you're like you can

easily say no because you can sense and you know that's not a good fit. It won't work.

Elizabeth: Yes, yes.

Adela: And everything from clients to collaborations to whether it's an article or choosing a networking group or a master, it can be anything in your business, the more that you exercise the responsibility of your choice, the more that all of these things become clearer and your business and you evolve.

Elizabeth: Yes, and what I love about what you're saying here, I'll just shine a spotlight on this here, is that the speed at which this happens is up to you because the more that you make these choices in the beginning, as like weird and awkward and as painful as they be, the easier that they get and then you develop that intuitive sense. It is about stepping out into faith at first.

One of my mentors got me to understand that being a successful entrepreneur was about really being able to make choices based on what I couldn't see and having that faith in like, okay, I'm going to let this client go and there's going to be another one.

Adela: Yes.

Elizabeth: Okay, I can press send on this auto responder and the world isn't going to collapse. I may lose 20 subscribers, but you know what, they weren't in my tribe to begin with. So it's having that faith, faith in yourself and also faith in however you call the divine force that we're all tapped into and if you are with our co-creator here.

Adela: Yes.

Elizabeth: And the last thing I'll say on this on a real practical note, is that I loved what you said, Adela, about getting to choose your marketing again. It's like a lot of people, this is a way that they get stuck and stay stuck. It's like they're churning because they want their website to be perfect and dah, dah, dah. Guess what? You're always going to be redoing your marketing. Always, it's never done. So you can relax and be okay with it being imperfect and know that if you grow and change that your marketing

is going to grow right along with you and that's the way it's supposed to be.

Adela: Yes. We've got questions and we've got some stuff stirring up, I can tell you that much.

Elizabeth: Oh really? Okay, great.

Adela: Do you want to cover the third one and then we'll go into questions? Because I want to make sure that we cover them all.

Elizabeth: Yes and I'll will whip through secret number three. There's actually quite a bit here, but I'm going to zip through it here. Secret number three is become a client magnet. And I know it sounds a little vague but what I mean there is to adopt certain practices, strategies, techniques that make you really client attractive and pull clients to you instead of chasing them.

So a few here that I'll share, we touched on some already, your positioning right? How other people perceive you. Creating a website and marketing materials that draw people in and make them want to know more and inspires them to take action, another thing very attractive. Always be answering the question, what's in it for them? So what's in it for your clients? You've got to let people know why they should be working with you and what they're going to get.

Creating incredible value and that is about structuring your offering so they're irresistible to your clients and it's also about really about showing up, providing value in your world on a daily basis through things like your newsletter, through the way you interact with people on Twitter, through the way you answer questions and pass things along and share resources and connect people as you're so good at doing, Adela.

Which leads right into number five here, which is creating connections. Connections and authenticity in marketing I really believe comes from making a single shift of taking the focus off of you and putting the focus on your piece. So it's not about who wants to buy my stuff, it's about I've got something really amazing that can make a difference in your life and I would be honored to share it with you. Very, very different and it really makes a difference between feeling awkward and feeling really confident



when you start talking about what you do like when you're at a networking event.

So creating connection. That's also about reaching out and connecting with your clients often. So you know not building a list and then not communicating with it for a month or whatever. That's something that I harp on a lot actually. All my peeps on the line know that I'm really, really big on keeping the cover station going.

Let's see what else? Sharing your passion. That's another thing that's very, very magnetic to clients. It's like people can tell when you're passionate about something, they can tell when you're passionate about what you do and that you're passionate about them. I like to say that passion is the fuel that makes your business go.

And then the last thing that's really quite attractive is, if you're on this last piece is about providing a really incredible experience. You know what's the experience that people have when they work with you and that really goes from what happens when someone emails you out of the blue to your newsletter to the actual working with you and you're providing your service.

Adela: Yes, it's interesting. A couple of things that you're mentioning there and I think it relates to the question that Andrea from New York is asking. And Andrea, this is her comment, "I keep hearing over and over again that you have to be different and stand out from the crowd. But why do a lot of the marketing people sound the same? They all say the exact same thing. Interestingly we already know we need a niche, how is that a secret? I'd love for you to respond to that and I also have my own comments around that, Elizabeth.

