

Wealth Mastery for Attracting 5-Star Clients

Audio 2 Transcript



Wealth Mastery for Attracting High-End Clients

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Kelly: Good morning, everyone. This is Kelly O'Neil, creator of the Marketing to Millionaires Blueprint System. And we are back for your second class on the wealth-building strategies that are going to help you not only build your business, but also attract your ideal, affluent clients.

I am back today with my partners in crime, Jeanna Gabellini and Eva Gregory. So welcome back, guys. And I know that just between the recording of the last call and today's call, I've already had shifts. Every time that I am immersed in this work and every time I am surrounding myself with exceptional people, like you, it's just inevitable. I'm incredibly grateful.

And I'm very excited because we are going to teach everyone today a process that you have created, which you call your five-star client creation process, as well as a few other tidbits that are really going to shift their business in a profound way. So let's talk about that.

Eva: Let's do talk about that. And I just want to take a moment to kind of bring folks back to where they left from the last session and just invite everyone who's listening to look at what you noticed about any of the decisions that you made after listening to the last segment and the beliefs that were driving those decisions. And look at what it is that you've put your focus on. Where is it in your business that you're focused?

Are you focused on what's working? Are you focused on the dream? Or are you focused on the things that have gotten you worried? Or are you complaining under your breath? That's another indicator that maybe there's a shift to happen. Or playing the blame game? And certainly, if you're playing the blame game, understand that you are the creator here and you're the one attracting whatever's going on in your life.

And to look at that as a structure for you to stop, in the moment, and change that focus to what it is you *do* want. To go back to the clarity of what you do want. And if you're in a place of anxiety — and we talked about this in the last segment, too, and I loved it Kelly, the way you put it, which is "Sometimes it's as simple as just saying, 'I want to feel better. I want to feel better. I want to feel better.'" And really having that lock you in and shift your energy.

Jeanna: I just want to go back to the mindset and we were just teaching a class before this and we were actually working with someone on attracting their perfect staff member. And she had had a perfect staff member in the past and then what she decided was that nobody else would ever live up to that, and so what she attracted, since that point, was people who have not lived up to that and have been less than satisfactory.

So we could focus on "let's decide that you're going to take some action and get your butt in gear and write the ad you need to write to attract the perfect person," but

before we could go there which is where most people want to go to first is 'let's solve the problem', the real problem was that she could go through all of the actions of interviewing and taking up a lot of time — if you've ever interviewed anybody, you know it's a process — and that she'll just attract someone that's so-so until she changes her mind belief. So she has to go backward for a minute, pause, and then take the time out to say, "What is the belief that's driving me to attract these people that are so-so or less than desirable?" And that is that no one else will live up to so and so who was so fabulous and so great.

Kelly: I see this a lot and I look at this a little bit different, which I think is wonderful. We get to bring in all the perspectives. When I'm coaching someone, I look for signs of what's called "reverse motivation." A telltale sign of reverse motivation is when you ask someone what they want and they say, "Well, what I *don't* want is ..."

Eva: Exactly!

Kelly: And that's called reverse motivation and I'm happy to give a great example of this because I see people do this all the time and I also noticed that, occasionally, I flip back into this if I'm not being incredibly conscious, and then I would love to talk about it from the Law of Attraction perspective.

But a great example of this that I use a lot when I'm speaking is Oprah Winfrey. A lot of the times what's ended up happening with her — if you look at her struggles with weight — and she says, "I don't want to be fat. I don't want to be fat. I don't want to be fat." So she's got all of this motivation driving her to this

place of 'I don't want to be fat' so what happens is if you imagine drawing a curve upward, she's so motivated that she doesn't want to be fat.

But when, all of the sudden, when she's not fat anymore, now what's her motivation? There's no motivation so now she just starts to slip back into her old patterns until all of a sudden she realizes, "Oh my gosh I've done it again, I'm overweight again, I'm struggling."

And then she gets really motivated again and says, "I don't want to be fat. I don't want to be fat. I don't want to be fat." So instead of really focusing on what it is that she wants: "I want to be healthy. I want to feel good."

Jeanna: And there's also a driving factor when you see somebody doing repeated ups and downs with anything — whether it's income, or staying in control of their calendar, or being organized — there's a belief that it doesn't get to stay that way once it's in the good place.

There's the fear of going away, or that if you stop doing the technique, or the strategy that got you there, then the result will go away. People do that with weight all the time right? They have an exercise program, they adhere to a diet, so they get those immediate results. But then the fear kicks in "but what if I get off the diet and then I'm going to get fat again" or "what if I go on vacation and I stop exercising, then I'm going to blow up and I'll be right back where I started."

You have to understand that no matter what the technique is of the strategy that got you there, you actually get to sustain the results and if you really believe that, you will.

Kelly: And just a little marketing to the affluent tip; that's actually one of the number one fears of the affluent is that they're going to lose it all. That's one of the driving fears for them to continue to perform at a high level is, "What if I lose it all."

Jeanna: I understand that. I was talking to someone the other day who was explaining just that. This person makes more money than I can fathom on a consistent basis, still talking about how they're still afraid it's not enough. "I've got to hurry up and kick some butt to get some more money," and even though there's no shortage of money at all, there's that perpetual "I've got to keep the wheel going because if I don't, then it's going to go away."

So all these stories that are running in the background are what you want to pay attention to ... just as important as finding the new strategy to land on. Or if you're doing a business makeover, then just as important as the makeover itself is "what are the beliefs behind it" because they are going to keep generating results on their own. They are a powerful machine. It's the good news/bad news.

So let's talk about — before we get into our juicy five-start client creation process — I want to talk a little bit about the third step in the Law of Attraction.

Eva: I want to make sure we're clear. We talked about two steps before. One was the Law of Attraction itself which is whatever you put your focus, your energy, and your emotion on, you're going to get more of in your life, whether it's wanted or not. That was the first step, and that's happening all the time, whether you're doing it consciously or not.

The second step is when you realize that you're getting what you don't want, and you're maybe not being deliberate about it, that's your opportunity to now consciously, intentionally, and deliberately reach for a thought that *feels* better. In other words, it's that release in your energy that you're always looking for.

Your guidance is in your emotions, whether it's reaching for the thought, and you're putting your focus on something that feels better. Rather than looking at the problem, you start looking at the possibility. *Anything* that has you feeling better about where you are in the moment.

