

# **The Conscious Business Telesummit**

## **Marketing for Conscious Entrepreneurs**

**How to Create a Profitable Business Empire  
Using Credibility Branding**

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## **How to Create a Profitable Business Empire Using Credibility Branding with Jennifer McLean**

Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio, your host, with really one of – I know I say this a lot, but she is one of my favorite people on the planet, Jennifer Mclean. I mean really, she's just awesome, and I'm very excited about this topic, which is not only timely but this woman can speak to this topic "How to Create a Profitable Business Empire using Credibility Branding." She has certainly done that in the last year, two years. It has been extraordinary to watch her meteoric rise.

Thank you so much for being here today, everyone, and thank you, Jennifer, for being here. I always get like a little kid; I just want to jump up and down whenever you're here.

.Jennifer: I so enjoy doing your show, too. It's funny, my friend, Mary, is actually over here today working. I'm in this new condo overlooking the ocean in Laguna Beach that I'm leasing for a year, and it is a remarkable, remarkable place. It is spectacularly beautiful and we were just talking about how different my life is now and how I have so many more moments of breath, even though I'm very busy. The fact that two or three years ago I would be kind of in a little bit of an agitated state before coming onto a call like this, "Am I going to be good enough? Is it going to be okay? Will they like me?"

Those are the kind of thoughts that would enter, and now it's kind of like I turned myself around and as you know I created this declaration, and I think it seated me in a new way of being. And of course being a teacher, you start living your teachings a lot more when you put yourself out into the world. Just preparing for the show I was able to eat a little bit of lunch and I was able to have a little chat with Mary about this topic, and now here we are. I'm in this place of service where it is not about me being good, it's not about me being in a place of making more money, it really is about being of service first and of really making a difference on the planet for myself.

It's not just making a difference in sacrificing, it really is making a difference for myself, too, being a better person, evolving, deepening myself as a human being on this planet, and then assisting others in their deepening as well. It's, I think energetically, for those of you who are sensitive you can kind of feel into this, and that is also the place where, if

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you can run your business from that place you are in a place of much more opening and flow and then so many more opportunities just show up when you can run your business from that place.

It's not a place of grasping; it's not a place of bracing against the next shoe dropping. It's a place of wonderment; it's a place of what's next, what could possibly top what just happened. When the challenges show up, if you can run your life and your business from that same place and use those challenges as place of discernment, as place of, "Well, perhaps we're supposed to be going in a new direction," instead of being stopped by them, instead of saying – there's a lot of people who are on the path who stop and say, "What happened? Why? Why?" I'm even moving past – have my many moments where I still say, "Why?" but most of the time I'm in wonder and I say, "Well, isn't that interesting?"

Adela: It's like when I go, "Whatever!"

Jennifer: Exactly! I remember years ago, my 40<sup>th</sup> birthday, I dislocated my ankle when I was learning how to boogie board, and one of my new age friends said to me, "What happened? Why did you create that?" I'm like, "I sprained my ankle! End of story." For me, in that moment that was it. We don't have to dive so carefully and so deeply into everything. We can actually just simply live our lives in the moment. Did it matter why I sprained my ankle? Not in that moment, and actually even to this day it didn't really matter. But we can use those moments, too. We can stop and pause and honor them and say, "Well, okay, what's going on? Is this something I need to pay attention to?" You'll get an answer.

Adela: We totally dove into a conversation, I just want to...

Jennifer: Oh, sorry!

Adela: No, no, you don't have to be sorry. This is what occurs. It actually happened on one other call on the series. I didn't introduce you and some folks may not know who you are; many know who you are, especially in my community, everybody knows who you are in my community. But just for those folks who are new to Jennifer, she is a dear friend, a colleague, an extraordinary model for me of what a conscious business looks like, and is always evolving. This is one of the things I adore about you,

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Jennifer, is you're always evolving joyously, openly. She is, if you don't know her, she's done so many things; so many labels and so many titles could fit her.

She's a speaker and author, she's an entrepreneur, and she is the producer and the host of the really extraordinarily outrageous program, *Healing with the Masters*. She's interviewed leaders in spirituality and transformation and evolution; folks like Marianne Williamson, Neale Donald Walsh, Jack Canfield, Gregg Braden, Judith Orloff, James Redfield; the list is too long to number.

Before this she was also an expert in marketing, so I adore the fact that you've got grounded experience in marketing and the languaging of marketing, and that also you bridge it with this consciousness and energy-awareness that totally imbues and embodies all your work. I just love how you bring that together, Jennifer.

Jennifer: Thank you, so much. I am honored by that presentation. Wow, that was really heart-filling, thank you.

Adela: You're welcome. But the way we started off the call and what you dove into is so an important piece to really shift to; that this place of wanting and striving and reaching is not the place where your brilliance shows up.

Jennifer: Well, that is very well said. That is very, very well said. Yes, that's true, and trust me, this comes from someone who wanted and strived their ass off. Unfortunately it's not off yet, but I really did, I spent a large portion of my career striving and going for achievement and really focusing on success. Whilst there's nothing wrong with that, it does have its consequences, and the consequences for me were burnt out adrenals, which really took its toll on my life in general.

