

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

**Wake Up Laughing and Wise Up Loving:
A Heart Based Platform for Conscious Business**

Steve Bhaerman

Author, Humorist and Workshop Leader

and

Adela Rubio

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

May 4, 2010

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

Adela: Thank you everyone for being here and thank you very much to Steve, Swami as he is most affectionately called. People email me, Steve, and they say, "Swami sent me." I love alliteration and it makes me always smile.

Steve Bhaerman has been performing comedy and has been known as Swami Beyondananda. I heard about Swami years ago just by seeing his writing. It was always so clever, always so smart and always so spot on that it made me laugh and it opened me up to a new way of thinking at the same time, which is what I think this kind of comedy is all about. It's about really stepping in and tapping into those thru lines that are really true for all of us.

He's coauthor with Bruce Lipton of the recent Hay House release *Spontaneous Evolution, Our Positive Future: (and a Way to Get There from Here)*.

Steve does a lot of other things besides comedy. He's an author, he's a speaker, he travels a lot, and he's on the road. He's being his work all the time and it's a pleasure to have you back here, Steve.

Steve: Thank you so much. I really appreciate it. I appreciate the work that you do and particularly I appreciate the way that you've contextualized business and consciousness because once again in these times, we're living in times where, I'm sure that people on the call are finding that every day you are being called on to be more true. If there is something that you're doing that is not exactly aligned with your purpose, maybe you've noticed lately that those things are kind of falling away. Sometimes they are being ripped from our fingers as we're trying to grasp them, but nonetheless that seems to be what's going on.

I want to very briefly review some of the things that Bruce Lipton and I came up with in our book called *Spontaneous Evolution, Our Positive Future: (and a Way to Get There from Here)* and offer up a way that this applies to our situation right now. Bruce, for those of you that don't know, is a brilliant cellular biologist; he's the author of the bestselling book called *The Biology of Belief*. The focus of *The Biology of Belief* is really talking about how our invisible beliefs and perceptions determine our reality.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

Sometimes we mistake our beliefs for reality. As we are now learning, about 95% of us are our subconscious mind. That's a useful thing because you would hate to be, for those life coaches out there, to be saying, "Breathe, breathe, heartbeat, heartbeat, breathe, breathe, breathe." It's good that certain things are going on subconsciously, that we don't have to control everything.

So often we read books and we go to seminars and we embrace affirmations and great lofty ideas and ideals and we imagine that this is how we want to live our lives. Then we find that there are certain glitches that we have, perhaps past programming and limiting beliefs that we have and that society has that has sabotaged us and thwarted us.

It's very important, the first step as Bruce and I talk about in *Spontaneous Evolution*, to begin to recognize that a lot of who we think we are is really based on programming and belief. The first very important step is to recognize that the people and things that we tend to blame in our lives are rather blameless, that we've all been subject to some of these same programs.

I'll give you an example. If I were to ask people on this call, "How many of you believe in Original Sin," very few would say, "I believe in Original Sin." However, I would suggest that most of us subconsciously believe in some version of Original Sin, some version of the idea that there is something wrong with us because we've been programmed to believe that. Everything in society has been telling us to believe that.

Part of the great evolution that's happening right now is we are awakening to see our true human potential and recognize that what we've been taught has been limiting.

There is so much stress and strain and struggle going on these days that people are having these apocalyptic visions, whether it is the evangelical Christians imagining that the rapture is just a few years away or the scientist talking about the Sixth Great Extinction that's going on or those people who are talking about 2012, something is going to happen in 2012.

As a matter of fact, Swami Beyondananda, my cohort, is actually writing a book called *2012, The Secrets Revealed*. Of course the book will be out in 2013.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

There is a sense, this apocalyptic sense. When you go to find the original meaning of the word apocalypse it means the lifting of the veils. We are experiencing that right now. The veils are being lifted on some of the hidden stories of human kind, both positive and negative. Those of us who are spiritual seekers recognize that over the past 25 years of so, many of these secret teachings that have been held in protective custody by various spiritual organizations are now being liberated and they are being released so that every human being has access to spiritual wisdom that has been hidden.

At the same time, we're also experiencing that many of the lies that our government has told us and many of these political toxins are also being released into the body politic and mainstream, so it's very important that we have the right amount of love and the right amount of understanding to metabolize these toxins.

