

# Wealth Mastery for Attracting 5-Star Clients

Audio 4 Transcript



# Wealth Mastery for Attracting High-End Clients

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Kelly: Good afternoon everyone. This is Kelly O'Neil, creator of MarketingToMillionaires.com and we are back, me and my good buddies, Jeanna and Eva, and we are back for our fourth and final lesson on using the Law of Attraction as wealth attraction strategies to infuse into your business and marketing practices, attracting all of the ideal clients you wish, as well as all of the abundance and money that follows. So, hey guys, are you ready to play again?

Jeanna: Heck, yeah!

Eva: Absolutely.

Kelly: Alrighty.

Today, what we are going to talk about, really is — and this is the thing that I think, too, that makes this particular class that we've done so different than anything else out there on the market — is that there's a lot of people talking about wealth attraction strategies. But there's not a lot of people talking about wealth attraction strategies, in specifically applying it to your business and marketing strategies.

Eva: Right.

Kelly: And what I'm so excited to teach people is how — we've all had these conversations on multiple occasions, which, again, is one of the things that really inspired us to do this product in the first place — is marketing is necessary. And it's in the way you do your marketing — not only from a strategic standpoint, but from an attraction standpoint — that makes all the difference in the world.

So we're going to teach everyone today how to apply all of the brilliance that you've shared over the last three classes and how to really infuse that into your marketing and business activities to take your company to the next level and, ultimately, the freedom of finances that follow.

Jeanna: So just want to do a quick check-in before we start. This is Jeanna — making sure that you did start your millionaire attraction game, so that you can feel that flow of money coming in and out. So I wanted to remind you, "Have you done it today?" If you haven't, as soon as you stop listening to this — or you can push pause right now — go and spend some money for today. Just be noticing how it's feeling on a daily basis.

And, also, how'd you do once you did the Abundance Technique? Did you take your inspired action? Your next step? And if you did, how did it feel? And is it time to go through that process again? Because you can keep expanding for how much you allow in on that same very topic that you used the first time you went through.

So, ready to talk about marketing?

Eva: Let's talk about it. Let's rock and roll.

Jeanna: So first of all I want to tell you that the whole thing about creating a marketing plan, you just say those words and some people get turned on by it and some people want to go run and hide. So we are aware of that. I wanted to let you know. And the whole point about using attraction-based principles with a marketing plan means it's a whole different ballgame when you do that.

Even for those — because I am one of those people — if you said in the beginning when I created my coaching program many moons ago, you're going to have to create a plan and you're going to follow the plan, I would have said, "Oh no, I'm not. If that's involved, I'm not starting a business."

And now I really get that if I don't have one in place then all of my actions are just random. They're not actually supporting my mission, because they're all over the place, and they're reactionary versus intentional. And so I just wanted to speak to that because our whole thing here is to make it fun and even if you are a person who loves marketing, then we even want to beef it up even more, so that it's extraordinarily, if not enjoyable to do marketing, but that you actually get the impact that you want with your targeted market.

Eva: Absolutely. Creating marketing plans that feel magical and give you magical results.

Jeanna: And how you feel about marketing — just like when we talked about money last week — how you feel about marketing is going to impact the results.

That can look a whole bunch of different ways. So I'm just going to talk about my website. It's a little bit improved right now over what it used to be. But when I first did it, I have to tell you, I worked with a copywriter and she hated so much of my language in that copy — and she kept trying to change it because that's what she is, right?, she's a copywriter — and she'd ask, "Can I change this part?" And I would say, "Mmm, no I really love that word or that phrase," and she'd say, "Yeah, but it's jargon." And I'd say, "I know but I like it. It represents me."

And I'll tell you what, I had so many clients, just based on that website alone because it really resonated with me. I personally loved it and so because I really felt in alignment with the words that I was saying, I attracted clients. To me, I thought, "Wow, I would never hire a coach just based on a website." That's me, personally. Now, obviously, lots of my clients feel different because they hire me off of the website.

So you really, really, really have to feel great about whatever, not just the plan and the strategies but the actual ... anything that represents you really has to really represent you, if you know what I mean. You've got to feel good about it. Even on little things like graphics, fonts on our printed material or on the websites, we will go round and round and round until we get exactly what we want. Because we know that we will keep that little energy that says, "Unh, we don't like it." And if we're not liking it, it's not going to be effective.

Eva: It's also so good for you to — when you love what you've got, when you love the marketing strategy that you have, when you love the copy that you have, when you're loving the language that really represents who you are

— of course, that's the energy that you are vibrating out there. That's the energy that your copy, your marketing — even your marketing plan — gives out about you.

So not to underestimate that and to be able to find your marketing strategies, getting clear, we've talked about that before — getting clear on your five-star clients, getting clear on what it is you want to be doing to create your business, getting clear on all the different aspects of your marketing, the strategies — and making sure that the strategies line up with who you are and what's important to you ... so it represents you.

Jeanna: Now I noticed something Kelly that you did with Eva and I, when we were doing a strategy session, is you wanted us to walk away with, like, three things. You really said, "There's lots of places we could go today but I actually want you to leave with some concrete steps."

And so for us, we kept going — and you kept checking-in, "How does that feel?" "Do you like that?" "Does that feel good?" "Is that clear?" "Yes, yes, yes, yes, yes."

And I know I walked away from that day feeling really good. So ... what would you say when you're working with people on a marketing plan? Do you have, like, three or five main keys that are important? Because I would like you to state that and then we can talk about making it really magnetic.