Fortunately I'd been working at my new business where I could take time and actually go to bed, which I spent a lot of time at the beginning of my new business doing. That striving, especially for women, striving is a more natural paradigm for men, but it also has its consequences when it goes overboard for all of us. But it takes its toll, and striving does not create the energetic flow of abundance; striving does not create the energetic flow of

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opportunity of things that just show up, and I had to learn that the hard way.

Now that I've kind of discovered its opposite – and how I discovered its opposite was to experience the opposite of achievement; to experience, from my perspective, extreme failure and poverty. That took me so far out of that mode that I had no choice but to experience a different paradigm in my life as a result. It took me so far out of achievement and striving that I didn't have a template, and as a result I kind of created a new template which allowed me to kind of rise from the ashes as a result.

I recommend that most of you don't do that part; I don't think it's necessary, I really don't think we have to go through the extreme that I went through. I know that in hindsight that I could have changed my reality in the moment very dramatically had I embraced it, had I stopped resisting it, had I allowed what was showing up to be; had I done all of those things I could have had a very different experience. But this was also part of my path; my path was also to have that extreme so I could share with you how to not have to have that same experience. It's all in perfect, divine order.

Adela: Absolutely. Is this credibility branding your style of how you learned to put together your message?

Jennifer: Yes, it is actually. Credibility branding fell out of – I worked in corporate America in the technology industry, mostly for start-ups. I started working in that industry in 1997, right when the Internet really took hold. I helped to launch Yahoo Canada at the time; it was before Yahoo was really Yahoo, it was just expanding into different countries at the time. Through that process of working with tech companies, I came up with this model, and the model was really a communication tool for me because I worked with an engineering mindset.

Even people who are non-marketing, they kind of look at it as if marketing is magic and you either have the touch or you don't. That's not true. I developed this model to share with people that there is a process for establishing market presence and becoming an influencer in the marketplace. I kind of worked backwards and said, "What is it?" I

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developed the model and then as it turns out, the model actually works. Not only is it a communication device, but it actually works.

Credibility branding is really about establishing points of credibility for yourself that allow your customers to say, “Wow, this person is for real.” Once you gain trust, you then gain a loyal customer that usually sticks around for a while. Establishing credibility is an incredibly, from my perspective, important communication device. I know a lot of people that focus on tactics. There are a lot of online marketers that teach tactics. Tactics without a strategy are just tactics, and they’ll take you on a goose chase that is never-ending.

If you have a strategy put into place – and what I mean by strategy is you kind of have an objective: What is it that you want to achieve at the end? In spiritual terms I now look at that more as intention; what is your intention? What do you want to achieve at the end of the day?

I would take that even a step further from an energetic perspective and say, “What does it feel like in your body when you’ve achieved that?” Ground it right into your body and yourself to say, “Okay, when I’ve achieved what I want I will feel this.” For me, personally, it was peace. That, to me, was the ultimate achievement, which is ironic. When I discovered that, that’s when a lot of things changed for me because peace was a little antithetical to what I thought achievement was. Now I use those things as a filter.

Okay, credibility branding is about becoming an influencer, establishing yourself as someone who has a certain series of credentials. It doesn’t have to be a Masters, it really doesn’t. It could be that you’ve spoken to non-profit organizations that are relevant to your customers.

When I was in marketing I would speak to the IIR and I would speak to the Marketing Association of America, and I would speak to the Public Relations Organization of America, and when you would look at my webpage it would say, “Jennifer McLean,” and then it would have all the places I spoke at. People would go, “Wow, she’s really credible; I’m going to listen now.” That’s a point of credibility is doing speaking.

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Awards are another great point of credibility. When I published *The Big Book of You*, my spiritual book, I went and got as many awards as I could and while I didn't win any, I got Honorable Mention, so that's on my webpage. "Honorable Mention for this award, Honorable Mention for that award," and people go, "Wow, this must be a pretty good book." Do you see what happens? What it does, it actually increases the speed of sales. When people have more trust in you it increases the speed of sales.

Then in credibility branding the model, too, there's also a whole section about positioning and messaging, about looking at the marketplace and what does the market need. This is also an area that people get hung up on which is they don't look at what the market needs. They just look at something that's fun and pretty that they think will be a huge success without looking at all at the market and what market opportunities are. Is it okay if I keep going or do you have...

Adela: Oh, yeah, yeah. We're going on a good stream here.

Jennifer: Okay. Let's use *Healing with the Masters* as an example of that. *Healing with the Masters* started in the spring of 2008, so it's only been two years, but it exploded. There are a couple of things that I did that were very strategic at the time. I had bought – I think it was the year before or two years before, might have even been three – *Healing With The Masters* as a domain name, and my intention all along had been to create a series at some point in time that would position me as a leader by creating the series.

