

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

Be Yourself: It's the Best Marketing Advantage You Have

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Be Yourself: It's the Best Marketing Advantage You Have with Mike Robbins

Adela: Welcome everyone to The Conscious Business Telesummit. This is Adela Rubio, your host. Today our guest is Mike Robbins. I'm very excited to have him back to the program. He was with us a while back and was a big smash and we're excited to have you here again.

The topic is around authenticity and how really being authentic is your best marketing advantage. Being yourself is really the way that you're going to get your business out in the world in a big way.

So thank you everyone for being here. This is particularly the topic for today's call. It's being authentically you. You are the most attractive thing about your business. I'm really excited to have Mike Robbins back. Mike is a highly sought after keynote speaker and trainer and a coach who delivers inspirational keynote addresses and interactive seminars for individuals, entrepreneurs, and groups of all kinds.

He speaks regularly throughout the US and Canada and he's worked with such clients as Wells Fargo, Chevron, Google, New York Life, AT&T, and so many others. He's the author of the bestselling book *Focus on the Good Stuff* and *Be Yourself, Everyone Else is Already Taken*. He's also been featured on ABC News, the Oprah Radio Network, Forbes, The Washington Post, and many more. He's a regular contributor to The Huffington Post and Oprah.com.

Welcome, Mike.

Mike: Hey, thanks Adela. I'm so glad to be here, great to connect with you and your wonderful community once again.

Adela: Yes. A community who is hungry for this message because there's a part of us inside that recognizes, especially when we see other people, some of these people that we're so attracted to -- leaders, thought leaders. It's the compelling quality of being totally who they are that is just so attractive.

Mike: Yes.

Adela: I wonder if you could just speak to that a little bit.

Mike: Well, absolutely. I think if everybody listening thinks of people in their life, whether it's personally, or as you're talking about, thought leaders or

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business people that we admire, that we're drawn to, that we respect – there is kind of a common theme that runs through it and that's a sense of authenticity.

Most of us, I think, want people around us to be authentic. We want people we do business with to be authentic, to be real. We want the people we work with, interact with, we want our political leaders, and you name it.

It's really easy in our culture to point out when we think someone's being phony or inauthentic, but the thing that we have to start to do, especially in our businesses, especially as we market and promote our services, our products, whatever they are, in whatever capacity we do that, we have to take a look in the mirror and really ask ourselves, "Am I being authentic? Am I being myself?" or "Am I being how I think I'm supposed to be?" which is often the case for most of us, so that I get what I want, whatever that is.

It's not as easy as it sounds. We've been saying to people all our lives and people have been saying to us, "Just be yourself! Just be you!" but when the rubber meets the road in life, particularly when we're doing business, particularly when we're marketing and promoting ourselves, it can actually be really challenging for many people I coach and work with and for myself to be authentic and really be genuine, real, transparent, open, honest.

It's not as though we wake up in the morning assuming we're going to lie, cheat, and deceive people, but what ends up happening is the persona we create so to speak doesn't always match up with who we really are. That's one of the reasons I wrote my book *Be Yourself, Everyone Else Is Already Taken*. It's not because I somehow have mastered this thing, which is not fully masterable anyway.

As you were saying before we even started the call, it's kind of an ongoing process. There's no destination called "Authenticity." It's a way of being, it's a way of life, it's a way of doing business.

I wrote the book and talk about it and work with people, all different types of people, on being authentic and real in their lives and their work because I think it's an ongoing challenge for most of us but a great path to be on to

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discover and to go more deeply into because I think that's what most of us want, and it's what resonates with other people in the most genuine way.

Adela: I remember, and I'm just going to use myself as an example, but I'm guessing that there are people out there like this too. I remember early in my business where with a very select group, my trusted clients and my trusted colleagues, I could be myself.

Mike: Yes.

Adela: But then when it came to talk about my business to the world at large, like let's say in promoting and in marketing, I didn't know how to be myself.

Mike: Yes. Look Adela, you're not alone. I'm sure everyone listening can relate to that. I can relate to that. It's an evolutionary process and I think when we're first starting in our business it can be even scarier, even more challenging because we're in the kind of "fake it 'til you make it" mode and I think we're in that mode to some degree all the time, but especially early on when we really don't have much of a business going on if you will.

I've been speaking and coaching and training now for the last 10 years, and I remember I used to go to networking events all the time, especially when I first started, and I would come home and say to my then-girlfriend-now-wife, "Gosh, I have so much energy, I just feel like I'm sort of faking my way through these things."

It's funny, then a few years into it, I would also laugh because as soon as I would start to have a conversation with someone, and I can do this now and I have a lot of empathy and compassion for it, when someone starts to talk to me about their business and I'm sure you can relate to this Adela and so can people listening, I can tell literally within like the first 20 seconds, not is it do I like them or are they good or any of that, it's more just if there really is a business there or not.

Do you know what I mean? It takes one to know one so when I see someone who starts telling me all these things and I can just feel the energy of it, I can feel the compassion like, "Wow. They haven't really gotten their business established yet." Again, I don't say that in a condescending way, but one of the things I often coach people who are early or newer in their business is, "You don't have to share all your fears

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and doubts and insecurities, but don't try to pretend you have more going on than you do because most people, especially if they've been there which almost everyone has, they'll know right away."

Here's something you can do. I know nowadays we're so connected electronically and by phone or email or internet or social networks so we're not at as many sort of in-person networking events maybe even as we were 5 or 10 years ago, but if you do go to those events, and many of us do or we're out meeting people or whatever, it's often a good idea just to be real, just to be honest, just to check in.

Even now if I go to a networking event, and I love being around people, I do, but I always have this initial reaction, Adela, when I show up at an event where I'm supposed to sort of "be on" and really meet people. I have this feeling like, "I want to go home." I really have to like be nice to people and... And look, I'm a very genuinely positive person but there's that fear that shows up, like "Ugh! Maybe people won't like me; maybe it won't go so well, maybe...."