Elizabeth: Let me make sure I understand the question, the question is if we need to stand out, we all sound the same, like I just want to make sure I really understand...

Adela: Yes, I think that this person, Andrea, and Andrea you can clarify your question a little bit more if you'd like. But I think that in this question, I mean this is a marketing telesummit and for me and I'll start off with my comments first off and that might clarify yours, Elizabeth. One of the

things that I've noticed in these telesummits, that I can have a lot of different people on here on these telesummits and you will notice that there is a through line of information and though each speaker may be different and may have even sometimes a different topic or a different area that they're covering, you will hear some of the same things over and over again and so that to me is not about standing out and being different. That is a through line which is a really different. Right?

Elizabeth: Yes

Adela: So for me I don't know if that helps you Andrea. And a lot of these things, too, in sharing information in this context, we're taking an experience that takes months to develop with working with someone individually and we're really trying to compress in one hour and share as much as we can of information from each speaker. So you're getting a bite size chunk of something and so unfortunately in bite size chunks in words it may sound the same, too.

Elizabeth: Yes, and this great and I really want to thank Andrea for asking the question because it's a really great question. I'm just kind of mulling it over a little bit. And I think you're absolutely right with the through lines because the thing is it's like certain things work in marketing and certain things don't. I would not be supporting someone fully if I didn't, and that includes people I talk to in my marketing and my newsletter if I didn't kind of show what I know to be true about marketing which is pretty much in alignment with what marketing coaches who know what they're doing are sharing, if that makes sense. It's like that through line that you're talking about.

I think maybe I'm having a hard time kind of getting into this because you know I am a big fan of modeling, I'll be straight up, you know especially when we're just getting started. It's like you kind of have to model to figure out what it is that really is you, which seems counterintuitive. I remember in writing classes and stuff, it's like one technique that is very, very effective is if you want to know how to write a novel, get your favorite really good novel and write it out by hand word by word.

We all learn from other people at first and then I think there comes a point I mean for myself and I did that and I got really hung up for awhile like, “Oh my gosh, am I copying this person, am I doing that person? Am I sounding like someone else and dah, dah, dah.” And I really came to realize that you know what? I guess there came a point where I was like, “Okay, I can't worry about this anymore. I'm here to do my thing.” There also came a certain point where it got uncomfortable to be comparing and to be looking and to be thinking and to be modeling. Is this making any sense?

Adela: Yes it is and I think that what you're pointing to is one of the things that you talk about quite a bit is you know having a system. Because when you have a system what happens is you will get results. You'll be able to start your business, you'll be able to start getting clients, you'll be able to start making money. Because let's face it, if you're not making money, you're not going to be in any business for any length of time.

Elizabeth: Exactly.

Adela: The differentiation, the unique things that start coming through can only come I think once you're feeling secure enough to start taking some risks.

Elizabeth: Yes, yes exactly and also it really comes once you're familiar with kind of like the lay of the land

Adela: Yes.

Elizabeth: You know what I mean and also for me, this is so interesting that this is coming up because I've noticed that one big shift that I've had that I feel is a real sign is that I don't really care if people model me. I have over the past couple of months put things out there that then I see my language, I see the types of programs I'm doing showing up from other marketing coaches. Now I have no idea if they had the idea first, if I had the idea first, if I said it first or if they said it first and I don't really care.

Adela: Yes.

Elizabeth: And it's like you know what, if this person wants to come out and talk about how their list size is irrelevant to their success now, all the more power to them because it's true.

Adela: Yes.

Elizabeth: Like one thing that I said in my recent launch was that I had a list size that was really small and yet I was able to really create, just get some fantastic programs launched and filled. And that was something I pointed out because we get hung up on list size. A little detour here but then I heard someone else saying the exact same thing like three weeks later and I was like, it's the truth and so if someone else is saying that as loud and clear as I have been, great because it's a message that needs to get out. One of the messages that needs to get out is that it's really important to get into service with your clients rather than get stuck in the marketing churning. So to bring this back to you, Andrea's question, there comes a point where I don't know I really don't think about it. Like my mind set has already shifted around that.