There's a point of credibility. If I interview the leaders of spirituality, then I by association will become one. It was 100% a marketing ploy; 100%. And I don't mean ploy as in manipulation, I mean it was a marketing strategy. My intention was to establish myself as a leader so that I could build my healing practice. That was it; it was 100% marketing.

Then here's what I created, so here's the energy piece of it. That was my intention, "I'm going to create a series; I don't know when or how, but I'm going to create a series at some point in time called *Healing with the Masters*. I bought the domain. I got the idea three years prior and I got the domain.

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There's the space. Do you see that that was an objective from a marketing perspective, also called an intention from an energy perspective? I created this space for something to show up to show me the next step, and who showed up but Ellen Britt who's a regular guest of yours. That's how Adela and I met, is through Ellen. Ellen showed me the business model for *Healing with the Masters*. She showed me how to create a teleseminar series that generated income.

Now I am all about – one of the things that I did when I was coaching business was about monetizing content, so I'm all about monetizing content. When I say those words, people who are more spiritually inclined will go, "That feels hard-edged kind of." It's not; it's an energy exchange. I have content, I am creating content so that it can be of service, and there's an energetic exchange that needs to occur from my gift of content and the packaging that I created for it, and putting it down in an audio format or a book format, and then selling it to someone who I can be of service to. When I sell it, there's the energy exchange that completes the cycle.

I use business terms like "monetizing content" because it's easy to describe what that is, but behind it is a congenial intention and this is something that's really, really important. Behind it always is this continuing intention of being in service. I've said this to you before on this series, but every single dime in my bank account – and there's a lot of dimes there now – every dime represents someone who I have been of service to; every dime. Doesn't that feel good?

Adela: Oh, man. That feels so delicious.

Jennifer: When I feel into the incomes that I'm generating now, that income is a direct result of a bunch of people that have been served; a bunch of people whose lives are changing because I am monetizing content. There's a beautiful energy exchange that's happening, and I get served. Let me tell you something I didn't know about. I always did well in corporate America; I made a healthy six-figure salary, but I wasn't ever super wealthy; I did well; I was comfortable.

Now I'm getting to a place of doing really well, and I didn't realize that when you get to this place, that a whole new branch of service can open



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up. I didn't realize that I can pay my vendors what they deserve, I didn't realize that I can hire a virtual assistant who's brilliant, and I could help her and her son. I didn't realize that my really dear friends who might need some help, I can help them. I didn't know that I could purchase things.

It's funny, I'm looking out the window right now. I'm seeing a little school of dolphins go by and I always think that's such a beautiful metaphor for where I'm at in my life, because I'm sitting at the ocean, looking at the beach getting filled up, and it's a good thing, and that's what's possible for all of us.

I was in Hawaii last year and there was a local market, and there was this young man who was a jewelry designer. I'm a big fan of jewelry, and so there was this beautiful piece of jewelry, it was spectacularly beautiful. If it had been in a store in LA it would have been thousands of dollars. It was about \$400, and I could tell that he felt the worth of \$400, but it was a stretch for that community, for anyone there to be able to afford \$400.

I looked at him and I looked at what he was doing, and I looked at this spectacular piece of jewelry, it was really quite beautiful, and I said, "I'm in. Can I write you a check?" His eyes lit up, and I'm getting a little emotional about it – that's what I can do now. I can do an energy exchange and pay someone for their gift, and I didn't know any of that was possible before.

Getting back to *Healing with the Masters* and credibility branding, what credibility branding does is it allows you to accelerate the speed of sales by being a trustworthy vendor for your customers. Speaking engagements, awards, are simple examples. *Healing with the Masters* is a big strategic example where I created *Healing with the Masters* to be positioned as a leader. I didn't know that *Healing with the Masters* was actually going to be a big important business model for me, that not only did the credibility piece in spades, but it also allowed me to generate a big income with it, as well.

Then I've flowed along with what the universe provided me through that model. I've since created a publishing model where I work with my speakers to create products for them and so on. But it all started as a marketing strategy; it all started as how can I establish myself in a really

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big way, in a very credible way, with my audience? Now in terms of strategy – this is the second piece of *Healing with the Masters*. The first piece was I would be credible by positioning myself shoulder-to-shoulder with other leaders in the industry, and therefore become one, which has actually happened.

The second part of it was the industry trend; the second part of credibility branding is I have this model where you look at the marketplace and it's called trend, reality, success and habit. There are four of these areas and it's actually the cycle of growth of a product, cycle of growth of a company, and cycle of growth of an industry/cultural trend. It starts with a trend, which is usually an influence in the marketplace. Then reality is that you get a couple of big customers.

In my case, the couple of big customers would have been not necessarily customers but high profile speakers. That would have been the reality piece of it. Habit is volume; you get a volume of people involved. That's reality, and then habit is you have a brand at the end of that; that it's now a habitual brand. Right now, *Healing with the Masters* is entering into the habit phase where a lot of people are used to it. I'm probably going to mix it up a little bit because of that because that's the cycle of a business and a product.