Who knows what? Usually the first person I talk to or the second person I talk to where I feel a sense of, I can have kind of a real conversation with, even though I don't know them. I will say some version of, "Man, gosh, I feel awkward sometimes at these events. I don't really know what to say and I sort of feel like I'm supposed to be 'on' and have the right thing to say in some perfect elevator pitch and I can never figure that out. Does that ever happen to you?"

Usually they look at me like, "Are you allowed to say that?" Usually what I'm doing, I'm not trying to dump anything on them, but what I'm trying to do is actually clear that out of my own head and get a little more real and a little more centered and grounded so I can go have more genuine conversations, because often what shows up for us first in life, particularly when we're marketing our business, is all of our fear and doubt and insecurity and worry, and all that noise in our head.

If we don't do anything about it, it will then run the show when we're trying to connect, promote, market, whatever we want to call it, so we have to figure out a way, and I have a number of techniques that I often talk about and teach people and we can talk about a few of them here, to clear that

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stuff out so that we can actually be more present, more effective, and ultimately more real when we engage with people.

Adela: Yes, I remember going to networking meetings and feeling just like that, where I felt like such a phony.

Mike: Yes.

Adela: I was like, "What are we doing here pretending that I have a business?" I've got a client here, I've got a client there, I'm trying to wrap my head around this thing and I have to put myself out there. There's almost kind of like a Catch-22, especially in the beginning. It's like, your business isn't fully baked, and yet you have to be out there being your business, because that's how it bakes.

Mike: Exactly. So often I think, I was just coaching a guy yesterday about this. He's in a similar business that I am, speaking and writing, so there are different aspects of this business.... Actually, very, very successful in terms of his work, but there's certain elements of his work he's wanting to expand into. In the conversation we were talking and I could feel it, again it takes one to know one, he was afraid to get on the phone to call certain people. "I want to have this established first and this ready and I want this part of the website and I want this."

We can all relate to this. It's not that we don't want to be prepared, but my coaching was, "Get on the phone anyway. You'll probably screw up the first 10 or 15 calls and you'll say dumb things and you'll fumble all over yourself, but here's what will happen: you'll figure it out. That's the thing.

I remember years ago, Adela, when I was actually in sales, advertising sales. That was one of the best pieces of coaching that I got from my very first sales manager. He said, "Just get on the phone. You're not going to be very good initially, but just start doing it because eventually you'll get better, but you can't get any better practicing and waiting and preparing. The only way really to get better is to jump in and do it."

I think that's so simple on the one hand but scary for a lot of us, particularly in our business. A lot of people listening to this, their businesses are more established, it's not that they've just started, but as we grow and expand in our business, and "Oh by the way" with something

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like we've all been dealing with to whatever degree we've been engaged in or it's impacted our business, like the economy doing what it's been doing for the last year and a half, it's forcing us to change, it's forcing us to expand, and the way technology changes...

You know this Adela, given the business that you're in and what you do, it's changing all the time. We've got to keep up and we have to keep trying new things, and inevitably we step out of our comfort zone and it's going to be scary. If we keep waiting until we figure it all out and have it all handled in together, we'll never take any action. We'll never get out there.

Being able to deal with our fear and being able to deal with this whole notion of what we're calling authenticity here, being real, being genuine, it's so important on a personal level, but also, it's what draws people to us. It's what has people trust us and want to do business with us. Our product or service that we're offering, has to be good enough and valuable enough that they want it and that it brings some value to them, but at the end of the day, it's really going to be about how do they feel about us and what it is we have to offer.

With so much stuff being offered to us 24/7, especially electronically, what's going to differentiate us between the next person is really going to be about who we are and how we show up.

Adela: I think with this whole internet explosion and information and explosion, has actually created a craving for this authentic connection.

Mike: Yes.

Adela: Because we've got all this information and I don't know anybody who isn't experiencing this isn't like, "Oh my gosh – there's all this information. What do I do with all this stuff?"

Mike: Exactly.

Adela: Actually, I think what we've gotten... It's interesting, I think there's like this spiral of development where information used to be very limited in the hands of a few and so you look for the expert, and now the information is everywhere. You have access to it but now it's too much information and

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you actually need to have someone's help to specifically guide you through processing that information in a way that's relevant and specific to you.

Mike: Absolutely.

Adela: So I'd love for you to speak to how we can actually use this, this big trend that I'm seeing and I'm also hearing other people noticing too, even you were just mentioning it – how we can use our own authenticity to meet these needs.

Mike: Well, I think it's a great point. There's so much, so it's not about our information as much as it's about again who we are and not only how we deliver it, but how we can connect with people in a personal way. Let's just take an example that most of us can relate to these days, however much we're engaging in social media or not.

Here's a question, Adela, I often get when I'm interviewed in the media and radio, television: they'll ask me do I think social media is good for authenticity or bad? I say, "Well, both, because here..." This relates to our business, how do we market and promote our business so to speak, how do we filter the information through and serve people and support people if you will through how we just engaged with something like social media?

Well, I think the question we have to ask ourselves as we look at our Tweets or we look at our posts on Facebook or we look at whatever it is we're putting out there is: how genuine are they? How real are they? How much of it is simply coming from a perspective of, "What can I say that sounds cute and it's going to get people to click and it's going to have people want this," versus, "What's real and true for me?"

I think again, whatever our business may be, this whole notion of information overload that you're talking about, here's where it can have a negative impact on two fronts. One on a personal level, we start to think who we are, what we have to offer is irrelevant because there's so much other stuff out there. The other part of it is that it is overwhelming for the people we're looking to reach, connect with, and serve. We do have to

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figure out strategically how to address that, so I think on the personal side of it...

I just remember a meeting that I had 10½ years ago, before I started my business, when I was just in the thinking-about-it stage, and I was so nervous and I was so overwhelmed, and I was so insecure and, “Oh my goodness – I’m too young and I don’t know anything, and who’s going to listen to me?”