Adela: Yes, and the other thing too that I'll mention is when you have like a response or a reaction to something that you hear, for me I notice that it's a signpost for me. Like I was on a call recently where I was actually interviewing somebody and somebody said something and it sounded like me to like, "Wow, that wasn't a nice thing to say." I was doing the interview, I was the interviewer and this person said something that I perceived not to be nice and then I just kind of like suspended my judgment for a little while.

Then later on and I didn't respond to it in any way, I didn't address the person or anything, I just kind of sat with it to kind of see well what else is going on here, is it what I think it is? Or is something else going on here too? And anyway, I wound up sending an email totally contrary to what I would have sent if I initially starting writing when I first got the surface level, I call it the snorkeling response. You're snorkeling at the top instead of the scuba dive, right? And it's really interesting because the person actually, the response from the person and it was about something totally different when I responded was so open and was so warm and everything and I was like, "Wow, I'm glad I didn't react to that first impulse."

Andrea, this may not be what's occurring with you but I just want to point out that a lot of times when something doesn't seem to land for us and we're like, "Well, what the heck is going on here, what's this all about?"

Sometimes that can just be an indicator that there is more juice in that for you and then sometimes it can just be that you're not really hearing what's for you. Sometimes with certain speakers, the light bulbs are going to go on and you're going to open and you're going to be like, Oh wow, I get it, I get it, I get it," and then with other people it will be just like, you'll just be there and you'll get information, you'll get flow and this is a good exercise.

This is something really good to notice, because when you work with someone you want to work with someone who, you're light bulbs go on glaring, it's like halogen all the way.

Elizabeth: I wonder, too, this is so interesting, I'm really glad that Andrea brought this up. It's like if everyone's sort of starting to sound the same, you know they're not the right person for you. They're not the one that the light bulbs are going to go off for.

Adela: Yes, awesome. Andrea, thank you so much. We really got to explore all kinds of stuff in that question. I really appreciate it.

Elizabeth: Yes, and I can totally talk about I mean the whole other call on you know how we react to things and how we perceive things and that's something I've really been paying attention to, but actually I will say this about this because it really relates to your marketing. You never know how what you say is going to land with somebody and it's really not your responsibility to know.

Adela: Yes

Elizabeth: You know it's like however, you don't know if it's going to cause a breakthrough for them or what the breakthrough's going to be or whatever. Your job is to really show up powerfully and share what you know to be true and share of yourself and say, "Hey I'm here to service and help you."

Adela: Yes, awesome

Elizabeth: Then you got to let go of how other people perceive it.

Adela: Absolutely. And you know we're not for everybody and that's good news because then that really has us focus on the people that are for us. That's huge. It's just getting that is going to move your business.

Elizabeth: Yes, it is so funny. Another marketing coach I really admire I heard him say, if you didn't get that client for whatever reason, you have been spared.

Adela: Andrea is actually checking back in and she wrote another comment, "Thank you very much, I appreciate your answers Adela and Elizabeth." Thank you Andrea, that was awesome. You know because something you know, it's people hold back from asking a question that may feel difficult to them, so thank you very much for going to that edge Andrea and asking something that put us on an edge which is really always a good place to play.

Elizabeth: Yes, I mean I just had to think about that.

Adela: Yes, yes absolutely. All right, we've got a couple more. I'm sorry, you were saying?

Elizabeth: Oh no, going to you, do you have more questions?

Adela: Yes, I've got a couple more questions her. This person didn't write their name so I don't know who you are. But she says or he says, "Elizabeth, I have a new niche and just beginning, how do I know if I'm charging too much? I haven't started with new prices yet." All right, there may be another question here, hold on. "It seems like people pay more on the internet or is it just because there's a bigger market of people out there online than in my midsize city. P.S. I am in Eugene, Oregon, moved from New York, via Maine, welcome to the Pacific Northwest, you'll love it."

Elizabeth: Oh my gosh, I grew up in Maine.

Adela: Oh that's funny.

Elizabeth: Spent all this time in New York and I'm now about to move to Oregon. That is so funny.

Adela: It is hysterical.

Elizabeth: What's that?

