

Wealth Mastery for Attracting 5-Star Clients

Audio 1 Transcript



Wealth Mastery for Attracting High-End Clients

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Kelly: Good afternoon, this is Kelly O'Neil, and I have a question for you: What if you could triple your income ... and cut your work week down to three days a week? Or if you could break through the six-figure income bracket ... and work less in the process?

What if you could quadruple your revenue, your salary? Increase your business by 200%? Quadruple your stock portfolio? Find the relationship of your dreams within three months? Or be attracting 30 new clients per month, within two months, in your service business? What if you could go from being scattered in your focus, to clarity of your vision, resulting in the successful launch of a business that you are passionate about?

Using the principles that the Law of Attraction experts, speakers, and authors Eva Gregory and Jeanna Gabellini teach, these are the results that their clients and program participants have experienced, and they absolutely can happen for you. Jeanna and Eva turn "information gatherers" into "results getters" by helping you find the differentiating factor that has you achieving the success that you desire.

They know that you have everything that you need now to create what it is that you want. It's just really a matter of you understanding how the Law of Attraction works, so that you're in the driver's seat of your life rather than the passenger's seat. They're regularly featured on the radio and in the media, and they're recognized authorities on the Law of

Attraction. In fact, their new book, *Life Lessons for Mastering the Law of Attraction*, was written with Jack Canfield and Mark Victor Hansen and can be found in bookstores everywhere. When you work with them and are able to master these principles in your business, anything is possible. Welcome the dynamic duo, Jeanna and Eva.

Eva: Woo-hoo! Thank you, Kelly.

Kelly: It's my pleasure. I have to tell you that I am so incredibly excited about this because one of the things that I personally have butted up with some clients that I've had in the past is if they don't understand these principles. It really affects their business and their marketing. Because I can give them the marketing strategies ... I can give them the business strategies. But if they have a mindset challenge — if they're not in alignment, if they don't understand how to utilize the Law of Attraction — it just doesn't matter.

Jeanna: It just cripples the whole process. Kelly: It totally cripples the whole process.

Jeanna: I just want to set the context here for what we're about to do because I know that some of you like to roll up your sleeves and get into action, and strategy is king. And strategy is king, but like Kelly was just saying, if you don't have the belief system in place, it's going to be tough. While you might be implementing a really cool strategy — and let's say it gets implemented over a three-month period — the results can be mediocre, or you can get a big result in the beginning and then it sort fizzles out. And we want you to consistently sizzle.

Eva: That's consistently sizzle, not fizzle.

Jeanna: No fizzling, just sizzling. So Eva?

Eva: Absolutely. Mindset is everything. It's got to start with that. Without that, you really have nothing. It's like Jeanna was saying. You might have fits and starts. Kelly, these clients that you say that you're butting up against, it's the same thing. If that mindset's not there, whatever mindset they have is going to bring them right back down.

Kelly: I got started in the entire coaching field is because what I would notice is ... the system works. I can apply it very successfully. I have some clients that apply it very successfully. I have other clients who will use the exact same system, and they'll get absolutely nowhere. When I started to dig with them, I would uncover these limiting beliefs ... "Well, I knew it wasn't going to work anyway." Well of course it didn't.

I'm so excited that you're here. For all of you listening to this, you have no idea the gem that you have just uncovered.

Jeanna: Eva, I think we should go into a little bit more detail because I think that people have heard, oh, yes, mindset and limiting beliefs and yeah, yeah, yeah, I know what my limiting beliefs are. Not necessarily. Once we get into the heart of Law of Attraction, you'll see how running underneath the current of your actions so many times are these thoughts that you don't even really know you're thinking. It's just assumptions that

you live on every day. And while they're running the show in the background, you're not even aware of it sometimes until you start poking it around with a stick and you see it wiggle and you go, "Ooh! That's what's been running behind the scenes? Yikes!"

Eva: Absolutely. You need a lot, lot more than just a strategy alone. You've got to be able to make those internal shifts first. Then once you've made those internal shifts — once you understand the rules of the game here, the rules of the universe, basically — then you can start to apply those strategies and structures and they will work for you.

I hear people say, "I guarantee if you follow my exact step-by-step process and you do it exactly the way I did it, it'll work for you, too." And then people come away scratching their head because doing the exact same thing didn't work for them. It didn't work for them because if what worked for one person was something they loved doing — and it's something that you hate to do — then, of course, it's not going to work for you.

If someone is saying step-by-step process absolutely guaranteed and it means if you do X amount of cold calls and you do this strategy, then this is the result you'll get. Sure, for you, if it works for you.

But if you hate cold calling, that vibration is very active in you, and that's exactly what you put out. You're going to get more to hate about what you're doing in your business.

Kelly: Also, Eva, one of the things that I see, on the flip side of that, is when people say, "I'm using the Law of Attraction," but then they don't take any action. That's like the reverse side of the coin.

Eva: It is. It is. There's two ends of that stick. One is where people are in action, action, action, but they really haven't set themselves up based on the Law of Attraction. Then the other side of that is focusing on the Law of Attraction, focusing on what you want, visualizing, but then they're not doing anything. And on both sides of that, people are wondering ... this stuff doesn't really work.

It's really important to understand there is this medium, and there are a combination of things that work.

So, the first thing I'd like to do is just to make sure we're all on the same page as far as understanding what our definition of Law of Attraction is, is, really, it is that whatever you put your focus, your energy, and your emotion onto — whatever that is — you are going to attract more of that to you, whether it's wanted or not.

So if you're focused on something and you're feeling really good about it, that energy is high, that emotion feels good, you're vibrationally a match to those things coming to you.

If you're focused on something — maybe you're worried that the bills are here, and the sales aren't happening, or your business is not doing so well, and you're coming from a place of fear, a place of lack — then you're your vibrational match for more situations like that to show up for you.

So it works, and it's always working, just is it working in your favor or not?

And there's no 'off' switch. Here's the thing to get — there is no 'off' switch. Everything that you're focused on, you are attracting to you, based on what your focus is on, how you're feeling about it, and what that emotional charge is.

So now that you understand that, if you'd realize that what you're doing is you're focusing on something that you don't like, you're not comfortable with, you're in fear, you're worried about the business — there is some good news here. And that is that you can now understand the Law of Attraction.

By the way, there are no exceptions to this law in the universe. None. No exceptions. When you understand that, and when you see yourself maybe focused in a place that you don't want to be, all you have to do is stop ... consciously ... intentionally ... deliberately ... reach for a thought that feels better. It always comes back down to the emotional charge. You're thoughts are the engine — your emotions are the fuel — that is creating whatever it is that you're creating in your life.

Shifting that focus, putting it back on what you do want, visualizing, if you want to, how you want the business to go, but then you will be inspired to the action. When you start to put your focus on how you want it to be — maybe you are in a visualization place — that's okay. People, places, situations, circumstances, events, all of these things — ideas, solutions — they all begin to line up. And that's where you begin to get into action.

Now it's time to get into action. Now it's time to take what you're focused on — the ideas that are coming, the people that you are meeting — and now do something.

Kelly: I love that. We say take inspired action.

Eva: Exactly.

Kelly: I love that. Clearly I'm not the experts that you two are, I've just personally put it into practice for myself. One of the things that I've often said is what you focus on is what you create.

Eva: Absolutely. Understand that we are creating all the time, in every moment, we're creating. So, what is it that you're creating?