I had a meeting with a wonderful man named Dan Millman who many people may have heard of. Dan has written a bunch of great books. His bestselling book is called *Way of the Peaceful Warrior*. It came out about 25 years ago. It’s like a classic in the sort of New Age/Self Help genre if you will. Dan lives out here in the San Francisco Bay area where I live, and we met through some mutual people and I had the opportunity to sit down and talk to him.

It was such an honor for me and one of the things I said was, “Dan, listen. There are no new ideas under the sun. Everything I think about wanting to write and speak about and teach people, someone’s already said. Who the hell am I to do this?” It was kind of that.

He says to me, “Mike, listen. There’s one light. There are many lamps. No matter what, if you choose to put yourself out in the world wanting to teach, wanting to inspire, wanting to educate, wanting to empower people, and you do that, there will be people that will resonate with you.” They will resonate with me. It doesn’t matter how many books I’ve written or not. It’s just the way it works, so don’t let that limit you.

He also said to me in that same conversation, Adela, a very basic, sort of Marketing 101 thing that has stuck with me every since. He said, “Look, if you’re going to do this or any business, what you do has to be good. There has to be value to it if you want people to engage in it, and you also have to be equally as good at letting people know about it. In most cases, if people have a really good product or service to offer and then they don’t let people know about it or they’re not good at that, then no one knows.”

“But on the flip side, if someone is really good at marketing and promoting and they get lots of people interested in what they have, and what they

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have isn't all that valuable, it isn't all that genuine, it's like there's something phony about it, it won't last and you'll get a bad reputation, so you want to work on both."

So those two things that he said to me in that conversation on a personal level and with my business, among a lot of other advice and wisdom I've received over the years from mentors and wonderful people, has really guided me. In terms of this whole thing about how we facilitate the information, that's a great question, and I'm still constantly struggling with that and challenged by that in a good way and looking at...

I think we all have to keep reinventing the wheel so to speak and also asking our audience, who is our audience? What is it that they want from us and how is it that they want the information?" This is an area where we can, without copying someone else in an inauthentic way, we can look at people and emulate the way that people help and sort of strategically manage information, but I think that's one of the things we've got to keep learning and adjusting.

You know what, whatever idea you and I would come up with right now, I'm sure in a year or two years or even a few months, it may change because the nature of this crazy world of the internet and all this information is changing all the time.

Adela: I think that is part of one of the aspects of these kinds of businesses, these service businesses, these information businesses, is that they're always evolving. It's a living organism, your business.

Mike: Absolutely. You know this, Adela, anybody who's been in this business of information of inspiration, of really wanting to empower people in their lives and their businesses, if you've been doing this for any longer than a couple years, you've seen it dramatically change. Any of us who have been doing this, it's been 10 years for me, it's like not even the same business as it was 10 years ago when I first started.

If it's not something that's comfortable for us to be constantly changing, constantly reinventing, constantly... We may want to think about playing another game. You know this about me and anyone's who's heard me talk before or read my books, I used to play baseball. I was a professional

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baseball player. I got drafted by the Yankees out of high school, didn't sign with the Yankees because I got a scholarship to play baseball at Stanford, then I got drafted by the Kansas City Royals, signed a pro contract when I was 21.

Unfortunately, my third season in the minors with Kansas City I injured my pitching arm. My career ended when I was still pretty young, but that whole experience of playing baseball, organized baseball from the age of 7 to the age of 23, taught me so many different lessons about life, Adela.

One of the lessons I remember learning was one of my coaches said to me, "Hey Mike, if you don't like to fail, you shouldn't play baseball. You should go play softball, because in softball, if you're really good you can hit like .800 and be great and hardly ever fail, but in baseball you're going to fail all the time." I was a pitcher and he said, "Whether you're a pitcher or a hitter, you're going to fail a lot, and if you're not good at that and you're not comfortable with that, play another game. This isn't the right game for you."

I always think about that now in my life. In my own business when I find myself challenged or struggling or hit a disappointment or a frustration is, "Wow, there are other things that I could do that may not be as challenging, but that's part of why I love doing this." I think everyone listening can relate to that. All the people in your life who both think you're crazy but also think and have a sense of envy, "Wow, you work for yourself, wow, you have your own business, that's so cool, you have all this flexibility, you have all this free time" and then we all laugh at them and go, "You have no idea what you're talking about."

It's that sense that we really have to create a relationship with our business in the sense that we're committed to it and really tell the truth about it and be authentic about it. Am I committed to this business or am I simply committed to being in business for myself and making money this way? That's an important distinction because some of us are really committed to being in business for ourselves and being creative and we know it's going to change all the time.

Not only is the business going to evolve, Adela, but we're going to jump from business to business to business, because that's part of our

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personality, and we get bored after a while, and others of us know, like you know what, I found the game of my life. It may evolve and change and deepen and grow and expand and go left and right, but I'm in the ballpark of exactly what I want to do. I'm not going anywhere else.

That's another sort of internal question for us to ask ourselves and be authentic about in our business. One of the times we get to really challenge that and really check in with ourselves and have kind of a gut check moment is when it's not going the way we want it to go. Then we have to decide is it really about this business or is it about being successful?

All of this relates back to how we market and promote ourselves because the saying and it's overused but I love it, "Nothing succeeds like success." People can feel your passion. They can feel your enthusiasm. They can feel how you feel about your business when you're out, even in the emails that you write. Even in the Tweets that you post. Even in the marketing materials you put out either hard copy material, which we almost never do these days, or electronic stuff/

They go to your website. They listen to your audio. They see the information that you have. They sign up for your newsletter. Whatever, there's an energy that you will that exists in all of that stuff. It doesn't mean we have to be perfect and we can never have a bad day and we can't get frustrated. Of course we all do that, but we want to focus as much as we can in an authentic way, in a real way, on the passion that we have for what we do, because that will come across in everything that we do directly and indirectly.

Adela: Yes, absolutely. I think what I'm hearing too in this vein of being authentic is you have to commit to your business.