Kelly: Yes, because I will tell you that when I do marketing plans with people, it is incredibly strategic and specific, but tell me what you mean by the three to five keys.

Jeanna: Like, if you were to say, "OK ... there's so much that can go into a marketing plan, but if I were to give you the three to five most important things to remember when you're creating yours, here's what they are."

Kelly: OK. The most important things when you are creating your marketing plan actually steps back to your business plan, which is back to the clarity. It is imperative that you have absolute clarity on what it is that you want to achieve because your marketing objectives support your overall business objectives.

Jeanna: That's good because I remember, too, when you were asking us, "How is it that you want to operate in the business?" before we got to anything about marketing.

Kelly: Yep, yep. It's really, really important because the way that you create your marketing strategy completely depends on the type of business that you want to run. And the specific goals that you have. So that would be one. Be very, very clear on what it is that you want to achieve in the business, so that you can create and align your marketing strategies — whatever you choose to do in your marketing — to specifically help realize your ultimate results.

Eva: Yes. So I want to pop in here for a second and underline what's going on here, and the importance of the clarity. When you're clear — energetically, vibrationally — you are clear. And when you are, "Well, I don't really know,"

then there's a lot of muddled energy that's going on out there, and that's really what you're reflecting out in the universe — out to those that are talking with you, that are reading your web copy, that have anything to do with you — they pick up on that, and then they walk away not really clear about what to do with you, either.

Jeanna: And that's why you don't get the business

... Eva: Exactly.

Jeanna: ... they're like, "Umm ... I left feeling flat, after a conversation with you."

Kelly: Yep. It's funny because I do so many of these. What stuck out to you guys? I know the themes did.

Eva: The themes did. I thought the themes was really great because it had us stepping out. First of all, there's a couple things that went on there. Not only clarity, our theme, what's our big focus for the year?, but to step out. I know ... remember ... I was sitting there, going, "Oh my God. My heart is racing. This must be the right theme for me." So it's really taking you up and out, even beyond maybe where your comfort zone is?

Kelly: Definitely ... where your comfort zone is.

Eva: Beyond where your comfort zone is ...



Kelly: So what they're saying — what Eva is talking about — is one of the things that I do with clients — in fact, I do this with myself; in fact, today, I've been working on my next year plan. And right on the top, there's a theme, right? There's a theme and the theme is — it's much like if you ever watched that popular television show, "Ally McBeal?" And she would have, like, her theme song of the day. Or if you've got a song that when you listen to it — it's that song that makes you race. I actually encourage people to create a business and marketing theme of what it is that they want to create for the year.

As an example, one of the themes for next year — I actually have a couple different ones because I've got a business theme and I have an operational theme — but my marketing theme is to — and I say this, there's a couple of books out there about becoming slightly famous — and what that really means for me is my theme next year is really all about taking this, my media and celebrity branding, to the next level, because I've got a book coming out, and I want to be doing more television and radio and more media appearances. So mine is all about creating celebrity and becoming slightly famous.

Eva: Awesome. Love it.

Kelly: And that's mine. So one of the things that I encourage you to do is get something to get excited about. What is the thing that you get really excited about that when you're drawing up your plan, then the plan part becomes fun.

Jeanna: Yes.

Kelly: That's become my motto here: "If it's not fun, then we're not doing it."

Eva: That's right, fun is number one and don't you forget it.

Kelly: That's right, honestly, that's like the whole thing. If it's not fun, we're not doing it. So that would be the next thing, to create a theme.

The next thing in your marketing is, I want you to be incredibly clear, we're even going back to marketing foundation, right? So this comes even before the plan, the marketing foundation. So branding is obviously something that is incredibly, incredibly important to businesses and it's incredibly important specifically in marketing to the affluent, right? Because as a service-based professional, you need to understand what it is that makes you incredibly unique. You need to be able to communicate the value of what you offer, and you need to be very clear and confident in the way that you communicate what you're bringing to the world.

What this does from an energetic standpoint is there is a very big difference between being able to walk up to someone and saying, "I am the expert in marketing to the affluent. If you're a business who wants to market premium priced services and goods to high value clients who will happily pay for what it is that you offer, and appreciate it every step of the way? I'm your girl." There's a very big difference between saying something like that that's crystal clear and authentic, and saying, "Yeah, I'm a coach. And I love to work with people who need help."

Eva: Absolutely. Absolutely and the other thing about the theme, first of all, the theme takes you immediately to the essence, even before you get into the details — so you're already setting yourself up vibrationally ... again, Law of Attraction at its best — then really looking at, as you're saying here, and being crystal clear, and stating something that is unique and clearly yours. Clear, it's like, crystal clear. That's pure energy. People can really resonate with that.

Kelly: And one of the things, too, that I do with businesses — I do this more in my private coaching programs when people are working with me because we don't just work on the marketing, we work on the business — one of the things we do, too, is we make sure that before we even do our marketing plan, that we're clear on the core values of the business. That is one of the first things we do. And, so all of these things, in order for them to create this powerful business that we're designing — because that's what it really is, we're designing our business. It's kind of like setting an intention. That's exactly what we're doing. We're setting a universal intention about what it is we want to create with the business — they start all the way back with, "What are your personal values?" "How are you going to build your corporation?" "What is your mission and vision for your company?" "What is it that you're up to?" "What's the big why in your business?" "Why are you doing what you're doing?" Tie more into that life purpose.