Jeanna: Even our expectations of other people. I remember I used to have a client who showed up late, so then I just had that expectation, oh yeah, they're always late. They're always late. How could I ever change my experience of that person if all I was always focused on was, "Oh, yeah they're always late." And boy, sometimes they'd even forget their appointments. I'm thinking, well, what if I took responsibility and shifted the way that I was looking at that particular client? What if I started seeing them as someone who always showed up on time? I'll be darned if that person didn't start showing up on time.

Now, it didn't happen perfectly at first, every time. And that's something for all of you listening to understand. You're starting from where you are

right now, and you don't jump from where you're at to sheer nirvana and perfection once you start playing with the Law of Attraction consciously. It's always been in place since you were born, so it's not like all of a sudden, "Oh, now I know Law of Attraction. My whole world's going to be different." Well, it's always in place, but you have to go from the belief from where you're at. So, if my experience up that point is someone always being late, I'm not going to be in complete 100% belief "The next time, they're going to be perfectly on time and every time after that." It took some practice for me to have that expectation and actually believe it for real, not just talking the words, but really believing the words.

So it goes for everything, especially when you're working on increasing your revenue for your business. You have to work from where you're at. So let's say that right now you're at that six-figure level, but where you really want to be is at that seven-figure level. Obviously — especially if you've never done it before — it's going to take some practice.

Along the way you don't have to be in misery or feel like you're being left out. Say it takes you a couple of years. Will you really be bummed out in two years if it took you two years to make your million? I don't think so. The point is ... enjoy this unfolding and really learn to play with Law of Attraction. It can be a fun game, or it can be torturous.

Kelly: Jeanna, when you say believe — because I think for a lot of people we use that word, and especially if the people who are listening, if some of them are in a really scary or a dark place, and they've not had a lot of experience with this — can you give an example of what you could equate believing to be like? I know that's a challenging question, but isn't it kind of like as sure as you believe the sun will shine tomorrow?

Jeanna: You don't have to have it be that strong, and that's a great question. Sometimes, when you're that clear, you will have very fast manifestations. But you can say, "Well, I know that it's summertime, and the sun usually comes up, so there might be a good chance." You can be in the place of ... its possible ... it really is possible. I don't know it for sure, but it's possible, and I can be in the openness that something could happen. It's a possibility. I've been in that place. I've been in very stuck places in my life — especially even after knowing Law of Attraction — because once you know it, then you get really frustrated when you don't see results.

Eva: Oh, my goodness, it's like as soon as you know it, now you realize you know something you didn't before. You're really watching and judging, and you're creating a lot of resistance in yourself. It's really funny to watch people finally become conscious of how the Law of Attraction works and things begin to get a little funky on them immediately, sometimes, because now they're worried about where their thoughts are, and now they're resisting the resistance. They didn't even have that going on before. It's a fun game.

Jeanna: I think it also helps if you are in that dark place to not look too future-forward. Look for "OK, so what's a possibility for right now?" What if I could just find some space, right now, to breathe? What if I could just relax a little bit, forget about making a whole bunch of money, forget about the fact that I have to deal with this staff member that I want to get rid of and I don't know how to do it, forget about that I really just upset a client yesterday and now what am I going to do?

What if I could just breathe and find some place of calm? First things first. Let's start from where you're at right now. It's too big of a jump to go from being in dark despair to "I believe!"

Eva: You know, here's something really important about what Jeanna's saying. You just want to reach for that littlest, bitty, tiny bit of relief. Not ecstasy, but just a little bit of relief from how you were feeling a minute ago. That's all. Because if you can reach for just enough relief that gives you that, "Ah, I can breathe for a second," then you can reach again, and you can reach again, and you can reach again, until eventually you get to that place ... where you have absolutely shifted.

So it's about just taking that one step at a time, rather than trying to quantum leap to something that you really don't have access to vibrationally. So you've got to work your way up to it in any case.

One other thing I'd want to say that's really important about this, whatever the situation is that you find yourself in, it may feel as if you are out of your control. It may feel as if there's not much you can do. All the action in the world isn't going to shift what is going on in your life right now or in your business right now. And yet, all of your power is in your now moment. And if you can remember that, and know that what is it that I'm creating for my "now moment," I can choose to be hopeful ... instead of fearful.

Kelly: So Eva, tell them what a "now moment" is.

Eva: Your "now moment," in other words, in this second, that's your "now moment." When you're focused in right here and now, you're not worried. You're not thinking about what's happened in the past. You're not thinking about that client you upset yesterday. You're not thinking about what bills didn't get paid. You're not worried about what's coming up in your future. You're not focusing there. You're just stopping and in this "now moment," this split second, and a "now moment" happens every split second there's a new "now moment."

And, so, this is it. Not your past, not the future, but right here. How do you want to feel? "I want to feel good; I can't feel good. I want to feel good, but I can't feel good. Ah, I could be really fearful about what's coming up, or I can choose to be ... hopeful. I'll feel hopeful. That's the best I can do right now. I'll feel hopeful."

Now, you've created an upcoming future that will be different from the one that you would have created from fear.

Kelly: I remember someone teaching me the most simple sentence, and when they taught it to me, back when I was a newbie at really understanding all of the Law of Attraction and the wealth attraction. One of the statements they taught me was so profoundly simple that I looked at them like, "You've got to be kidding me." And I will be darned if it does not work every single time. And that simply is to say, "I want to feel better. I want to feel better."

And if I ever get into ... because it happens ... I get into a mood — I have someone who tinkled in my Cheerios or whatever it looks like, and I might

just start saying that over and over again. "I just want to feel better. I want to feel better." And I'll be darned if, in moments... I don't feel better. I do. Every time.

Eva: You know, I use that one, too, Kelly. I use that one a lot. Even this week. I'll say this is a perfect example of a week where I had gone to an event I had not planned on going to last week, and I'm glad I did. It was unexpected and came up very quickly, but it threw my entire schedule into havoc. Now I've come back, I've got to double up on what I didn't get done, plus the fact that I'm about to get on a plane this weekend to Maui for a week. So, that's going to be more time out of my schedule, so I've been in this place of overwhelm like crazy this week. And Jeanna will attest, we got on phone earlier. "Grumble, grumble, grumble," and she's going, "Oh, I'm so happy I don't live with you." But I do remember that too, and I'm sitting here and I'm in my quiet time. You say, "I want to feel better." I'm going, "I just want to feel good. I want to feel good. I want to feel good. I want to feel good." Just like you say, in a few minutes you can feel that shift, and that's that little bit of relief that we were talking about. I am with you: don't underestimate the power of that one simple little process. It is extremely powerful, and it works so well.

Jeanna: What might happen is, you might get inspired to say, "You know, I just need to go outside and go for a walk," and the walk will be the thing that assists you, or the phone will ring, and it will be someone who's just very much a soother. Maybe you don't even talk about the issue, but you feel uplifted five minutes later. So, this is the power of what we're talking about now, are going to be some of the things that you're going to walk away today, after listening to this and continuing on is, you may not, after listening to the information that we're going to give you — you may not

land in that place of 100% certainty about all of your business goals and strategies — but you will leave in a place with the tools of knowing this is about practice.

It is about very much deciding what is the outcome that you truly want, both with the people that you want to attract as your customers and clients, to who you want to be on your staff. And how you actually want to structure everything to do with your marketing to the way I daily interact with my business? Because I'm assuming that most of you want to be in love with your business.