It goes back over to the trend; what's the industry trend? At the time, the industry trend was recession and people searching for something new. Now again, this sounds a little bit cold and calculated, but it's not that; it's just taking the time to say, "What does the industry, what does the culture, what does the marketplace want and need right now? How can I then be of service to that need?" By being of service to that need I can generate an income for myself, and as I just shared with you, I can generate income now for a lot of other people by having a successful company.

Adela: Very cool.

Jennifer: The trend was recession. Okay, so I decided to create *Healing with the Masters* and create a product that was really, really reasonable in price. It was kind of like a no-brainer to buy it, and I haven't adjusted the price since I started the program. For \$57 you can own 24 amazing speakers. Again, the other thing that I intended is that every show was going to have

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something in it that they could take away; a technique or a meditation or something or a healing process that they could use so that there was something tangible within each show.

I've more or less been able to do that, and so that's the monetizing the content piece, which is I wasn't just going to interview people; I was going to create an energy field that they could use to change their lives. Credibility branding came in at marketing, "I'm going to be associated with the leaders". Then, what's the trend that's in the marketplace right now? Well, it's recession and that people were looking for some answers. It was a strategy from start to finish; it was a business strategy.

It was thought out and then what happens is, when you hold that intention – from a business and marketing perspective you might call that an objective or a strategy – and the intention was that it was going to change lives; the intention was that it was going to generate income for me. That's what flows out from that energetic intention as well. You're holding the space for your business to be this kind of intelligent strategy – and then there's also another piece which is brand, which is another discussion – then also, holding an intention of what the energy of it is going to be. I think that's the beautiful combination, is to have a good strategy with a strong intention behind it.

Adela: Yeah, absolutely. I just have a question around the trends you're mentioning, about seeing what the market wants. When you were checking in, how did you determine what the market wanted?

Jennifer: The absolute best way to determine what the market wants is to read magazines and newspapers. Now I don't like reading magazines and newspapers unless I'm in a mode of research, because there are so many negative things within them. But if you hold an intention as you're reading magazines and newspapers that, "I am intending that I'm going to find and discover things that are going to give me some insight on what the current market trends are." In fact I 'm just realizing in this moment that it's time for me to do this again.

There's also intuition that goes with that, too, right? There's a point of intuition where you're like, "Okay," it depends on where you are in terms of trend, reality, success or habit, as well. I'm in this mode of habit now

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where I'm interacting with my audience on a regular basis, I'm hearing what it is they want. I've developed this membership site called Master of Healing Membership Site, where I get to interact with them quite closely, and I'm listening. I'm constantly listening: what works, what doesn't work, what do they like?

Surveying your audience is also a good way to do it, if you can. There are services out there like askdatabase.com that allows you to do some really interesting things with surveys and testimonials where you can talk to your audience. If you don't have an audience then do some research. What is the most dominant thing on sitcoms these days? What is the most dominant theme that a lot of people are...

Now, I live in a world of spirituality so I'm really going to be focused on that; that's where I notice it. I don't spend a lot of time now on the other stuff as much. But if you're in a particular niche, read the publications in your niche. Just get 10, 15, 20 of them and just take two days or a week and go through one every day with that intention, "I'm going to see a trend, I'm going to see a pattern, I'm going to see something here." There's an energetic component; can you feel that?

Adela: Absolutely.

Jennifer: Of holding that intention. That the things will show up. Bruce Lipton is on my show on Thursday, and I've been thinking about him. I wanted to do something a little different with him. I'm like, "Oh gosh, I wonder what I should do," and I read a lot of books and I usually read my speakers' books during the season, but I have my Kindle and I was a little bored one night and I didn't want to watch TV, and I picked up my Kindle and I'm like, "Oh, I forgot I downloaded this book," and it's Malcolm Gladwell's *Outliers*.

I read the first chapter, and the first chapter is completely relevant to Bruce Lipton. It's like, who would have thought that the first chapter of Malcolm Gladwell's book would be relevant to Bruce Lipton? It wasn't my intention to learn about Bruce Lipton through Malcolm Gladwell's *Outliers*. That's what happens; we hold an intention and the universe shows up. They'll show you the trends that are relevant to your business.

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Then the next key is to say, “Okay, there are the trends; now how can I serve that marketplace?” Again, there’s a good portion, I believe, of intuition that comes here. When you ask those kinds of questions the universe – you know James Redfield and *The Celestine Prophecy*; one of the things that I got out of his book 15 or so years ago was know what your questions are because when you know what your questions are, when the answers show up you know that, “Oh, that’s the answer because I knew what the question was.”

Hold a strong intention of, “I’m going to spend the next 30 days focused on what’s best for my customers. What do my customers want from me?” Even if you don’t have a product, that question will show you some amazing things. “What do my customers want from me? Who are my customers?” Feeling into your customers – I think we did that exercise last time didn’t we?

Adela: Yeah.

Jennifer: Feeling into your customers and then asking, “What do my customers want?” Say, “I am willing to listen to the universe, whatever shows up.” Go out and buy some magazines with that intention; watch television with that intention, and you’ll see the trends; they’ll show up in black and white.