Then it goes into, "Great, how are we going to then implement this vision?" "What will the theme be for the year?" "How are we going to communicate the power and beauty of what we're offering to people?"

And that's really the branding, so we start to look at the brand promise. "What does it mean to work with your company?" "What's the brand promise?" When they work with you, Jeanna and Eva — we talked about this — you guys are both brands, your brand, then you've got companies that are brands, and you've got products that are brands, but what does it mean when a client is working with your company? What's the promise that they're going to get?

My brand promise has very specifically to do with innovation, strategic thinking— I'm very much about strategy — authenticity. Those are a few of the things that are in my brand promise. Be very clear about what it means to work with your company because your entire brand is going to be in alignment with those things.

And then finally it really comes down to the planning piece. Which is again, it goes back to that clarity, "What is it? What steps will you take to achieve the results you want to create in your business?" Does that mean launching new products?

Does that mean? ... As an example, this year for my business has been all about launch. We launched a new brand. We launched, actually we're about to launch another live event, so two live events. We're launching our coaching programs. All of these things are about launch.

Well, next year, the theme is really about how all of these fantastic, wonderful, beautiful programs are out there and how do we attract our ideal, raving fan clients into them, and literally continue to tweak and fine tune these programs until they are the most excellent programs on the market.

That's really my whole theme for next year. Everything I'm doing is in alignment with that theme and if it doesn't help attract the ideal clients we want — and I used Jeanna and Eva's process for this — I have a process, too, and I wove that one right in there because I love it. I think it's brilliant.

So, what is it? Who do I need to be as a company leader? And what marketing steps do I need to take that feel really amazing to attract those ideal individuals into our business?

So if you look at it from that energetic point, that's kind of where I look at it?

Eva: Yes, absolutely.

Jeanna: Good. Thank you for breaking all of that down because, it's actually not that hard. I think it always sounds a bit daunting, like a marketing plan and, quite frankly, we're always marketing. Some people don't market at all but most people are marketing somewhat. But you just want to make it really attractive and one of the ways to make it attractive is to make the entire process fun.

Just like Kelly was saying with the theme is part of the way to make it fun, like the creation of it , you're visioning out into the future, "Where do I want my business to be?"

And then of course the very important part is to trust that whatever efforts you're making on behalf of your business, are perfect. And when they're not,

that they will attract the results you want. And if you are seeing that, "Hmmm, this isn't working", which even I go through it all the time, like, "Hey that was a brilliant thing that we did here. How come it didn't gain us a bunch of money? Where do we need to shift here?"

And then we'll go back to the drawing board and say, "OK, what is it that we need to shift? Did we totally believe it was going to work?" A lot of times it's because we've been so busy — and that's one of the changes that we're making is to really pare down our offerings because boy we've done a lot of marketing but I think it was a little on overdrive.

Eva: Yea, too much going out there, in too many different directions.

Jeanna: And so what happens for us is by streamlining it down, we're able to focus completely because, that's another thing, when your energy is scattered, like we talked about before, when your energy is spiraling out to all these different projects, guess what happens? You're dispersing your energy and you do become a little bit frantic. I know there was a time when I was, "Who's on first? What class am I teaching? Who's it with? What's the material? Ah."

And that's not a good feeling and it's not attractive, because you're not grounded. And when you're grounded, you literally are like a lightning rod, you will attract that energy to you in a very good way. You won't get fried.

Eva: Yea and it's really, really important that the things that you are doing, even focus, are things that you really enjoy doing, that you're loving your marketing strategy, because if there's anything in your business that you're doing that you don't enjoy, you're not going to do it for long. And then the business will suffer.

When you're loving what you're doing, oh my gosh, of course your business is going to thrive because you're loving doing it. You keep doing it, it feels good, you're attractive.

I know, I'll just take it back to a story with one of my clients who was a chiropractor and wanting to get her chiropractic practice up to 30 new clients a month. Now she'd never had 30 clients — new clients — in a month, so this is completely new to her. And as we started working together, I could feel the energy really getting heavy and I stopped and I said, "Wait a minute.

Something's going on here. What's happening?" And she said, "Well all of these marketing strategies and things that we're putting into place are feeling so heavy to me."

And I went, "Oh my gosh, what am I doing here? I teach Law of Attraction and we still, even then, we're getting bogged down in the details of some actions and not checking in with, really, was that the action for her?

So I actually challenged her — now here's a chiropractor who's wanting to grow her business — and I challenged her to take a week off. And to nurture herself

— go put her feet in the sand, go see a movie but take a week off, away from the business — just so she could get reenergized, rejuvenated and, bless her heart, she did. She was willing to do it and she called me that Wednesday, didn't even get through the week, saying, "Oh my gosh. I just got the most brilliant ideas of how I would love to see us put the marketing strategies into place." She got some ideas. She had some ideas about who could help her with that.

And in December, which is normally her record slow month, she got her first set of 30 new clients a month, working less — because she had someone now in the business to do some of the pieces that she didn't enjoy.

But it took us getting out of that level of detail and of what you must do, you have to do, you should do and checking in the same way that Kelly did with us, "How does that feel to you? How is that landing with you?" To make sure that it's in alignment with who you are and what your values are.

Kelly:        Yeah, I think that's really important and I think that this is a place where a lot of marketing strategists miss. They know the formula and they are going to slam the square peg into the round hole ... because that's what the formula says.