Why do we get in business for ourselves? Because we think we're going to make some good money, and we can do it in a way that we really want to do it, and we can take off and go play when we want to play, and so that we choose the profession that we love to do. Hopefully that's why you chose to be in the business that you're in.

Kelly: When we all had talked about doing this project together, one of the things that we really all noticed is that no one else is really talking about this. You've got a lot of people out there talking about how to do marketing and build your business and accelerate it, and there's a fair amount of people out there talking about how to use Law of Attraction or wealth strategies. But no one's really done it in a way where we're bringing those two pieces together and creating a synergy that you are constantly operating from an attractive state, and applying that to your business and marketing strategy in a way that we're going to teach. So, I'm really excited for them.

Eva: You know, it's so funny because the image that I just got is one that's been hovering around me for a while, but it's, you're peanut butter to our chocolate.

Kelly: And it's delicious.

Eva: And it's delicious. You're right.

Jeanna: So shall we debunk some of the myths that people have about what it takes to be successful?

Kelly: I think we absolutely should.

Jeanna: OK, so these myths aren't set in stone, in terms of this is not how you lead your life. Some of these will be the undercurrent that I was talking about before. If someone actually asked you, "Do you believe this," you might say no, but in the back of your head, it might actually be running the show and you don't even know it.

So, the one that we come up against all the time is: You've got to work long and hard to be successful. Got to put in a lot of hours, there's got to be a lot of mistakes made and a lot of sweat pouring in, and you've got to really invest in your business in that way, or you won't get the outcome that you want.

Eva: God forbid that it's fun and easy and you can still be successful. "Paying your dues" is a phrase that comes to mind. "Oh, you have to pay your dues!"

Jeanna: I know some people who are not clients that when they're talking about their business, people that I bump into, it's almost like they look at me like they're proud, as they're wiping their brow, and the sweat's coming off of it, and, you know, "I've just been really working hard, and killing it, but that's what I really need to do." Like it's a good thing. Now, I'm not saying that it's bad to work a lot. If you're inspired, I can work really long, but it won't be hard because when you're in that place of inspiration that we were talking about earlier, it feels like you could work all night, and you feel energized and you're excited, and it's flowing.

I've talked to Eva when she'll say, "Ah! You're never going to believe the download I got last night, and I had to get up in the middle of the night, and after I just started typing, because I had to get it down." I'm like, whoa, that's awesome. It wasn't a pain. It felt good because it was inspired. I'm not talking that you won't put in a lot of hours. We just want it to be fun, and you don't have to work long. You just have to work smart and inspired. Second one —

Eva: ... it's very similar ...

Jeanna: ... yeah, it's like struggle and hard work is virtuous. It's almost like, there's pride in it.

Eva: That's what you were talking about, when you give the example of someone with the sweaty brow. Oh, give me a star because I've worked hard today. And it's really funny when you begin to work with people that understand Law of Attraction, and you talk about oh, my gosh, I got so much done today my tongue's hanging out, and you look at them and think, "And that's supposed to be a good thing?" And you're going "Grrr!"

Kelly: I remember back to being in corporate America and it was the big kudos that I was like platinum elite on American Airlines. It was kind of the same thing. I fly and I travel so much for work that I'm platinum elite. And I used to be so proud of that, and now? ... I have the exact opposite. Not a judgment, it's like, "Thank goodness I'm not. What a blessing."

Eva: Good ol' corporate world ... I remember it well. Jeanna: So third myth is: Persistence is everything.

Now, we want to really explain this one. Persistence is good, when you're coming from the place of excitement and I really have a passion out there in the world. In fact, I'll give you a quick story. Eva and I had met Jack Canfield some years ago. We wanted to have him on our radio show. We had a radio show out of San Francisco, and we thought, yes, we want Jack Canfield on our show, we love him. Asked him to be on the show. Ended up talking to him after the show and definitely said we want to play together in some way.

Talked about doing a book on Law of Attraction, thought it would be a good Chicken Soup for the Soul book. Then kind of nothing happened, but we kept percolating on it and holding it as the focus of something that we wanted to do. Now, we were also thinking that it would be really cool to

do something beyond a Chicken Soup for the Soul book because those would just be stories that we collected, rather than us writing content.

Well, we just kept holding the vision and we'd keep checking in, what's going on, what's going on, what's going on? But we were excited about it. Not from a place of "I'm so scared we're not going to do it, so we've really got to keep e-mailing him."

And guess what? Lo and behold, eventually in the perfect timing, we did end up doing a book together. It turned out just exactly as we wanted, which was it was an inspiring book where we got to write content and do our very wonderful thing with coaching and ask great coaching questions and create exercises.

So it's persistence from a place of "I am so excited, we're going to make this real." Versus, "I'm going to poke and prod and bug the heck out of this person until they say yes because if they don't say yes, then my whole world is going to crumble."

There's a difference there. Eva, did you want to add anything to that?

Eva: Yeah, I do. I just wanted to say, it's interesting. It was so perfect. I mean if we had forced it, said, "Hey Jack, there's nothing happening on the book. Can we get a date on the calendar so we can see where we're going from here?" We could have done all of that, but — because we knew to wait; one of the great things when you really know Law of Attraction, it helps a lot for impatience — we knew to wait. That all was well, that it was going to come in and it would happen in all its perfect timing.

When we got the idea to take it beyond just the Chicken Soup book to being the Life Lessons for Mastering the Law of Attraction, which is we did collect great stories, awesome stories, of people from all walks of life and how they use the Law of Attraction to turn their lives around. At the end of each of those stories, we got to create our content so that people could understand based on how that person shared their story, how they — you, the reader — could now apply what they read about that other person's story, in their own lives. And so that was where we got to do our content and the coaching part.

So we proposed that to him about the same time as ... The Secret came out. So, at the same time The Secret was coming out — bringing the Law of Attraction more into the mainstream than it's ever been — and our idea of taking Chicken Soup for the Prosperous Soul — that was the working title, Chicken Soup for the Prosperous Soul — shift it into a life lessons and create it for Law of Attraction — all of that happened right at the same time. Perfect. And if we had forced that and gone through with that book a year or two earlier — because it was about two years that we were percolating on that — it would never have been the same.

Jeanna: And so know also when you get the inspired persistence to connect with a person again or tap into a project, just follow our own guidance system in terms of you'll know when it feels like, "You know, I think I need to take some action on that." And maybe it's been a while, or maybe it's been a few days, but if you're really tuning in to how you're feeling, you'll know when you're feeling like "I have to control this and I have to make something happen," versus "It's time. I just feel like doing this right now."

Kelly: I think that's something I can attest to this that this is an area where I see myself fall down in. This is where I need to flex the muscle more. Being someone who is a high achiever and just really a driver, I've always just moved the ball forward, that I can really attest to what you're saying. Because if you're not tuned in, the universe can throw up a zillion road blocks. But when you're persistent, man, I'll find a way around them. I usually pay for it the hard way, because I'll end up running into a brick wall.

Eva: Exactly. It's what I call pushing a wet noodle uphill. You work hard and fast and go nowhere fast.

Jeanna: Here's another big one, and I think that this one runs long and deep in many people, and the myth is about facing reality or you're not being responsible. I have bills to pay, what do you mean I shouldn't focus on these bills I have to pay? Are you kidding me? That would be ridiculous. Well, we're not saying not to focus on those bills, but look at it instead of "Oh, my God, I've got these expenses I don't know how I'm going to deal with," to "Somehow I'm going to find a way. There will be a way. I'm making this decision that these people will get paid."