Adela: Yeah, I think you’re pointing to something really, really, really key in that I think sometimes folks forget how important it is; it’s this intention piece and then looking for the evidence.

Jennifer: Yes, that’s right.

Adela: Looking for the signpost of the answer to your intention.

Jennifer: Yes. Sometimes it can get confusing because something looks like, “Oh, that’s clearly the answer,” and it’s not. It’s clearly the answer to lead you to the next answer that is clearly the answer. The other thing that we have to be careful of, too, is that we don’t get caught up in, “Well I thought that was the answer, but it wasn’t, so this sucks. This stuff doesn’t work.” No, it’s called life and that next thing that shows up – it’s funny, I was just working with a client on this this morning – that next thing that shows up may not have worked but it’s guiding you.

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The momentum is there, it's creating, as Abraham-Hicks says, a moment of contrast that says, "Okay, well that didn't work so then what will work? What's next?" Sometimes that stops us and it's really a shame because we are on this roll and part of the roll is that that might not work. By that not working it will push you to do something else and do something else and do something else.

Adela: Yeah, it kind of reminds me of I always have this image in Popeye; Wimpy, when he's following the burger, the aroma of the burger, how it just pulls him through the streets and the traffic and everything and he's following it no matter what. It's like that.

Jennifer: It is like that, and sometimes there are some close calls with Wimpy, right? He just dodges stuff, and that's what we're doing in our life, too. But it's continually compelling us onward and if we can look at our lives now as this series of moments of momentum, not series of destinations, which it's really easy to get there in business, that this is where we need to be and get into stats and numbers.

Much to my chagrin it's not something I focus a lot of attention on. I probably should spend more time on it as my business grows, some attention needs to be spent there, but I am definitely going more with the flow of the energy; what's next? Right now I can feel that there's something really big on the horizon and I can tell you honestly, I have no idea what it is.

Adela: Yeah, but you can feel it.

Jennifer: I can feel it, and it doesn't matter if I know what it is. It doesn't matter because as soon as I know what it is it's going to propel me into "how's" and "how's" can stop my energy in a flash.

Adela: Yeah, and that happens as a consequence of you acting and following the energy of what is propelling you in your business. It's kind of like a strange Catch-22; if you don't follow those urgings and that pull you'll never really be able to solidly follow the urgings and the pull.

Jennifer: That's right, that's absolutely right. That's when we get stuck; that's what we actually define as stuck. We define stuck as, "I'm stuck! I'm not moving forward." It's all perspective. If you say that, "I'm actually not stuck, I'm just

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where I'm supposed to be," can you feel a freedom in that? What if I'm not stuck? What if I'm just exactly where I'm supposed to be right now, because right around the corner something is going to show up? What if?

Adela: That's one of my favorite phrases, "What if? What if? What if?"

Jennifer: "What if?"

Adela: Moves me out of many a dark moment. I think that's the other thing that's really important to point out, too, is that there is a lightness. This is an adventure; your business is an adventure, because it's not like you ever get to a resting point, right Jennifer?

Jennifer: No, that's right. One thing that – I think I've talked about this before, which is don't let your business dreams pay your mortgage, especially if it's really, really new. That's a mistake that I made, which is this has to pay for my rent before it's off the ground. Does that make sense?

Adela: Yeah, totally.

Jennifer: So instead – and we talked about this before too, which is what can pay my rent while I am visiting and revisiting and expanding and moving into the momentum of my dream? What can I do to generate income? What I did was I quit my job in corporate America. I was so burnt out, I hated marketing, and I use the word "hate" because I used that word a lot back then; I hated it. I created that; I created the energy of hating my job. I finally quit, I was done, I was finished, I was never going to do it again and I was going to be a healer, Goddammit. Isn't that spiritual?

Adela: Very.

Jennifer: What I faced was poverty, and so I realize in hindsight now is that – and I said this earlier on the call – you don't have to do that to yourself. You don't have to be in a place of poverty. You don't have to run away or stop something; you can change the circumstances that you're in. I eventually did go back into marketing for another year. I started my own marketing practice where I took on clients, even though I was still grumbling about being in marketing, I still was not in a place where I was accepting. If you can find that place of acceptance it's so much more joyful, really and truly.

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You don't have to go through what I went through, you really don't. I went back into marketing and I was able to make an income to create what I've created now in my healing practice and my healing life. I made an income that allowed me the space and the time to pursue my dreams. If my healing practice were my only source of income at the time – and I'm not saying this to healers in general, this is just simply my story – if at the time my healing practice were my only, it would have become a burden; it would have no longer been a dream. If *Healing with the Masters* at the time was simply my only source of income, it would have become a burden; I would have strangled it with my grasping energy to try and make it happen.

Instead, I had this marketing back-up. I had clients. Even though I didn't enjoy the marketing quite as much, I still had this beautiful back-up and it allowed me to use that to create the space and the energy for my dream. If you're in a position right now where you hate your job, change it. You don't have to leave; change it. If you're in a position where you hate your job and you know that you've got a side business that if you could just do it full-time, you're going to hate your business as much as you hate your job if you hate your job right now. Change it. Change your mind about your business.

