

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

Marketing for Conscious Entrepreneurs

Adela Rubio
Maryam Webster

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

June , 2010

Marketing for Conscious Entrepreneurs
Adela Rubio

Adela: Welcome everyone to the Conscious Business Telesummit. This is our final call of the series. It's been an intense month; we've had loads of wonderful folks. I am so honored to close this series with my good friend and lovely colleague, Maryam Webster. We're going to be talking today about You're Perfect, Don't Change, Just Adjust How You Present.

Her business and her work is a reflection to me, and a great modeling of what a conscious business is. It's always in movement. It's always evolving. It's always into the more and into the next. There's no moss growing under this lady's feet, for sure.

She's a business psychologist and expert in transforming your inner game, and she's also the director of the Energy Coach Institute. She's the author of several books including *Everyday Bliss for Busy Women*. Maryam's a thought leader in the field of health, wellness and human evolution and she created and directs one of the most innovative coach training organizations in the world, the Energy Coach Institute. Energy coaches teach easily, learnable, no gizmo techniques that can change natural currents in the body to dissolve fear, anger, shyness and other blockages. Pairing these with high performance coaching reveals and activates super success in all areas of people's lives and Marian is definitely masterful at shifting.

Welcome, Maryam.

Maryam: Wow. Thank you. What a great crowd you have here.

Adela: Yeah.

Maryam: I was a pagan priestess for 20 years and I specialized in ritual initiation of moon priestesses. Moon priestesses are the shifters and changers of people. They're the transformation experts you come to when you've got a problem. I was a trainer of these folks in a spiritual sense. Whatever spiritual tradition you come from, I want to put it to you that this is your higher call. This training that Adela has been offering you has been an initiatory journey for you. It's one that you're called to pass on to the people that you serve.

This is stepping up. When Adela said that I'm always on the next level, that's how I function for you and how I want to teach you to function for the people that you serve. Everything that I'm going to share here you can apply to any of the tools that the speakers have been giving you, this is a

Marketing for Conscious Entrepreneurs

Adela Rubio

rocket booster for your personal journey and the thousands that you affect.

Take whatever number that is, if it's thousands or millions or billions or hundreds or tens, and quadruple it because that's how many you're able to go out to with comfort. Then push it out still further. Just know that you have an effect that ripples out, everything that you do, everything that you say, everything that you think.

There some religions in the world that have prohibitions on thinking because if you think of a bad thought it's the same as if you did it. That's correct, if perhaps in a different way, in that you're sending vibrations out into the energy field of whatever you affect. Your business is one of those things that you affect. You shape it energetically.

I'm talking about the sub, sub, sub micron level of what a thing exists at. This is an existential concept. It's for some a religious and spiritual concept, but it's the base matrix of which we are all formed and everything that exists is formed. That's this very tiny little particle, so it kind of takes the heat off to know that all you have to do is interest this one little particle in your agenda, because these little particles have this interesting property that the quantum physicists tell us about. That is that they have resonance. You set up a resonance; it's like if you're mathematical a sign wave, you can think of it like a sign wave. It's a continuous equal height curved wave going through this particle. This is a metaphor by the way. It's not really like this, but it's kind of kind of like this. I'm trying to bring you to that next place so go with it.

Whatever you see that as, you only have to interest that one little particle in your business. It will immediately start resonating. It is like we're a radio tuning in a station. What your business is and what you're focused on it as doing and being and serving, and the people that are in it, and how you feel about it, and what it does for you, and what it does for all those people that interact with you is simply the matter of getting it together first at the sub, sublevel that you can get to, which is this little energy particle.

Here's the deal. Knowing that you can -- and by the way, you are an instant being. We all are. That's not just bourgeois. That is a statement of how you can organize your energy. This is a seminar all about how to organize your energy. You can do all the kind of things at the top level that you can, take all the marketing classes, consult all the gurus, do

Marketing for Conscious Entrepreneurs

Adela Rubio

everything they said and still have it blow, and if you still don't have this lowest level organized, you're never going to make it at these more upper levels. That's an implementation. You need to go back to foundation. This is foundation in energy that we don't always get taught.