I've had to deal with that in my own life with my mate, as he's in the construction field and there were sometimes when it was like, "Hmm, so payroll's coming up." There was never an option in his mind that no matter what the bank account looked like that he would not pay them. He was always clear, people will get paid. And they did. I guarantee you if he

would have said, "Oh my gosh, I don't know if I can do it. Oh, no, I'm going to have to let people go ..." it would have been a disaster.

So it's not about being in denial, but it's making a different decision about what you want. And there are sometimes when people will want to say, "But you must look at the reality. This is what's so." And, hey, if you're not in the mood, it is certainly not going to do anything for the way you're moving up that emotional scale to look at the reality. You've actually got to be in the right frame of mind or it can take you down even to a deeper, darker hole.

Eva: That's where I talk about soothe, soothe, soothe. Soothe your energy first. In other words, if you've got bills to pay and you're really in a bad place, this is not the time to do it. Go meditate. Go do something that has you feel a little bit better. Go to that place of sitting in hope versus fear. Then, when you feel that little bit of shift, now sit down. Now sit down and deal with whatever you need to sit down with.

The other thing that happens with people, notice this. Let's say you pay your bills once a month. Most people are obsessing over the entire month about how they're going to pay the bills when that day comes that they have to sit down and pay their bills. That would have been at least 29 days — except for February — 29 days, they could have been focused on how it is they want it to be. What it is they could be doing, maybe, that would be bringing the dollars in the door. What feels good? What inspired actions? Focusing on things that have you feel good. Nurturing yourself — a great one when you're in these places, please — nurture yourself to the hilt. Do whatever that takes. Pamper yourself, love yourself, find your friends that love you, have them fluff your feathers. All of that.

So now you sit down. Now, maybe, you're having some disconnected moments while you're paying your bills, but you're not spending your entire month on something that was only in front of you for the day that it was in front of you.

Kelly: Imagine if you used all of that energy and instead focused it on creating more money — or attracting more money — so that was never an issue to begin with? This is something I see as a business and marketing coach. I see this all ... the time. All the time ... I see people focused on the lack. And, I remember very specifically — years ago when I was in business — we had a cash flow crunch, which happens. It happens to all businesses. So for those of you out here that are thinking, this never happens to the big guys, wrong. It happens to the best of us.

Eva: Trust me! We know, we've gotten the t-shirt more than once!

Kelly: Yes, definitely. How many times Donald Trump has gone bankrupt? It's no secret that Mark has gone bankrupt several times. He talks about that publicly at all of his conferences.

Eva: There are a number of extremely successful people that have gone through that.

Kelly: I was going to say, I remember one time years and years ago that we had had an event and it had not gone as well as we would have liked, and I remember finding out that one of my assistants had double-

billed a client. The client called me up, and it was large amount — it was not a small amount, it was a sizable chunk — and she was really crying about it, and she said, "You've made a mistake. We need you to refund the money."

And I looked in my bank account, and we didn't have the money to refund her. All of my personal, my ego stuff started flying up — and, oh, I was so embarrassed, I was humiliated, and here I am a business coach — how can I be in the position? And, oh, my gosh, if you had just given me a baseball bat, I would have made myself black and blue. I mean, I truly felt terrible.

But what I finally had to do with her, I had to just be honest. I said, "Look, this is the situation I'm in right now. I promise you I am a woman of my word. I have the utmost integrity. This was an accident. I apologize. I promise you we will take care of it." Well, what happened was she started calling me like three or four times a day saying "Where's my money, where's my money, where's my money?" and I finally had to very gently, and very kindly, remind her that if I continued to focus on the fact that I didn't have her money, I would never be able to focus on attracting the solution to pay her back.

And when I did that, she really didn't listen, to be honest with you, but I finally had to make the choice for the better of all of us, to really just stop responding to her e-mails and stop taking her phone calls so that I could focus on being attractive to wealth, and when I did that, I had several new clients come in the next few days, and all was well. But, it's hard. You know, sometimes it can be hard to remember that.

Eva: It is, and you know something else you're speaking to is there are going to be others that are around you a lot of times that are naysayers, that are worriers as well, and it's all the more reason for you to find time for yourself to get centered and remind yourself that that does not have to affect you. It's not that ... in other words, it's your focus on that in allowing it to affect this, and that's not an easy thing. We can even get off of business of talking about families and, you know, I have to live with them — they're my family. We could get into a lot of things.

And, yet, we are still, remember folks, not necessarily easy — simple, not necessarily easy, but so powerful when you can — is to remember you're still at choice about where you put your focus and how you want to feel. And that's really what you did, to be able to just not take her communications — her phone calls and her e-mails — was the smartest thing you could have done.

Jeanna: It's the same thing when the economy was down — worse, when everybody was losing their shirts in the stock market — and when people would be looking at their statements going "Oh my God, I've lost this much." And while it can be difficult sometimes, if you keep staring at that, it's only going to deepen the wound. When you can go look at it, you deal with it from an emotional standpoint.

You can deal with it in bits, but to sit there and let it stew and stew and stew and fester, only brings more. So whatever you do, face reality when you're good and ready. And when someone else, by the way, says that you must! No, you don't. There's nothing that you have to do. It can

look really bad to the outside world, but what other people are thinking is none of your business. You focus on your business, and your business is making yourself feel good.

So let's move on. A lot of people have that excuse of, "Oh, well, that person's successful over there because they're rich or they have people backing them or they just have good luck." Unh-uh. Someone could be handed down a whole lot of money, and if they're not in the right space with how they feel and relate to money, they are not going to do well with it. So it's all about vibration, and vibration is caused by, as you move your way up the emotional scale, your vibration rises.

So it's never about someone else got this or that handed to them. When you are focused, there is nothing in your way, you will get handed over just like the person with the golden spoon in their mouth. It will feel like that because things will come so easily to you. Resources and people will show up. There is no end or no limit to how good and how easy it can be.

Eva: And it also speaks to the fact that there are people out there who were not born with a silver spoon in their mouth, and they have started with nothing and have become extremely successful, so it's not really a very good excuse.

Kelly: I also think, just back to attracting affluent clients, it is so important that you are resonating at a good vibration.

Eva: Absolutely. So important.

Kelly: And we are going to teach them how to do that. Eva: Yes.

Kelly: So what's the next myth?

Eva: The next one is: Good help is hard to find. And that isn't necessarily so, either. A lot of times people love who they're seeing in front of them. Perhaps you're interviewing people to come into your company, and then you find out they aren't who they thought ... they don't show themselves. In other words, what gets uncovered is not who you thought they were. And yet, then a lot of times what I see — and this happened with my mate Robin and I, when we had a software company; big mistake on our part — hiring fast and firing slow.

Kelly: Been there!

Eva: It's so easy to do. It's so easy to do that. And yet it's so important to look at — and this is not really a very practical thing — but to really look at doing your due diligence when you're bringing people in. And you also know, if you want to talk about this from a Law of Attraction space, you know who you're resonating with, and yet you still want to make sure that you're working with someone that you know absolutely is going to fit the bill. And if they don't, understand Law of Attraction is at play. And when you're holding onto people that are not a fit any longer, there's huge resistance going on. And it is so not good for you, or your business, and to be willing to let them go.