In these evolutionary times it's important to recognize that as things are falling apart, they are also falling together. In our book Bruce and I talk about the next phase of human evolution as the recognition that we're all cells in a new super organism called humanity and we are here to achieve what the Swami would call humanifest destiny, manifesting our destiny individually and collectively.

What that really means, and I think this is really resonant with ancient spiritual wisdom now being proved by modern science. What this really means is we're each here to let our light fully shine. Of course the Swami calls this fulfillment.

The round about way about saying this is, I want to acknowledge, Adela, I want to acknowledge everybody on this call for holding that understanding that this conversation is bigger than who we each are individually in business. But rather it relates to how we relate to our new business or our old business in a new way to create this new world that we know is possible.

I want to offer one more analogy and I'll see if Adela has something she wants to ask. One of the powerful biological metaphors that we refer to in the book is the caterpillar to butterfly metaphor. Now the caterpillar is a very successful organism. It crawls along the ground. It eats incessantly. It

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

builds up a lot of internal structure, but at some point the caterpillar mechanism and organism begins to fall apart.

When the caterpillar tries to transform into the butterfly... what one would turn chaos, because all of these cells are melting and deconstructing. These new cells begin to appear, called imaginal cells. There really called imaginal cells as in imagination.

Initially these cells are isolated and the caterpillar does not recognize it as part of itself. But at some point, these imaginal cells begin to communicate with one another, they begin to connect and at some point they form a powerful enough field to become a butterfly.

Now, what is very interesting is that the caterpillar and the butterfly have the exact same DNA. What's different is the signal they are tuning into and receiving. So, let's for a minute look at our human society. The British Historian, Arnold Toynbee, in writing about the rise and fall of civilizations said that as a civilization is in decline, these forward looking individuals, he called them creative minority, begin to look forward and begin to embrace whatever the next phase is. And they begin to design their lives and hopefully design the new culture to live into that.

I don't know how many of you have read or seen the book by Paul Ray and Sherry Anderson on the Cultural Creatives. Paul Ray, who is a sociologist at a market researcher, identified a group of people, a very strong mindset and heart set called the Cultural Creatives. In 1999, when he wrote the book, he identified these people as being about 25% of the adult population of America. These are the people who are essentially receiving the new signal from the not yet in existence organisms called humanity.

These are the people who recognize in some form that we are all in this together. That we all are part of this greater whole and through cooperation as opposed to cut-throat competition, we are able to achieve our individual goals and contribute to the whole of humanity.

Now when Paul Ray wrote the book in 1999, he identified this as being about 25% of adult Americans. Ten years later, when I talked with him last year, it had now grown to almost one-third of all adult Americans.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

So, those people who recognize that we are all part of one thing, they recognize that what's healthy for the cell, for the individual, for the community, for humanity and for the planet is really one thing. We are now about one-third of the adult population in this country.

I would imagine that in being at a seminar on business and consciousness, you are involved in some way, shape or form with building this new butterfly organism. So, I just want to tune back into Adela, to see if she has questions.

Adela: Yes, being with you is like tripping the light fantastic; if I could just go with you. I love what you're pointing out this whole thing about cells and organized intelligence and the power of coming together in a collective to create and actually take that leap what isn't yet showing up fully in the physical world. And yet, those of us that can sense it and feel it and are experiencing it at some levels and being drawn to implement and try these new ways of being in our businesses, are starting to see that.

I speak to a lot of people and I have lots of folks on these calls and a lot of us are seeing a lot of the same things. There are through lines through all of these calls. I wonder if you could speak some to what you've noticed, because I know you do a lot of speaking and you run into a lot of communities. What is it that you're noticing that communities are tapping into in terms of this new way of being individual and also collectively expressed?

Steve: Yes, I just want to say, that's a really, really good point. I want to go backward a little bit and address the exact thing that you just asked. What people are beginning to recognize is that what we call freedom, that actually the paradox is that the more connected we are with one another, the more free we can become. Because the less resource we waste fighting one another, the more resource can be spent expanding our own pursuit of happiness and expanding the things that we can positively do together.

What you may be noticing and this is something I'm finding in community is that people are becoming impatient with their own impatience. They're becoming impatient with somehow railing against what isn't working and now beginning to turn their attention toward what is.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

As I think Van Jones said a while back, “Martin Luther King and his great speech didn’t say I have a complaint.” It’s really about the about the dream that we’re building forward, so I think one of the very positive things is that people are recognizing that the caterpillar structures around us are falling apart. And that they can’t really be put back together.