I have a belief that we sort of, at some primitive time we all knew how to heal with our hands. We could just all do that and it was a thing. If you don't take that for granted, start thinking about it, of course we can all heal with our hands. It's always been so. What kind of a role do we have if that were always so?

Acknowledge that it might be interesting and that's a place you could go. You can also do this with your business. More to the point of what we're talking about here, how you're presenting your business because your business wears the face that you carve for it. You are a master sculptor carving this thing to appeal to a certain audience. How do you want it to look? That's more of a model of what do you want it to do.

A lot of us have the idea that we need to change ourselves to match certain gurus or to imitate a certain pattern that we've been taught is the most awesome thing in the world. But it makes us feel gooky in our stomachs when we think about it. Put your hand on your stomach. This is one of the places that you perceive this power that you have, the energy field that you affect very generally. Everybody has this very warm feeling in their solar plexus or stomach area. It's part of your human make up. It's who you are. Nothing special, we all have it.

Your stomach will tell you who's lying to you before you have objective evidence of that fact. It cannot be a lie necessarily as something that would just not be profitable for you to try because you're not suited for it. There's a lot of us take training from people that, other people go, oh, my God, they are the hottest thing. It's just not the right end of things for us to be in that matches with our energy and the way that we do things easily.

Everything you're going to be invited to do here is going to be going towards the motions emotions and the states of being of ease, grace and joy in your life. Anything that doesn't give you that ease, grace and joy, this little area of your tummy, put your hand on it and feel it warm up. You can feel that there is a warmth between your hand and your stomach, and that warmth is caused by the energy given off by your blood. It goes outward into and beyond where the place where your body ends. So just know that you have an envelope of energy flowing around you like a

Marketing for Conscious Entrepreneurs

Adela Rubio

radiant halo. Like the sun, we can see the sun. That's quite easy for us to see. It's in that spectrum. It's in the red spectrum where we tend as humans to have this certain kind of vision where we can see radiant players. The radiant player surrounding the human body is in a non-visible spectrum for most of us, but it's there. Know that this is something you can flow outward, so you can do this just by thinking about it, flowing it outward.

How far out is it that it goes when you think about that? So if you think about flowing the energy of your body outward, how far out do you get, 10 feet? 6 feet? 5 feet? 15 feet? Do you get out to the edge of the house or the building that you're in? However far that is, make it 20 times further and know that it's real easy to do this. If you have any objection to that that is arising now then just consider it and let it go. Thank it for being there and let it go. Know that you have the ability to do this easily with grace and with joy.

Letting things go with joy is like, this is something we come up against as business owners, people unsubscribe from our mailing list. It used to tie me in knots. I used to wonder what I did wrong; maybe you do too. This is something I learned that is a really, really joyful process because those people were like sludge coming up the works. They were never going to get what you had to say. They were never going to buy from you in the first place. They were only there for the free product maybe that you put out there, your pink spoon out there. Bless them and let them go is what you need to do with that.

When you bless them and let them go, then a lovely space opens up with this pure, gleaming, lovely energy that radiates outward. It's like the aroma from the pie on windowsill going outward and it tickles the cartoon character's nose. You know, they come in, they're lured in by the scent, it's the raspberries, ooh, the lovely cherries. Cherry pie is my favorite.

That's how you get more customers. Say something to piss people off but that you truly passionately believe in but you're not saying because you're truly pissed off. You don't want to look that way in front of your people. Be genuine, put yourself out there, because you're perfect just as you are. However, what package you come in right now, be it ever so screwed up and be it ever so desperately needing, or whatever else is your bag, your baggage, right? I call it baggage. The baggage is there to provide energy jet packs to your personal growth.

Marketing for Conscious Entrepreneurs

Adela Rubio

If something is difficult, you find yourself expanding your energy out, expand that out now to the edge of your city. You're like a radiant sun, just expanding outward beyond that to edge of your country, country or continent that you live in. Expand that out and we're to fill world. Just know that it's really easy to do this the second you hear me say that, or the second you, yourself are thinking that in the future. You're beginning to get the idea that I'm not doing something that you can't do.

We are all of our energy filling the world, we are a mingled energy now of great intensity. Know that we all have these pre-major ways that we encode our experience, and these are the golden keys to getting into that energy. So if you're still kind of going, what? This is for you.