And then the third piece of this is what Jeanna's going to be talking about, and this is where I say the rubber meets the road. This is what ties it all together.

Jeanna: This is the 'allowing' part, where once you've decided what you want and you've said, "I'm feeling really good," it's the decision that this ... will ... be ... so. Because once you decide that this really will happen, you're really sitting in a nice, fluffy place

of trust, right? You can close the door on worry. You've decided this is going to happen.

It's beyond hope; the allowing piece is really relaxing into the choice that you've made and it's going to come around. And I'll give you an example of what this looks like. Let's say — and I've been a victim of this a few times, so I like this topic, because I've had a lot of practice working it myself ...

Eva: We all get a lot of practice on this one.

Jeanna: When I get extremely frustrated, I'm extremely *not allowing*, and so I know what the exact opposite feels like and it does. It feels like, to me, it feels like you're floating on a cloud, or you're floating on your back in water, and you know when you float on your back in water, you have to totally relax and surrender to "my breath, and my water, right now, are all I need — the water will support me."

And it's the same with the Law of Attraction. So let's say you get your heart set on a specific product or service or event — something very specific is going to be your next money-generator — and I watch people do this all the time. I've done it myself. You get so *attached* to "this has got to be the way," that what happens is fear gets in that will "What if this *doesn't* work'?"

If I've put all my focus that this is going to be the way, and this is what's going to land me the money, what happens is you're not in a complete place of trust, then *of course* it's going to happen! This is going to be a beautiful event or this

particular product or service is going to be a hit — you start trying to control the outcome. And you're in fear that it's actually not going to work.

Kelly: I would love for you to explain, using that as an example — what does it look like, feel like? — what are the telltale symptoms? I know as a coach when I'm hearing someone especially because I've studied quantum linguistics; I can actually hear the way that they're talking about something and narrow in very quickly in on the limiting belief or the block.

So what are the symptoms of not being in that flow — I love the way you just described that. It's like floating on your back. It's like being in complete trust and it's a definite different feeling — and there's also different symptoms for each of those circumstances. Can we do a compare and contrast, so that people can, if they've never had these feelings before, that they can kind of identify with that?

Jeanna: I'll tell you about the first time Eva and I did something when we were in the flow. It's when we first came together as partners and we decided that we were talking about Law of Attraction and we thought, "This is fun. We should teach this stuff. No one else is doing it. Yeah, let's *teach* this stuff."

So we said, "How many people do we want in a class?" OK, we wanted ten people, I think was the number at the time. We didn't know what the hell we were doing, and we had never worked together before, but it just sounded like fun. So we slapped

this thing together, we put out a promotion — this was when we *definitely* did not know how to be marketing. (Not that we're complete experts in it now, but before, let me tell you, it was embarrassing) ...

Eva: Everything was by the seat of our pants.

Jeanna: Always. It was just so much fun and we didn't give a rip about whether it happened or it didn't. We were just enjoying the process.

And up to the minute we had nine people enrolled and we taught the class and afterward we were like, "That was funny, I so thought we were going to have ten." And after the very first class, someone else enrolled and it was our tenth person. There was nothing to effort about. It was sheer in the enjoyment of the creation of this thing, to the point of one thing led to the next and that's how we actually became partners in a business together, because it works so well and we thought, "Oh, my gosh, where are we going to put this money? I guess we need to get a joint banking account."

And it's been ten years; — this is our tenth anniversary this year being together. But it was effortless. It was *fun*. There was no trying hard for, "We have to figure out the most perfect way to market this," and we weren't banging our heads together going, "Oh my gosh there's only nine people. We said there was going to be ten and if there's not ... bleh."

Now ... there have been definitely other times where it didn't feel fun, and you get into conflicts about dates. How are we going to teach the class? This isn't

working out. It seems like one thing after another doesn't work out or it's feeling really hard.

Have you ever said: This should be easy? Why is it so hard? In that moment, that's your indicator. When you know a few things have gone wrong in a row, you need to say, "Where do I need to shift my energy. I must be pushing hard to make this happen versus allowing this to unfold in its most perfect way."

Now that's not to say that you're not going to be following strategy, and you're not going to be making hardcore decisions along the way. But when it's feeling like things are just not coming together, that's your moment where you need to hit the pause button, take a step out, and say, "Okay what is going on here with *my* energy?"

Even if you feel like it's all your staff members making mistakes, or it's *those people* — out there — who need to get it together ... it's *you*. You're part of the co-creation process here and everybody is responding to *your* energy, something about *you*.

Kelly: So I just had this experience that I'm happy to share. As we're recording this, I'm in the middle of putting on my very first Marketing to Millionaires retreat. And there have been times in this process where I've gone back and forth.

And probably about, I'd say, a month ago, I got really clear that this was going to be absolutely wonderful ... no matter what. And I'm still marketing it because I still believe that there's people out there that are supposed to be in the room that just haven't gotten the message, or the courage, or the whatever it is, they haven't said 'yes' yet. And so I'm still reaching out to those people. But I'm doing it in a very different way. And the way that it feels — because again, this is how we integrate this into marketing — the difference isn't coming from a place of "Oh, I've got to fill the room" or "I've got to get my butts in seats." It's not from that place.

It's more from, "I really want to share my gift and I know the right people will show up." And we already have such an amazingly beautiful crowd. Every day people are calling my office — honestly, I don't know if you can hear it — it actually gives me chills and moves me. Every day people are saying, "You're so beautiful in the way you're sharing your gift and you're so authentic and this stuff has already changed my life. Thank you." And it really comes from more of a place of, "I'm here to serve... and the right people will show up ... and we're very committed here to putting on the best event that we can for the people who are coming."

It's a very different energy than "this has to be this way, this has to be that way." I hired a great event-management company and there's this big discussion this morning about printing things on one side or two and I'm like, "Whatever's going to serve everyone."

Like those little details, at this point, it's like floating on your back.

Jeanna: And you'll notice a difference too when results aren't showing up; that's also a time to take a step back and say, "Okay, am I feeling ... do I still feel good about this? Yes, then all is well." And there are other times when you get upset when you don't see results.

This happened to me recently when I was promoting a class and nothing was happening. There were no people stepping forward to do joint ventures. It was just falling flat. And I clearly know that it was because I wasn't grounded in the material. I hadn't organized the material that I was going to deliver in a way that felt right.

