

BUSINESS **R** **X**

Transitioning Entrepreneurs from
Chaos to Conscious Leaders

System

The Business RX System

Created By:

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Jeanna Gabellini is a Master Business Coach who assists high achieving entrepreneurs and their teams to double (and even triple) their profits by leveraging intention, systems and fun.

Combining vision, divine guidance and proven strategies, Jeanna delivers top-tier private coaching and sold-out seminars that have allowed committed entrepreneurs to blow past their self-imposed limits, ditch the drama of overwhelm and move into radical joy, inner peace and ever-increasing profits.

She is co-author of *Life Lessons for Mastering the Law of Attraction*, which she wrote with Eva Gregory, Mark Victor Hansen & Jack Canfield. Her new book: **10 Minute Money Makers: How to Easily Double Your Profits in Just 10 Minutes a Day** is available here: www.10MinuteMoneyMakers.com

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Introduction

Welcome to your Business Rx Home Study Course. This course will give you, the business owner and leader, step-by-step strategies to empower yourself, empower your team, eliminate stress and overwhelm, and skyrocket your business to the next level ... peacefully.

I'm Jeanna Gabellini, a master coach who assists high achieving entrepreneurs and their teams to leverage fun, systems and their respective visions into high-octane results.

I like to marry vision, divine guidance and proven strategies, so that you can *stop* the mental merry-go-rounds and overwhelm.

I'm the co-author of *Life Lessons for Mastering the Law of Attraction* with Eva Gregory, Mark Victor Hansen, and Jack Canfield. My website is MasterPeaceCoaching.com and peace is spelled P-E-A-C-E, as in inner peace.

When you're in business, there are many moving parts of the machine that have to keep moving. And just like life, there are places in your business where you thrive. Others seem to stop you in your tracks.

It's no surprise that after months or years of not seeing a breakthrough in specific areas of your business that have become stagnant that you consider yourself *stuck* or frustrated.

My intent when creating this program was for business owners — and their teams — to find some easy ways to get back on track, thereby feeling, and seeing, very targeted improvements in their business.

Business is supposed to be fun.

This is what I consider a “shot in the arm” course. It's supposed to give you a jumpstart. A foundation, if you will, so that you can feel solid and begin growing your business in a new way. This is designed as a five-week course. For the best results, listen to one class a week as if you were doing it live. Take your time to do the homework and get your inspiration flowing again.



You will not solve all your business issues in five weeks. So be kind and practice patience with yourself as you move forward. Let the course create momentum for you and your business.

I cannot urge you enough to get more support when you are through with this material. I offer many telecourses, mastermind programs, private coaching packages and an annual live event. They are all designed to take this material to a deeper and more advanced level.

If you don't think I'm the ideal person to progress with, then get clear on what type of coach or mentor would be able to best support you in your business growth. Then go find her.

Long-term support will yield consistent growth toward joy, profits and flow. I consider all coaching and mentoring one of the best investments you can make in yourself. You owe it to *you* to stay open in the process and do *anything* that coincides with your beliefs and values.

I've recorded these audios specifically for home study and you'll also hear recorded portions from the live classes I have done that will help your learning. Right now, you are reading my script for the audios. However, I have not included the transcripts from the excerpts from the live class. Plus, I have elaborated a bit more on the audios.

Never fear, if you are a visual person and prefer reading. Everything you need is right here.

Let's start. What do I see for you? There is no reason you can't add another zero to the end of your profits this year with some simple changes. *You* are the *only* reason your wealth set-point is not higher and you can do something about that today!

You also can do something about the way you feel and react in your business. Everything about your business can become *very* enjoyable. It is all in *your* hands. You are the one responsible for every outcome you experience.

Here's what you're going to get out of this course:

How to slow down so that you can go faster.

You're going to stop reacting to fires that break out and learn how to generate the Midas touch throughout your business.



You will break any of your old business rules that actually keep your growth paralyzed so you can fly freely. Literally feel free of pressure.

Manage your energy so that things happen successfully without you having to manage all the pieces.

You will annihilate overwhelm thinking. It's simply a symptom.

You will learn *simple* ways to communicate, physically and energetically, that yield results that will feel darn near miraculous.

Implement strategies that transform pressure into clarity and have you movin' with lightning quick speed without feeling rushed.