And I am a big believer — I do really, really well on stage. I love to speak. I thrive on it. It is just where my magic happens. And, therefore, I choose to do a lot of things regarding speaking live — there's things that I just, yuck!, it's like twisting my arm to get some of the stuff done.



So if it really needs to be done, here's the way it gets done: I outsource it. So I don't have to do it. Or I just simply don't put it in my marketing mix.

Jeanna: I'll tell you what. That's such great advice because so many people — even if they've been in the business for a long time — there's still so many 'shoulds' about marketing itself. I built my business on ongoing networking business because for me that was super-fun. I loved it. I looked forward to it. And I would collect all these cards and referrals and I get home and I would have this stack of referrals. And I would notice that I would just not call people back.

It's not really "call people back." People that called me I'd call back, but the things where I had to cold call somebody, and it wasn't a warm lead, I wanted to go hide. I was so nervous and stressed out about it.

And finally a coach told me, "Just go throw that whole stack of paper away." And I'm like, "Are you serious?" She said, "Yea." And I said, "Oh my gosh. That feels so exciting. I don't want to call those people. They're cold leads. I don't like cold calling. Toss them in the garbage." And boy did I toss those suckers in the garbage and I never regretted it for a moment.

And yet how I got my business was just connecting to the people with the warm leads and the people in the group who I'd created relationships with — and that was over a decade ago — they're still referring business. Some

of them are still my clients, off and on, whenever they need support, because I just did the networking in the way that felt best for me.

Now, I'm not saying that's the way to do it. I'm saying that you have to really look at, are you going to procrastinate and then make yourself feel bad that you're not doing the thing that you hate? That's not good energy. That's bad mojo. Terrible! But if you're really finding it exciting, then great, do it. And if not, you can delegate. I could have delegated that stuff off is the truth. But that point in my business, I didn't know any better.

Or simply take it off your plate. So you really have to make sure whatever is in the strategical plan is working with where you're currently at and the belief systems that you are with, and what you enjoy. Because pretty soon you may enjoy expanding. Because at first, it may seem scary so you just want to dip your toe in.

Let's say you want to try speaking but, oh gosh, you just feel like your skills just aren't that great. So start small, don't do it on a large scale. And then as you get more comfy, then you might expand where you're speaking at. But I definitely think that you need to start from where you're at and never ever, ever, ever make yourself feel guilty for something on the list that you find that over and over and over you keep putting on the to-do list and you're not doing. There's something you need to shift about that thing or completely take it off.

Kelly: Yep, I completely agree. You know what one of the things I think would be really, really helpful? It would be to actually even back up a little bit and talk about how the Law of Attraction works in your marketing effort from even more

of a thinking level, rather than a feeling level. Do you know what I mean by that?

Jeanna: No.

Kelly: Ok, let me explain. So one of the things is that we all know that the way the Law of Attraction works is that what you focus on is what you create. And so one of the things that people often ask me is, "Well, why don't I then just sit here and say I want to attract all of these amazing clients?" So therefore, marketing must not be necessary.

So here you two are, Law of Attraction geniuses, and you're in my coaching program.

Eva: Because it worked for us. That's attraction at its best.

Kelly: Well exactly. So, tell them why. I think we need to explain the balance of the being and the action in alignment with feeling good.

Jeanna: People who are asking that, by the way, don't really understand Law of Attraction yet. And the other thing is, usually, whatever they're asking that about — because they'll say, "If I don't go out and look for a mate, how am I ever going to find a mate," or, "If I sit on my butt all of the time and relax, I'm never going to get up and exercise" —and that's just not true. Because when you are enjoying your life and you believe that you are going to get what you want, you cannot help but to be inspired. You will actually want to take action.

Guarantee it. When I'm creative — and I know Eva, too — man, we'll work till midnight, we'll get up at whatever time, because you're so excited.

Eva: It's like wild horses couldn't stop you.

Jeanna: Yea, you wouldn't even dream, "Well, I'm just going to, you know, do nothing today." You're like, "Hell no, step aside. I want to get to my desk. I've got stuff to create."

Eva: So one of the things to look at here — and that really is a big misnomer with people and I even had this conversation with my mate Robin, way back when, gosh almost 20 years ago now, when he was asking me, "You mean I can lie in my bed at night as the CEO of my company and simply visualize all of this success coming to me and it will all get handled?" — and of course, firstly, yes, it will get handled and secondly, it will be handled when you are in action. It will be inspired action that you're in.

And that can look a lot of different ways. I'll tell you when we talked about the software company; we were in action for years from a place of fear and scarcity trying to find someone to buy us out, to support us, to give us loans, venture capital, all of the above.

And we worked our little booties off, but in the whole time we were in action, in that example, we were coming from major fear and scarcity and it never worked. The moment that we finally began to shift our energy around that.

Now in this case, someone came knocking on our door after we stopped doing what I called the dog and pony shows. But we were still in action. We were doing what we needed to do and what felt best for us in the moment to keep the company going.

We could have gotten an inspired action to take it out to one more person, but in that case it just didn't happen that way. But there's always going to be action even if it's action, the phone rings, pick up the phone.

I mean it can be as simple as that or it might be that you get an inspired idea to go somewhere and you meet that perfect person that has the answer and wants to introduce you to someone.

We have a story of someone who was wanting to find some office buildings in her particular area and the office space was just not available, it just wasn't available. And she'd done everything she knew to do and she ended up getting inspired one night, to get up and go to the store for ice cream.

And so she thought, "Okay whatever." So she goes to the store and she's standing in line and she's talking to a guy that's got some space and he's trying to find someone to take it off his hands.