Adela: I was just going to repeat the question again, so she's got a new niche and she's just beginning and she wants to know, how do I know if I'm charging too much.

Elizabeth: Well my first response to that is you're probably not and I would be willing to bet if you're anything like 99.99999% of the folks out there, you're undercharging rather than overcharging.

Adela: Yes.

Elizabeth: Because we tend to undercharge for all kinds of reasons, but to really be helpful here for you, you know it's true, that I think that on the internet it's like we have a culture and we're kind of trained to pay certain amounts for certain things. But with your pricing the bottom line is, what is the value of your service? Are you really in touch with that value and what it means for the client and can you really communicate that to them and can you get them in touch with it and really have them connected with it. That is what it's going to determine whether you're going to get your price or not really bottom line.

We could talk for an entire two hours on this but really very briefly what I would suggest to you, you know you are starting out on a new niche and really getting clear on what their problems are and what those problems really mean for them. What are the costs, financial and emotional and they exist in both realms no matter what you do, and really, really focus on that to help you determine your pricing. And I'd be willing to bet that if you really spent some time really thinking about what's this really worth to them and what's this transformation going to do for them, you're going to see that, I'd be willing to bet a milkshake, my favorite wager, that you'll probably be like, "Huh." If you're not like, "Huh, okay I'm okay with my prices," you're going to want to raise them actually.

Adela: Yes. Great, great, great response.

Elizabeth: Great, great question. Thank you.

Adela: Yes, wonderful. We also have another comment regarding the Andrea question from Crystal in Winston-Salem that I wanted to share, "There are common threads and information shared but everyone seems to bring

their own passions to the topic and that inspires me to connect to my own passion. Like Elizabeth says 'sharing your passion is what will line us up with what we desire and will line us up with the clients who are in our tribe.' Thanks."

Yes, awesome Crystal, that's so true, and the other thing that came up as you were talking about really honing in on what the problems and what the costs are, one of the problems that I noticed for myself when I started playing around with what my work is. So for me, I call it my body of work, which is like in the beginning you model your work after someone, you know the people you've learned from and trained with and then after awhile you start building your own body of work.

Elizabeth: Totally.

Adela: Right? And so in the beginning what I noticed was that I wasn't willing to dive into my body of work because of all the reasons you've already mentioned, you know like, who am I? Who wants this? Blah, blah, blah. But the thing is in your body of work, you've experienced these things, these problems and the cause, so you know them personally, as a matter of fact, you have personal stories that can illustrate these points.

So the mistake I think that many of us make in the beginning is not to dive right into our body of work and go with what seems to be the safer options that we may not really have the personal deep in the bones experience with.

Elizabeth: And I think this leads us right back into the what makes you different question?

Adela: Yes.

Elizabeth: That's what really starts to resonate with people. That's where people, that's where you start to attract these [inaudible 53:28] people to you.

Adela: Yes.

Elizabeth: And honestly that's where it starts to get a lot more fun. I mean that's been my experience is that when you really start diving into that body of work and bring in your own personally experiences, really give yourself



credit for your personal experiences, that's when it's just like wow, it's really great....

Adela: It's really irresistible, Elizabeth, it's irresistible because first of all it's authentic, it's your experience, you know it, you've lived it and you can definitely lead people through it.

Elizabeth: Yes.

Adela: So you know it's the kind of thing, this is another way that you know and I've been saying this for a little bit because I noticed it for myself. You could actually on the spot, you could show up at a speakers meeting and you could actually speak for at least an hour on the topic.

Elizabeth: Yes.

Adela: Right?

Elizabeth: Yes.

Adela: So folks, that's one of the ways that you can check in with whatever your mission, your movement, your vision, whatever your body of work is. You can speak on it because you know, you don't need any notes, you don't need anything to share your experience and your expertise because it's all in you.

Elizabeth: Yes, it's great. It's yummy.

Adela: It's so yummy. Oh my gosh, yes.

Elizabeth: Right, okay, I'm not sure. What's that?

Adela: I was just going to say can we take one more question because I want you to talk about your Abundant Business Home Study System.

Elizabeth: Yes, I want to make sure really quickly even if I have to dash through them, I want to make sure I deliver all five of my secrets here.