So the next question is, “What can we put back together and what is the new piece for this growing?” And to answer that question I want to delve a little bit deeper in what Bruce Lipton found out about the economy of the cells, the internal workings the cells.

In the cells, energy... and really, if you think about it, the economy is nothing but moving energy. That’s what really money represents. Money represents the ability to make things happen in the world. So that’s really all that economy is, is the moving of energy. In the body energy is moved through ATP (Adenosine Triphosphate) which is a phosphorous molecule that is used to store, transmit and spend energy. Now every cell gets what they need.

We have a phenomenal system underneath our skin, 50 trillion cells cooperating. We have full employment, universal healthcare and no cell left behind. And the organs actually cooperate with one another. You never read about the liver invading the pancreas in the Islands of Langerhans.

So what we have underneath our skin, what nature and its wisdom has provided is a system where every cell can thrive and every cell makes a contribution. At the same time, those cells and systems that do the most important part for the survival and the thrival of the body, those cells get the most energy.

So in a certain sense, heart cells get paid more than skin cells. Now, skin cells get what they need, but heart cells because of what they do get more energy. Furthermore, they may even have other cells working for them. They may have other cells doing things to enhance their job. Now in the economy of the body, there’s no credit. In other words, you can’t put something on your Ascended MasterCard and pay for it next lifetime. You only have the energy available to you now. And energy is stored as fat, for example.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

Now, when energy is liberated from these bank accounts in the body, it's liberated not on the basis of individual cells thriving at the expense of other cells. That would be called cancer. The way money, the way energy is spent in the body is based on what is best for the whole system because in creating a healthy system, every cell gets to thrive.

So, let's bring it back to the domain of human economics right now. What we have seen of it the past year and half to two years is essentially the crumbling of the health of credit cards economy. We've seen this insanity where, I think it was, Lehman Brothers, they were leveraged by a factor of 35, that is they were able to loan out 35 times the amount of money that they had. When all of this collapsed and when Bernie Madoff, what a great name, Madoff, made off with billion. Of course it makes you wonder who writes God's material.

But anyway, when you have these kinds of situations where we call them socio-pathogens in the body politic have made off with a lot of our wealth. What are we left with? And the answer is, were left with the real economy. That is what is truly valuable.

So what is truly valuable? I have narrowed it down to 5 things: (1) what is truly valuable is energy. Essentially the energy we get from the sun. On this planet every form of energy is derivative from the energy of the sun. So, all we need to do is figure out how to magnify and magnetize that energy which is for all intents and purposes, infinite for our purposes.

The first area of economics is energy. Channeling energy; manufacturing energy; using energy. The second is the food that comes up out of the ground. Now if you think about it, this is the recurring wealth. Every year food pops up, even if your lousy farmer, you can't prevent food from coming up.

The earth yields this bountiful abundance every year and in fact there has been some economic systems based chiefly on food. The farmers are well paid at the bottom and then all of the wealth bubbles up to the top as opposed to thinking it's going to trickle down from the bottom; from the top back to the bottom. Of course the Swami says "Well, that's the trickle down theory." And that's why the people at the bottom are called peons. "I think something is trickling down. I wonder what that is." [laughter]

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

Anyway, the point is this, that in real economy the real things that matter are energy, food and I'm going to add three more human elements: love, imagination and community. Love because as we are finding, love is more than just a mushy, gushy sentiment. It is the universal harmonic that holds things together. And we resonate with that which is love. Love, health, sanity, these are all the same vibrations and so one of the under used tools in the human tool kit is love and when love is applied everything else becomes easier and operates more efficiently.

The next is imagination and you can see how technology allows you to magnify the resources of the world by using our know how and our wisdom and our information to have things operate more efficiently. And we are great at inventing. We humans are great at that.

However, we need to counter balance our inventiveness with love and with community because that is what allow us to operate more efficiently. What I'm seeing in communities, what I'm seeing in the people that I'm speaking with, the people who write to me and the people that I visit is that everybody is looking for ways to move evolution forward by becoming more aware and connecting more in community. And they're looking for ways that their product or service can provide more genuine value to add to the production of food or energy, to add to the production of beauty, to enhance love, imagination and community in the world. And I suspect that everyone on this call has a business that's doing one of those things.

Adela: Yes, absolutely. I love those 5 elements of the real economy. Really pretty basic and pretty simple, Steve.