So whether it's that kind of action or whether it's the inspired action that Jeanna was taking about — where we really are focused very directly on the business, and we're creating the programs, and we're doing the stuff that feel so good to us, and we're excited, and we're on fire — then just trust it. But there will

always be action. You will be in action. I promise you. The difference is, are you in action from a place of scarcity? Or are you in a place of ... on fire, positive, eager?

Kelly: Can I give a great example of the way that this works? I have a great example.

So this year, as we're taping this, I launched my first "Marketing to Millionaires" retreat. And I am incredibly passionate about what I do because I really believe from the bottom of my heart that this information can wildly change businesses.

And therefore, it doesn't just change the business, it changes the owner and every person that that owner touches. So as an example, I tend to attract a lot of transformational individuals ... like Eva and Jeanna, right? So it's not just their individual families, it also transforms the business owner that they are and every client that they touch.

So this is why I'm so passionate about it, because I have the ability to really change so many different lives through the ripple effect.

So let me give you an example. One of the things that I was coming up against this year is in the economic transition, I have people literally calling my office, in tears, because they want to come so bad and their money is blocked. They don't have this information yet and so their money's blocked, for whatever reason that is.

And I also have a lot of people who are — really, it's a scary thing sometimes, to take that leap of faith — and they can paralyze in fear. And so, at this one moment, I said, "What can I do to reach these people?" And I kind of set the intention. I really want to take, I basically said, I want to take some inspired action. What is it I can do? Who is it I can be? What action can I take that would potentially get those people who know it would make a huge difference in their lives — but for whatever reason are stuck — to get unstuck?

And all of a sudden, I had this inspired idea and I wrote this — really, I believe one of the best emails I've ever written in my entire life — and it was all this story about — you guys have all heard the story, but the story about the gentleman with the helicopter ...

Eva: Oh, yes.

Kelly: I got, literally — I kid you not — hundreds of emails about this email that I sent. People telling me how inspired they were, telling me that was the one thing that they needed. Our signups from that one email went through the roof. My fan page went crazy on Facebook, because people were like, that is truly one of the best "hit them in the heart" emails they ever read. And that's that kind of inspired action. It was not written from a place of, "oh geesh, it's time to hit them with another direct mail piece." It was really written from this, almost as if it wasn't even coming from my head, I just started writing. And automatically took it and put it out. And that's what had that massive impact.

I think the most important piece is when I sent it, I felt like, "You know what? This is absolutely the best I can do." Does that make sense? This is the best of me. This is an email that is written from my heart, from my passion and my soul. And if this doesn't reach the people who are meant to be reached, then that's OK, because I feel like I've done everything I can do as a person of inspiration. Does that make sense?

Eva: Absolutely.

Jeanna: It points to a very important part which is that once you take the action — let's say you have laid out the most brilliant marketing strategy you're just like, "Oh yes, I'm so on target." — you've got to enjoy it and then you really do have to let it go. Because when you get attached — and trust me I've done it many times. I've taken action and think, "this is going to result in clients or money in my pocket" — and then it doesn't, I'm left scratching my head.

But when I check in with my feelings, I know I was attached to getting some sort of result. Which meant I actually was feeling in lack, because I was still in that place of, "I really hope this works," versus, "Of course this is going to work. My class is going to be full and it doesn't actually have to rely on this one action I'm going to take. It's because I'm in the zone and I really expect this to work and it's going to be fun and all is well." It's that expectation.

So the best marketing efforts can be derailed when you have attachment. And so it was perfect what you did. You enjoyed the process and you were like, "OK,



and I surrender. If it doesn't work, it doesn't work and so be it. I know it was coming from my heart and that makes me know that I was playing full out."

Kelly: And that really was it. Those are the perfect words. You took them right out of my mouth. I was playing full out. I gave it my all and I felt really good about that.

Jeanna: And that's going to be so important about your entire marketing plan. And it also points to something that we talk about a lot, which is "authentic marketing," which is you just being Kelly. That's attractive ... very attractive. In fact, I just wrote an article. I went to a friend of ours — it's his 70th birthday party — and he did a one man stand up show. That was the celebration and the price to get in was to wear a dress. And that meant if you were a man or a female, you had to wear a dress. And it was used as a metaphor about the dresses we wear through life.

And this person, I always just think of as a beautiful leader. He trains coaches and is just a real beautiful man of integrity. And he was so authentic on stage — he ended up telling his life story — he was so authentic, it created such intimacy. Anybody who was already a fan was there, but we just became tenfold fans of this guy.

And it's the same in your marketing. When you are authentic and intimate and I don't mean intimate as in you're "airing all your dirty laundry" intimate, and talking dirty — it's about really selling with heart. You're really showing them what I'm offering here. "I think it is the creme de la creme of what is out there.

I totally believe in this. I want to share it with you. It feels good. Come join the party."

And however you frame that. But when you are coming from who you are authentically and the words represent who you really are — even if you have a copywriter, if they are in alignment with who you are — it will be a beautiful marketing effort. You will get return on that investment.

And in the process, whenever you are creating marketing, you all have a marketing guru inside of you. You may not know it but you do. You all have brilliant ideas. It's just some of us have made up a story.

Let's just say that when we first started out business, we didn't know anything about marketing or we made a few attempts and it failed, so then we make up a story that we're not good at it. It's actually not true. We all have really great inspired ideas. It's about first owning that, trusting that, and then getting silent, or writing it out and asking questions like we did in the visualization in the last session that we did.