Now ... good help is not hard to find. We're going to be talking about this in another segment of this program, and we're going to talk about how you set your intentions, how you get very clear on who your ideal relationships are — whether they are your clients, your customers, your employees, doesn't really matter — and this is going to set you up so that what you are creating and what you are attracting into your business and into your life, is exactly what you want.

We've had so many wonderful experiences of folks that have come onto our team, Jeanna and I, and we have an experience of one that we did exactly what I was just talking about. She was referred to us and we brought her on. There seemed to be issues, but we wanted to, kind of, give her the benefit of the doubt. It got to the point where it just really wasn't working ... it just wasn't working. We needed to let her go. And Jeanna was the one, bless her heart, and she says, I'm going to create this new plan, we're going to focus on who we want to bring into the business, and she did that, and of course everything got resolved very, very easily. Didn't take much on our part at all.

Jeanna: No. Another good thing, by the way, is when you find someone on your team that isn't quite right, let's say you notice there's a gap — I didn't know I needed a person for that, but now I'm seeing there's a need for that on my staff — everything is just giving you more clarification. You might think someone's wonderful when they first come on and you think, "Wow, you know what? I actually need something more than that," and you would have never known that unless you hired that person. So never feel like you've made a mistake. You've actually just gotten more clear on what you really, really need. And knowing the Law of Attraction and what we're teaching you is about getting really picky about everything, because you do get to have it your way.

Eva: Be choosy. Be very, very choosy.

Jeanna: It's like as something as simple as we were just going to look for a refrigerator because we're moving into a new house, and we wanted to get the refrigerator that we really wanted, and there was a point when I was like, this refrigerator's really nice and I thought, mmm, but there's this one thing that's missing. Nope, going to hold out for that. Knowing that if you get to have it your way, the game does become more fun, because you just keep trying things on until they really fit, and you don't say 'yes' until something's just right.

Kelly: That's how I ended up not getting married until I was in my mid-thirties. Eva: That's a very smart move! Literally, I said I would rather not be married than be married to the wrong person. And I literally did the exact same thing you guys are talking about. I swear, I ordered my husband from the universe.

Eva: Now that's a whole other program!

Jeanna: But that's a great point. You really hold out until you get what you really need. Never settle for anything less. Because you know when you do that thing, you go, "Oh this will make do for right now?" Guess what? It's just going to make do, and you will be irritated down the road. Sometimes, though, it's good to make do. You know what, I don't have the time, it will feel more like I'm swimming upstream if I go do the amount of research that I really want to do, and so for right now this will do, but knowing that I'm

still going to go after what I really want. So know the difference when you're in that place.

And for some of you, another myth is: I can't afford the right things for my business right now. I have to wait until it grows. Well, that might be true some of the time. It's always looking for what's possible. So let's say you are in a place where you need a new piece of equipment, let's say, or some new computer software, but you don't have the cash flow. You hold steadfast to that very thing that you want. You don't have to figure out how you're going to get it yet or where the money's going to come from, but as soon as you start focusing on it, the weirdest and coolest stuff will show up.

In fact, this isn't about business, but someone was telling me a story yesterday about how her husband had wanted a very specific rowboat to go out fishing and he was searching for a specific length — I can't remember the length, I think it was 14 feet or something — and he couldn't find the perfect one. To the point he finally said, "OK, you know what? It's becoming hard to find, and I can't find it for the price that I want, so I'm just going to put this project on hold. Guess what showed up? Lo and behold, someone ended up giving him one with the exact specifications that he wanted. He didn't even have to come up with the money, and he didn't have to search anymore.

This works all the time in business. As soon as you say, "I cannot afford it," then guess what? You're right. You won't be able to. But when you take the price tag away and you say, "I'm just really clear what I need for my business and somehow I'm going to get the essence of this," it will show up. When I

say essence, it means, for instance, let's say I needed someone to write copy for me and let's say I couldn't afford a copywriter.

Well, what if all of a sudden somebody gave me an idea? And it wasn't a copywriter, but they gave me an idea for copy, and then I just fiddled with it. It all came out and it made perfect copy. Well, I didn't get my copywriter, but guess what? I was thinking that I really wanted one, and I got exactly what I needed in the end. It didn't look the way I thought, but I got what I needed. Eva, you want to go to the next one?

Eva: Sure. So, we want to look at ... ooh! ... pet peeve. In order to be competitive, I have to price myself low. Run, Bambi, run!

Kelly: This is a big one of mine. By the way guys, even from a strategic perspective, this is actually the antithesis of what you need to do to market to the affluent.

Eva: Exactly. Exactly. This is so important. Because when start to decide to be competitive you have to price low, and someone has that same belief, then they're going to come in lower than you, and then you're all out of business. It's not about what your price is, it's about the value you bring. It's about the results, the outcome, the transformation that gets created when people work with you, use your products and services. It's what has you stand apart. It's what makes you uniquely you. When you can speak and stand on that value and you can help your clients understand — help them understand, let them see ... the value that you bring to the table — they will eagerly pay

you what you are so worth. Really getting on my stand right now. We could do a whole other thing just on this.

Kelly: Yes ... yes, we could.

Jeanna: If you go back to Law of Attraction, what's at the core is what feels good, right? So whenever you're choosing pricing on anything, and it doesn't matter if you're a newbie or you've been doing it for years, the price you set for whether it's a product or service has got to feel good. So if you're going to price it low, do it because it feels good. You're working from the belief that you have right now knowing that as your belief rises, you'll work your way up. But it also goes to the opposite, sometimes, people want to start low because they feel they don't have experience or they're just starting, but it doesn't feel good. Guess what? When the price doesn't feel good, the whole process of sales starts feeling really icky, and you resent, and you don't take as good care of your customers because you're not feeling that you're getting what you're really worth.

Eva: I don't know if I can remember this correctly, but one of my mentors said something to the effect, it's kind of like relationships, you're saying I'm going to be cheap for a while and then after I've been cheap for a while I'll decide what I'm worth and then I'll put myself out there to someone else. It's like, "Honey, they do not want you that way." Think of your business this way.

Jeanna: You get to charge what you really want, and then when you're in love with what you're doing and your price will be actually irrelevant because you're just going to be feeling good. In fact, Eva and I, I think it was last year, launched a new program which I think was the most that we ever charged for a program — it was a topic we were completely in love with — we were shocked that so many people came flocking because we thought, "This is really out there, and we'll see what happens here," but it was fun.

Eva: And they lined up.

Jeanna: Yes, they lined up. It was one of the biggest preview calls we ever had, and I truly believe it was just because we were so in love with the topic and every time we say "Ooh, this would be a fun idea," that's when the masses show up. When we're trying hard — because we need to put some money in our pocket — those kind of just ... sort of ... fizzle.

Eva: I just want to sort of just bring it back to what's happening here. When you stand in your knowing of the value you bring to the table — when you know your gifts and talents, when you understand the results, the outcome and the transformation that you provide — that is the most powerful vibrational frequency.

There are tons and tons and tons of people who are out there looking for you — ready, willing, eager, able, wanting to ... pay you for what you're worth. That is a very strong vibrational frequency. And when you're in this place of having to undercut — or I'm going to do it cheaply, and you're not feeling

good about it, you're vibration's such a mess — and all you're going to do is attract people that are as muddled as your vibration.