As soon as I got grounded in it, we ended up doing three or four preview calls in one week. And that's when everybody said, "Oh yes, we'll support you, we'll interview you." But until then, I definitely knew because I wasn't feeling totally thrilled about it. It was feeling like I'm moving forward, but I'm definitely not grounded and direct in this agenda.

Kelly: So that's another great telltale sign. We're in — do you guys call it "flow"? Jeanna: Yes.

Kelly: So when you're in flow — same thing — the last three weeks I have had more opportunities come to me — more people wanting to support me, more people

wanting to joint venture with me, media appearances ... you name it. It's like it is coming to me like a magnet.

Eva: That is exactly what's happening: it's the vibrational frequency match. And that's why it's so important for everyone to understand. We can be in all the action and we can do the strategies and we're going to give you some awesome processes here today, especially this five-star creation client process. And yet the bottom line of all of it is to get you lined up, vibrationally, with what you want, and sometimes that is the clarity. And that's what we *love* about this process.

Kelly: Just to summarize, real quick then, flow feels ... yummy, easy, incredibly attracting, people coming to you easily. It's effortless. You're getting results.

Eva: Absolutely.

Kelly: And the opposite of that is ... trying hard, frustration, lack of results, not really getting the momentum that you desire, being attached to an outcome.

Jeanna: And you'll notice because everything is always coming back to your emotional indicator, we'll tell you. Because you're either going to feel in the flow or you're not. It's going to feel hard or it's going to feel easy and sometimes even when there's no evidence showing up — there may not be any hardcore results right away — but if you're in the flow, you won't be worrying about it. You'll say, "Oh! It's going to happen and I'm just going to keep focused on what I'm doing here, and the next action is taking place, and that's all good." You still feel good so that's your indicator is your emotions.

Eva: This is really important too because a lot of people say, "I don't see any evidence yet." Your evidence begins with how you're feeling and if you're tapping in — and maybe your evidence isn't showing up yet — it's on the way if what you're feeling is good. And so use that as your initial indicator — so important.

A lot of people say, "Well I'm feeling good but, whew, not here yet," and then they totally turn off of what was feeling good and focus on 'it's not here yet' and then don't feel good. And then they put the pause button on the attraction process. They put the pause button on what's on the way.

So don't do that. Know that if you're feeling good — absolutely you're in the right place — it's all happening. It's perfect.

Kelly: And one of my favorite quotes that I tell everyone — and that I've had to tell myself because I so agree with you Eva, even just in this event that I'm talking about — there was a time several months ago where I was worried. "Oh my gosh what if I don't make the numbers? Oh, my gosh, what if I'm on the hook for this? Oh, my gosh..."

I started myself in this spin cycle about it. And then when I let it go, because I reminded myself there's this saying that I tell people: "Worrying is like a rocking chair; you expend a whole lot of energy and you just don't get anywhere."

And I reminded myself that, you know what?, it's perfect. It's going to be what it's going to be. I'm going to attract the most wonderful, amazing people. I'm

going to have fun with this. I'm here to serve. This isn't about me and my ego and how many people I get in the room. That's not what this is about. And it's going to be perfect because I believe that the universe is my biggest fan. And I let it go and everything shifted.

Eva: There's the 'allowing' piece; that letting it go. You said it so beautifully.

Jeanna: I want to say one more thing before we move on. I want to go back to ... let's say, Kelly, that you know the exact number of people *you* need to make this event profitable for you. It's like, OK, now we're all good, right?

So sometimes what happens is we do get focused on that specific number. I've done that before with live events. They used to be my total nemesis when I did them all the time and I'd always get myself all wrapped up in a tizzy about. "I've got to make my numbers."

And then when I started shifting into, "What's the essence behind 'needing to make all my numbers'?" Because I would focus on that number and that's where that would actually cause me the stress, is focusing on that number. Even though you know your numbers, there's a point when if it's not feeling good, you set the number aside. That doesn't mean that's not what you want to intend, but then you begin to focus on "What's the real issue here?" I want this to be a profitable event and all of the expenses are taken care of and it's not a big deal. It's just taken care of. And for me that's a lot of time what stews us going to the essence of what I really want to happen and focusing on that, because the reality of all the numbers start getting my heart rate pumping.

Kelly: That also happens when you're trying to lose a few pounds and then it just blows your mind.

Jeanna: Yeah, never get on the scale unless you're okay with seeing whatever the scale is going to reflect.

So are you all ready with pens in hand? We are going to share our five-star client creation process. Now I want to give a few things you want to be aware of before we start this process.

It is not uncommon that once people do the process, that you may lose a few clients before you gain some and I'll tell you why: Because once you do this creation process, you are very clear that this is what I want to attract, and the people that will go away aren't your perfect, five-star clients.

So I just wanted to make sure I say that because inevitably people start dropping away that aren't perfect because what you are creating are the ones that are perfect, so don't worry, the other ones will fall in fast, and in a good way.

So Eva do you want to kick this off?

Eva: Yeah, let's do. So five-star client creation process and obviously, there's five pieces to it.

And the first one is to really get clear on what the qualities are — every single, solitary quality of your five-star client — your perfect client. What are those qualities?

Jeanna and I use this process, and we use it for everything. We've used it for bringing people into different classes. We've used it for our one-on-one clients. We've used it when we were selling our book. We use it on our radio show to bring in the perfect people to interview, the perfect listeners that are coming.

So you can use it for *any* type of relationship, by the way. *Any* type of relationship.

And yet we're going to be focused on clients. So looking at the qualities; for example, the qualities might mean that you want people who are spiritually focused. You want people who are go-getters, they take charge. You want people who appreciate you and the value that you offer. You want clients that are willing — and by the way, no compromising on this, go for *everything* you want. You want clients that pay you in full, up front. You want clients that want you to raise your rate because they love the value.

So you want to make sure that whatever the qualities are, that you're going full-out for what you really, really, really want.

This does not mean that your clients that come to you are going to have every single one of the qualities that you have on your list. But based on what you're clear on in your list, you're going to have vibrational match to the clients that do show up to you.

One of my qualities is that they pay me up front, full fee. Well I've got the most amazing, amazing clients that didn't necessarily do that. It's okay. At least you're clear. And I have many that did.