Reviving the *fun* factor will be the #1 reason your company can breakthrough the growing and revenue pain. Fulfilling joy that makes life seem like your oyster.

You'll learn that living everyday on your terms — yes, even in the corporate world — makes everything you do more attractive to the right people.

My job during this telecoaching course is to show you that your bottom-line can go up, up, up while you're enjoying the heck out of it. You will unleash the brilliance that is hiding beneath the surface of tension, to-do lists and people that are driving you a bit bonkers.

Before I dive into the first lesson "Letting Go of Stinking Thinking", I'm going to share my personal story with you

I have been an entrepreneur since I was twenty years old. I didn't require much money for living expenses at that time. I had a car payment, traveled a little, student loan payments and I rented a little house with my then-boyfriend.

I didn't open my own business with the ambition of making a lot of money. I just wanted the freedom of being my own boss.

I had prior experience managing a sporting goods store and doing all the women's apparel buying for that same sporting goods chain, but that did not mean I knew a whole lot about running my own business.

Somehow, I always had enough money to get what I needed but I really didn't have big goals.



Then I went to a personal growth seminar and learned that I could create my own reality by focusing my thoughts in a positive way and taking consistent action. I realized I wanted *more* out of life — deeper relationships, making a difference in the world, and generating more money.

So I diligently set about making goals to travel, which was my greatest passion at the time. I would create the money and time to do it, but then I'd have to start again when the trip was done. I was spending the money as fast as I made it.

Since I didn't have extra money to begin with, it didn't occur to me to focus on generating more than the money needed for the trip.

In my late 20's I became a certified personal and professional coach. I began meeting leaders in the transformational world. I mingled with people who made a *lot* more money than I and were a lot more aggressive about growing their businesses.

I met Loral Langemeier who was doing lots of corporate team coaching at the time and we became fast friends. She has a very brilliant, money-making mind and I caught the bug. I became excited and passionate about business building and increasing revenue.

Loral introduced me to Robert Kiyosaki. He had just written his first book, *Rich Dad, Poor Dad* and I joined forces with Loral and Robert to teach his Cashflow© principles in seminars using his Cashflow© board game.

During those years quickly learned to act like a business owner and not a self-employed person. There is a *big* difference between the two. Self-employed people act like employees but work even harder and receive less money. They aren't masterful at delegation, taking strategic actions that truly grow their business and they haven't utilized the power of leverage. They don't leverage time or money, which leads to burn out. Business owners use the power of leverage, to leverage people, time, money, etc.

All of this was good for me to learn. Yet, nobody told me that there was a peaceful way to do this. I saw many leaders in this industry working long and hard, generating huge revenue but also selling their souls to make those six and seven figures.

My business began making more money, which made me happy at first. But soon I was afraid of backsliding so I became *the* action queen. That led to high levels of stress. I worried that if I didn't work my tail end off, my business would plummet and I'd be broke and busted.



I always judging my success by the amount of income that I created which was a set up for failure, no matter how I looked at it.

I realized I had a big problem and didn't know how to get out of the addictive adrenaline cycle. I worked with several coaches but they all were focusing on creating time management structures for me. But that didn't alleviate my stress. The stress was *not* being caused by mismanaging my time, but by my belief that money equals success and that I had to work harder in order to attain my business goals.

About this time I was introduced to an Abraham-Hicks, whom I consider one of the best authorities on the Law of Attraction by my now business partner, Eva Gregory (We have a Business called Abundance Abounds that teaches people about Attraction & Prosperity. Eva is also one of the best teachers on attraction).

As I listened to the audiocassette tape Eva had given me, I realized that for the first time someone was teaching me how to use *my* focus to create *my* reality on a moment-to-moment basis. It was all about relaxing and feeling good.

Up to that point, I had no role model for this way of living or running a business. The personal growth seminar I learned that concept from did not walk the talk, using only that perspective when it came to big goals. They still promoted action as the solution to every problem, even if you hated the action or resisted it ... do it anyway.

This whole notion about relaxing in my business seemed frightening.

Wouldn't I lose current clients if I relaxed?

How would I get new clients if I wasn't taking massive action?

Was I being lazy if I wasn't a woman *constantly* on a mission?