You know, when you just take a moment and say, "OK, I'm just going to tap into that place in me that has the great ideas and the great information," you will come up with an answer. You just have to ask an open ended question, trusting that whatever answer that you will get is good and then the most important part, of course, is to follow the information that you get. So many people are disregarding the downloads of information as soon as they come. They'll get this idea and then they'll justify why it won't work or that they don't have the money to implement it. And that's not true.

As soon as you say, "Yes, I'm going to do that." — even if the money isn't currently there — somehow or another you will create a way to make that happen. That is what I know to be true. Eva, do you have anything to add to that?

Eva: I say absolutely just trust what ... and you always know what's your truth, based on how it feels to you, so when you get those downloads and you get those answers, check in with how it feels and if it feels good, run with it.

If something is a little off, pay attention to that. Feel your way through that, and then listen to the next download, and run with it.

Law of Attraction is a wonderful thing when you start to really consciously, intentionally, deliberately begin to use it in your life.

Jeanna: So, let's just do an exercise, just real quick, that will just demonstrate that you have your own answers because if you get any answers at all when you're asking a question, then you do. And most of them ... here's what it will happen. The answers will seem so simple, you may disregard it as not important information.

Eva: Trust.

Jeanna: So whatever you get, just like Eva was talking about the woman who got guided to go get ice cream ... found her perfect business space. If she had

said, "oh no, you really don't want to go out for ice cream. You can make do without it."

Seriously, these are the impulses that you have to follow. Don't disregard if you have a craving for something, or you're driving down a particular street and you decide that, ok, you know that to get home you have to drive straight, but for some reason you want to take a left. Follow these little impulses because they are leading you to the next inspired step, and the next inspired step. I know one time I had on the "Regis and Kelly" show in the morning and I just felt compelled to write her a letter.

Now trust me, the gremlin wanted to talk me out of it, but I did it and nothing ever became of that. But it led to a next step for me, and how we met Jack Canfield and ending up writing a book was because I had an impulse to go ask him at a seminar, "Hey, will you be interviewed by us?"

And I did want to talk myself out of it and I tried to. "Ah, he's got a swarm of people around him. I don't want to bug him. It's lunchtime. I'm hungry. Whatever. See ya." And I'm like, "No. I told Eva, I would go ask him."

I'm so glad I listened to that because otherwise lots of things wouldn't have unfolded for us. So if you get an idea, don't talk yourself out of it.

Alright. Everybody take a nice deep breath and we'll just ground. I know our energy just gets excited when we're talking. And your mind is probably racing a little bit with all sorts of ideas that you want to implement. So you just want to connect in right now, again, with your higher self —that part of you that has

all the answers, the pure right answers that support all of your values — and ask, "What's the inner resource that you most need to develop right now that would draw more money to you or take your business to the next level?"

And when I say "inner resource," I mean that there's some gift in you that you already have, it comes naturally for you, and maybe you've not really been honoring it. Maybe it's a creative ... something about your creativity, and you just haven't given it time to expand lately. Just ask your inner guidance what's that inner resource is that you need to develop that would draw more business to you or more money, or both, or expand you into a more passionate area of your business?

And, then, what's one step that you can take in the next week — or even the next 24 hours — that would express that inner resource or build up that muscle more fully? What's one step? It can be small or big. And again, if you get a really simple answer that doesn't seem like a big deal, that's OK. Honor that. It's the perfect answer.

And now, when talking a lot about marketing actions, see on the screen of your mind if your eyes are closed — you might just want to imagine there's a screen up there, like a movie screen — and imagine that up on the movie screen are activities that you enjoy doing around your business, whatever you love most. Maybe it's like Kelly and you enjoy speaking. Maybe you like the creative part of creating a new product or new service or like creating joint ventures with people. Maybe it's just in the writing, you love to write.

And as you do, just watch visions of those activity pop up on your screen. And as those activities are flashing, just pick one, one of the activities and just make a decision that you'll take that next activity and start putting it into play more.

If you're doing it, let's say you're doing it three days of the month, bump it up to four or five and just make the decision that you're going to start doing more activities — especially when it comes to marketing — that you love. And if new ideas pop in — even if they're what I call my "wild hair" ideas because they're a little crazy — those are the best ones to follow. They don't make sense.

They might not even look strategical from a marketing perspective but remember, if you get an idea that's downloaded into your brain, you have the ability to utilize it and manifest exactly what you want.

Just take a nice deep breath in, let it out, knowing that you can tap to your inner marketing guru any time you want, ask any questions you want because both things are important, as you know, from the questions that I asked you what an inner resource, an inner gift, you need to expand and also an action, an activity. And marketing efforts will be both of those things. You will always be utilizing both the inner and outer resources. And it's your job to just really find your nice ebb and flow with that. Because it's always going to consistently be a dance. With Law of Attraction you will never be totally in action or totally in the feeling place. You'll almost always be experiencing both and you just want to make sure you like both sides of it like what you're feeling and like what you're doing.

Eva: Perfect combination.

Jeanna: Yes.

Eva: You know, I want to say something here, too, because ... especially when you're in that place of quiet and you have an opening to have these downloads and these ideas to come to you, and the activities come to you.

And you might get a lot. I know sometimes Jeanna and I are like that. We get just tons of stuff that come down for us, and ideas that we have, and I remember way back when, when we began working together, in the business together, Jeanna had this assumption that if you got an idea, you had to act on it. And you had to act on it all the way through to completion even if you just got 25 ideas and this is like, called Stress City.