There are visual, people who see things, and they might be seeing that glittery sparkly energy. They tend to be about 10 percent of the population. So if you don't see things, don't worry. There's a modality for you too. The see part of things tends to get over emphasized. You know, if you can't see an aura you're an idiot. Screw that.

People who see things, though, you got that right away when I said see. There are people who have auditory or ear-based sensations, they're hearing the music of the spirit or what have you. They're people who are kinesthetic, people who feel things in their body deeply. See, you have a deep feeling, you know what that energy feels like, your own energy.

I'll tell you how you know your own energy. It's when you get around somebody really weird, somebody really strange, and you're backing away from them. It's like get it off me, and you're backing away from that thing or that person or situation, right? And you put your hand on your stomach and that feels queasy and nasty and just disgusting. It's like you got it on your shoe and you just want to get it off. That's how you know when an energy barrier has been reached. You reached up against someone's barrier and it was for some reason hostile to you, and you realized that you were bouncing off. That's an energy barrier. When you're in an advanced stage you can go right through those and it's no problem.

I'll tell you how you do that because it's an advanced stage, but if you're ready for it go for it. You expand all the way out to the edge of infinity and wherever that is, it's where you are right now. Now, if you can get down with that then you have sovereignty over your entire universe. If you can get a little bit beyond the universe then you can see everything in it, and

Marketing for Conscious Entrepreneurs

Adela Rubio

you look back at your problem and it seems really small, in fact, you can't even really see it at all anymore.

Whenever you are feeling stuck in your business, you're perfect just the way you are. Maybe you need to learn how to present that perfection differently, to the right people. The reason you may not be catching is because who you are and who you want to put out in the world is not going to the right people.

Now, obviously, if you have emotional problems see a therapist. I'm not saying that. If you have issues you need to deal with, see a therapist or an energy coach. I mean, that goes without saying.

I'm seeing a preponderance of people serving the wrong niche, or they're serving the wrong area of society. They're putting it out there in the wrong way. Those are the two main problems.

Adela: Can you give us an example of that Maryam?

Maryam: Yeah, so someone who grows up in a family of engineers, and what we see out here in Silicone Valley is a whole lot, engineers, and their father was an engineer and father before them. Or it's a farmer and the father was a farmer and the father before that and so on. There's a long line and there's a heavy expectation that you do a certain thing in life, that you have a certain occupation. Or you're a particular social strata, and you want to mingle with someone, maybe you're dating somebody who's of a different social strata and it's heavily frowned upon. Do you understand what I mean?

Adela: Yeah.

Maryam: That's a conflict, in a broad sense, where you're serving and where you're meant to serve. Sometimes the 25-year veteran teacher just needs to up and go to Africa and join a mission, be a nurse volunteer or paid over there, and that would really fulfill her life. That's what happened with one of my clients. She said, you know what, I've been -- she was a professor at the university level and been teaching the same subject for 25 years, and said, "You know what, I'm tired of this crap." She dealt with a lot of departmental politics and was just done.

She looked for what she was truly passionate about, that ended up being these little kids that she saw on a television program about this particular mission. She up and went and joined it, and she is happy as a clam. She

Marketing for Conscious Entrepreneurs Adela Rubio

is doing great work in the world and she is blooming where she's planted. So it is a matter of finding a different way to look at life based on who you already are. You don't need to fit a guru's model. You don't need to hawk this particular product. You do need to find your own internal alignment though.

So what is internal alignment? That is when your heart and soul are in a direct line with the people who can uniquely hear you. You're good in communicating in the way that these people can best understand something. You have something important to teach. If your business sells widgets, it may be the selling of that widget, but it also may be the pearls of wisdom they get from Burt the cashier every time they go into the company.

When you're expanding your energy outward, realize that all of that window dressing, is an integral part of the business, but it's what keeps people coming back and it's what attracts people in the first place. You want to serve people that are real happy with your service, that they just love what you do to pieces that they enthuse about you to their friends and to your face.

That is what you're going for, and if that's not what you're getting then I want to put it to you that you need to change how you present and where you present. You have a choice. You can choose how or where. If you want to keep working with the people you're working with then you have to learn how they best learn and fit your own style around that.