With the help of a very committed coach and my weekly mastermind meetings, I gave up my addiction to pressuring my self to take actions that stressed me out or weren't joy-filled in my business and trusted the process I was learning.

Guess what? It worked! I tripled my income that year and didn't feel like I was even trying. In fact, I was working less. I only scheduled appointments for Tuesdays, Wednesdays and Thursdays and the rest of the week was about play. My work even became play.



Was the transition easy? No. It was terrifying. But I was even more terrified to continue on as I *had* been. I did not want to have a heart attack at age 32.

This notion of doing what you love in a way that feels good resulting in great prosperity is *not* a theory: it is fact. I've coached too many people who have received staggering results proving my process is not a fluke. My process works. And now, I'm going to share it with you.

This first lesson is this Business RX System: Letting *Go* of Stinking Thinking

As we move through each lesson, take notes, as that will help you design your personal remedies for what ails your business.

I'll be with you for about an hour in each audio, which is very brief.

My request of you: fully participate in this program and be very committed to your outcomes. Be as committed to the process as if you had paid \$10,000 to get this information.

It is up to *you*, not me, to make the changes necessary to experience peace and profits in your business. I will give you everything I can to assist you in making the journey easy. Since anything you change takes time and practice, be gentle with yourself as you embark on this adventure. You may not see *significant, immediate* evidence that what you are doing is working ... but give it time. You will soon see and experience things in your business for which you have always yearned.

You can trust that the actions if you feel relieved or inspired by doing them. So at first, do not judge by the results, but only by your feelings. We'll get deeper into this later in this program.

Ask for what you need and want as you move through this material. You have tons of resources at your fingertips and it's your job to ask. One way or another you will receive exactly what you are looking for ... so be open. Solutions abound. They are all around you but many times you are blind to them because you are attached to preconceived solutions. Be open to all possibilities.

Be open to exploring yourself like never before. Once you identify the areas in your business for which you need prescriptions, it will be easy to find your solutions. Allow the process to be easy. Growth and change do not have to be painful. You may realize that much of your work will be to change who you are in your business, all the while



tossing out some very damaging beliefs about what it takes to be successful. Or you may realize that you need to really tackle your systems and structures — re-examine the way you work ... most likely it will be a combination of strategy, working on yourself, and how you are perceived as a business owner.

I said five weeks isn't a lot of time, yet *so much* can happen. So please keep your magic wands within reach at all times. Let go of any limitations of yourself and your business. Be open to what you may consider miracles. Expect miracles. Be excited.

For some of you this course will be a jumpstart and you will need — and want — to continue getting support. I am always very hesitant to teach a course this short because I like you to see lasting change and that requires time to put new practices and beliefs in place. We will do the best we can in this time together. However, creating ideal remedies to those things that stand in the way of experiencing bliss and prosperity is an ongoing commitment. Please ... see this as *at least* a yearlong commitment. Don't get lazy after listening to this program and think you "have arrived."

In the live class, someone brings up a great point about the length of this class and our power to manifest results quickly.

(Live call excerpt)



Lesson #1: Letting *Go* of Stinking Thinking

YOU ARE GOING TO LEARN:

- ✓ That creating a *funcient* environment will create flow in productivity and profits ... again *funcient* means fun *and* efficient
- ✓ How to make powerful intentions that get results
- ✓ To eradicate small thinking and to stop your current perceptions from getting in your way
- ✓ To step into a CEO mindset and yet still be playful
- ✓ How to lighten up while still running a hugely successful business
- ✓ And I'll give you a powerful structure that takes less than 15 minutes a day that will change your life

LET'S BEGIN BY HAVING YOU STEP INTO YOUR POWER

Take a moment to connect to your inner guidance — that wise part of you that consistently provides you with vision, inspiration, creativity and is connected to your intuition. It always knows what's in your best interest for business and otherwise.

Take a nice deep breath in and let it out with a sigh. Ah ... you're going to be connecting with your Inner Being — a.k.a., your Inner Business Expert. And if you don't know what I mean by this or have never made this connection before, it doesn't matter.

Please let go of your analytical mind. Let go of anything that was not successful in your business in the past. You are providing yourself with a fresh, clean canvas for an improved business. Allow yourself to simply be present at this moment.