Steve: And by the way, I just want to say this, I have an article called *On the Real Economy, A Natural Economy* and if you write to me at info@wakeuplaughing.com. I'm happy to send that article to you.

Adela: Wonderful. What are some of the other things you've noticed in the terms of technologies and the ways of communication that are really widespread now? What are these things pointing to, Steve.

Steve: Well, they are pointing to, as I said, or maybe I didn't say... What Bruce and I discovered in our book is that every level of evolution from our becoming single cell organisms to becoming multi cell organisms to becoming the very complex 50 trillion cell organism that we are today and

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

to recognizing that the next phase of human evolution is seeing that we're all cells in the same body.

Every phase of evolution involves extending two things, awareness and community. So if we're looking at the technology tools we have with us, whether it's the internet and websites which are in a way becoming an old fashioned technology. Whether, it's the social media sites, Twitter, the use of Facebook, LinkedIn, etc, etc. What all of these are doing is... they're very rapidly enhancing our ability to communicate, our ability to gather knowledge to aggregate ideas and to build community.

I'll give you an example. When Bruce and I were finishing up our book, the last piece that we had to do was to footnote all of our sources. I read 40 books to do my part of this. And so, here we are looking at our notes and you could only imagine the chaos. He at the time Bruce was in New Zealand and I'm here in California, looking at our notes and wanting to get the exact page citations for all of the information that we put in the book.

Well, what I discovered is that through Amazon and through Google you can type in the name of a book and you can type in a phrase and it automatically brings up the page where that phrase appeared. So you can imagine how much more efficient the process was for me to site all of these citations.

My point is this, that we now have access to a worldwide growing, deepening encyclopedia of information. It has been interesting to watch over the last 15 or so years as the worldwide web has expanded. How people have looked at; how do I monetize this because again we are living in a society where we have to figure out if were in a business, we have to figure out where is the income. How do I monetize this tremendous resource? And what we are seeing is two things. (1) The old idea of advertising is going out the window; that we're so tired of advertising, we are so completely tired of advertising, that if there is a way for us to tune it out, we will. Whether, it's putting our TV shows on TEVO and muting the commercials or whether it's simply ignoring all the Google Ads on the websites that we go to.

But something that is happening that is very, very important is a new kind of network marketing that now has up-lines and down-lines. The new kind of network marketing is basically affiliates it either gets monetized through

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

actual affiliations where if by using my network, I send people to your website and they buy something, I get paid. So, that is one way.

But there are other kinds of affiliate marketing where simply by people who you trust saying, "This is a product that I stand behind, that I've used this and I value it," or even companies becoming associated with...let's say meeting various green standards or the three bottom lines or whatever. That the aware consumer and I'm saying that is 33% of us right now, the aware consumer is going to be interested in the holistic aspect of whatever business they're doing business with. They want to make sure that business is really supporting this new paradigm and they're much more likely to respond to an affiliate notice than they are to an advertisement that is trying to push something on them.

And one more thing...when we have people on Facebook putting things on their page and recommending things, potentially when they're not getting anything from it, they're just excited about it. Then, those become ways that the marketplace learns about new products without feeling manipulated.

Adela: Yes, yes...because it's a personal endorsement of something that you're so excited about; that you become a raving fan and you can't wait to share with everyone. And that is what each person has got a business on here, that's what you want to become.

Steve: And I want to say something about marketing, because again, marketing, if we think about how this has worked in the past and everything is changing now, we're in a caterpillar/ butterfly situation where things are falling apart and things are falling together. So, part of what is falling apart is this whole notion of pushing something into the marketplace, and people don't like being pushed and we've had enough of that. We've had enough of that manipulation.

However, when you have loyal fans out there who love what you do, who appreciate your product, who have benefited from it, those people can create a pull marketing that really, really grows thing organically. And that's really the only way it is going to work for right now because having lost this phony economy based on speculation, its gone; it's never coming back. We're left with the true economy that is what is truly valuable.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

So, if you've been looking at our businesses, we can ask two questions: Number 1, what's truly valuable to me? And then Number 2, what is truly valuable to my potential client or customer and what is it that I do that provides that true value? How do I enhance their well-being? What do I do that brings more love, beauty, functionality and genuinely useful product into the world?