The easiest way to start doing that is what's right? What's good? What can you have gratitude for right now in your business? A friend of mine had a client and they said, "Well, I like the chair. I really like my chair." That's where they started, and they completely turned around their experience of work. What normally happens is they can then move from that job into something else, maybe even a better job that can still fund their dream. Or they move into their dream from this place of openness and space and acceptance, and accepting and embracing their life and what is, rather than from a place of escape.

Adela: Yeah, I think what you're also pointing to here is the quality of the energy that is really the dominant energy in their field.

Jennifer: Yes, absolutely

Adela: If you're in a job and you're hating it, or you're in a business and you're hating it, the first thing to shift is yourself.



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Jennifer: Absolutely. The only thing to change.

Adela: That's really the only thing you can do.

Jennifer: The only thing you can do in any situation is to change yourself.

Adela: The thing is that that very thing is what shuts you down from your own creative genius.

Jennifer: You bet.

Adela: As you start maybe being lighter about it and saying, "Well, you know what, I'm not really sure. I've got this idea and I'm not really sure how I'm going to get there, but I'm going to see." The thing is lightening your energy and opening it up, so that the ideas can come to you, so that the synchronicities can occur, so that you meet the right people. the way that this happens, it's really like a fairy tale once you start putting down the story, right, Jennifer?

Jennifer: It totally is. I didn't do it that way, so I'm sharing with you the mistakes that I made. I still managed to – I had to go to an extreme kind of dark night of the soul in order to not have anything that was remotely close to achievement, in order to understand what achievement was. I had to go to the extremes of poverty to understand what wealth was. I had to move into that – because I had been comfortable pretty much most of my life; never super secure, but never insecure in terms of money – I had to go to that place of extreme insecurity to understand that it's all fine.

I'm telling you right now: you don't have to do what I did, you really don't. You don't have to go to those extremes. Some of you may have to and some of you may be there already, right now. What I'm telling you if you're there already, right now, then bless that moment because it, too will pass. We have seasons in our life and that season for me was a remarkable foundation of trust, a remarkable foundation of knowingness that I've been able to stand on since then.

Adela: Yeah. We're spending a lot of time on this but this is really, really important, because the strategies and the external things in our businesses – which I know you're going to go into a little bit about creating products and building your lists and all that fun stuff – but the biggest

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barriers that I have found in creating your own business are always these internal barriers.

Jennifer: It's 100% of it. I have to tell you, marketing barely matters in comparison to where your energy's at. Honest to God. The fundamentals of marketing: have a really good, nice-looking – don't have your brother's sister's cousin who's 15 years old put your website together; just don't do it. Websites are really inexpensive now. Create a nice face to your business that looks professional. You can buy a template from Asia right now for \$50 for a really nice-looking website. Hire a professional and do a nice website.

Then once you've got that face up, at least you have some place that you can direct them to. The rest of it is intention. I have a lot of marketing strategies and I'll talk about them in a minute, but if you do not have a strong intention that you feel in the depths of your being is real, then marketing barely matters. Yeah, I completely agree; intention is nine tenths of it.

Adela: Yeah. I was almost going to start off this interview with a question that I have because it's one that I have to ask myself quite often. How do you know if it's a hobby or if it's a business?

Jennifer: That's a really good question. My hobby is my business and I'm very, very lucky because it wasn't for a long time. For a very long time, it wasn't. I didn't know if this was possible, but I know that it's possible for me and I know that it's possible for everyone on the planet. I really do. I think when you make your first couple of thousand dollars in a month, it's no longer really just a hobby. That's, I think, when you know. When you've got customers that are telling you that you've done something really special for them, it's no longer just a hobby

Adela: So how can folks get to that place where they actually start – how do they create a product easily?

Jennifer: It's a very difficult question because not everyone is supposed to create a product. There are some people that are brokers, there are some people that are workers, there are some people that are actually going to create products, there are some people that are supposed to partner with others

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who create products. Everyone has a skill set with in business that is different.

There are visionaries – I'm a visionary. I am not the most logistically organized person so I hire people who are really, really good at that. There are people who are supporters. Not everyone is supposed to have their own business; some people are supposed to be in partnership with someone else who has a business. Some people are supposed to use their gifts in that way; the kind of power behind the throne idea. When you think about creating a product, I think what's really important is to understand what it is that actually fills you up when you are performing it.

There's actually a really cool Myers-Briggs kind of test for wealth. I can't remember what it's called. It's not Myers-Briggs but it's a wealth test and there are categories of personalities for wealth; I thought it was fascinating when I took it. What I realized just by taking it – I haven't really dove in very deeply into it – but what I realized is I'm a visionary. I kind of always knew that, but the best person for a visionary is a supporter. Not everyone's going to be a visionary and not everyone's going to be a supporter. There are also personality types called mechanics.