Now, relax into knowing that you have exactly what it takes to run a fun, profitable and peaceful business. It is inevitable.



Make a decision right now that you will consistently stand in your power, trusting your expertise and your ability to attract ideal clients and customers as well as your desired income.

You have an Inner Business Expert. Tune into this resource at every moment by being quiet and focusing inward. Once your mind settles you may begin to ask it questions. Trust the information it gives you. Blend your energy with its energy. You are one.

In the future, if you begin to experience apprehension, confusion, or anxiety around your business, you can come back to this place ... the place where you are tapped into your power.

Some of you like to wait to take quiet time once everything gets checked off your list. I encourage you to do it *before* you take any action. Spirituality is not something you save for a treat here and there. Connecting to your inner wisdom is the best tool you can use in your business.

Take another deep breath as you begin to feel more powerful and trust that you already have what it takes to have everything you desire in your business.

I feel very strong about you using your Inner Business Expert on a daily basis ... I won't be delving into this topic in much detail here, as I offer another program called Divine Guidance. It is powerful and will knock ... your ... socks ... off.

I never make any major decision or begin a project without tapping into this resource first. In business we have a tendency to get wrapped up in our heads and our Inner Business Expert cuts through all of that.

Now that you are centered in your power, it's time to determine your clear outcomes for this course. What is your *ideal* outcome for this course? Write it down.

Some examples of what participants have said they wanted in the teleclass version of this course are:

- Get out of overwhelm ... put great ideas into action
- Very specific income goals by certain dates or specific number of new clients ... tripling annual income
- Getting a new website live



- Increasing fees and even creating a new model for charging for services and products

Here is an actual example from the live class:

(Live call excerpt)

Be tuned into your thoughts and language about these outcomes. Notice if you're still hoping and wishing you'll achieve them. You want to mold them into a decision. You need to decide that you *will* get this outcome. There is no other option. You don't need to know how you will do it at this moment, but you *do* need to decide or your progress will be very slow and you'll get frustrated.

What areas of your business do you desire to create a prescription?

Get out your notebook or start typing what you'd like to improve on or up-level. You're doing a data dump from your head into a list. There doesn't have to be an order to it. Just go. In a moment, I'm going to name off specific areas of your business to help you think about the whole picture, not just the immediate fires that need to be put out.

What you may find after you do this exercise is that there are some smaller and more subtle issues that you are inspired to handle — that are more obvious — before the bigger issues. Go with it. Shifting the smaller things will impact the bigger picture, even when the issues don't seem directly related.

For instance, money issues are obvious. Your expenses are greater than your income. That's a problem. However, if you have a messy desk, it may feel like a minor irritation, not critical to your overall success. But that is not so. If a messy desk impacts you, then it impacts your bottom line and *your* fun factor.

Keep in mind that you aren't going to fix all of these immediately, so don't worry about that long list you created ... you just need to be clear on what needs a solution. You may want to see this exercise as an idea generator, not as a way to identify problems.

What needs help in your marketing? Are looking for more ideal customers, clients or patients? What do you think needs to shift? It may be a specific strategy or it may be your perspective about marketing. Maybe you're not doing any marketing and *that's* the problem. How can you reach a bigger audience? What is overwhelming or feels hard?



For instance, I created a free audio for people to download from my website. It was designed to give specific advice for issues that entrepreneurs faced. It's also a way for people to get a taste of what I do. At the end of the audio I offer a free 15-minute strategy session.

After a couple of months of offering this audio I noticed that nobody was taking me up on this free session, which, of course, is a way for me to further assist business owners in taking the next action step. If it's a fit, hire me as a coach, purchase a product or join one of my live classes.

I wondered if anyone was downloading it, since I had no requests for the complimentary session. My web person said hundreds of people had downloaded the audio in the last month, yet no one was taking me up on my offer. I needed a marketing ploy. I needed to create follow up emails to get them to take action. It worked!

Sales/revenue?

Most everyone wants to increase revenue but there are other issues that fall into this category. Perhaps you need to create new models for charging people. Initially, all I offered was one-on-one coaching and several three- to four-month teleclasses. I wasn't available for shorter or lengthier periods of time. I was leaving money on the table, ignoring many of the people who liked my message. So I revamped all my offerings and now have something for people who want to invest less, folks who want to work with me privately, plus several other options.