Mike: Yes. Absolutely. Like you do in a relationship. For better or worse. It doesn't mean it's always going to be great. It doesn't mean it's always going to be fun. It doesn't mean it's always going to be easy. In fact, as we all know, there are times it's really tough, and those are those really important moments.

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The thing about this, I was doing a workshop on this with a group of entrepreneurs, a lot of small business people, and a guy stood up in the middle of the workshop, Adela, and he says to me as I'm talking about authenticity, "Mike, you can't just go around being authentic all the time, especially in your business." I said, "Well why not?" He said, "Well because, there's consequences to that." I said, "You're right. There are consequences."

Look, there's consequences to everything. There are moments and times in life and particularly in your business, if you're fully authentic, if you tell someone, "You know what, I don't have the answer to that" or "I've never done that before" or "This is a little scary for me" or whatever. They might not do business with you. It's possible. They might not like you. They might not respect you.

But what I said to him was, "Look, I don't think most of us in our lives and in our businesses are struggling from an issue called 'I'm just too authentic.'" If anything, where we struggle or where there's issue or where there's challenge in our lives, in our businesses, in our relationships, is where we're not being fully authentic, because we feel stuck.

Again, we've got to fit with our personality and you can't just do it like a shtick, but if you embody a sense of that, again, people will be drawn to you and trust you. I'll give you a very specific example, and I may have shared this, Adela, when we talked the last time because this story is so poignant and it's so ironic, but really powerful. It relates to my book *Be Yourself, Everyone Else Is Already Taken*.

I was in a meeting with my publisher, Jossey-Bass. They published my first book, *Focus on the Good Stuff* and I had touched on the idea on the second book on authenticity and they were interested enough that they called me in to the office in San Francisco where they are headquartered to have a meeting to talk to my editor about it and some of the other folks.

As I went to the meeting, I had prepared, and it was kind of a big deal. I had everything I wanted to say as well as had done my sort of internal clearing process, one of the techniques I talk about in *Focus on the Good Stuff* to really get myself focused and centered and I'm going to be present and authentic.

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Right as I walk into the meeting, I was told by my manager that the president of Jossey-Bass, who I had never met before, was going to come to the meeting. She had cleared her schedule, she wanted to meet me, she wanted to hear about the new book. I got kind of nervous when I heard that, then I heard that her boss from Wiley in New York, from Hoboken specifically, had flown out to also sit in on the meeting. Jossey-Bass is an [imprint 28:12] of Wiley.

So now all of the sudden the president of Jossey-Bass and her boss from Wiley are going to be at the meeting and no one had told me. Then I'm like mad, like, "Why didn't you guys tell me?" and a little voice in my head is screaming at me, "You should have prepared more! Oh no!" Literally I have about three minutes to integrate this information before they walk into the room and I meet them, and "Hey, how's it going?" and we all sit down.

There's just like five of us sitting around the conference table, and Debra, the president, not an intimidating woman at all, but as you can imagine I was pretty nervous, so I go in and someone says, "Mike, tell us about the book," and I go into my pitch and the things that I wanted to say, and it was going fine. They were interested in it. I'm a pretty funny guy, I speak for a living, so it wasn't like I was fumbling all over myself, but I could feel inside that I didn't feel right. I felt like...

I don't know. I just felt like I was trying hard and my anxiety level was increasing instead of decreasing, and I was sort of just having this internal battle with myself. About three minutes into it, and again, I'm sure they didn't think anything was wrong, but I could feel it. I just looked at Debra and I said, "Hey Debra, listen. I'm really glad you came. It's an honor to meet you, I'm grateful, I'm sure you're really busy," and I said to her boss, "You flew from the east coast and wow, but I just have to tell you guys, I notice I'm feeling pretty nervous, and I'm trying really hard to impress you. Can I just stop doing that and be myself?"

Even as I was saying it, the voice in my head was screaming at me, "Don't say that!" Then there was this pregnant pause after I said it and I could see on everyone's face that they were thinking, "Did he really just say that out loud?" Then all of a sudden Debra laughed out loud and said, "Of

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course!” Then everybody else laughed and I took a breath and then we just had a conversation about authenticity, ironically.

It wasn't my pitch, it wasn't my talking points, it wasn't all the selling points on why the book was going to... all the stuff. It was a conversation. And it went really well. The conversation was engaging and I said, “Listen, I found authenticity so important, so compelling, so necessary in my own life and it's what I want, but you know what, it can be hard sometimes. I think it's hard for a lot of people. I want to explore that more deeply and I want to write about that.”

We all started talking about why it's difficult and why it's important, and people were sharing. We just had this conversation, and at the end of it, I left the meeting feeling good that we'd connected. We didn't end up even talking all that much about the book and the marketing plan and all this stuff, and I was starting to worry in my head like, “Man, was that the right thing to do? Was that the most professional thing? I don't know.” The guy from Wiley didn't talk that much.

I went back to my office and I waited to hopefully get a phone call, which I finally did at the end of the day from my editor, and he said, “Hey listen, Mike. First of all, we want to publish your book” which I was ecstatic about. Then he said, “I have to tell you, everyone was so impressed with the meeting.” I said, “Really? What about?”

He said, “Listen, we meet with agents and authors and people all the time. Really impressive, smart people, interesting people. We've never really had a conversation like that, Mike.” I share that as an example. It's of course ironic that I was in there pitching a book called *Be Yourself*. The thing is, even in the situations where we really need to be “on” and impress people and all of that...

That was a really important, big sort of high stakes meeting for me and my business and being myself and being honest and being transparent, even though I wasn't 100% sure. I didn't walk in there planning to do a little authentic shtick to prove. No, it was just what happened in the moment. You can't fake that. People are going to resonate with that. Is every single person going to respond positively to that? Not necessarily. Is it possible I could have said that in a different meaning and it could have

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blown up in my face? Sure, but at some level we have to be able to live with ourselves.