So you just want to make sure that you're putting everything down that you want as that quality characteristics of your clients: they absolutely appreciate you and the work that you do, they respect you, they show up on time ...

Jeanna: They refer clients.

Eva: They refer clients, they send you centers of influence who refer to you.

So it's really fleshing out all the possible qualities that you want in your clients.

Jeanna: And this is going to be an ever-growing list and you can do two things: You can look back at the clients that you absolutely adored in the past or current clients and say, "What did you love about them?" And look for what those qualities are.

And you can also look back at the ones who drove you nuts. What was it about them? I know that sometimes I've had clients who it just didn't seem like they cared so much, that they were coming to the coaching and it was like "Oh, I'll get what I'll get," with no specific agenda and I thought, "I want them to be really revved up and juiced. I want them to be thinking about their coaching call all week, deciding what *is* going to be the agenda. What's most important?"

And as soon as I started doing that, guess what? Not only did they react differently but I did too. I started calling that force from them and being more

direct. So you do get to ask for anything you want. This is not about being politically correct on this list.

Eva: This is your list, by the way.

Jeanna: Yeah this is between you and your new clients in the universe so what you're writing down is perfect for you. There's nothing too small, too big, too petty, too silly. I wrote on mine that I want them to write me love letters. I want them to pop notes in the mail or email saying, "I love you," because I love them.

Eva: That's mine too. I want them to appreciate me and surprise me with gifts and, oh, my goodness, just an example, one of my clients, who is constantly sending me superb, quality wines. And the wine lover that I am, I'm going, "Wow this stuff works."

So I'm going to give you just a few more examples so that you have something to work with and for me, one of mine was that these clients come to me in droves, easily and effortlessly. They love the work that I do. They implement the knowledge that they receive. They listen to what is being offered. They are appreciative, they spiritual, they're open, they're energetic, they love life, they have a great sense of humor, they're intelligent.

Now as you're looking at this list, as Jeanna was saying, sometimes you can look at what's not working. And by the way, not even just clients. Even as you're going through your day to day running across people and you see attributes you

really aren't appreciating in them, then you come back and say, "What's the opposite of that I'd like in my client?"

And if it's not a client, and it's just a friend or a colleague or a business associate and you really love a quality of theirs, and you come back and say, "That would be an awesome to have in my client," and you add that to your list.

Now, for instance, one I have on my list is they have good common sense. Where did that come from? From some contrast with a client. So use it and really create a very robust list here. They're authentic, they're sincere, they respect and value me. They see me giving far more value than the dollar value paid. They're decisive, they're open-minded, they're reliable. They come from their hearts. They're eager to learn and share. They give great testimonials without me asking. They're abundance-thinking.

Hopefully this will give you some ideas of some of the things that you want to add to your list.

Jeanna: Don't underestimate, by the way, the power of doing this. It just sounds like something — you've heard people talk about if you want to attract your perfect mate then you need to write down the list of qualities. Trust me. Do not underestimate this.

First of all, you're writing it down and you're keying it in on your keyboard; you're creating a vortex of focus — and writing is your greatest point of focus — so while you're doing this, remember the universe is only saying 'yes' to whatever you're feeling.

It responds to however you're feeling as if that is what sells. So you're getting excited about, "Oh, my gosh, this client sounds rockin'!" Give me a whole line up of these out the door. Guess what? The universe is saying, "Great she wants more; give her more." She's liking it.

Kelly: That's exactly how I found my husband. And I wasn't even looking for a husband. In fact one of the things that I had said was, "I don't really care if I ever get married or not, and if I bring an ideal man, or mate, into my life, this is who I would love to partner with on my journey."

And voila ... manifests the husband.

Jeanna: Yeah, don't underestimate; this is powerful on so many levels. You're literally creating an order form here for the universe and the universe always provides.

Are we ready to go to the second step?

Eva: Yes, absolutely. This is the fun one.

Jeanna: What do they love about me? That is the second step: What do they love about me?

What is it that you want them to say about you? If you had raves on your website from your clients, what will they have said? What are the specific things that

they would have said? For instance, "I love that Jeanna takes every Monday and Friday off and puts herself first because that's something that I want to aspire to do in my own business. I love that she asks for the fees that she thinks that she's worth and she pays herself well. I love that she walks her talk. That girl is always talking about Law of Attraction even when she's not on a call. She's living it; she's breathing it. I love that she gives massive content in everything that she offers."

So if you could peek in on them, what would you want to be coming out of their mouths?

Eva: Yeah and this is one more time where you want to make sure you are really going full-out. You're not putting down there what you *think* they might say, but what you absolutely, without a shadow of a doubt, *want* your perfect clients to say about you.

Maybe it's, "I *love* that Eva offers me all these other products and services and I *love* that I get to take advantage of all of them. I *love* that she offers value add. I *love* that she takes four weeks off. I *love* that she's only available on Tuesdays, Wednesdays, and Thursdays. I'd like to pattern that for myself. I *love* that she's hugely appreciative of me. I *love* that she's passionate and fulfilled in her work."

And, so all of the things that you want them to say ... here's an example that I use to really make the point about making sure what you're saying you want them to say about you is what *you* want them to say about you and not what you *think* they want to say about you.

And I'm going to take it down to a personal relationship to make the point, and that is, my mate Robin and I are here, and when I create my ... it wasn't a client process, it was my "significant other process," and in "What do they love about me?" I didn't say, "I want them to love the dinners I put on the table at night." What I want them to say about me is, "They love that *I* appreciate the dinners that *he* puts on the table at night."

Get the difference? And that's exactly what I have. I have someone that does the cooking in my house.

Kelly: Thank you, Robin.

Eva: Yeah, thank you, Robin. We love you.

So that's why I want you all to make sure that you're clear that it's truly what *you* want and what you want your clients to say about you. This is going far beyond ... the first list which is what are the qualities: most people do that. They have their to-do list of the perfect person, whether it's a personal relationship or a business relationship.

But rarely does it get taken to this next level where you flip it around, and now what it is you want them to love about you. And what you want them to love about you is what you want to be able to do in the world. You want to only work Tuesdays, Wednesdays, and Thursdays. You want to get paid for the full value of what you're worth. You want them to expect that you fly first class.