And then, if I can imagine...there is a certain amount of metaphysics that is really important right now. And we imagine whatever we do, going out into the world and abundantly benefiting everyone it comes in contact with, and if we did nothing but spend five minutes every morning just imagining our service, our product whatever it is that we are doing, rippling out into the world and leaving people smiling, and leaving happiness, functionality, health, well-being and so on and we imagine that and we recognize truly appreciate what it is that we do. If we appreciate what it is we do, we don't have to tell anybody. We simply appreciate it in ourselves and then we begin to notice that these waves begin to come back to us. We begin to get phone calls and letters from people who have benefited from our work.

Now, does it make sense to capture these? Absolutely because it's so much easier to have somebody else speak about your work and your value than having you do it yourself. Unless you like the Swami, who likes to speak to himself in the third person. But essentially, what you want to be on the lips of other people telling you what you already know about what you do, but telling it in their words, because their words are going to spark other people and you know it yourself, it's so much easier for you to call a friend and go "Wow," I just discovered an amazing book or an amazing product and I'm telling you about this because I'm excited." As opposed to, "I just got hired to promote this, so I'm calling you to tell you about it." It's totally different. And I think that this authenticity is so much a part of this new marketplace that we're just feeling our way into.

Adela: Yes, and we're hungry for authenticity, especially after all the decomposition our world as it crumbles. We're really hungry for it and I think that is also one of the reasons, Steve, that being authentically uniquely you is actually... instead of trying to fit in, you need to stand out and then boldly be you.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

Steve: There is a famous quote from Oscar Wilde, “Be yourself, everybody else is taken.” And of course the Swami says “Each of us is totally unique, just like everybody else.” And I think that the world is in its right place when we are doing more and more and more of that what we are specifically that we are here to do.

Now the tendency... I could speak for myself, I have been...Let’s see, the last job I had was 1978, so I’ve been self-employed for a long time, and from time to time self-unemployed. When you tend to be a single owner of your business, there is a tendency to want to do everything yourself. I think about a few months ago, I took a business personality profile test called DISC, D-I-S-C. It was very enlightening because it looks at four different qualities that we may have or not have and the D-quality, it stands for Dominance, but what it really means is pro-activity.

So people who are CEO’s and who are real leaders so on have very high “D”. The “I” has to do with Interactivities, so I’m very high in “I”. That’s the people who are communicators, who are persuaders, entertainers, etc. etc. A networker, so I’m high in that.

The “S” quality is the quality of Support, and everybody needs support in their business. Some people are phenomenal supporters of other people, they go, “Show me something really good that I can get behind, and I will do everything I can to help support that venture.”

And then the “C” has to do with Competency and handling details. So if you have a business, you need to have somebody who is going to actually handle the details of getting things done. So when we are single-individual proprietor, the natural tendency is to try to do everything ourselves. If we look at the parts of our business that aren’t working as well, we probably will recognize that we’re trying to do things that we’re not good at; that we’re not naturally gifted for that and what that does, not only are we not good at that and end up not doing it well, but it takes our valuable time from what it is that we are really here to do that is our specific unique gift.

One of my suggestions is that you go out, go Google the DISC Profile, its like \$30 bucks to take it. Take the profile and you may not learn anything that you don’t already know but it will confirm the areas that you’re very strong in and those that you’re not so strong in; and what that means is

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

that you need to augment those other parts of your business by taking on associates. If you're not good at handling details, then hire an office manager, who is going to handle those for you or on a part-time basis.

If you're not good at supporting yourself, then hire somebody who is going to speak to you into the marketplace and speak for you. I think that what happens is that we have a lot of people who are freelancing, working for a number of different people doing the things that they do best, so that those individuals are liberated to do what they do best.

Adela: Yes, that would free them up to actually focus their brilliance on what it is they're fantastically well at.

Steve: This is really and I think that one of the great things about the new media and so on, and people hooking up, and again we're really just at the beginning of it, so these things aren't fully formed. One of the great things about it is that we now have the opportunity through the computer to very easily have multiple income streams and be doing the same thing for a number of different people and have it all add up to being paid.

So, as we begin to identify our skills more closely and more carefully, we see how we can augment other people in their businesses and have them augment our business, so that more of our time is spent doing what we're here to do.

Adela: Yes, even in that, even in seeing your skills and abilities, sometimes it is a lot easier to have your skills and abilities reflected to you. And so that is where community and partnering up with other people which is really... I am seeing that a lot, Steve, people collaborating. Even if they're not doing yet, their wanting to and they're wanting to and wanting to do it in a different way from what they have seen before.