No you don't. Write them down. It's really important to write them down. But look at the ones that really stand out for you. And the ones that are really — they amp you up, things that really resonate with you the most — and then just take the one next step. In other words, I see so many people get really overwhelmed, and they then get scattered, and they don't know what to start with, and they don't do anything. So write everything down — capture it so you don't forget it and you can come back later and pick another one that resonates with you at another time — but start with where you are and just take one and take one step.

So keeping a very narrow focus and then following that through, rather than trying to start a lot of different things and going into a lot of different places,

and it is exactly what has showed up with Jeanna and I, when we did our day with Kelly to find out, "Oh my gosh. Look at how many ways we're scattered. We get these ideas and we run with them and now we've got all this stuff out here."

And so far Jeanna and myself, this year has been about bringing the focus back in and having one synergistic — not just one, but everything that we do is to be synergistic with the other.

Jeanna: Yes, just because you have a grand idea doesn't mean you need to act on it. And I want to say another piece, many moons ago Eva and I were taking this - I think it was just on business, it was a seminar. — and they were giving us so much information, which was great. But it was the kind of seminar where you're just taking notes and, "Oh my gosh, I've got so much to implement," and at first, it's fun, but then it does become overwhelming. And I really trained myself at that seminar — because I thought, "Oh my god, I'm going to have a heart attack if I try to implement all of this" — I just decided to go with my top one or two ideas, and I would just know that all of the other information was there when I needed it. And I would be able to recall the information that was important to me. And I'm so glad I did that because, honestly, I did somewhere in my brain, and you always are, you do always take in information and it is in there for you to tap into whenever you want, without you even taking notes, it's the truth. You can actually trust that it's getting inserted into your brain.

Several months after that class, I had got a call from the Wall Street Journal and they were looking to interview somebody on a topic and unfortunately it was not my expertise and I'm like, "Oh my gosh, the Wall Street Journal calls me and, lo and behold, I'm not the expert in that field. Ah."



And I'd remembered the information they'd given me about, "Well if there's somebody that you can refer them to, refer them to that person and tell them what your expertise is." And that was the piece of information that I got and I did exactly that and it was one of the best marketing moves because a couple of months later they called me back and they did interview me on a topic that I did have knowledge of.

But if I'd been trying to do lots of PR work on top of the other stuff I was trying to implement, I would have been totally scattered, because there's lots of juicy ideas out there. Even when we did our session with Kelly, I walked away with some very specific grand ideas and I'm not going to go implement them all right now. One, I would be overwhelmed and, two, I'm going to be starting from where I'm at and taking my nice baby steps which, of course, as we know from Law of Attraction, will create momentum, and by the time I'm ready to take on the big project, it's going to be easy. But if I tried to start now with the big project and I didn't do all of the baby steps first — both with my emotions and my action steps — it wouldn't be pretty.

So, Kelly do you have anything to pipe in about now?

Kelly: No, I am must listening to you guys infuse this.

Jeanna: Okay, good. I just wanted to talk about one more thing about being-ness. Even though were talking about this. When you are marketing, whether it's live, in person, or thru copy, like writing, you really do want to take on that

place of being in your heart, that you are the authority about whatever your company does, whether it's selling a product or selling a service. And Eva, you gave a great example to me today about six-figure coaches.

Eva: Yes, especially with coaches. We're taught that we don't have to be the consultant or the expert. We're asking the questions to get the answers out of our clients, right? But even as coaches, you have a niche and you have a specialty, you want to stake yourself as the authority in that, and you want to speak from that place of authority. And what Jeanna is talking about is because I work with coaches to get them beyond the six-figure mark, I don't hope that I can create six-figure coaches. I don't wish that I could. I don't wonder if I could. I don't ask them questions about whether they think they can because I'm here to be the catalyst for them to get to 6 figures. I know that I can create six-figure coaches. I can be the catalyst for that. I've done it for myself. I've done it for other coaches. And so, therefore, I can do it for other coaches that are following them.

So you really want to stand in that essence, in that power, of being the authority in whatever your niche is, and really being clear and I think Kelly, you talk about that a lot when you talk about clearly communicating what it is that you represent and who you are in your place of business.

Kelly: Yes and to be very aligned with your communication. Again, back to that authenticity piece, it's about being aligned with your vision. It's about being aligned with the value that you bring to the world, right? Because money is energy and all you're doing is exchanging money for value.

Eva: Absolutely.

Kelly: That's all it is, so you need to be very clear what it is of value that you're offering.

Eva: Absolutely. And that's something else that I think that not a lot of people — I won't say a lot of people — there are some people who really don't ... either they don't believe in their own value or they ... there's something about their own worthiness. And to really understand that what you have is of value and that there are people out there who will see that value, who will be eager to pay you what you're worth ... and understand that is a value and appreciate it... and come back for more.

Jeanna: Yeah, it's so important even when you're deciding — some people want to play big, that you have the inspiration, "I want to play big," whether it's "I value myself and I want to charge what I think I'm worth", or "I just want to write a book." And then what happens is you get that inspiration and then you talk yourself out of it. "I don't have enough experience." "Am I really the expert?

There are people out there who know more than I do." And while all that may be true it actually doesn't matter when we're talking about the Law of Attraction.