Put that in there. "I *love* that she flies first class everywhere she goes." So frankly, to me this is my most fun column. I love playing with this one.

Kelly: Honestly, it makes a huge difference in the work that you do in the world. I've had it both ways. I've had it where I have a wonderful group of clients who are like, "I *love* that you take such good care of yourself. I *love* that you go on so much vacation." And I have had clients — not for very long, mind you — but I have had clients who have said to me, "You know, I need you to be here for me more. I don't like that you're on vacation all the time. I don't like that I can't get you on Fridays."

Eva: Yeah that's definitely not a perfect client.

Kelly: Yeah, "I don't like that you won't return my phone calls on the weekends," and I'm like, "Oh, yeah, we need to chat."

Eva: Totally and that's what most people do. They try to be ... all things to everybody else.

And I know Jeanna and I both have done that early on. I got very clear. I loved doing my coaching and I loved the group work and I loved reaching out globally and I can do that in the comfort of my own home, by doing phone work and phone coaching, tele-seminars, and those kinds of things.

And a couple of times I've had clients who were local so they insisted on meeting face to face — that so did not work for me. And I realized, you know what? As much as I love and adore everything else about this person, this piece so does not work for me.

You want to make sure you're setting up your business not only to be successful, but also to support *your* lifestyle — the lifestyle that you want. And it's possible to do that when you're *clear* on who you're working with.

Jeanna: Because if you don't, what ends up happening is you actually create resistance, and you end up resenting, and resenting is really down there *low* on the emotional scale of things. And that goes from everything, from the way you design your business, to how much you're charging.

I know last night I totally understood although I was frustrated as a customer. I was going somewhere to pick out trim for our windows that we're doing and they close at five. And I was high-tailing it over there and I called and said, "What time do you close?" and they said, "Five."

Well, it was three minutes after five when I called and I said, "Will somebody be there in five minutes? I'm almost there."

"Maybe."

And I came up and the owner was sitting outside and he said, "I was there when you talked to someone that spoke on the phone but our guys have families and they need to get back."

And I said, "I totally understand."

He said, "Can you make it here on Saturday?"

And I said, "I'll do what it takes to get here when you're open."

I want to get into that store. They have the best displays. How can I be upset when they're setting the boundaries when I'm the person that does that, too? I will make it work for me because I want to get in that store.

So here's the next column — and it's not a column, it's a step — and it's something that most people don't think to do. It only takes a moment and yet it's powerful and you can do this every day, if you wish, and it's creating an energetic connection to that perfect customer or client. And what I mean is we all have an inner being, a higher self, and you know when you're communicating from that place, or acting from that place, because you just feel like you're in the truth of who you really are. You are being 100% authentic, you feel connected to your heart, there's wisdom that you can access there that you don't normally access. It's not about being in your head, it's about coming from that soulful place.

And what you can do is imagine that your higher self is having a conversation with your perfect customer's or client's higher self.

So you do this on an energetic level. I can do it with my eyes open. Sometimes it helps to close your eyes or you can do it in writing if you wish. But imagine that you're speaking soul to soul and you're actually calling that person forth to you. I imagine it as if I'm sitting here in my office and out there when I look over the horizon at the hill, I see one of those giant spotlights. You know, you've seen them when there's a grand opening somewhere or there's a new movie playing and they're shooting the spotlights into the air and into the sky. And I imagine that there's a spotlight shining down onto them and a spotlight coming from me. And energetically, we're making that connection.

So it's like I know that my perfect clients are out there looking for me just as much as I'm wanting to attract them for my side. So we're in a crowded room and we're sort of sifting through people to find each other. But we're making that energetic connection, and when you do that, you literally are creating this cord, energetically, from you to them.

And it's amazing. There's a sense of peace in it. Once you make the connection, you can ask questions. I do this a lot of times when I'm creating my marketing. I'll imagine that I've made the connection with that person and I'll ask them, "What is it that you want to hear from me that will prompt you to know that you're making the right decision to work with me, or to be in this class, or to buy this product?"

And I'll hear an answer. "Jeanna, write something about blah, blah, blah in the promotion." And that's exactly what I do. Or, "What is it that you need for me to shift in order for you to find the class?"

So a famous question is like what Kelly was saying about her event. She knows that there are other people yet, who have not made the decision to be in the event that she's having - the retreat - that are supposed to be there. So one of my favorite questions is, "What do I need to say to get them off the fence?" They're chomping at the bit. They want it. What's that extra little "unh" to make them say, "You know what? I know I've been resistant and I am ready. This sounds fab. Sign me up."

So creating that energetic connection is just a soulful place and it takes just a moment. I know I feel more fulfilled when I do that. Just instantly I just feel excited about whatever it is I'm thinking about — whether I'm wanting to call forth more coaching clients, or sell products, or whatever it is.

Kelly: Jeanna I have a question. Is this just about you kind of dreaming about it? Or do you write it down? Or do you kind of meditate about it? What does that look like for you?

Jeanna: For me, personally, I actually can just take a deep breath in and I actually visualize it in my mind. For other people, who are not used to visualization or being able to connect in like that, it's easier if they write it. You can even imagine you're writing a letter asking questions to your client that's "out there" and they're responding back to you, and you can just simply write down the answers. Is that clear?

Kelly: Yes.

Eva: Yeah, it's a powerful process and you can see that we're taking it so much deeper than just listing your wish list of what you want your perfect clients to have. And then we take it even deeper than this.

We've created the qualities. We've gotten clear about what they love about *me*. We've made that energetic connection. And, now, there's still yet another step to take it a little bit deeper and that is to look at ... who do you need to be — who do you need to be — to attract those clients?

And, so examples of that might be that I am someone who is constantly growing and expanding myself. I'm constantly in my spiritual growth. That's who I need to be. I need to be this connected person, clear about who it is and what I want in the world, and the impact that I want to make, and the service that I have to offer.

I need to be someone who is constantly working on myself. That's who I need to be to attract the types of clients that I want. I need to be someone who gives excellent service and value. I need to be someone who holds my vision of what my perfect clients are like and what my business and lifestyle is like.

I need to be a person that is willingly sharing my gifts and talents and the processes and the tools that we have to offer. So now we're really going into

who you are and the essence of who you are that creates you being so attractive to your perfect clients.