Years ago I remember one of my mentors saying to me that he always told the truth, not because he was some highly moral person. He said it was because he just really got clear in his life that telling the truth was easier. I asked, "Why do you say that?" He said, "Well, now I'm at a point of integrity in my life where if I lie or I'm not totally straightforward, I end up cleaning it up. I end up going back and apologizing for it. That's just what I do. It takes a lot of time and energy to have to do that, so I just cut to the chase and tell the truth now, and it's always easier."

It takes courage to do that, and our culture doesn't actually really encourage it in a deep way. We encourage it in a superficial way but if we can start living our lives and running our businesses that way, that will differentiate us, because we won't just be there trying to sell something, trying to push something, trying to promote something.

We'll be there showing up authentically as who we are and if we're passionate about what it is we're offering, that's going to come through and people are going to hear it and sense it and receive it like an opportunity, not like a pitch, not like a thing to buy.

Adela: Yes, it's almost like really unveiling the layers that cover your authentic self. That's the juiciest aspect of you to relate to. When people get that, like they did in that meeting with you, they're changed by it.

Mike: Yes, absolutely Adela, and I think these days, one of the things I think... You were talking earlier about all the information overload and everything we're getting. I also think, and this has been something that I think has evolved and continues to evolve in this whole empower people with information world that we're in now more than ever. Do we want to learn from people that have a certain expertise in something? Of course we do. We want to know they know what they're talking about and they can teach us something or share something.

Again, not every single person listening to this is in that business, but I know a lot of people probably are, and whatever the business is, of information, or even if it's a very specific product or service business, but

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at the same time, if we're in the business of informing, inspiring, empowering people, one of the things that people are really jaded by these days is the sense of, "I'm perfect and have it all handled, and let me tell you how you can be like me." Some version of that, you know what I mean?

Any of us who've lived life for long enough just know that's not true, and any of us who do this for a living in any capacity know it's not true for us because if we had to be masters and experts in every single thing we taught anyone else, none of us would be qualified to teach hardly anything.

I think it's important that we can embody that and also have that come through in what it is we're offering. That's my take on it. If I go to a workshop or a seminar, or get an email or go to a website or listen to someone on a telecall or do anything, what I am most engaged by is their level of authenticity and humanity and really being able to share in a genuine way where they're at, what they're up to, and what they're offering.

Not so much that they made \$9 gazillion and they've done this thing for 40 years and they know everything about this. You know what I mean, experience and success and all that, it speaks for itself to some degree. It's not the credibility, that's not important, but I think what happens for a lot of us in our business is that we think we have to come up with some long resume and credibility to prove why we're there to do what we're doing or offer what we're offering.

That's relevant, but I think what's more important again is who we are and how we are, and people will pick up on that.

Adela: Yes. This hunger, this compelling nature of authenticity... I think it also responds to just the sense of isolation from one's true self.

Mike: Yes.

Adela: As we see other people, like when I came across your work, Mike, I was like, "Oh my gosh! I love that guy!" You were speaking things that I felt in my heart, that I inside, I felt the same way. Here you were embodying this message. I think that's a lot of what we're looking for in business also.

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Mike: Yes. Absolutely. Thank you for saying that. I really appreciate that, because one of my missions in my work, Adela, and it's continued to evolve and deepen, particularly in the last couple years as I've really more overtly focused my work on authenticity. My first book *Focus on the Good Stuff* is about gratitude and appreciation and that's still a big key component of what I teach and speak about.

What started to come through me was a deeper desire for not only being authentic myself, but wanting that, and again, a challenge with it, and what I've seen, especially in the last year or two, as I've shared more and more of my own journey, my own process, is some of my own struggles at times, and this is not about me and what I do, getting up and sort of dumping all my issues and psychosis if you will and worries and fears and doubts on other people.

A lot of times, and I see this happen day in and day out in my work and with so many people that I interact with, that when we get real, when I get real, when I share what's really going on inside of me, it opens up a space and it liberates the people around me. Whoever I'm interacting with, whether it's friends or family or people I'm coaching or leading a workshop or I'm speaking to a large group of people or we're talking on a teleconference call like this, it just gives people permission to open up and tap into some of that stuff themselves.

It doesn't mean that we dwell in whatever that is, but a lot of times again, so much of what we do, and this relates to our businesses and how we market and promote our businesses, it's on top of fear and doubt and insecurity. Again, we think those things are bad. They're just part of being human. They're just as natural as any other human emotion.

If we could actually have a greater relationship with our own fear and doubt and worry and not hide it, not run away from it, not kind of force it out – which actually by the way is what emboldens it and gives it more juice and more power and keeps it sort of controlling our life.

It's amazing what can happen. Now in the case of some people's businesses and what they do and what product or service or information they're offering, it may not be relevant to bring that forward specifically in the way that you're marketing and growing the business if you will. Look,

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I'm out speaking about authenticity. I'm speaking about and coaching people about life and how to be more real and more genuine and more appreciative, whether it's in their businesses or in their relationships or whatever.

There's so much of what I talk about is wrapped up in how I run my life and my business and everything, so... In the case of, let's just say that's not true for someone who's listening. Their business is a little different than that. It's important on a personal level to be able to embody some of these principals of being authentic and get yourself clear if you will on a personal level before you walk into the meeting, before you get on the phone, before you send out a promotional email, before you do whatever you do that's going to be with the intention of promoting your business.

I'll give you an example. This is a specific technique that people can use. This is what I call the Clearing Technique. It's pretty simple. I originally learned it from a sports psychologist when I was at Stanford and then over the years kind of learned it in different ways and evolved it a bit for myself. Personally I've used it with my coaching clients for many years, but before you're about to do anything important, it could be going on a first date, it could be going into a meeting, it could be anything. Get on a call like this, whatever it may be. Maybe you get up and give presentations, maybe you send out emails as many of us do or post things that are sort of marketing related, but anything that matters to you, specifically related to your business, promoting your business, marketing yourself.