Here is another example of an issue I had with generating revenue. One of the strategies I use to enroll people into my classes or coaching is by offering complimentary strategy sessions. They tell me what is going on in their business, what their goals are and their challenges. I then offer up what I believe should be their next action steps. Sometimes a class or private coaching; some are strategic actions. I give good value in those calls and yet I was not directly asking for their business. I figured if they were one of my ideal clients, they'd hire me. This wasn't working out. So I began to *ask* for the business. It worked. That was a big breakthrough for me.

Another area that might need refining is the way you relate to money; belief about your worth or how much you can charge for your products and services.

Environment/office?



Your space directly impacts your mood and you're your level of energy. It can add to overwhelm if you see piles every where or other things that need handling when you're trying to stay focused and inspired on a particular project. In fact the *Wall Street Journal* interviewed me on this topic ... how your work environment impacts you.

Some people in this course have increased their income just by focusing on cleaning up their workspace and creating order. Maybe it needs a facelift to inspire more serenity or creativity. Maybe it needs to be quiet. I had my home office redone with a solid door and ultra-thick sheet rock to cut down on my distractions when people were in the house while I worked.

I know another person that just made a part of his office a place to film videos with a built in backdrop and special lighting.

Do you have the ideal equipment, furniture, decor?

Strategic Focus/planning?



Are you strategic or do you randomly take actions? Do all of your actions support your business plan? Does your plan support your vision? If you're thinking, "What plan?" then you should come to my live event or participate in my Mastermind Program.

I want to say this about strategic planning — it does not have to be hard, complicated or boring. In fact, it should be the opposite — inspiring, compelling and energizing. Do you do what's most important?

Organization/time management?



Are you the person who constantly thinks, "I don't know where to start or what needs to happen next?" Do you procrastinate or get hyper-focused on one thing? Forget to keep a pulse on long-term projects? Don't know how to chunk down projects and tasks? Do you always feel like there is not enough time? Do you spend too

much time with clients, or tending to the nitty-gritty deals, and end up spinning your wheels? Are you delegating tasks that are not your talent? Do you think that nobody can do it as well as you? Do you know how to set up your employees or contracted help to create flow? Do you think you can't delegate because you can't afford it? What would help you be in the flow?

Financial Management?



This is different than revenue. How do you manage the money you already have coming in? Are you weighing out the cost of delegating and how it will support your revenue generation? Are you strategic with your expenses and investments? Are there ways of systemizing to save yourself money and create flow and more freedom for you? What do you need to invest into your business and release your resistance?

Self-development?



Are there areas of your business where you have become the bottleneck to its growth because you have control, worthiness or fear issues? Do you know how to be a leader in your company, even if you are the only one in it? Are you being harsh or judgmental with yourself? Do you need to play bigger?

Your website needs to be very clear about what you offer; the benefits to the end user. It needs to create a stirring within your ideal market. I like to say that a website is like a party. It has a theme and when someone lands on the homepage, he feels the vibe immediately. A good host makes it easy for guests to know what to do, where everything is, and to easily interact with the host.

Your website needs to be clean and easy to move around in. I hate it when there is a bottleneck around the bar or kitchen at a house party, don't you?

Relating to deadlines?

Do you wait till the last second, creating unnecessary stress? Do you rush and then not feel grounded?

Are you utilizing people — web people, copywriting, coaches, assistants, etc. — who can assist you in your business? If so, do you get what you need from them? How well do you communicate? Are you asking for all that you could? Do you need to add more people to your team? Do you need to fire someone, but won't, because you're tolerating something less than ideal, or hanging on to someone to whom you feel obligated, or think nobody else is *this cheap*?



Accessing your inner guidance (a.k.a., Inner Business Expert) — do you know how? Do you do it enough? Are you listening and trusting?

Creativity or passion — Do you feel stuck or uninspired? Do you feel pressure that is killing your mojo?

Receive support? The people around you? Your inner guidance? Do you even know how or what to ask support for?

Okay, now ... I want you to connect back into the energy of your Inner Business Expert. Take 30 seconds to highlight the ones that you feel are the top priorities, even if they are different from the issues that motivated you to use this course. Please don't highlight *everything*.