What is your product from that perspective, I think is really important. What do you love to do? What fills you up? It's not just do, but what is that feeling of full-up-ness that you get? When you get that feeling of full-up-ness, of fulfillment, what is it that you just did? My feeling of full-up-ness comes from watching another person expand, watching another person make a breakthrough.

From that perspective, what kind of a product might I create if that is what fulfills me the most? It probably wasn't credibility branding, which became a product for me. It was *The Big Book of You*. Sharing my spiritual insights from 30 years of spiritual practice became the product for me; that I took my experiences and helped others fill up.

If you're a supporter, what would fill you up? We could really simplify this and say, "Fishing totally fills me up. Fishing is it. I love to fish. I love it, I love it, I love it. I've been doing it for 20 years, I know everything about it. I know how to create the lures. I know how to fly-fish. I know there's a

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certain technique I use with my wrist when I'm fly-fishing." What would a product be from that?

Well, you could either be an aggregator, a *Healing with the Masters* type thing; I'm an aggregator of spiritual information. You could be an aggregator and start a teleseminar for fishermen. You could be an aggregator and post all of the stuff from your favorite fish lore. You could create a website or a blog post that has all your fishing experience on it.

Did you ever see the movie *Julie and Julia*? It's something I recommend to entrepreneurs all the time that they see because it is a perfect example of how a huge business can come out of absolute nothing. Julia Child didn't even know how to cook when she went to France; she was guided to France, she was bored, so she took cooking lessons.

She got really good, and she was also this incredible personality that bumped into the male class of chefs and made a name for herself there and then took that and moved on to create a cookbook that just showed up out of the blue, and then she created a television show. Julia Child, in the United States of America, is not a TV personality. She's got this bizarre voice and she's super tall and she's kind of awkward-looking, right? Look what she did.

Look at Julie; Julie who wrote the book that became the movie *Julie and Julia*. She started a blog and she was working in this really challenging job taking care of people who were devastated by 9/11, and said, "I've got to do something else," and decided to create a blog and cook all of Julia's recipes in her cookbook over 365 days. That turned into a huge following of people, that turned into a book, that turned into a movie. Do you see this?

How do you create a product? What fills you up? Then ask the universe. Hold an intention. Everyone on the call, just say this right now to yourself, "I am intending on creating a product. I don't know what it is. I don't know what it looks like, but I am creating an intention." Okay, now let's take that intention deeper. I am going to move inside right now and I'm going to feel in my body what it feels like when I've created something that is singularly me, and it's come out of me and is now in the world.

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What does it feel like in your body when you've created this remarkable thing that now becomes a gift for others to use? Feel the feeling of that. What does it feel like in your body? Right now I'm feeling empowered and full and peaceful. I feel good that something is coming out of me right now that I know is going to change the planet. I know it; I can feel it. For you, it might be something that's going to change a group of people. Feel that; allow that.

Now, feel into what does your life look like when this has come to its full expression? This product is now in the world, you've got customers; what are your customers like? What do they feel like? It's just an essence, you don't have to know anything more than that; just the essence of them. Who are they? What do they feel like? How are they showing up as customers? Now you've got these customers, you've got this product, you've got this business built around this product or products.

Now, what does your life look like from this? Where are you living? What kind of things are you experiencing? What kind of people are in your life? What kind of people are no longer in your life? What does it feel like to have that? Allow that to expand into your being.

The homework after this call would be to go out and experience a day in the life. What happens when you wake up in the morning? How do you feel in your body? What are you experiencing? What kind of a day do you have? What kind of things are you doing in that day? It may be different that what you're experiencing now. That is the place of intention; that is a place of vibrational resonance with your dream. That is what makes things show up.

Adela: Oh, that was wonderful. Thank you.

Jennifer: You're welcome.

Adela: I got some additional pieces from myself. Thanks.

Jennifer: Me too!

Adela: I know, that always happens! Absolutely. This living in that energy of how that feels is really, really important because if you're living in the energy of what I call "apparent reality" or whatever it is that you're experiencing now,

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that's just not where this is going to come from. Spending as much time as possible in this kind of experience of feeling what that intention, of what that potential actually feels like is actually going to make it come quicker.

Jennifer: Yeah. I want a little caveat with that though; that's absolutely 100% the truth and really profoundly important, and a little caveat of that is that you don't spend all of your time doing that, you actually listen to your inspirations and you act. Acting is incredibly important.

When I was with Ellen Britt – I don't know if you remember this, Adela – the very first call, she didn't even tell us what the business model was. I kind of felt it. On that first day of Ellen's coaching model I started booking the first *Healing with the Masters*. Do you remember that *Healing with the Masters* started before our coaching program was complete?

Adela: Before it ended, yeah.

Jennifer: Act. Act. You get the inspiration, you act on it. It's when I called Joe Vitale. I sent Joe Vitale an email; I was inspired by him in a moment and I sent him an email in that moment and I just told him what was in my heart, and he wrote back to me that I had made his day and we started a dialogue. That dialogue ended up with me being in his book, *The Key*, about my healing work not about my marketing.