There's a concept that I like to talk about in terms of above the line – below the line. The stuff that's above the line is the mechanics, the stuff that's below the line that we can't see is psychology for lack of a better term, so there's mechanics of marketing. In this case, let's just take an example of sending out an email to our list or to promote something.

What are we going to say and how are we going to write it and what did we learn most recently about the best techniques for how to write copy and how to space it and where to put the links. All that stuff, and there's different philosophies on that, Adela, probably even better than I do, about how all that stuff is supposed to work, but that's all mechanical.

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As much as that's important, at some level, it's what's below the line, the energy of it, the psychology of it, how you're feeling about it. What's infused as [Edgar Toli?? 42:03] talks about, the level of consciousness we're at when we create something is infused in that which we create

As you're sitting there, before you go to write the email and try to think of all the right words and how to format it and what to do whenever, you want to kind of clear yourself out emotionally, energetically, personally, so that's what infused in that message isn't "Please buy my thing, please don't think I'm an idiot, oh my goodness, I really need some money" – or whatever negative energy that might get into that that's going to end up having it not be as effective, successful, and ultimately real.

So how the clearing technique works, again, whether we're talking about writing an email or marketing piece, going to a meeting, going to a family gathering, anything, is take a little bit of time and put a little attention on anything you may be nervous about, worried about, or feeling negative or constricted about. Now, this is not to dwell in the negative. What it is, is to actually consciously bring it out into the light.

"It's going to be too long. I'm worried that no one's going to click. I'm worried that it's not going to work. I'm worried that I'm going to check the results of it and it's not going to be what I want. I'm worried that people on my list are going to email me and go, 'Why are you being so pushy?' or they're going to get off my list, or whatever.

It's going to be real. What are you genuinely concerned about? I'm not really as good a copywriter as my friend, or anything, but get it out. Ideally, speak it out loud to another person that you trust. If you can't do that or don't feel comfortable, you can write it down. Either way you want to get it out of your head. That's the first part of the clearing technique.

I do this before I get up to speak. Sometimes I get up on stage to speak in front of like 500 people, 1000 people. I love it, but I get nervous, so I'll sit and be on the phone with my wife if I'm on the road and say, "Okay, I'm worried that it's not going to go well. They're not going to laugh at my jokes. It's not going to... I'm going to forget what I want to say. Whatever, so that's the first part, you clear it out, the negativity, the fear you're worried about.

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The second part, if you're talking to another person which is the ideal way to do it, their job is not to talk you out of it and say, "No, you'll be fine" or "You're great" or "Remember how powerful you..." No, their job is just to get it. They're like holding a mental garbage can for you to dump all your mental garbage if you will into the can.

Then the second part of the process is you say to the person, or if you're writing it down, you pick up another piece of paper and write, "Here's how I want it to go. Here's how I want to feel. Here's the energy I want to be infused in is." Then you speak it all in the affirmative. "I want to be relaxed. I want people to be engaged. I want people to feel my love and passion for this. I want people to respond positive. I want them to click on my links. I want them to buy my product or service or sign up for my workshop" or whatever it is, but do it from a place of what you genuinely want.

As we start to do that, again, when I do this with my wife, I'll tell her "Here's how I want it to go. Here's who the people are to me. I don't know them personally, but I'm going to create that they're open and loving and excited." Whatever, because it's all made up at some level, but our minds as we know are so powerful so if we do this clearing technique, it takes...

It doesn't take our fear and doubt and worry and negativity away completely, but what it does is it takes the edge off and it has that stuff not run the show as much. Then we can show up, Adela, whether we're writing an email, getting on a call, going to a meeting, just preparing something, putting together a piece of marketing material we're going to send out later.

It comes from a more authentic place. It comes from a deeper place. It's not from that place that's trying to cover up any fear or lack or insecurity that we have, and all of that... You may still show up in the meeting or at the event or with people or on the phone call or whatever, and say, again, above the line, mechanically, the exact same stuff, but what's going on below the line, how you feel and where it's coming from, and your energy about it, will be completely different.

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That's what going to shift it because we've all had experiences. I know I have. What happened on the surface, above the line. I did all the right things, I said all the right things, I wrote all the write copy. Whatever, fill in the blank, I did it the way I was supposed to do it. It didn't produce the result that I wanted.

Adela: Other people may not be able to put their finger on it, but they can feel the difference.

Mike: They can.

Adela: Because one energy moves you and the other one doesn't engage you.

Mike: Absolutely, and I think look, I know that my own journey in this process for myself is ongoing. I think it's for all of us. It's okay, we want to have compassion for ourselves. I find personally that when I'm talking about ideas and I'm sharing stories and engaging with you and whether I'm doing it on the phone or in a meeting with someone or a coaching session or on stage or in a workshop. I am completely... It's just where I want to be, it's what I love.

There are times in those same conversations or the same workshops or the same situations or phone calls or whatever when then I start to sell something, then all of a sudden I can sometimes feel my energy change and it's like, "Wow, that's interesting. I went from totally passionate, excited, engaged to like, "Now let me try to sell this effectively." I think that's true for so many of us. In one of the journeys, and I know this is what your whole Telesummit is about is continuing to deepen that consciousness, that awareness, that effectiveness in being someone who markets and promotes in not only a successful way but in a way that's integrated with who we are, in a way that's true to who we are.

I think again, just like we were talking about earlier that we have to keep adjusting to keep up with the change in technology and how information is shared and communicated, I think we also have to do the same thing for ourselves as it relates to marketing and promoting our businesses. It's so easy to fall into the trap, Adela, and I'm sure almost everyone listening can relate to this, is comparing ourselves to someone else who we think is better at it than we are.

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I think when we get up on stage and do their thing and like “Wow” and everybody's running to buy their books or sign up for their whatever and I think, “How the heck did he just do that?” like it just was really natural and easy and it happened, and I'm up there and I'm all in my head and I'm trying to do it right and I sound like an idiot and I'm judging myself.