Jeanna: And a good place to look is what are your personal values? Integrity is one of my big things and, when I'm personally out of integrity, I don't care if other people think its okay or not okay, for me, I need to do it the way that I feel is right.

And there was a time in my life where I was in a very down place and I was on the road a lot, away from my house. And I was doing my client calls on a cell phone from wherever I was at. It was so not working for me and I fell out of integrity because sometimes I'd land in a place where I had sort of a poor connection, and the last thing I wanted to do was not have all 100% of my attention on my client. And I can't do that when I'm constantly getting cut off.

So who I needed to be was someone who really was back in integrity with the way I knew I needed to do business which is: When I'm on a client call, I am on a landline, in my office, with no distractions, no background noise, because that's what felt good to me.

Now at the time, those clients — I don't know if it was OK with them, or they were just simply tolerating — but it was getting me down. So I knew who I needed to be was back in alignment with my values. So you can look there to see what you're currently doing and there may be some things that you need to shift about who you're being. Not *for* the client, but because it's what puts *you* in alignment.

Eva: Big distinction there, too. You're not doing it for the client. You will be attracted to those clients, but it's got to be for you to be in integrity and alignment with yourself.

Jeanna: Who you need to be, by the way, all of you —this should be on everybody's list — who I need to be is authentically true to myself. Who I need to show up as is, for me, one of the things I always wanted to push down was how quirky I am. I'm very informal. I always felt that I should shove that down and be very professional especially when I'm talking about money or something else. I really need to present myself in a more formal way.

Eva: I want to just give you a quick story about that because that's exactly, that's when I met Jeanna. That was her MO. She would have these programs and these live events and they would be based on money and she would hold them even in banks. And she would come in her little suit and they would have the event. And it was "grrr." And then we actually attended a leadership program together and ... she came up as quirky, I came up as eccentric.

And the different reactions they we had ... when I found out that was I was really an eccentric, it was like, "Free at last! Free at last!" because I'd come through corporate, I'd come through IBM. Talk about not being able to be who you are, at least not me. So I just felt like freedom and Jeanna was crushed and didn't realize, "My gosh, you mean I get to be myself?" It just totally opened up the door.

Jeanna: And what ended up happening is I changed the entire way I did my program. I would now show up in funny shirts that had plays on words about money. I began finding money music and I just let it all hang out. I had so much

more fun and of course, my impact was there a whole bunch more learning that didn't happen when I was being so formal.

So it's really about coming back to "Who do I need to be so I can let my power out by simply being authentic," and most people — at least that I've coached and especially in the professional world — are holding back some part of themselves because they don't think it's appropriate. Or there's a certain characteristic that you need to show up like, so you can look responsible.

Kelly: I think also, too, I can speak for people that are kind of in my generation. When I first started coming out — and I'm sure this isn't true for everybody, but I'm being inspired to share this piece — I know that my parents, the way that we market today and the way that we show up in business today is wildly different than our prior generation.

But I don't mind sharing this story because it really had a profound impact that I allowed to stunt my growth for a very long time. I had sent out an eZine and I remember — Ali Brown is a friend of mine — and I remember when she first was the eZine Queen and she said, "You've got to do an eZine and I'll show you how, it's really easy." And I sent out this eZine and my dad was on the list.

And the first thing I did — because my puppies are my heart and my soul — and so I thought, I'm going to really show people who I am. And I sent out this picture in my eZine of me and my puppies and I felt so good about it. I was talking about how I'm really passionate about helping entrepreneurs and here's who I am as a person.

And my dad called me and raked me over the coals and said to me, "Kelly, that is so unprofessional." He said, "No one cares that you have dogs and that you love your dogs. If I sent something out like that to my clients, they'd run away because they want me for the skill that I bring to the table, not because I love dogs. You've completely discredited yourself."

And I will never forget this which was really shocking to me. He said to me, "Plus the fact is, everyone's going to think you're a lesbian." And I was like, "What?"

That one even knocked me for a loop. And he said, "Everyone is going to think you're a lesbian because you're the crazy old dog lady." And that's when I thought I had fully let that go because my comment to him was, "First of all, I don't really care if they think I'm a lesbian and even if I was, if that had any impact on them doing business with me anyway, then they're not my ideal client.

I wouldn't do business with people that behaved that way anyway. But I have to tell you I toned down my entire way of being for years as a result of that one comment. And I felt like it was important for me to share that story ... and I didn't actually really consciously know that I was doing it until I figured out that I really wasn't showing who I really am, and I had to become very okay with the fact that I only want to work with people who love me for me. Because I am who I am, and I'm not for everybody

... and that's okay.

Eva: Absolutely, so important.

Kelly: So I don't need to work with everyone. In fact, quite frankly I can't. I only want to work with people who appreciate me for being me when I'm in my glory and my power and my being. And if they don't want to, then that's totally cool. It just wasn't meant to be and I'm happy to refer them to someone else.

Jeanna: Excellent point. Last and fun on the list in the client creation process is the fifth step, which is: Taking inspired actions.

In other words, here's how you know if it's truly inspired. You want to take inspired actions that may have come up as you were writing your qualities or who do I need to be. For instance, me, one of my inspired actions became, "I really need to redo my schedule so that I am home when I do my client calls and it doesn't matter what else I have to put off. This is what's most important because when I do this and if I'm taking care of my clients, the rest doesn't matter. This is what's important."

So those sorts of things might go on the inspired action list. You may also have been looking at some off the wall stuff that's really you that you thought, "I'm not sure if I should do that or not; that's a someday thing that some day in the future I'll create that." All these things go on the inspired action list. Anything that you've been wanting to do, whether it's specific to marketing, or product creation, or new service, or you're going to tweak something.

This could be a very long list. Everything gets written down and some of it may be small and some of it may be big, huge projects. But you're going to be looking to, "OK, based on who I need to be showing up to attract my clients, and knowing that what they love about me, because if I want them to love the fact that I travel first class and I don't currently travel first class, then maybe one of my inspired actions is the next time I'm going to travel, I'm going to book a first-class ticket."

Then ... am I missing anything yet Eva?

Eva: No.

Jeanna: Okay. Good. Now here's the interesting part. So you might have a pretty long list and you might have some of these inspired actions somewhere else in your business plan and other little scraps of paper. But what ends up happening is now you actually do now have to take action. You don't want it to be just something that you've created and stuck in a file.