This whole social media and interconnection and online community have been around for a number of years. I know I have been a member of online communities for probably over 8 years now. I was wondering how you have seen this global connection and community has impacted local communities.

Steve: Well, one of the great ways it has impacted local communities, is that you can take things that work somewhere else and immediately adapt it to

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

your community and begin to use it and modify it and then feed it back into the system. We're just beginning to see this kind of [42:03] systems. In fact, in the next half of year, I will be creating something very similar, a heartland community where spontaneous evolution goes to evolve. This will be a living, learning and laughing and loving community as a friend of mine says, where people will be able to take ideas that are working somewhere and begin to apply them in their own local community.

Again, we have these amazing forms of communication that are instantaneous. So what you're seeing, if you look at the Blog phenomenon, what that is; is that information is traveling, it's catching on, there are things that are surprising that all of a sudden, so many people... you'll get something forwarded to you. You'll get a little piece on YouTube and all of sudden, something that was produced for very little money in somebody's little studio because the message is one that has to be heard right now. The marketplace seizes on this message and proliferates it widely.

So, part of the focus of the Blogs is to begin to recognize what the trends are and where they're going so we're better able to anticipate these trends. The important thing in looking to anticipate trends and using social media and using the internet to do that, is to make sure that we keep our prime authenticity in place, so that we're not flung from pillar to post as we try to follow this trend or that trend, but we begin to recognize how those trends relate to our most powerful abilities and missions.

Adela: Yes and there was a sign post letting you know that you are on a track that is really being traveled by lots of folks, that you're part of a collective movement. The more of these conversations that I have, the more I connect with folks in my community, I come to know that I'm not the only one experiencing these urgings for a new way of being in business, this longing for transparency and inter-connectedness in everything in my life for there is no separation from my business and the rest of my day or whatever it is that I do... It's that wherever you go there you are, kind of feel.

Do you have any parting tips or thoughts for the folks? I know that you mentioned love and laughter as evolutionary tools. Can you speak a little bit about that before we go on to the parting tips that I wanted...

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

Steve: I wanted to say something about authenticity first of all. It's like that George Burns quote, "Honesty and sincerity, if you can think those, you have it made." But the authenticity thing is the more transparent, truthful and authentic you are, the less work you have to do, the less energy you have to spend trying to either be defensive or keep up the front.

So, right now, we all know this is a time of great learning. When somebody comes back after, let's say doing a project or trying to do something they say, "It was a learning experience." I go... "Oh, I'm sorry to hear that. How much was you're tuition?"

We're on a very rapid learning curve and sometimes we feel like we have failed, but really what we have done is we've learned. There's a famous story in John Holt's book, *Why Children Fail*. He was teaching a math class to 6th graders and he was playing a numbers game. He said, "Okay, I'm thinking of a number between 1 and 100." One of the kids was playing twenty questions asked, "Is the number was between was between 1 and 50?" And John Holt said "No." And all the other kids went "Aah," like it was the wrong answer, So John Holt pointed out in getting that "No" answer, it was the same as getting a "Yes" answer because "No, it's not between 1 and 50. Yes, it's between 51 and 100."

But, even though a "No" answer may give you the exact same information as a "Yes" answer would have, we're trained that success means only "Yes."

First thing before I get into love and laughter, as we look at our experiences over the last two years in particular and we see things that we go, "Oh, I messed that up or I failed at that." If there is something learned, it's a success because it moves you towards something that is going to be... its going to work better.

In the domain of how do we do our daily lives? We have been given some phenomenal tools as human beings and included in those tools are love and laughter. Now by love, what I mean is understanding this is a fundamental spiritual understanding that everything is love and everything else is derivative.

When we look at something that's a disappointment to us, if we truly embrace that and love it, we can essentially love the hell out of it and we

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

can recognize the hidden gifts in that picture and then we stop pushing against it and we're no longer using our energy to resist.

Laughter of course, gives us perspective. I have an eBook if you're interested, it's on sale right now and I'll tell you more about it. It's called *Wake up Laughing, an Insiders Guide to Cosmic Comedy* and that's really a deep course in laughter to help you use laughter to get perspectives on your situations. And the power of laughter is that when we voluntarily choose to laugh at our situation, it releases the resistance and new solutions come in.

I'm going to give you an extreme example, in this book *Man's Search for Meaning*, Victor Frankl talks about being in a Nazi death camp during World War II, and he and a fellow inmate made a pact that whatever was happening every day they would find something to laugh about, because if they were able to keep that perspective, there was a part of them that could not be put in prison.