It's much easier though to find the folks that are just a hand-in-glove fit for your style. If you're doing crazy things to hold on to clients and to keep, the iron grip of death on people who want to slide out the door and be flighty on you, please let go now. It's okay. It's safe. Would you say, Adela?

Adela: It's necessary in order for you to find and line up with those clients that are for you. It's such a different world once you do.

Maryam: This is just basic training, okay, and I know that you're probably like I knew that, but there are lots of people who don't.

I had a spiritual mentor, Steve, and if I had not had him, boy, I don't know what I would have done. I asked him some of the most bonehead questions you could imagine over the years, and he was always unfailingly gracious.

Marketing for Conscious Entrepreneurs

Adela Rubio

I feel like this is stuff we all have to do. We all really have to go back to basics, every teacher, I'm speaking to teachers out there. Everyone who has a message to teach, please go back to basics. There are people that you're reaching now that couldn't hear you before when you were at that basic level. This is a call-out to go back to basics and start teaching the ABCs in what you do. What I do is energy transformation so that's why you're getting what I got today.

But anyway, so it's how you present or where you present. It's your choice. I'm going to assume you're smart and you're making the where you present choice and looking for people who fit with you.

So here's how you do that. First, you model yourself. Modeling is a word that comes out of neurolinguistic programming and similar types of training that teach you the process of how to unhook what your brain does when you make an interaction, when you observe an event, when you respond, etc. These are all the real important ways that we connect with people so that when we bring people into our business, if we don't have that hand-in-glove fit, we're really going to have a hard time or we're not going to make the sale. We're not going to reach our ideal population; and therefore, be optimally teaching what we are put here uniquely to teach in the world.

Realize that you are put here uniquely to teach a particular special message in the world today, and the world needs your message. There's a population out there of people who are really desperately crying out for your message. If you're not with them right now then they're shouting into the dark and they need to be diapered, fed, loved and brought up. So get the molasses out your ass, as my dad used to say, and step up. If you're not there yet consider this your engraved invitation.

Maryam: Do you have any questions or thoughts?

Adela: One of the things that I'm hearing is if you're not experiencing blockages in your business you're not in movement, right? The big thing that I've been noticing, is that people are no longer willing to settle for just money in their livelihood. They want meaning. They want to make a difference.

Those of us who are on this call have stepped up or are stepping up to their business. A business is this living entity, and as you engage it, the stuff that is in the way of you being brilliant in your business, refining it, clarifying it, are those things that are going to come up. As a matter of fact, if they don't come up you're not really in your business.

Marketing for Conscious Entrepreneurs
Adela Rubio

Maryam: Know that you're perfect just as you are, even if you're screwed up. You're perfect just as you are, and there is a crowd of people that want you just like you are.

Adela: Well, yeah, they don't have to wait. Right now, right now you can green light, you can go.

Maryam: I have some shifts that I would like to suggest. Okay?

Adela: Wonderful.

Maryam: What you need to do to get past your inner blockages to feeling authentic about what you offer and to connect in an authentic way with people who are authentic and genuine and affectionate and warm and loving back to you is to look at the back side. Turn the issue 180 degrees, we're looking at the opposite of authentic which is feeling like a fraud.

You've got a great angle to work, to dig in and get past feeling like an idiot about putting out what you do, or under confident about putting out what you do. There are a number of people that can only hear you. You're keeping them in pain because they're experiencing a pain only you can heal. It doesn't matter if you're not a healer. We all have a pain that we are here to heal, okay. Accept that that's the sacred mission, and you have it whether you want it or not.

They can't hear this thing from me. They can't hear it from Adela. They can only hear it from you. Because of that, there is a chord of energy going from them to you. Okay, again, whether you're aware of it or they're aware of it or not, know that there's already a bond there and that you can draw from that because you can get down to that tiny little level as well as expand it out to infinity both at the same time, because actually we're really that smart. We're really that good. Please get it, because it's the case whether you want it to be the case or not. The ability is far beyond what we are able to conceive, but if I can conceive it and believe it, I can achieve it, right.