Jeanna: And another point, you don't have to take the first offer that comes, especially when you're starting something new. Still, again, you hold ... what we talked about before — hold on to what you really want. I was reading a story, I can't remember her name off the top of my head ... Jewel, the singer — her mom was managing her. And the very first offer that she had for a record deal looked pretty sweet, but her mom said, "I know that we can get everything that we want." And she's a very spiritual woman — and still is, and teaches the stuff — and held out, and held out, and people were going, "Are you nuts? She just got offered this amazing deal, and you're going to hold your ground?" And she said "yes," and she did, and she got exactly what she wanted. So if the first offer that comes feels good, by all means please take it, and ... don't settle.

Eva: Never compromise.

Jeanna: Here's another big one, that you can't take a break until everything's done on my checklist, or that I'm doing really well and already successful and then can take a break or go on vacation, on a day to day basis sometimes, people feel that way. I used to do it too. "I can't go on my walk until all my work's done." And then by the time I went on my walk, I was completely frazzled. And then I go on my walk and I feel so great, "Why didn't I do this earlier in the day?"

My whole day would have been so different with this 20-minute breather. It's such a lie that you have to wait. In fact, you've just got to do whatever feels good in the moment. I'm telling you it doesn't matter if you have something on your schedule — if it can be moved because it's going to make a dramatic difference that you go chill out for a bit — sometimes even five minutes is all it takes. But when you are in alignment with your heart and you're feeling good, things will go so much smoother. So please, never ever wait. People are doing this all the time, and this is why people are having heart attacks.

Kelly: I tell my clients there's nothing more important than you feeling good. Nothing. "Well, but I have to ..." Nope, there's nothing more important than you really feeling good. "Well, but ..." Nope. There's nothing more important ...

Jeanna: There's nothing you have to rush for. And I had to be reminded of this just recently. I was in the middle of a house sale, and everything — and I don't know if this happens for all house sales, but for mine — it was about rush, rush, rush. This has got to happen now, and if you don't get this in by 3:00 today, you're going to lose your interest rate and all this stuff. And my mate kept saying, "Jeanna, they're all going to tell you that. Everybody will wait. Don't worry. Don't worry." I'm thinking, okay I know he's right, and I'm trying not to buy into this hurry, hurry thing. OK ... breathe. OK. And then no matter what, it was always done in perfect timing, even if I took longer — and at some point I had to tell my mortgage broker, "You know what? This is completely stressing me out and it doesn't need to be. Is anything going to kill the deal if we wait 24 to 48 hours?" "No," she goes, "Jeanna, I'll just make them rush on the other end." Okay, fine, as long as it's not me. But it's really true. Everything can wait and it will, and if you come to a problem in a more

mellow state, you know when you're not reacting emotionally, then that's when you'll come up with the great solutions, the great inspiration, or things won't seem like such a big hairy deal. And you'll be able to deal with them in a much smoother way.

Let's talk about the economy. Blech. I know that it's very much a reality for many people, and yet it doesn't have to impact the way you're doing business. It can, but from a positive standpoint, it can make you get more creative. Your income doesn't necessarily have to shift with whatever the economy's doing.

But there are some people, when there's a great economy, are still broke. It works either way. You don't want to make up, though, that your income needs to shift with the flow of the national economy. You get to create your own financial climate in your own little circle here. I know that both Eva and I, since all this has been happening, have done better than ever.

I know for me I've had a baby in the last year, so I have to work less. It's not an option for me, if I want to be engaged with my child and play. And yet the income's gone up because I just made a decision when I got pregnant, I knew that my work schedule wasn't going to be the same, and it was a decision that said "Because of this, I'm going to make even more money because I'm going to have to be more intentional about what I'm doing and more of a conscious creator and more deliberate about my time and be okay with it."

Now, I'm not saying it was easy, because I had a child when I was 40 years old. I was very used to working as long as I wanted, whenever I wanted, so there's been a lot of really shifting my belief, like it's okay. It'll get done at some point if it doesn't get done now.

Guess what? It always does. So you can personally create the flow of your revenue. And you don't get to base it on anything else but you. It doesn't matter what Joe Blow's doing next store or what the economy ... Now, you can use that in your favor. If you see someone in your industry doing well, that's a great evidence for you that you, too, can do it. Just make sure you don't make up any excuses about why they're doing so well and you're not.

Kelly: Even among some of the top speakers, and what-not, I see this a lot with people that I'm talking to. You know, as we're creating this product, I have an event going on, talked to a lot of people who are — I'll use this term lightly — victims ... of the economy. And I think when you come from such a place of understanding your power of choice and understanding your ability to create, not only is it such a great responsibility, but it's also such a beautiful freedom.

Eva: Absolutely. When you understand the Law of Attraction — and everything is energy based... everything — it's not about what's happening outside yourself, it's not what's happening... even if everything is going really well, it's easy for people when they are giving their power away in that way. "Oh, the economy's doing really well and that's why I'm doing well." You're giving your power away. You've got to understand that you're creating this.

And you can create it when the economy's doing well or you can choose to create it when the economy is not. Take your focus of the economy. That's not focus on how you're wanting it to be for yourself, feeling good about that, how it is that you can be of service, probably more in need now than ever before.

Jeanna: Whining ... makes you feel very small. It diminishes everything. You don't even have to be doing it out loud. You know how it feels. I know what happens. I'll look at my mate and he's off working at his business, and he's working till whenever he wants, and he comes home, and I think "Oh, it's not fair, I have to stop working with ..." I'm like "Jeanna, shut up."

You get to choose any way you want, and if you want to work after Lucky, my son, goes to bed, then that's what you can do. But you're in control, stop whining. As soon as you stop whining, you shift back into, "Oh, I'm the decision maker here, nobody else is. I get to decide what the outcome is." So, where shall we go next?

Eva: Even if you don't like it, this is an important one: You have to do it because that's the way it's done. No, you don't! Stop that.

Kelly: We revert back to, if it doesn't feel good. Don't do it.

Jeanna: I remember when I first started my coaching practice, and I was taking clients whenever they said they could do it. Oh, you want to do it 7:00 in the morning? Okay. Oh, you at 7:00 at night? Okay. Oh, wow I have this

three-hour gap, but it's not long enough to go do the errands I need to do, so I just stay at home all the time so I can take all the coaching clients when it's convenient for them. Pretty soon after about a year of that, I said this is not working.

Of course, if I'm coaching over the phone, there's some clients on different continents, they're all in different time zones, but guess what? When I got very clear that these are my hours, these are the days that I work, I do my coaching appointments Tuesday, Wednesday, Thursday, no matter what — the people that wanted to work with me and were my perfect clients found a way to fit it into that time zone. And I gotta tell you, in some of our classes, people are staying up until 11:00 at night in their time zone, to be in one of our classes.

Eva: We've had on occasion, a couple, two or three that are calling in at 1:00 and 2:00 in the morning ... from where they are, God bless their little souls. And it really is important that while you're building a business that you're building a business that suits you and your lifestyle, not being all things to all people out there. That's not a business you want to be in. It doesn't work. When you feel like you're being pulled six ways to Sunday and you're having to be different things and be available at times that just don't work for you, those are not their perfect clients.

That's a place of lack, by the way. When you're afraid if you don't have them at 6:00 on a Saturday morning — or whatever those times are that don't work for you — that you might not have clients. All you're doing when you

take clients on, or customers on that don't suit you — is you're really telling the universe this is okay, bring me more like this. That is not what you want.