These are the things that show up when we're in that place of listening, creating the space. We have to have space within us. Grasping energy does not create space; we have to have space within us. When we have the space within us, inspiration has a place to land, then when we listen to that inspiration then act on that inspiration. Those are the miracles for me every time: creating a space for inspiration, but almost as importantly, acting in the moment on that inspiration.

Neale Donald Walsh tells a story about his nephew who was supposed to go up the street. Neale actually heard, "Go up the street and visit with my neighbor," and the kid didn't want to go. He said, "Go up the street and visit with my neighbor," so he goes up the street and visits with the neighbor and who was there but the person who was the Director of the Board that was for the school that that kid was applying to, just visiting.

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That's the kind of stuff that when we listen to it, we pay attention to it, and we act on it. But I also want to say that if you don't act on it, that your life will be a living – no I'm just kidding. If you don't act on it – this is something that Kim George, who is one of my coaches, said to me. She said, "What was meant for you can never be lost, ever." The universe will give us many more opportunities, and this is when I talk about the compression theory, which is the volume will increase.

You ask for what you want, you ask for what you want, you ask for what you want; if you're not there, you're obviously not in vibrational resonance with it because you don't have it. The universe is going to provide all the opportunities for you to become in vibrational resonance with what you want.

If you don't act on what the universe is delivering you, which is actually what you are delivering to yourself – really that's what's happening, there's not some outside universe that's delivering it, it's your universe that's delivering it to you – if you don't act on it, the volume increases and increases and increases until you have no choice but to act on it. You can either choose to act on it when it's a squeak, or you can choose to act on it when it's a big huge roar. It's easier as a squeak. When you act on it as a squeak the elegance of it just expands exponentially.

Adela: Yeah, and it's a much better trip. It certainly is.

Jennifer: It is indeed.

Adela: The time has escaped again, Jennifer, and I wanted to just save a couple of minutes so we can talk about your Healing Life, Healing Business product that you created, which actually a number of people have taken it and I know that they've had success from just using that program.

Jennifer: It's a really remarkable program because it's really a strange statistic; it's 80 or so percent of the people who invest in this program and use it – and there's a key thing: use it – have really changed their vibration. It's really an interesting thing. It's two straight days of being in vibrational resonance with your dream, so we go deep and we go long, and we explore and excavate the soul, and we release any obstacle to vibrational resonance to success.

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What we create in those first two days is an opening, that space that I was talking about. The last two days, that space is then filled with absolute strategies and tactics. I go deep into what credibility branding is and how it works. We have a wonderful teacher, Dawn, who goes into the fundamentals of blogging and websites; I talk about social media; I talk about Twitter and how to use it.

It is a very, very special program and people seem to really do well with it because it gives you those two important aspects; the absolute opening and space and clearing the obstacles, that then allows you to really hear some of the important business concepts and strategies to use to become successful. It's really interesting that we did it a year and a half ago and it still continues to be relevant and expand people and their business all the time. We're going to continue to sell it indefinitely; I suspect for years to come.

Adela: Yeah, it's a wonderful program; I own it myself.

Jennifer: Oh really? I didn't know you owned it, Adela. Cool!

Adela: Yeah, I do, because you know I like to buy the products that I promote. At this point, let me tell you how many products I own so that I can speak to them. I love it, it's a wonderful, wonderful – I haven't even gotten completely through it and I've gotten lots of stuff out of it.

Jennifer: Yeah, and just for purchasing you get an e-book of *Credibility Branding*, so you will get my book *Credibility Branding* if you order. There's also a ton of bonus gifts you get. You get audios and Mary Hall does an amazing audio meditation and Sandra Lemieux does, and Dee Wallace does this amazing talk; it's just chock full of really cool stuff. For your initial investment you get bonus gifts that are worth the initial investment. I believe we're giving a \$75 off coupon today.

Adela: Oh, that's wonderful.

Jennifer: Yeah. Adela. Make sure you click the "Apply" button; if you don't click the apply button and you don't see the change in the total of \$75 less then it didn't take and we can't really do anything after the fact, so please type in ADELA into the coupon box and click "Apply".



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Adela: Okay, here's the URL: <http://consciousbusinesstribe.com/healingbiz>, and it's on the speaker page. What's the expiration for the coupon, Jennifer?

Jennifer: I think I set it up for a week.

Adela: For a week, okay, thank you. I will make sure then to put that on the speaker page so the folks know. Jennifer, it has been always so wonderful to have you here at the Conscious Business Telesummit. There's always so much, and I love that experience that you took us through that folks can listen to again. It's wonderful to have you sharing your expertise and your essence and all of your experience with us. Thank you.

Jennifer: Thank you so much, for having me. It's always fun talking to you. You're such a wonderful example of everything I talk about, Adela, thank you so much.

Adela: Thank you, and thank you everyone for being with us at the Conscious Business Telesummit. We'll see you tomorrow with our next speaker. Thank you, everyone and bye-bye. Bye, Jennifer.

Jennifer: Bye, now.

Adela: Bye.