You want to *feel* for which of these actions you're going to do first. Now here's what's interesting: Some people will want to take the thing that will give them the most bang for their buck first. Or they might want to do the most "responsible thing" first. You actually have to feel for "What do I feel most inspired to do on the list right now?"

It may be the thing that you think you're actually going to get the least impact in your business from. I know for me, actually on my business plan for this year was to completely organize my office and because it became something that was

actually taking my spirit away — I walk in and I can't find things or there's just clutter and it's not arranged in the beautiful way that I like it — it was actually getting in my way.

So to the outside world, they might say, "What? Forget organizing the office, girl, you need to sit down and do a clear marketing plan." For me, it's what I needed to do in the moment and you have to trust that, that you are your own best guide on this and your own best business expert. Choose the thing that you feel most inspired to do first.

Eva: And I want to say something about that too. So it goes back to and I love this phrase; there is a book that is also killer and it's called *Why your Life Sucks and What you Can Do About It* and it's by Allen Cohen, and it's talking about Law of Attraction. But one of the things he says in that book — and this is how you can do your litmus test about what's the most inspired action for you to be into — he says, "If it's not a 'hell yes,' it's a 'hell no.'"

And to look at, "Oh, yeah, this is a 'hell yes,' I want to get in here and this is what I want to work on." So that's one of the ways that you can sort of feel what is the next inspired action for you. And if you don't have any of those, then look at what's getting in the way or what is that factor? What is your "hell yes" factor that is the next step for you?

Jeanna: It's such a great way to test because a lot of times what ends up happening is there is stuff between "hell yes" and "hell no", in the middle — purgatory right? — it gets put on the list. And you're just sort of going through

the motions. But when it's a "hell yes," you *want* to do it. You can't *wait* to do it. It's like wild horses can't keep you away.

"Hell yes." We started doing it in our business and I've got to tell you; now it applies to everything. "Do I really want to go to that dinner party? Well I kind of feel obligated. They came to my party but it's not really on a good night." Well, then it's a, "Hell no." You can't kinda, sorta, want to do it. Until it's a "hell yes," it's a "hell no." That doesn't mean that at some point it won't become a "hell yes," but right now, if it's not a "hell yes," then it's not on the list.

Eva: To take this to a different level, too, because sometimes what happens is it doesn't feel good *not* to do it, and it doesn't feel good *to* do it, so now what do you do? So when you're looking at that, then feel which one of those feels better? Which is the

... I'm going to call it the best of two evils. I don't really mean it as evils, but to say, "Which one feels better?"

And if one feels better even though you wouldn't choose either one if you could get out of it, then it's up to you to line up with doing it. In other words, make a decision and line up with that decision. "I've decided that I am going to do the taxes this week. It doesn't sound like something I want to do. It feels worse to let it go and have the government come down on me. So I am going to line up with that decision. I'm going to decide that it's going to be easy. I'm going to do it when I have plenty of time.

There's no rush. I don't need to think about anything else. I'm going to put on my favorite music and maybe have a comedy running in the background, or I'm going to light some candles and put on some quiet music."

Whatever works for you and I'm *totally* going to be focused on this with the intention that it really unfolds, everything is there. All that I need to do the paperwork is there so I can get it to my CPA, and when you do, then you're fine. And I'm using this example because it's one that I would butt up against constantly every single year and I finally learned that this is a decision that I was making so I may as well have fun in the decision, enjoy the decision.

And that's what I did. And it went from having years where nothing was ever organized — it would take me weeks because I would have to file for something, I'd have to send off for something, I'd have to go into old folders to find pieces of paper or bits of information that I didn't have — to taking weeks of off and on again to sitting down and everything being in order and being able to throw it all together, within an hour and a half. It is such a no-brainer process for me today and I just don't have that resistance I used to.

But that was an example of it wasn't a "hell yes" and it wasn't a "hell no." Maybe it was a, "'Hell no,' I'm not going to let the government take me over," but you know what I'm saying.

So I made it work for me.

Jeanna: So remember that if it's not fun, then it's not the right way to do it. If you can't get behind something and you never want to move forward with something grumbling

or resenting it. So when Eva says, "Get lined up with it," you really have to go in just deciding, "Okay I will make the best of this," whether it is a networking event or it's a project that you committed to but now you're thinking, "Oh my gosh I really don't want to do it but I'm going to choose to go ahead with it." Be at peace. Be at peace! And start making up some stories about some cool stuff that could happen as a result.

That's what I do. When I feel like, "Aw man, I committed to this!" Let's say I go on a call and I know that someone else is sponsoring an event and maybe only 25 people have signed up and maybe I'm used to hundreds being on the line. I can make up a story that, "Oh gosh, this is going to be an hour wasted," or I can say, "What if the perfect people are on the line with this and it leads to something else wonderful and what if I simply have good time on the call? Who cares if someone signs up for my course or not?"

But I end up leaving the call in a more rejuvenated state. Well that would feel pretty good. So I do a quick 'what if up' game — that's something that Eva and I do all the time — to get myself lined up with the possibility so when I walk in, I've got a fresh, new attitude.

Any questions, Kelly? Or anything you want to add?

Kelly: Nope. I am just listening intently.

Eva: Let's just go back and make sure that we're clear; it's the five-star creation process we just took you through.

1. The first step is to start listing out all of the qualities of your five-star clients. Do not hold back. Do not compromise. Spend time creating that list.
2. The second piece is to then start listing out what they love about me — what you *want* them to say, not what you *think* they should say. What do they love about me? And really flesh out that list.
3. The third part is then to get into an energetic connection with that perfect client. So quietly— whether you do it in your mind or you write it out — quietly merge with your higher self and that's just imagining that you're tapping into your higher self, imagining that the spotlight is now out there in the universe and it is intersecting with the spotlight of your perfect client, and you're now connected with their higher self. And in that, simply ask them the question: What would it take for you to come work with me? What do I need to say in order for you to find me?

Whatever your question is about it and it could be any kind of number of questions. It might even be just visualizing that the intersection is it, know it's done, and then whatever else you do from that place comes from inspiration.

4. Looking at what do I need to be, who do I need to be — who do I need to be — to attract my perfect clients?
5. The last piece, of course, is getting into that inspired action based on the work that you've just done and listing out all the possible inspired actions —some

you'll take right away and some you won't take right away — but just list everything that comes up for you, no editing, and then come back later to decide which is the one that's jumping out at you at this point.