Getting really clear and intentional on your lifestyle, the business that you want to create around that lifestyle. Jeanna and I both, we do our appointments on Tuesdays, Wednesdays, and Thursdays. Monday's our catch-up day, is to do different kinds of calls, doing things that are not appointment-based or with clients, that's great. Friday — sacred Friday, baby! With some rare exceptions of things that we really want to do, Friday, Saturday, and Sunday are ours. And it works. And people will cater to whatever it is that you prefer.

Kelly: In fact I have found in my business that my clients actually look up to that. They kind of look at it and go, "You know, I wish I could do that."

Eva: Yes. Exactly. What a better walking, talking example you are that this is the way it can be and it can work. Awesome.

Jeanna: This goes for everything, obviously, not just time, but even in the way that you market. If everybody in your industry markets one way but it really doesn't feel lined up with what you want or maybe you have an even juicier idea that feels good to you — If that idea came from a place of inspiration and as soon as you thought about it, you thought, hey, that's cool. Guess what? You implement it, guarantee you it will lead somewhere good.

It might lead to a next step or an even better improvement later, but it's the right path to take even if you've never seen it done that way. I mean, break the mold. That's what inventors do. So why wouldn't you do that within your own industry? Let's say you've been in business for fifteen years. You've been doing it one way and it's worked. What if you shook it up a little bit? What if there was an even better way? More joyful to you, then it's better.

We talked about the perfect marketing formula will get you results. There is no one formula fits all. I know that Kelly's big on this, and it's how I built my business, too, was on networking, and I know I tell some clients networking and they go, "Oh, rip my finger nails out. I do not want to go to a networking event." And for me it was fun. I loved it because it worked for me.

So you really have to choose something that's fun for you or find a way to make it fun. Someone was just e-mailing us today in one of our classes about one of their inspired actions has become a little bit torturesome, because they made up that — I think it was about going to a speaking event — that that person didn't show up, having it all put together, was feeling like they hadn't arrived yet in their industry and so didn't really want to go. And so it wasn't that event didn't sound good, it was what that person had made up about going to the event.

Eva: And about herself.

Jeanna: Yes. Let's talk about Kelly. We like to talk about you, Kelly. She can hand you over her system, and maybe some part of it doesn't jive, but I

guarantee you, if you're curious enough and you say, "Hmm, so how could I get this to work for me?" With just a slight tweak, you can take it over the top for yourself. So be looking at how you view it and how can you make it fun and easy?

Kelly: Though, I have to say that it will, and I'll tell you why. Because one of the parts of my system is only do the pieces that feel good to you. So unlike a lot of other marketers out there, one of the things I do with my clients is that I really adhere to this.

I am not about smacking a square peg into a round hole. Especially since a lot of clients are coming to me because they want to take their business to the next level — either financially or they want to build a more global brand or whatever their business goals are — it's not the fastest path to the results if I'm making them swim upstream.

One of the things we talked about when we're talking about them putting together their chosen marketing methods, I do check in on the mindset. As an example, if they say to me, "I really just don't want to do speaking because I've got a family, and that lifestyle just doesn't appeal to me," well we just don't put it in their marketing plan. Or we do it a different way. If it's hey, I love speaking, but I don't like to travel, what about doing webinars and tele-seminars? Does that work for you? How does that feel? Okay, great, because that's a strategy that will work. So we really do look at that ... for this reason.

Jeanna: That's good. So another thing is — and this goes back up to similar to the myth about not being able to take a break until after you've already arrived and everything's in perfection — is a lot of people make up that if you're not working on the business that you're not making money. So let me tell you something really cool about Law of Attraction.

A lot of you are not going to believe this. You're going to go, "Yeah right, it sounds good but there is no way in heck I'm even going to try it." I got to tell you, you've got to practice it and try it. It's free so you might as well go try it and see what happens for you.

If you're doing something, let's say ... actually, Eva and I did this, we did this for a whole month. We decided for a whole month that we were going to take only inspired actions, and the only thing that we were going to keep on our calendar that was not going to go anywhere was our appointments with our clients. That meant even our appointments with each other to do our business meeting. If we would get on and say, "Mmm, I'm not feeling it right now. I don't want to do this call," we'd say, "Okay, bye."

I could call her in the middle of the day and say what are you doing, and she'd say, cleaning out my cupboards or, ooh, I'm looking at cruise lines, and I'm looking at if I lived on a cruise line, this is the wallpaper that I'd have in my room, and I'd be doing the same thing. Guess what? When you're having a great experience, whether you're working on your business or not, you are becoming attractive and lined up with everything that you want

And so while it seems counterintuitive and crazy to some other people, when you're feeling good, what you're working on does not have to be work related, and you are drawing money and wealth to you.

Eva: Now, I want to say something about this because a lot of people would say "Oh, my gosh, if that's true, then I'd never work on my business, and I can't believe that the business would thrive." Here's what we're talking about. When you're really following your inspiration, truly following your inspiration and you're doing what fills you up, that pendulum's going to swing back and forth.

There's going to be you're not wanting to be in the business because you wanted to take the break right now, and then there will come a time when you're fingers are tapping and you're ready to do something else, and the inspiration around your business comes, and a lot of times, that down time — in fact, most of the time — that down time is when you're going to get some of your biggest inspirational ideas for your business. So this idea that you have to work long and hard, which we talked about before, and you're never giving yourself a break, you're running yourself ragged. There's no energy left for you to get inspiration. It's when you rejuvenate and regenerate and you do that when you take those breaks. Those breaks are an important part of your business.

Jeanna: Whenever I go on walks, I always get downloads of stuff. Thank God the new iPhones let you do your recording to yourself because I'm constantly thinking, "Oh, that was good, I don't want to lose that." I record my idea because it happens when you step away and just allowing the information to

come in. You ever notice how when you're trying to look for your keys, or you're trying to think of who sang that song, and you're trying really hard, you can't think of it? And then when you're off doing something totally unrelated, it's like "Oh, the keys were right under my nose," or "Oh I remember who sang that song." That's exactly what happens in your business. You get the downloads of information and inspiration in the quiet spaces or when you're not trying so hard.

Kelly: I have to tell you that one of the most profitable years I had was when I took ten weeks of vacation. The year I got married, I took ten weeks of vacation, and did very, very well. And don't you find that to be true? I always tell my clients, when they're like, "I really need to build some cash flow," I'm like "Okay, go book a vacation."

Eva: That's such a good point, and I'll tell you, I had that experience. I just have to keep saying "Thank goodness I understood Law of Attraction," because I can see where so many people can get tripped up with it, but all of my clients one year, and this was before I started to do group work, all of my one-on-one clients were starting to complete at the same time. Not a good feeling. And I went, okay, so how do I want to hold this?

What's the perspective that I choose about this? I'm going to love them as they're leaving, and then I'm going to follow my inspiration. My inspiration was not to go get new clients. It wasn't to do things to get clients. I didn't feel inspired to do that, so I decided I was just going to chill out. And I did, and it happened to be over the holidays, about this time that year, in November, not in October, and so I did. I chilled and I did what I wanted to

do, and it's interesting, too, when you decide you're going to have a "vacation." In that case, that's one of those times when I got inspired to clean out closets and crazy stuff that does not sound like fun — but I promise you for me at the time it was so inspiring, and thirty days later, fifteen clients showed up. I did no marketing, I wasn't asking, I wasn't e-mailing. I was doing nothing, except just chilling out and doing what felt best for me in that moment.