To give you an idea of leverage that humor provided, one of the jokes that actually circulated among the inmates in these camps involved these two Jewish guys who decide they are going to assassinate Hitler. They know Hitler's motorcade passes at this one intersection everyday at 11 in the morning and they're waiting for him. Well, they arrive and Hitler doesn't show up, 11:15, 11:30, when he's not there by 11:45, one of the assassins said to the other, "Gee, I hope nothing happened to him."

So that's the kind of leverage that humor gives us to give us a God's eye view to really bump us up to the bigger, bigger, bigger picture on our situation. The release of laughter often, my website is called Wake up Laughing because often there is an 'aha; the wake of the 'ha ha.' You get an insight, laughter shakes apart these rigid beliefs that we have and it disrupts our ordinary reality. And in that disruption, we're able to see new patterns and learning is after all seeing patterns. Plus, laughing is fun.

Adela: Yes, but it is definitely a perspective shifter and it also releases your energy, as you mentioned. It just really opens you up.

Steve: Yes, it does. Laughter, if you think about it, there's a lot of emotional release that comes with laughter and there are these laughter yoga',

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

laughter clubs and so on. Just the physical act of laughter changes the body's physiology even if you are not laughing at anything.

Adela: Yes, yes. It's really interesting because I remember I read a book, and now I'm not remembering who this book was written by and it was all about laughing. I remember they came to a school that I was attending in New York City, the Institute of Integrated Nutrition and you know at first it feels a little phony. It's almost like, I'm making myself laugh and then you just start laughing, like naturally.

Steve: It's kind of like getting a car started. You know... haaaaahaaaa... haaa.haa... and off your going, and it really is true. There have been studies that show, that when we smile, we call it the levitational pulls corners of the mouth up into a smile. When you smile, it changes the physiology so that the blood chemistry and hormones that your body secretes actually enhance your health and make you feel better. So if you're not feeling happy, smile.

Adela: Yes, quick little things like that, that's a great tip. How you can paradoxically just shift your energy and your orientation by doing something physically like either laughing or smiling. A lot of times we think that we got to shift the inside and sometimes just an external shift will create an internal shift, like you're mentioning.

Steve: That's right. And, I think part of the Cosmic joke, is that things are actually easier than we have imagined. That is part of the cosmic joke. We take on this badge of suffering and struggle and so on, and so on because so much of our human stories that we cherish are about that. But, I think that the exciting thing... this is my interpretation of 2012 is that it is going to be a time when where we actually give up the old story and begin to write a new one.

Adela: Yes, I think that is what we all are doing here. I think we are creating a new story around business. I know you have been going around creating a new story about how we relate to ourselves and how we see the world using comedy. We are creating a new story.

Steve: It's all the same story. It's all the same new story because what we're finding is that everything is related. So, you can separate economics from

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

spirituality from the environment, from self-worth and personal growth, It's really the same conversation.

As we begin to look at the whole picture and see how our specific business that we're in fits this whole picture, first of all we will see the areas we can very quickly weave our gift with the world that wants to emerge. It's a sense of relief.

And then, I think we need to be compassionate with ourselves, and this is again where love and laughter really serve us in recognizing that we are leading edge, and sometimes the leading edge is the bleeding edge. You're right up front, earlier Adela you said you're an early adapter, and you've been involved in social media for 8 years, that's a long time.

Adela: Yes.

Steve: That's like the beginning of LinkedIn, perhaps.

Adela: Yes, well, I like playing with the new. To me, it's fun. It's fun to try things. It's fun to fall flat on my face.

Steve: That's like God gave us a nose.

Adela: Absolutely. How else are we going to cushion the fall? I think a lot of what I get from your work is this whole lightening up of all this seriousness and significance and this adventure of our lives and our contribution and our work is just so much more fun than we may have even imagined.

Steve: Yes, again, it kind of reminds me of that old Far Side cartoon, It's a hell scene with various devils and all that and this fire and brimstone and there's a guy with a wheel barrel full of ashes. He's obviously whistling a happy tune, and one of the devils is saying to another "You know, I don't think we are getting through this guy."