What you need to know is what is the positive intent. Every emotion you have has a positive intent beneath the surface. What's the positive intent of feeling like a fraud? Even if you haven't thought about this before it's time to think about it because you want to buff it because you don't want to be hindered by this anymore. You can opt out by simply hanging up the phone if you don't agree with that statement because we're going on.

Marketing for Conscious Entrepreneurs

Adela Rubio

This is Steppingupville and not treating you like a namby pamby. I'm going to respect you by not assuming that you're going to wimp out. Respect yourself by stepping up to whatever it is for you in your life and in your business that you're being called to step up too, and know what that positive intent behind feeling like a fraud is.

What does that get you? What does it allow you? Ask these three things: What does it allow you to do? So what can I do if I'm a fraud? Well, maybe I can kind of keep my height and light hidden a little bit. Maybe I don't have to be seen. Maybe it's okay to play small. So what can I be if I'm a fraud? Well, I can be little. That's an interesting term belittle, Adela? We belittle ourselves, don't we?

Everybody does it, take this as an invitation to step up from belittlement, from yourself or others. That's playing on a higher plane, my friend, higher plane. Refuse to belittle yourself or others, respect yourself. As you respect yourself, your energy will expand even more out to infinity. You'll be able to see with even more clarity down to the quantum stream, the tiniest particles.

Every time that you take a breath, just imagine that your ability to go out to infinity extends even further. You can keep your energy expanded. This is a tool you can take forward and expand outward beyond these blockages if you have them. I say this again with respect to everyone here. But knowing that we all have them, I have them, and expanding out even farther beyond that.

I'm borrowing benefits here because I'm doing my work because I'm sharing this with you, and so should you do with the people that you teach. That's a great way to teach because you empower everybody who learns from you. I know that's Adela's rule too.

Adela: Oh, yeah. Absolutely. That's the whole, for me, that's just the easiest way to do it, you know.

Maryam: Exactly, you said it, ease, grace and joy. I know you do it with a great deal of grace and I know it gives you joy.

Adela: Absolutely.

Maryam: Adela is a good person to model because her business serves a higher purpose, and it doesn't matter if your business or purpose is completely different from anybody else, whatever that is. Allow it now to expand, and

Marketing for Conscious Entrepreneurs

Adela Rubio

everything that doesn't allow that uncreate, dissolve and release it, please, now. You can just take in a breath a deep, deep breath, and as you expand outward breath out. Notice that as you breath out it's easier to expand yourself outward, expand your energy.

Now if you need something right, in your business or life, as you're expanded out to infinity and beyond, see it shining and winking at you. Feel it in that web of pure energy going out and notice where it is. Go ahead and pull that little winking diamond, that feeling like I had to have a tractor beam on your solar plexus, and go ahead and pull that into you right now. Put your hands on your solar plexus and then drift one hand out drifting, drifting, drifting up to the heart. Put your hand on your heart. Know what the positive intent is for feeling like a fraud, why feeling like a fraud has been good for you, has worked for you. If it didn't work for you, you wouldn't be doing it, right?

Make a choice now on what you would like to work for you now. I'm confident in my business. I know I have a good product to sell. Oh, my God, I can't wait to get up in the morning. I love my life so much, yes, or words to that effect. Hearing all those things that you're saying, excitedly jumping up and down, yeehaw. Having that kind of life, whatever that means for you. Go ahead and draw any added winking diamond resources that are coming up for you in that energy field. Go ahead and draw them on in, press them into your solar plexus or at your heart, whichever feels better.

This is based on feeling good. Energy work is based on feeling good. You have the ability to make yourself feel good at any time you want. And feeling good, this is what Abraham Hicks calls going down stream, having a thought that you're just drifting downstream with. It just naturally draws in all the things you need to make that thing a reality, boom, badabing, instead of fighting upstream and having to weather a lot of storms.

Which would you rather choose? I'm floating on my leaf now. I'll see you all downstream. I'll see you all. Or you can join me and we can be a flotilla, a flotilla or a flood of desire, so the desire of the yearning forward of ourselves towards those folks we would just love to work with. We're bringing an army. We're bringing several nations. Like all cultures everywhere have a story about a leader who brought a nation out of bondage, right, who'd suffered trials and tribulations. Then there was the da, da, da, da, success in whatever way you encode that now as you expand your energy outward.