Now, from those highlighted, pick the top three ... again using your Inner Business Expert. There are no right or wrong choices, just those that feel best.

This is exactly the way you would choose your inspired actions for each workday as well. Sometimes your choices may not make strategic or even logical sense, but at the end of the day you feel good about what you chose. And because of those choices, your business will grow and you'll be in the flow. You don't want any "shoulds" on this list.

It's what you really feel in your heart would be best for you and your business. Some of these actions won't seem like they are connected to profits or fun. But if something will make you feel more productive or that it will give the level of customer service you desire to give, then in the end it will have significant positive impact on your business.

You must trust the information that your Inner Business Expert is giving you.

Notice if you any have any judgments about your list — the longer total brain dump list and/or and your top priorities?

Because I want it to simply be a list, it deserves no Stinking Thinking. We all need improvements in our business and it will be a life long process, so don't be stressed or judgmental about it.

You will constantly expand your business. As you learn more, you will evolve. This is very natural. You will always want to improve the way you do business. Look at this list as a way to clarify your desires. It's a list that intentions are born from and a direct order to



the Universe to improve these things. In fact, the Universe is already tackling these for you — lining up the people, inspired ideas and resources to fix you up in no time!

(Live call excerpt)

Here is another concern from a former participant about one of the things on her list:

(Live call excerpt)

Your homework is to create powerful intentions from this list. So you will restate whatever you wrote as goals ... how you want to be. I want to shift your priorities into things you are excited to tackle.

Intentions are *commands* to the Universe. You can only do it from your power center or they are not just wishes anymore. You want to feel passion around them. You must put on that CEO hat. Step into the *business owner* mentality, not the struggling/starving self-employed mentality. Does everyone know what I mean by this?

A CEO trusts her expertise, her ability to run a company and expects to be paid what she is worth. She takes *charge!* This attitude signals to the Universe to organize the people, places and things to make your solutions fall easily into place.

Daily process over the next week:

- 1) Check in with your Inner Guidance/Business Expert. Check in with your heart, set intentions from that place. See what you feel nudged to take action on.
- 2) Ask yourself, “What is *most important* for me to focus on today? I personally use Stephen Covey’s Six Big Rocks as daily success practice.
- 3) Choose six things that are most important for you to accomplish today. You are to use this list for guidance. If you do not finish everything on the list, do not beat yourself up. I repeat, do not beat yourself up. This list helps you stay focused. It is by no means a measuring stick for your success.

The term Big Rocks comes from Stephen Covey’s time management techniques. I’ve successfully used it for years. Mr. Covey explains it like this: “*By first ensuring that your large priorities are tackled, scheduled, and done for the day, you can then let the smaller but less important things in until you have somehow allowed time in your day for everything you needed to do, while still relaxing and having fun.*”



You may have a hard time only choosing six action items compared to your usual ten to twenty items on your daily to-do list. If you are a person who never writes down your action items, you may feel relief once you get in this habit. You will stop reacting to whatever circumstances pop up during the day. **You'll be more deliberately focused and on purpose.**

The first step is deciding which six action items are going to be in your highest good for the day. Then take action on the one that is most compelling first. Make sure your 6 Big Rocks are things that you will feel good about before, during and after the action.

Some days you may have to put an item on the list because the deadline for its completion is due. It may be an action that you despise, like getting your paperwork in order for your accountant. Remember, you are always at choice about how you want to feel during an action. Decide how you want to feel while doing it and what your desired end result will be. You'll want to be clear what will be the positive impact taking the action will have on your life.

Here's an example of my Six Big Rocks:

1. *Go for a walk*
2. *Yoga/workout*
3. *Return phone calls from yesterday*
4. *Write article for Ezine*
5. *Go to bank*
6. *Buy birthday gift for mom*

You don't make separate lists for personal and business actions. It's six actions per day... *total*. How do you handle all the stuff that didn't make it on to your Six Big Rocks list but still has to be handled at some point? You'll need to release the feeling of needing to do it *all* right now. You also have to release any feelings of concern or worry about getting things done faster. A great tool for deliberately letting go of all the pressures of feeling like an action has to be taken or you won't get your desired results is to delegate the item or your request to the Universe.

Be clear on your ideal outcomes for each of them.