Now one of the things I want to say about this process: This is what I call a living organism. When you create your document, whether it's on a piece of paper or it's on a Word document or it's in a journal; but when you create this document, this is not something now that you forget. As you are moving through your day and you are noticing things about people, 'Oh, that's an aspect of my perfect client. That's an aspect I don't like, but the opposite I'm going to go back and add it to my list'.

So this list you'll be adding to based on the experiences you're having with your clients, with the experiences that you're having interacting with other people, and you will keep coming back and you keep adding to this list. So that it gets clearer and clearer and clearer. And of course the focus that you're putting on it is creating that vibrational frequency which is the match to those clients that you're getting clear on.

Jeanna: So this is something. When I've done it before— I'd like to take at least ... I block out an hour and sometimes more, It depends on what it is. I know I've done it before, very successfully, with amazing results. Instantaneously, when done for specific positions that we were trying to fill in our staff.

Now this can sound interesting but trust me, it works. I've had people do this with attracting the perfect home, as if the home had a personality. And I'm telling you they were shocked to find out that they could attract it using this, and it's just a great way. Because so much of the time — even when we know better — we always sort of in the back our head think that there's going to be

something that we're going to have to put up with that won't be perfect about whatever it is — the perfect bookkeeper, the perfect staff, the perfect client, the perfect home — that we automatically assume that some piece won't be perfect and we're here to say: All the pieces get to be perfect.

So use this process for anything — anything at all. So your homework between now and the next time that you tune in, is going to be to go do this — at least begin it, you may not finish it, but begin it — and like Eva said, you're going to be constantly adding to it anyway.

And then the next part is to take one or two actions. I like to say to keep a narrow focus on how many actions you're going to take. Focus on two to three things at a time. Otherwise you feel like you're not making progress and you're scattered all over the place.

Eva: That would be it.

Kelly: A lot of this is being more conscious to it. And so one of the things that I've done with clients before, when I'm trying to keep them more conscious, or even for myself, because it's easy to slip back into your old patterns. So is there a way that we can trigger them to stay conscious to this process and how they're feeling — even if it's setting an hourly alarm on their computer, or a timer to check in with the way that you're feeling?

Eva: That's a great idea. You don't want to forget that this thing is here. So one of the things I actually did — part of my "be" process of "who do I need to be" process — I said I need to be somebody who reviews this five-star creation plan daily.

Well, now here's what happened. I found out I wasn't reviewing it daily. It wasn't happening. So if you find out — this is a really good point — if you find out there are things on your list and it's feeling like resistance and you're not doing it, take it off your list. Change it. You're the creator of this. So don't feel like you've put it on the

list and now you're stuck and you've got to do this and you're realizing it really isn't working for me.

No, you go change your list. So what I did is I went back and I said, "Actually I'm going to change that to 'I'm going to review this plan ... *regularly*.'" I didn't even put a time on it. But what I did for the six or seven years I was doing the Leading Edge Living One-Year Success program — and I was teaching this process as part of that program — that was my trigger.

Every time I would get to that lesson in my program, it was my trigger to pull out mine, review it, add to it, shift it, change it, renew my commitment to it — and then I would put it away again.

So whatever that structure is for you, it is something to look at. It might be quarterly.

Here's another one that I used to do: I would put it in my bill drawer. I knew that regularly, once a month, I was going to be paying bills and there it sat. So just part of my process was then to go through that, add, delete, change, rearrange, see what still works, see what didn't, and then I was off again.

Jeanna: And here's what I did: I printed it out and I actually kept it on my nightstand. I wouldn't even look at it. I just knew that that piece of paper held my order form for the universe and I would just literally look at it and go, "Oh yeah, it's all taken care of."

And it would just give me such a sense of peace. It was a great trigger. I never even had to read it. I just connected to the feeling of it and I did it every time obviously I was in bed. I loved it. It sat there for a couple of years. Let me tell you ...

Kelly: That kind of goes back to what we talked about on the first call which is ... there's nothing more important than feeling good. So if it doesn't feel good, stop doing it!

Eva: Change it. And that's why I wanted to kind of remind people that if you come back and look at it and you've got something on the list that says what you need to do to be more attractive and you're not really feeling that's you anymore, you're the creator of the list. Just take it off. Just take it off! Shift it, its okay.

Jeanna: But I said I was going to.

Eva: Well it ain't working; take it off!

Jeanna: I think it's funny so much of the time we choose something because, in the moment it does feel inspired, and then later we may not. It's okay. Change

your mind. Take it off the list. Don't go, don't do it, just say "no." No is just as powerful word as the word yes and sometimes it's even more freeing to say no to something — especially when it doesn't feel good.

Remember that whole point about it's got to be a "hell yes" or it's a "hell no."

Kelly: I am very excited. Should we give them a little sneak peek into next week's call? This is the thing that in marketing to the affluent, I encounter the most. If there

is one thing and not only in general business building but also specifically in marketing to the affluent, this is the one thing that when you clear this up, it will change your life forever. Do you guys want to tell them what that is?

Jeanna: Yes. It's about really becoming a money magnet.

Kelly: Yeah and it's about changing your relationship with money. Eva: Totally shifting your relationship with money.

Kelly: I notice on my Facebook fan page — because I am obviously talking all the time about marketing to the affluent — people's stuff comes up all the time. I think that in working with this, you are going to teach people how to fall in love with money ... in a really authentic, healthy way.

Eva: Absolutely. Jeanna: It's your friend. Money loves you. Love it back.

Jeanna: And most people are thinking something that's elusive or that it's hard to hang on to. That it's covered in oil and just slips right out of your hands.

Kelly: And not only that; a lot of people think money's bad. It's bad for you to love money. It's bad for you to want money. It's bad for you to focus your time and attention on attracting money. That makes you a bad person.

Eva: We're going to flip all that around.

Kelly: Fabulous. Guys, thank you so much for the five-star process today and not only attracting your ideal clients but also your ideal team members. I mean, what a nugget of information that's going to change people. I really appreciate it. And I'm so looking forward to next week's call.

Jeanna: Me, too.

Kelly: Thanks, everyone for joining us today. Make sure you do your homework and get started on those assignments. Alrighty ... bye, bye.