Marketing for Conscious Entrepreneurs

Adela Rubio

Know that the success, by the way, is inside the energy. It's not outside of it. You encompass all that is. So anything that you need just floats up to you easily and whether you can see it or not, hear it or not, feel it or not, it's there. There will be one of those that are available to you. I reach out into the energy field and draw things into my heart through my solar plexus, and you can do this too. Easy. Just intend for it to be so. As you do this, form follows function. The more you do it, the more you will begin to perceive it actually happening. Your reflexes will get quicker. You'll be quicker on the draw. You'll be the one to pull out the day ahead of the stock crash.

This is what doing these kind of practices will do for you. You'll find the right JV partner or the right competitors to work with instead of compete against, who will be drawn to you effortlessly. They'll join you on your leaf floating downstream, and maybe it turns into a pool party. Somebody breaks out a keg. Somebody else grills up some weenies. The band starts playing and it's all kinds of fun.

Whatever that is for you, see that happening. It's happening right now. Also know that you have the ability to time travel, and you have the ability to step backward or forward or sideways in time. If you are doing this as a physical practice, stepping sideways actually worked best for over 90 percent of people worldwide. This is according to my ETHOS study. I created the ETHOS method, and this is from it, so here's a practice. Step sideways, left, right, forward, back, into this unlimited space of energy, your unlimited self, that you've been expanding out and expands out to infinity and beyond. Are you with me?

We have about 10 minutes left so I want to wind up and let Adela have some time.

Adela: Yes. Can you say what you mean by present and give some specific examples, and also examples of someone changing how they present?

Maryam: Absolutely. It's a great question. Here's a good example. Say you've been plodding along trying to do a newsletter email your whole entire career, and you have the idea but it's absolutely necessary, and it's just grinding you into the ground because you can't stand doing the thing, all right, and you're not getting great sales. Maybe if you change the way you present it will work.

Marketing for Conscious Entrepreneurs Adela Rubio

I've had numerous clients do this, where it was a newsletter and they switched to doing a blog with an RSS feed only. That's real easy to set up. Google RSS and the word "feed" and how to set up an RSS feed. [Feedburner](#) is the one that most of us use. That's a way to make it real easy, and that was easy for her to turn the blog into a newsletter, and I kind of do the same thing.

Another client incorporated a whole ton of videos and she reached her target market, bada bing, bada boom. They just started coming in the door. They needed to see her, because they were people for whom seeing a real face mattered. That did it for her.

In these examples, you're changing how you present to the audience you've already got. If that doesn't work then look for a new audience. If you're doing something you really love to do and it's easy for you to do and joyful, but it does not work for who you've got right now, change your audience. You don't have to dump them, but change. I've done this several times in my career. It always works to revitalize and really put you in front of those people you need to serve.

Adela: Yeah, sometimes you just have to play around with who it is that you serve.

Maryam: It all goes according to what you like. Isn't that cool?

I was reading *Crush It* again by Gary Vaynerchuk. I love that guy and it's a great primer if you're at the beginning end of your business. The whole thing is about being in front of the people who need to see you. People want to be told, by the way, this is one of the lessons from the book, I think it's real important. They want to be told what's good and valuable. He's a wine guy, so he has the [WineLibrary.com](#) and he tells people about cool wine. You have something that is good and valuable that you teach. They want to be told about that. They enjoy feeling like they've gotten turned on to something that's a little bit secret, that not everybody can appreciate. That's true, because there are thousands who can't hear it from you, see it from you, feel it from you. Once you sink into that audience you can, you're sitting on the goldmine, my friends.

Adela: Yeah, absolutely.

Maryam: You do that simply by matching energy with them. This is the base level under which, on top of which, excuse me, all of your marketing lies, so you have this one, right? You don't have to do the rest, it just falls in place.

Marketing for Conscious Entrepreneurs

Adela Rubio

Adela: Your marketing language for your sales page, your offer, everything starts lining up when you do that. That ties into Paul's question, "How do you model yourself so that you find your best clients?"