I'll explain a little bit. This happens all of the time so I'm just going to use one example. There's this guy I was coaching who was becoming a coach and we

were talking about what's your rate going to be. And he said, "Well, based on what you charge, Jeanna, and based on what I know newbie coaches ... well ... then I'll charge this much." And I said, "Well I didn't ask that. I said, "How much do you really ... what would feel good? What would you want to charge for you services?" And I think he said like \$700.00 a month.

And I said, "Okay good," and he said, "Yea, but that's a lot." And I said, "No, that's what feels good to you because if it feels good to you, you're going to absolutely get it, because it feels good to you. And if you charge less than you think you're worth, and you're feeling a bit irritated about it, guess what, you're going to resent, and you're going to feel like, "Ah, that's not enough."

And the same thing happens if you decide that you want to charge more than you belief is ... then you'll feel scared about that. If you're not in alignment with it, then it's not going to feel good. Whatever you need to charge to feel good and you need to get that whatever your unique spin is, on however you do business, whether it is a service or product — there are people out there who want it as much as you are wanting to give it to them. They're looking for your spin, and you just have to be confident that your spin is meaningful.

Sometimes it's so obvious what's meaningful about your product, or what's unique, and we're used to it, so we don't see it as a gift. And you really do have to get grounded in what's the impact that your product or service makes and then totally line up with it and know that you're doing a great thing and being solid in that.

We have taken you on a ride over these last four sessions and I'm wondering if there's anything you want to say, Kelly, before we sort of summarize what we've gone over?

Kelly: Yea, again, I want to go back and reiterate the whole reason why we created this product because I will tell you that it has been my experience in not only working with coaching clients — but also working with our consulting clients on our agency business — that for the longest time, I would watch clients, and clients who were aligned and in tune, created exceptional results. And I could give the same business strategies — I'll just give you a better example, a more concrete example — we have a referral letter that we write for clients here. But we tailor it to each person's business and to their unique personality. However, the basic premise is the same. And I could hand that to one client who is totally in alignment with it, and the results that would be generated would be out of this world.

And I could hand that same letter to another client, who maybe wasn't as in alignment with it — or wasn't in a good space or in a very attractive place and they would get absolutely zero results.

It took me, actually, a little bit of time in the beginning of this to figure out what was going on, because at first I scratched my head and went, "well, how can that be?" And we would kind of go through the marketing diagnosis. And here's what ended up happening. When I would sit down and speak with the clients, I would notice that it wasn't the marketing that was an issue, it was who they were, being as a person and their attitude and belief around the marketing that

was going on. Because if they believed it would work, it worked. But if they believed that it wouldn't, then it wouldn't.

And that's when it became so incredibly clear to me that this is a subject that needs to be brought forth and I will tell you that here I am as a marketing expert telling you that there is nothing more important than you being in alignment and in an attractive space. Because all of the marketing in the world and all of the business strategies in the world will not do you a darn bit of good if you do not take care of this piece first.

Eva: Absolutely.

Kelly: So I really am so honored and grateful that you two would play with me and record this for people. So I just thank you so much for bringing this to people. It's so important.

Eva: Thank you for letting us share this passion with you and yours. For sure, it's an honor for us, too. And I want to just go back and bring everything full circle here for a moment, just to remind all of you — marketing and in life — it comes down to the thing we covered on the very first call — or the first segment — and that is your mind-set is everything. Everything begins with your mind-set. Everything begins energetically and how you're feeling about it. So that is the basis of everything in life.

The second thing we covered was, we really busted some of the myths about Law of Attraction. We've given you the five-star client creation process, really important process for getting clear on who your perfect client is — the perfect client for you — and when you're clear on that, that's what you radiate and that's who you attract.

We've also shown you how to create a really solid relationship with money, blowing out some of those old beliefs that maybe you've had about money, that maybe you've grown up with.

We've given you the Abundance Technique to help you release some of those limiting beliefs and replace them with unlimiting beliefs. It's a process that you can continue to use over and over as you begin to realize there are more beliefs that are coming up.

These seem like very simple things that we're giving you. How can it be this simple? It is. Trust the process and use what we're giving you here. And of course, wow, the Millionaire Attraction Game. If you're not playing that, we want to really encourage you to begin playing that game. It is so much fun — an incredible way for you to be able to stretch your wealth mentality.

I encourage you to play with your team members, in your business, to bring it all together. I shared my story. It's incredibly powerful what can happen when you're really focused on what you're wanting and understanding the power of not only your mind-set but the power of the Law of Attraction and the prosperity that is your birth right. And we've shown you how to create marketing strategies that are in alignment with your own natural gifts.

These are very simple things that we've given you and yet they are extremely profound, and they are extremely powerful. And we want to make sure that you don't underestimate the power of what we've shared with you here.

Jeanna: And I just want to remind all of you that it's never about the money, time, or any other circumstance that prevents you from having what you want in life and in your business. It's you simply deciding, and believing, that you can have it and that it's an illusion that you can't, and from that place that you think you can't, you'll never see a solution.

And remember that using the Laws of Attraction in your life is literally a work in progress every day. But by being deliberate, you can live a life that you design and a marketing plan that you design. And we want you to have a life in which you wake up every day excited about your plans and your business, and you have as much money rolling in as you desire, and all of your relationships fill you up, both at work and at home, and you're relaxed, and the only actions you take are from a place of inspiration and joy.

Eva: Absolutely.

Kelly: Thank you so much for this magical series. I really appreciate it.

Jeanna/Eva: Our pleasure.

Kelly: Alrighty. Bye.