Adela: We can definitely stay on for a few minutes after.

Elizabeth: I can as well, I'm happy to stay on for as long as you need, I want to be respectful of everybody's time. Yes I can stay for a few minutes after if you...

Adela: Okay then, let's do this, cover the secrets first just in case there are some folks that need to leave at the top of the hour and then we'll go into the question after that.

Elizabeth: Perfect. Okay great. Secret number four, we've talked about this all along, I'll just put it out there officially. Create lucrative long term relationships. Right? We've been talking about this the whole time really, the money in your business is in your relationships, and when you really start to think about this, I could totally go off on this, it's really gets amazing that the work that you do is this exchange of energy between you and your clients, money really is an exchange of energy and that always gets back to the relationship.

You really want to be looking at how can you create a relationship in your marketing? And you know we've been talking all along here in this hour. Put yourself in your marketing, huge, huge, huge. Don't be afraid to share details, your stories, provide lots of contents, really rich good content and it doesn't have to take a long time to create. The trick there with creating content is to create a system for yourself that's going to work for you.

I happen to be a writer, so I love writing. I write the newsletter. You know that works for me but it's not what everyone has to do. But it's really important to create that content to help build that relationship. Then another thing that's really important is to follow up consistently, right? You have to be able to connect with people repeatedly over time.

Find your ezine via some other way, however it is that's going to build the relationship over time. So **[inaudible 57:06]** Adela could talk about it at great length. That's secret number five to building your business. It's really, really, keeping your eye firmly on the relationship with your client and everyone in your business, or secret number four. Can I just go into secret number five here?

Adela: Yes.

Elizabeth: Is that okay?

Adela: Yes.

Elizabeth: Okay, it's to ask for action, ask for action, here's one thing that my clients will tell you that I always harp on, more clients are yours for the asking but you have to ask. You have to ask people to take action and here's where you want to do that, preferably on every page you have some kind of call to action.

In your newsletter. If you're going to take the time to send out a newsletter every week, you know that newsletter is there to build relationships and your business and so you want to always be promoting something in your newsletter. It's an energy exchange, you provide content and that in return gives you space and attention to make offers really to let people know about what you're doing and take invitations about your services, so always be asking for asking for action in your newsletter.

In your promotions, you know you always want to make sure that your order links work and it's really clear what you do and it's not hard for people to order from you if they're buying things on the internet. In person, at the end of a conversation, so like ask them may I get your card to follow up with you? I always, always, do that. I actually am a marketing coach who does not carry business cards and the reason I don't is because I always get the other person's business card and follow up with them. That's much more important that I get theirs than they get mine.

Adela: Oh nice. I really like that.

Elizabeth: Yes, and I think people really appreciate that because I'm actually, that's something I make a real priority. It's like you've given me your card at a networking event and I'm not perfect of course in case there is anyone listening who I haven't followed up with. But I'm really pretty mindful of that, following up with people at networking events and things. So always get theirs.

And asking people at the end of a conversation, so is this something you would like to move forward with? That is how for business most of the

time is it something you would like to move forward with. Very graceful, non-pushy but you have to ask a hard question you know.

Adela: Yes.

Elizabeth: So ask for action and you might feel uncomfortable with this but I'm really going to ask you to think about it from a different point of view. Think about making it really easy for someone to work with you, to do business with you, to get involved. So that asking for action and making it really clear what you do, you're actually making it really easy for people. They don't have to think, people are overloaded, they're stressed, they're harried. So when you send that extra email asking them, reminding them, whatever, you're actually doing them a service because you're not asking them to go back to your newsletter and click on the link., it's right there for them.

Adela: Yes. Can you share that bonus one with us?

Elizabeth: Yes, yes, thank you for reminding me. The bonus one is consistency. Secret number six to all of this is consistency. I have a phrase about marketing, it doesn't have to be much, it doesn't have to be hard, but it does have to be consistent. Most of my marketing takes place through my newsletter. I am just starting now to actively build my list. I'm reviewing my website, I'm going to be re-launching, re-branding, like the whole nine yards and then I will be out there building my list. Then I've been in business since, I've been doing the coaching scene for over two years now so the key to my success has really been that consistent reaching out and marketing through just one vehicle really. The newsletter combined with the in person stuff, that kind of thing. But it's the consistency of the communication that's really, really been just pivotal.