Maryam: Paul, that is a subject of a future teleseminar. That is all I can say. It's too complex a subject to teach here. I can tell you to start looking at yourself and feeling yourself, listening to yourself. What you find draws you towards joy, that's something to model.

Adela: I was talking about this a little bit earlier, that when you're in your brilliance, that's the most compelling, the most magnetic, the most attractive energy there is. When you're being that, people just feel compelled to work with you. They may not even be able to articulate it fully.

Maryam: They feel compelled to hand you their credit card too.

Adela: That's it. They're working with you, so they're definitely paying you. I find that most businesses really fall short of really going for the juiciest aspects of who they are and sharing that.

Maryam: This is what we're trying to teach you here today, how to squeeze that juice out. We all want to live comfortably. Just make sure you don't build a house without putting up a foundation. This is foundation, and this is subbasement too. I'm giving you training we all should have gotten from the cradle, we didn't. Some of us were lucky, some of us like me got it. If you don't have this, you're not going to be a success. Put this underneath all those other courses you've taken in marketing and training and everything else, and stack this, you know, properly from the get-go. So I hope this has resonated with people.

Adela: I would love if you would share with folks, what are some of the things that people are doing wrong when they're putting out their work?

Maryam: When they're putting out their work, again, it can be format. Like you're really not good on camera, you need some camera training, or you put out videos, and I have certainly done that, my God. I think everybody who's done videos has put out a couple of screamers. But, I really prefer to speak at home, so I do a lot of teleseminars, and it's providing me business. So hey, you can have that as a lifestyle, think about it.

Or you are not working with the right people, not realizing this, and trying to capitalize on it. I worked with female executives for a long time, but it was murder trying to get new clients, because none of them would give

Marketing for Conscious Entrepreneurs Adela Rubio

me a testimonial I could use publicly. They said, "No, I want to keep you my secret weapon." I'm like, "No, I build my business by referral." We just didn't click on that so I had to let them go. I mean, as much as they said they loved it, as much as they paid me, I had to let them go because it was not something I could stay with.

Sometimes it's finding, again, the only thing, you know, that one thing, just one, one, and that is how to feel good. And if you've ever had an orgasm you know how to feel good, okay, even if you're life is crappy. I mean, if you have that one thing, you know how to feel good, okay. That kind of feeling, the more it feels, like falling in love, I think we've all had that one. The more it feels like that, the more you're there. That's all you need to know, just follow that feeling.

Adela: I wanted to ask you about this whole selling versus serving thing.

Maryam: Absolutely. We are, most of us try to sell, sell, sell, sell our sessions, sell our, you know, "sell the back of the room" is a common quote among speakers. I need someone to sell back of the room. I didn't sell well at the back of the room. I need more sales. You're looking at, you're working with an accountant or a bookkeeper and they're telling about sales are down, and we need more sales in this category or something like that. I want you to get beyond a sense of your business being about selling. Selling is a secondary effect of your true business. Selling is something that happens as an inevitability when your true business and you're being your authentic self meshes with that authentic, people being their authentic self who connect to you, all right. Connect to you effortlessly. Then selling happens just as a matter of course. It really doesn't need to be so premeditated as people think.

I want to point out to you that what is the primary objective of your business is to serve. You're here to serve a population, and those are again the people who you will make this energetic connection to and it will be hand-in-glove. You'll be in ecstasy thinking about getting up tomorrow morning, and you've got three of them lined up for the morning. You're having privates in the morning and groups in the afternoon, or whatever your model is. It just makes you feel absolutely ecstatic when you've got that go towards that feeling, do things that make you feel that way.

Make JVs even though everyone else goes, "What are you, nuts?" You're going, "Oh, my God, this makes me feel like cumming." Go for it for crying out loud. Go for it. Feel good. The better you feel the more orgasms you

Marketing for Conscious Entrepreneurs
Adela Rubio

have, I shit you not, the better your business will be. Orgasms count whether they're solo or duo.

Adela: Absolutely.

Maryam: Go for that better feeling at all times and you will be serving your correct population. You won't have to engage in the odious practice of selling, and I think we've all labeled that odious practice of selling, because none of us like it and, duh, it's fighting upstream.

Adela: Yeah, it certainly is.

Maryam: We're not salmons, we are humans.