The thing about it is, and some people are naturally better at this or they've done the work or whatever. It's like a lot of things and some of us, there's more struggle to what we want to try to do as best we can is have compassion for ourselves and not waste a lot of time and energy comparing ourselves to people in a negative way, but just learning from people.

Everybody who's been listening to this whole Telesummit and will continue to listen to these calls is to take bits and pieces, little things. Some of you may really be resonating with what I'm saying. Some of you may think I'm an idiot. It's okay. Take what works from every little person and integrate that into you and how do you do it. If you get up in front of people or get on a phone call or send out an email or whatever and try to do it like you do it, Adela, or like I do it or like Jennifer [McClean] did it, you talked to her yesterday, or whoever you're going to talk to later today or tomorrow or... It's not going to work.

It's not going to feel genuine. There's going to be something off about it and the balance point we all have to remember is we want to learn and be inspired and be mentored and coached and sort of informed by other people, but at the end of the day, we have to take whatever that information or inspiration is from other people, and it's got to run through the filter called “Who am I? How does this work for me?”

I think we also waste a lot of time and energy in this whole world of marketing and promoting our businesses, being very self-righteous about the right and the wrong way to do it. Are we entitled to our opinion? Of course we are, but just do what resonates and what seems to work for you and don't do what doesn't. Instead of wasting all this time like “I can't believe that person sent me another email. What's wrong with them?” or whatever we think. That doesn't help us.

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Maybe it's feedback like "I don't want to do it that way." Cool, but at least there's something for us to learn. I know this to be true for myself, Adela. Whenever I get really triggered, by how someone markets and promotes their business, it's almost always some shadow aspect of myself. It's not really about them, it's about me going, "Oh, I would never have the courage to do that."

It's much nicer if you will in my mind to go, "Oh my God, they're so pushy, I would never be like that" or whatever it is, but it's all just a smokescreen for this opportunity for us. I think having our own businesses and marketing and promoting our own businesses is one of the greatest personal and spiritual development journeys in life and we can learn so much about ourselves if we have it not solely be just about the numbers and the bottom line.

Not that there's anything wrong with being successful and making money in our businesses, but if that's all we focus on, I think we miss out on so many other aspects of this whole process. That's part of how we continue to deepen not only ourselves but that's how people will resonate with us in a more genuine way. That thing you were saying earlier, they don't know exactly what it is, but there's something. They go, "I don't know what it is about Adela, but there's something that just compels me."

Adela: Yes. The other thing that's tied into this that I'm hearing you say is that the more authentic that we are, the more that we can authentically connect to other people.

Mike: Yes. Absolutely.

Adela: That grows our business naturally.

Mike: Absolutely.

Adela: I think that's why we mistake sometimes in the beginning, you think of your business and your clients as like this amorphous blob -- our clients, our prospects. The more that you do this process that you're talking about, that I'm hearing you, the more that you make it real, just like you did in that meeting there with those folks. Those are real people and you connected to them at a real level. The other thing that I heard happening

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here is that you actually get to develop your message on authenticity every time you engage in an opportunity like that.

Mike: Every time. You know, Adela, one of my favorite sayings and mantras, and it's so true, is *We teach best what we must need to learn*. I've been saying this for the last year, especially since my book on authenticity came out, if you every want to get in touch with how full of it you are in your life, just write a book on authenticity. It will be right in your face. That's been so true for me, but I embrace that.

You're right, every interaction, this conversation I'm having with you right now, we're talking about authenticity and how it relates to us marketing and promoting our business but I'm engaged in this personally like, "Wow, where are the places in my own life right now in this conversation where I can even go deeper or where I'm withholding?" Again, it's not a judgmental thing, it's just an awareness thing.

Every opportunity that we have out in the world, not that we have to be super driven and goal oriented and shove our business card in every person's face and everyone's a prospect, but everyone is an opportunity for us to share what it is we offer and the service that we have and it gets even more and more comfortable and authentic with how we share it. The thing about relationships ultimately, it's a cliché but it's so true, every business that any of us are in, it's a relationship business, it's a people business.

It's not an information business, it's not a widget business, it's not a book business, it's not a teleseminar business, it's not a whatever. It's not that, it's people. If we're really out to serve people, it's not about having an email list that has 300,000 people on it necessarily, as great as that would be, it's about how am I serving those people? Even if I only have 300 people on my email list, and is there a way for me to personally and genuinely engage with those people so that there's a relationship happening?

I was at an event last week where I spoke, it was a youth event, and it was really great, it was high school students. I love talking to young people but one of the speakers got up after me and he was talking to the young people about the importance of treating people with respect. It's kind of a

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standard message you tell the young people and this is a guy who's been in the music industry for like 30 years and has written songs for some huge artists, even though he himself isn't a big well-known person.

He said one of the things that he learned in the course of 30 years in the music industry is it's amazing what happens when you treat people with kindness and respect. He said, "Over 30 years, I can't tell you how many times there's people that I just genuinely treated with kindness and respect, not because I wanted anything from them, they ended up in positions of incredible power and influence and then ultimately made huge impacts in my career because they wanted to work with me.

It was just something so simple and I was so glad he was saying it. I was hoping the teenagers were really taking it in, because I really got it. Wow, what if we weren't always with our agenda of 'Who's this person and how important are they?' but we treated people with a genuine sense of kindness, respect, and authenticity?

You know what, the way the universe works, those people, not every single one of them and not always directly, but they'll come back around and amazing opportunities will open up in an incredibly 'indirect' way but that's how things work. We just have to remember that and trust that in our business, even if it's not going how we want it to go right now because there's very few people I talk to, Adela, even people who have wildly successful businesses but when I ask them how it's going, they say it's perfect, nothing could be better.

Most of us, and this is what all my work on gratitude and appreciation is about, most of us are obsessed with what's wrong and how it could be, should be better, and yes that was good but it could have been better, and yes, I did a good thing there but it could have been more. What if we could let go of that? Talk about a breakthrough in being authentic and really being appreciative for what we have.