For instance, if you are going to write copy for a webpage, will you work on it for a specific amount of time or finish it completely? What do you want to cause as a result of completing the webpage?

Was is the Stinking Thinking you want to *ace* most over the next week? What is one belief you want to release?



Homework:

Do your intentions from your list.
Think and act like the CEO.

LESSON #2: Magnetizing Money

Welcome to Lesson #2 of Business Rx.

YOU ARE GOING TO LEARN:

- ✓ How to more fully embrace and create abundance.
- ✓ How to take the focus off of money pressures, thereby allowing more money *in*.
- ✓ Techniques to create an immediate cash infusion without creating more to-dos for you.
- ✓ How to be attractive to your ideal clients, customers or patients.

Before we begin this lesson, I'd like you to check in with you regarding the homework from Lesson #1.

Did you do a daily check in with your Inner Guidance, a.k.a. your Inner Business Expert? If so, what do you notice as a result? Did you take any new actions as a result? If not, what got in the way?

Do you need to commit to something specific around this process for this coming week?

How did you with asking yourself, "What is *most important* for me to focus on today?"

Did you use Stephen Covey's Six Big Rocks process to create your focus for each day and decide what your ideal outcomes for each of them should be?

What was the Stinking Thinking you were going to practice releasing and replacing? How did you do?

You need to acknowledge *any* and all progress you make. Even a smidgen of improvement should be recognized. Remember, this is a process and you will build momentum, baby step by baby step.



Did you create your intentions from your list of things you wanted to shift or improve in your business? Are you clear on your top three to five priorities? Do you know your immediate next steps yet?

And lastly, how did you do with thinking, and acting, like the CEO?

Now you're going to hear a few check-ins from some of the live class participants. I had asked them if there were any questions from our last call or if any challenges had come up.

Here's the first check in:

(Live call excerpt)

She was so right. Let the Universe do its thing. Your job is to be clear about what you want in order to enjoy your business. The book she was referring to is *Speed Dial the Universe Journal*. Its purpose is to create a daily practice regimen in order to get clear on your Six Big Rocks.

There's a place to write down what you appreciate, space for getting clear on your big vision and your intentions for the day. The people using this daily journal report phenomenal results. You can check it out on my website or go directly to it at <http://www.SpeedDialTheUniverseJournal.com>.

Here is another check-in about a topic that is familiar to many business owners.

(Live call excerpt)

You want to be certain that you are balancing your vision, along with the daily actions to grow your business, while still dotting on current clients and customers.

This next business owner had a great breakthrough.

(Live call excerpt)

I love hearing about these kinds of wins! If you, too, have been on the fence about raising your rates or prices, I urge you to do so...even if you have to do it in small increments. When you devalue yourself and your company by charging prices that don't feel good, you will slow down the flow of your overall revenue.



By not charging the fees you wish, you crush your confidence. It also causes resentment and stress, which is very bad for being a money magnet.

It also attracts customers and clients that are less than ideal!

The next check in is about handling actions on your to-do list.

(Live call excerpt)

Like I said in that excerpt, you really need to check in with your level of inspiration regarding each task. If you are not inspired, but the action needs to be taken, you will need to focus on the desired outcome, then find a way to do it.

This next woman demonstrates how easy it is to get results when you take an inspired action and trust that it will work in your favor.

(Live call excerpt)

I love that story because nobody ever has to work hard to get “unstuck”.

And lastly here is a check-in from a gentleman who went to a big retail show for the first time.

(Live call excerpt)

Now we're ready to talk about *money!* One of *my* favorite topics. This will be the longest lesson in this course.

MONEY IS WHAT DRIVES YOU TO OWN YOUR BUSINESS.

You want a vehicle to create prosperity, and do it in a way that allows you the freedom of time and creativity ... so that you can do it in a way that is joyful.

My intent for this lesson is to give you ways to be in partnership with money so that you attract more.

Here is one of the things I like about the game of money creation: you get very clear results. Either it's coming in or it's not. It's either going fast or slow. It's consistently coming in or it's a roller coaster ride. The results are measurable. Since you can clearly see the feedback, you can course-correct more efficiently.



Results are not the *only* way you can receive feedback about money. How you feel when you think about money is another powerful indicator. If you're relaxed or excited about money, you're guaranteed to attract what you need or want. If you're clear about the outcome you desire and trust that it will occur, it will happen ... it is Law.