Adela: We've got two more questions. Morgine asks, "Are you saying we need to go float gently, lazily on a leaf back to teaching the basics in our business instead of the most advanced stuff, so we are living our brilliance and yet cheering with those who are beginners instead of the levels where we have evolved to and striving to find people at this level?"

Maryam: Interesting question Morgine. You have a number of learnings from when you were going through that process that you no doubt have in some form, and I was making a leap of assumption there. I keep extensive diaries, and I taught classes when I was in a certain form and learning somewhat now are basics. I find that in my business there are people who would really love to have what I've got but they need to fill on the basics. I put a lot of these as E-courses, or in some other way that I am not directly teaching them. I either have coaches who teach them or I have, automatic courses.

That is a revenue generator, and I'm suggesting for you too can be a revenue generator, as well as creating the "pipeline" of people and filling it. It's a pipeline filler for you to have these people pre-instructed in things, for me, as easy as how to use the Internet. Really, it's amazing how many coaches and therapists are Internet illiterate, how to use your email, how to use your Internet. I went wow. There were other people who would have been really good for me to work with, but I require basic Internet literacy, but that's a course I have that they can take, etc..

Adela: Yeah, so just uploading their foundational training.

Maryam: Yeah, foundational training, you need not only top level stuff, but if you've taught stuff before, either put it out there as an eBook or an eCourse, or

Marketing for Conscious Entrepreneurs
Adela Rubio

something else, or license it so others can teach it, which is something I've done, and most people I think have done, which is a really good revenue stream for you.

Adela: Yeah, great feedback. Thank you Maryam.

Maryam: But it creates a pipeline for you.

Adela: Our next question is from Ellen, "I'm an East Coast American living in laid back West Coast Canada. I'm not a stereotype brash or loud, but there are subtle real differences over the years that I've come to realize people react to and I've become very discouraged. My family is here. I can't just go where I fit better. Any thoughts?"

Maryam: Why are you trying to sell locally when you have the universe?

Go to where your people are. If that's someplace online, for crying out loud, that is extremely inexpensive. If you can't afford to move then you can't afford an expensive marketing campaign. The Internet is the most inexpensive way that we have to find out where our people are. Conduct surveys, join groups you are really interested in. If you're real interested in knitting rugs, then join the knitting rugs group on Yahoo or Google groups. Go there and put in keywords of what you are interested in and what really turns you on. Hummel figurines, whatever. Everybody in a Hummel figurines group is going to have certain issues that you will find yourself saying, "By cracky, I provide a solution for such issues and by gaining credibility in these groups you can then market to them.

Adela: Yeah, fantastic.

Maryam: I've been urging you to expand beyond what you're doing now. If you have a question, then expand your energy outward and just know that the perfect people are rushing towards you. Be open to opportunities that come, no matter how small they may seem or huge.

Adela: I know that you put together this something for us.

Maryam: Yeah, oh, yeah, yeah, yeah. It's worth \$197 but you get it for \$47.

It is *Get Known With Authenticity* an audio and eBook of busting limiting beliefs and conquering your fear of getting known, getting out there. I partnered with Suzanne Falter Barnes, dear, dear lady who is just an ace platform marketing expert. We got into fear of getting known, getting yourself out there, being seen. That's what we were talking about earlier,

Marketing for Conscious Entrepreneurs
Adela Rubio

playing little. If you're playing little and you're not getting the attention, the hits, the sales, et cetera, that you want, well, I've just told you what you can do.

If you want to get the bundle where do they go, Adela?

Adela: ConsciousBusinessTribe.com/bustlimitingbeliefs. You can get the whole shebang.

It's been wonderful to have you with us, Maryam, thank you so much.

Maryam: Thank you so much. If you like the magic that we did today just remember, keep expanding your energy outward beyond your problems. Any problem you have, just expand it all the way out to infinity and beyond. And if you like that, you will like everything that you get in the Buff Your Biz bundle. I hope this has been helpful to you. Let Adela know if you like the call, what you liked, what your questions are, and she'll pass them on to me.

Adela: Thank you everyone for being here. It has been a wonderful time. Thank you, everyone. Thank you, Maryam. See you all soon. Bye-bye.