Everybody listening right now, if you're in a place and you feel like your business is struggling and it's not what you want it to be, I have so much compassion and empathy for you. My challenge to you is to put a little more attention on what's actually going well, what are you proud of? It doesn't mean to sugarcoat some of the issues or some of the places

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where maybe growth is necessary, but I think that's true for all of us, wherever we are in our business, brand new, been doing it a long time, feel like we're really kicking butt and it's going great or feel like we're really struggling and we're scared, it may not last.

If we could genuinely, authentically put more attention on what we appreciate about our business and about ourselves, then we're doing well in a real way, not in a elevator pitch kind of way, not in a "Look how successful I am" phony kind of way, in a real way. Not for anyone else. Not for marketing purposes, not to put up on your website, but to embody, because if you start to embody that, that will come out in your conversations with people. That will come through your emails. They'll hear it in your voice on the phone. They'll just sense it about you, but it's got to be authentic. It can't be made up.

Adela: Awesome. Mike, time flies, and I know that you've got a wonderful offer for us. This always happens with us. I did have a great question here but again I know that a lot of people have this question, so I wondered if you would answer this question before we talk about your special teleclass.

Mike: Absolutely.

Adela: Miguela from Toronto, "How do you make your own message unique when it feels like everyone else is saying the same thing?"

Mike: Wow. I love that question, thank you. I think there's a couple thoughts on that I have. Number one, I think it's important for us to own with love and respect for ourselves that we are often saying the exact same thing that other people are saying, and that's okay. I think we have this idea that we can't. "I'm saying what everyone else is saying." Yes, but no one is saying it exactly like you and it's not coming from you when it's coming from someone else.

I think it's important to have a sense of it. Look, Adela, I'm really clear, as proud of my books as I am, as proud of my work as I am, there's not a whole lot of revolutionary, brand new ideas. The ideas are recycled ideas. All of us are recycling ideas, but we have a unique take, we have a unique perspective. Like Dan Millman said to me, "One light, many lamps." I think

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we can both hold simultaneously, “You know what, a lot of people are saying this.”

At the same time, there's only one me. I think though that we want to be careful, the more we try to be unique, I think sometimes that actually forces us to be more phony if you will. “I'm going to have a cool hook, I'm going to have a cool angle, I'm going to be the person that always walks around with a feather in my hair and no one else has that.” Don't act too hard to be unique. Just be you.

You being you is actually as unique as you need to be. I think if we can just give ourselves some permission, and especially when we're first starting, but even along the way. A lot of times we're going to be similar to other people and that's okay and as we get more in touch with who we really are, our natural uniqueness will come out and we don't have to try so hard.

Adela: That's a great approach, thank you. I think it's more relaxing just letting go into who we really are that's already like awesome.

Mike: Absolutely.

Adela: So thank you Miguela for that question because that's one that comes up a lot for everyone and it's an important one. And thank you, Mike, so tell us a little bit about this *Be Yourself* teleclass that's coming up.

Mike: I'm very excited. It's actually a telecourse that we just offered recently called *Be Yourself, Everyone Else Is Already Taken*, so it's about transforming your life and your work with the power of authenticity like you and I were just talking about, and the course was done with a live group in March and it went incredibly well. We now have the audio course available which is all the course sessions and all the course work that anyone can participate in and it's a four part course and you can listen to it at any rate.

The recommended way to do it is one session, the sessions are about an hour and a half, one session a week and then do the homework and the work in between. We focus on some key areas, Adela. As you know from reading my book *Be Yourself, Everyone Else Is Already Taken* there are some different principals within the book and the way the four sessions

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break down, the very first one we talk about getting real, so it's really about telling the truth about why authenticity can be difficult and challenging, some of what you and I were just talking about.

The second session we really get into some specific techniques to transforming your fear so how we can use that fear in a positive way. The third session is about expressing yourself fully in your business and your life, and the fourth session I think is ultimately the most important one and that's really about loving and appreciating yourself.

As I've been saying as we've been talking, all that below the line stuff is really what comes out above the line, so the course is really designed for people who want to express themselves even more fully, with even more confidence, transform that fear, take risks even if you're scared and really just have more freedom and more power.

Where do they go, Adela?

Adela: Go to www.consciousbusinesstribe.com/beyourself.

Mike: The course originally was priced at \$97 but the special discount offer that we're making is for \$74 and people will have access to the recordings and the handouts and all the information for as long as they want and can interact and engage with me by email as they go through it as well.

Adela: That's wonderful. Is there a time limit on that price?

Mike: The price is good through the end of the month, so through the end of May.

Adela: Okay. I'll make sure to update your speaker page and put that information on there that it goes to the end of the month. I always feel so much more after we have these conversations. It's such a reconnection to what's true, Mike. It's always awesome to have you here and I hope you'll come back.

Mike: I would love to anytime. Just let me know. I really appreciate what you're doing and how you do it and it's nice to be able to engage with you and all the people in your community.

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Adela: Yes, and I'll tell you, this is the piece Michel Neray, whose company and brand is The Essential Message, it speaks about this in a little different tact but it's essentially really speaking the same thing -- that these things, who you are, at your core; if you would just uncover it, unleash it, let it free, set yourself free, who you really are, is that's most compelling, what's most attractive, and what everyone wants most.

Mike: Yes.

Adela: So your message is so key to conscious entrepreneurs, Mike, and we need to keep hearing it over and over and over again, that not only is it okay to be who we are, but it's the only thing that will really deliver us a vibrant business.

Mike: Yes. Absolutely. You're preaching to the choir but I agree and I think it's important.

Adela: I know. We're singing the same song, that's why we're in unison here.

Mike: Yes, I love it.

Adela: Thank you, Mike, so much for being with us and thank you everyone for being at the Conscious Business Telesummit. We have another call later on today so come on back at 4:00 and get some more great information, great content, great speakers.

Thank you, Mike, and we'll see you next time.

Mike: Thank you.

Adela: Bye everyone.