Fortunately, I think that we're breaking through this societal belief and seriousness and we're beginning to recognize that foundationally life is meant to be a joyful experience. It's not to prematurely transcend suffering, but there is a point where suffering no longer serves the useful purpose. At that point, it's so much of a blessed relief to let it go and realize that so much of our pain is self-inflicted because of resistance.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

Adela: Yes. Steve, can you share any last tip. You mentioned you have been doing this since the 70s, you've been self-employed, you've been doing your own kind of work and evolving with it. Any tips for those who are starting on the adventure, getting frustrated with the adventure?

Steve: Well, first of all, I think it's very important to identify what it is that you get up for in the morning. What gets you up in the morning? What is it, even if it's not a business yet. Even if it just something that you have imagined and you don't even know what it is.

I going to tell you story. I used to live in Texas, and we used to go to the Annual Christmas Fair and there were all these wonderful products there. I saw this product that absolutely made me fall down and laugh. It all started when this guy who was a painter was using this latex paint and he accidentally spilled some paint on his studio floor. And the next morning, he got there and it dried. It was this thick rubber paint and it looked like a tie. He got the idea of making beautifully colored rubber ties that had all kinds of designs on them. He made one for an internist that had the intestinal tract.

I bought a few of these and here is a product, a totally whimsical product, totally out of imagination. He could not keep these. He could not keep up with the demand. And he finally ended up selling his business to his employees when he got tired of making these ties.

Something that is just a whimsical idea can catch on and become a business that catches fire. Pay attention to what it is that you love. Pay attention to the sparks of imagination. Years ago, I made a declaration that I was going to perform comedy. I knew that I was good at it and I had been putting off for years and a friend suggested that I perform comedy as the Swami character. The name flew into my head one day. And I started doing this and it completely took off on its own. It captured people's imagination.

Begin to notice what it is that you do that people talk about. That people tell you, "Nobody else does this. This is totally unique. I love this. Where did you learn to do that?" Those are the kinds of chunks of feedback that you get from friends, family and strangers that are your guide posts for where you are to grow your business. And then marketing takes care of itself.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

Adela: Especially if your being your work all the time. It's something that people just get from you and it's this pull, kind of magnetic experience which is so delightful in and of itself.

Steve: Well, I appreciate that and... You know I do it to amuse myself. When I come up with something funny, I know it's going to be funny three times, it's funny when I come up with it and I amuse myself, then it's funny when I tell my wife Trudy and then it's funny when I share it with an audience and it's a blessing to be able to do that.

Everybody has a gift of some sort that has that vibration around it, that makes other people happy, that relieves them of a burden that does something that they don't have to do and it makes their life better. It brings beauty. It brings laughter. It brings enlightened wisdom and perspective. Everybody who is on this call is doing something like that. Begin to appreciate yourself, because the more you appreciate yourself the more yourself will appreciate.

Adela: An increase, an increase.

Steve: That's right. That's the only kind of crease we want.

Adela: That's right. Steve, where can people go and find out more about you. Do you have...I know that you've got some live performances coming up. Tell us a little bit more about what's up next for you.

Steve: First of all, my website is Wakeuplaughing.com. You may even have a link to it on your site, Adela.

Adela: Yes.

Steve: And what's happening this coming week, Friday and Saturday, I'm going to be at Port Townsend and then Seattle. So if you have friends up in the Midwest and these people, there are two types of people in the world, the kind of people who will love to laugh and the kind of people who need to laugh. So, if your friends fall into those categories go to my website and you'll find the information.

Wake Up Laughing and Wise Up Loving: A Heart Based Platform for Conscious Business with Steve Bhaerman

Then next Wednesday, a week from tomorrow, we'll be in Portland, Oregon and then on the following Saturday, on the 15th and 16th Saturday and Sunday, we will be in Ashland, Oregon.

Two things I want to tell you about, I wanted to remind if you request the article that I have written on the New Economics, I will send that to you for free. You can buy a copy of *Spontaneous Evolution* and have it autographed on my site. You can also get a copy of the *Wake up Laughing* EBook. It's only \$10.00 right now, so it's very inexpensive. Also we have a number of specials where you can buy all of Swami's products for a ridiculously small amount of money so that you can share them with your friends.

Adela: I will make sure we get the link to your site out with all those wonderful offers to our community and Conscious Business folks. It's been wonderful having you, Steve, at The Conscious Business Telesummit as always and we look forward to having you come back soon.

Steve: Well thanks, Adela. I really appreciate your questions. I hope it was a value to all your folks out there and I'm certainly happy to receive any feedback.

Adela: Okay, absolutely. Well folks, we will see you later. Thank you everyone for being on the call. Bye-bye.