So just take a couple of things to do in marketing, if you're feeling overwhelmed, take three, pick three things to do whether it's articles, attending networking events, a newsletter, there you go and just do those on a regular basis but you got consistent about it

Adela: Yes, and I just want to illustrate to folks, Suzanne Evans, who was on the program earlier talked about, she's not that crazy about writing, so her speaking. So she looks to do speaking all the time, I mean Elizabeth

loves to write and you can tell by her newsletter because of the way that she writes, she writes gloriously. And it's a wonderful, I mean I'm proof that it works, I'm just one of the many ways that it's proof because she's got loads of clients and a thriving business but she's on this telesummit today because of a relationship that was built through a newsletter. And that's the other thing, you never know who's reading your newsletter, do you Elizabeth?

Elizabeth: No, you never know.

Adela: You never know who's reading your newsletter, it might be somebody who wants to interview you.

Elizabeth: Exactly, exactly and your job really is to show up and is to show up powerfully in the world, I really believe it and that's where you're supporting people through transformation, you're doing healing work, you're a changed agent as I like to say. You know your job is to be seen, to be visible, to speak your message, to speak your truth and to be out there and to have the faith that it's going to reach exactly it's suppose to reach. And when you have that belief, it just makes me **[inaudible 1:02:50]** and the beliefs you hold is like the reality you experience.

Adela: Yes.

Elizabeth: That's a fabulous way to bring the content to a close here.

Adela: Yes, absolutely. We're going to have to actually bypass any questions here and I apologize but we're really running over quite a bit. And folks waiting to the last minute to put questions up, put your questions up early. Can you tell us about your Abundance Business Home Study System Elizabeth?

Elizabeth: Yes, it's a digital course, it's all downloadable, all online. And it really is an eight step system to get all of your marketing systems in place. It's a step by step thing that really takes you from your vision all the way through systems, that's the last step, that helps you get all these things in place that you need, you know clarifying your niche, making a decision on your niche, you know who you're working with, exactly what you're doing with them, how to create your marketing materials, very, very simple templates

in there for creating your marketing materials, getting out there in a big way, so I share all the different kind of ways.

These are tried and true proven ways of getting out there, so they're not like the new things that come and go but like the things that we know work like writing, like speaking, like networking, how to do this effectively. One of the steps in there is how to price and package your services. I mean that's my favorite part of all this is really helping people get into action and get into service by pricing their service by simply packaging their services in such a way that really inspires their clients to get started and there are pricing tips in there, too, so you can price your packages with confidence. How to create relationships, that's another step. So it's really just a step by step system to give you the basics, the basic marketing foundation so you can go out there in a big way and get your message and also reach the right people so they can come to you and you don't feel like you're chasing.

Adela: So folks can find that at [www.marketinggoddess.com/Adela](http://www.marketinggoddess.com/Adela). [www.marketinggoddess.com/Adela](http://www.marketinggoddess.com/Adela) and it's on the speaker page and it will also be in the follow up email for those folks that would like to check it out and see if it's for them.

Elizabeth: And I'll just say one more thing about it, it does have a full money back guarantee and there's a very generous payment plan. So it's really there to allow people to get really some results and give it a try. If it's not for you, you just let me know and we'll refund your money. It's that simple.

Adela: Yes, well you know, having a refund is always a very important thing so there's a no risk guarantee there, you can try it out and if it doesn't work for you, you can contact Elizabeth and let her know. So wonderful. Elizabeth, there is so much more that I'd love to explore with you, so you are going to have to come back girlfriend.

Elizabeth: I would love to.

Adela: Because there is just loads, I know that you're a treasure trove of marketing information, I had a whole bunch of questions around inner game attraction stuff that I wanted to talk about but we're going to have to save that for another call.

It's just been wonderful to have you at the Conscious Business Telesummit, Elizabeth. I really appreciate you being here.

Elizabeth: Oh yes and I really I appreciate you asking me.