Now, I kind of want to say, kids don't try this at home unless you really trust this process. Because if you're doing it, if you're saying I'm not going to go do something to grow my business and in the back of your mind you're worried sick about your business, that's not what I'm talking about. Now what you're doing is you're really creating a reason to feel sick about your business.

Jeanna: That's the thing with Law of Attraction. People will say, "You know, I did everything Jeanna, I've been reading your articles, and I'm doing that, and I'm still not manifesting it." No, it can't be so.

Eva: How are you feeling? It's interesting, every time someone comes to us with something like that, you coach them for a little bit, and you'll get down to the truth of it, that they're going through the motions, but they haven't literally shifted their energy around it. And in those cases, if it feels better to go looking for the clients rather than pretending that you're on vacation, then do that.

Get clients. Get into that place. See what it is. What would be the next ideal clients? What would be the thing that you'd love to put out there? What's the next service you'd like to offer? And then from there take that inspired action we talked about. Get into action about it and make it happen. But it comes from a place of vibrationally aligned with it, not from a place of forcing something, from a place of fear.

Jeanna: Absolutely. So I think that now would be a good time to move into the power of decision.

Kelly: I know we've only got a few minutes left, so I want to make sure as well that we also let them know what we're going to be covering in the next audio.

Jeanna: Perfect. So, the power of decision. If I harped on anything with Law of Attraction, this is probably it because I know I kept trying to figure out, "What is that thing that I do when I get in what I call 'the zone.' What is that thing I do when I'm actually not manifesting something I want and then I turn it around. What am I doing? How do you explain that to someone? All I can ever come up with is it's literally, I make a decision.

And, it's not a kind of 'sort of' decision, it's ... Kelly could have said I think I might get married, I'm not sure. That's not a decision. She decided she was getting married, and she got married. So you have to actually decide what it is that you want. So let's just use revenue as an example. I'm deciding that this year I'm going to generate this much revenue. That's very powerful when

you decide. It's like, done deal, this is it. Now, I'm not saying you have to figure out how you're going to do it at that moment. The power of decision is that your "how" will show up. It's just the deciding thing is what turns the whole boat around, afloat down the stream. Until that point, you're sort of wondering about it. You might be thinking about it. You might be raising your vibration, you're getting in that place of hope until you can finally decide. Sometimes I know for me, I get really mad. Things aren't happening —

Eva: I'm mad as hell and I'm not going to take it anymore. That's a powerful decision place, by the way.

Jeanna: It is. I don't recommend that you have to wait until you get mad, but sometimes, that's what happens for me. I get so ticked off of doing it ... not having the results, or having to be in the struggle of something that it's immediately when I say "This is it," it happens. So you all have to decide on some of the things that have been plaguing you or you've been struggling with, "What is it that I want to decide about it?"

What's the decision that I'm saying right now this is how it's going to be. You don't go back and forth. Once you make the decision, it's a done deal. You don't have to worry about it. You don't have to think about it anymore. You've already made the decision. It's a done deal.

Kelly: I think that is so critical. Because the one thing, if I notice anything else from the people that I'm working with in business where I see them get stuck, hung up — stuck, stuck, stuck — is that they haven't made the decision

and so they're so focused on I don't know how. How am I going to make this happen? How is the dirtiest three-letter word that's more like a four-letter word?

Eva: How, how, how! That's what I call it. In this context, there are somehow that are really good, but how is a four-letter word in this context. When you don't know, it's not your work. That's the universe's work. Just decide.

Jeanna: Yes, because when you say "yes" to it, the universe says "yes" back to you. Yes, yes, yes, yes, yes. And there's also relief, by the way, the power of decision, the relief in saying "no" to something. You've probably all experienced this, you've got a packed schedule and you're thinking "Oh my gosh, I cannot handle it. I've got a dinner date tonight. You know what? I've got to say 'no'."

And all of a sudden you feel that relief. "Oh, yes, I'm making a decision about something that will feel good to me." I'll give you a quick example. I love to water ski. It's one of my most favorite things on the entire planet. I had a boyfriend when I was in my early twenties and he had a boat with a friend of his, then they got rid of it and my brother got a boat, but I could never get a constant people wanting to go out as much as I did. Even the people who had boats didn't want to water ski as much as me. I kept, sort of, whining about it. "I never get to go skiing when I want." And finally, I said, "That's it, this year I'm buying a boat." I told my brother, this is the kind of boat I want. Keep your eyes peeled out, I want some help. You tell me what to get. A month later, he goes, "Hey, are you serious about buying a boat?" and I go

"Yeah." He goes, "What do you want?" I said, "One just like yours." He says, "I have an idea," and I became a partner on my brother's boat. Now all that time I was suffering thinking he never goes out, now we go skiing all the time. It wasn't until I said, "That's it, you know what? I'm buying a boat." Heck, I didn't even have anything to tow it with. I didn't have a truck or a car with a hitch on it. I had a BMW. It all came together in a way that worked out so perfectly. I didn't know how I was going to tow a boat or what I was going to do with it.

Kelly: I think that that happens more often than people know. I know that I've talked to a lot of the people in our industry who are speakers, authors. When you actually really talk to them behind closed doors, most of the time they don't know how. They've just made the decision. The how will come.

Eva: It will come. It absolutely will come. And the other thing I would like to say quickly is when we talk about getting to that point of decision — and sometimes the decision is "I'm mad as hell and am not going to take it anymore" — understand that every time you get into that point of contrast, we think, "Oh, we don't want to be in contrast, we want our life to just be happy, happy, happy!" But that contrast, that is the thing that gets our rear in gear ... most of the time.

That's the thing that gets us clear about what it is we do want. That's the thing that creates the strongest desires that we have in us and to understand the power of contrast, and now using it to your advantage versus using it to be a victim.

Jeanna: Let's all take a nice deep breath.

Kelly: So I know that we are going to be giving them, over the course of the next few audios, we're going to be talking about providing them structures. Now that they have a great understanding, you guys have done such a brilliant job of really explaining what the Law of Attraction is, how it can work in their business, in their life in their marketing, how they can apply it.

You've kind of debunked all of the myths, all of those limiting beliefs that people are holding back. And, I know that we're going to be giving them — which I love and am very excited about — you're going to actually be giving people a way to exercise the muscles, so why don't we really quickly tell them "What's next?"

Eva: What's going to be in this next segment of the course is an extremely powerful process that Jeanna and I have used extremely well to attract your most perfect, your most ideal clients and customers. You're going to learn how to let go of the resistance, you're going to learn how to attract whatever it is you're wanting in your business, and your personal life.

You know, one of the great things about Law of Attraction is ... you get to apply it to everything. Not just your business, so what you're learning and how to use it in your business, you can then apply into other areas of your life. And we'll definitely be talking about what I love — it's one of my favorites that we have — it's call the five-star client creation process.

We're going to begin with that in the next audio. Very important to really start to get clear on who your perfect clients and customers are, and take it from there.

Jeanna: I just want to say before we close today over the next week or so and for the rest of your life, notice what you're deciding about things. Look at, objectively, to what's going on behind the scenes, the beliefs, and what's driving them, and how you're coming to the conclusions that you are, and be willing to poke a stick at them and see what shakes out. Because when you realize that when you can make different decisions, and choices, just based on "anything is possible," then it will be interesting to see what pops up.

But you don't have to do anything now, just be objective to what is going on.

Kelly: Alright, you guys, thank you so much for being on today, and so looking forward to our next session. And until next time, have a wonderful evening.