If you're stressed, anxious, holding on tightly to what you want, constantly wondering where or when it will come, it's going to be very slow going or your revenue flow will dry up like a creek bed in the desert.

I made a key statement a few moments ago and maybe you caught it: *Money creation is a game.*

Whether you are aware of them or not, you do have a set of rules when it comes to attracting, spending and relating to money. Most likely you have objectives, too. So why not leverage these two things that you already have going on and make it a game?

The benefits of making your relationship with money a game are plentiful

Benefit #1

Everything to do with money will now be *fun*.

Benefit #2

When it becomes fun, you will achieve your goals faster.

Benefit #3

You will be clear on your outcomes and conscious of your rules.

Benefit #4

It enables you to acknowledge your progress each step of the way.

Benefit #5

You will gain confidence in your power to create and strategize with money.

Benefit #6



It allows you to feel abundance in all areas of your life, which leads to peace, flow and a deeply satisfying life.

In order to win *your* money game you have to deliberately and intentionally design the rules of the game based on the beliefs and outcomes that serve you. **Your number one outcome should be fun.** Fun is your entire purpose here on the planet. You could use a little more fun, right?

Next decide on specific outcomes when it comes to money. Over the past two decades, I've created a variety of money games for me and for my clients. If it's not something super juicy to you, it won't be compelling enough to make changes.

Some examples of outcomes:

- Attracting six figures a year
- Attracting seven figures a year from your business
- Five figures a month
- Six figures in savings
- \$1000 a day in new income
- Down payment for a house
- Eliminating all debt
- Opening a new business
- 10 new clients
- Dream vacation
- Double house payments
- Pay for major home improvement
- Paying for college (for yourself or children)

The most important part of choosing your desired outcome(s) for your money game is that each outcome has to be something you are *intensely* passionate about. You have to *really* want it.



Really want it right now. Not someday. *The passion will fuel your commitment* to the rules of the game and will increase your attraction power.

The rules of the game must be designed with winning as your only option. The rules create structure, focus and accountability. They also need to be designed to reinforce new ways of relating to money.



Examples:

1. Keep a log of all progress (every dollar you attract, the debt going down, etc.)
2. Focus only on the end goal
3. Act as if you've already achieved the goal
4. Pay a specific amount on each debt over the amount you paid last time
5. Commit to saving a specific amount of money each day, week or month
6. Do a daily visualization each day on your end outcome
7. Do a daily rampage of appreciation about money
8. Do daily inquiry: How can I align with attracting a \$1000 today?
9. Mastermind with *at least* one partner
10. Mentally (virtually) spend money in your head on things you desire
11. Give daily attention to specific projects or tasks that will impact your desired outcome
12. Create a wealth plan (I'll talk more about this in a minute)
13. Take one daily-inspired action toward your end-outcome

Go outside the box with your end-outcomes and your rules. They must assist you in shifting your beliefs, feelings and actions regarding money. And most importantly it must be *fun*. Let the game begin!

Wealth Plan

Let's circle back to the topic of a wealth plan. I highly recommend you create a Wealth Plan. A plan is *critical*. It will connect you to *why* you want to attract more income. It will pull money to and through you towards the things you articulate in your plan.

The model I use is from Robert Kiyosaki's third book, *Rich Dad's Guide to Investing*.



Start with a visioning process. The visioning process should be done alone and then do another visioning process with your spouse. If you have a business partner(s) another process should be done. Your partners should do this for themselves as well. Then, you get together and see how to align the plans with each other without giving up the things that are important to you. This is *not* about convincing somebody to get on your plan. It's keeping a plan that works for all of you.

Get quiet and into the “anything is possible” space.

Just imagine what it would be like to feel well taken care of financially. Secure with your investments, debt, assets, home, and personal needs.

Then expand the picture.

Imagine that you're much more knowledgeable and you have hired wonderful people to advise, coach and mentor you. Your cash flow has increased as well as the type of investments you make. Notice what your typical day is like. You are at ease and truly fulfilled.

Now expand the picture even further.

What are your wildest dreams about wealth and abundance? Where do you live? How do you spend your time? Who is surrounding you personally and professionally? There are *no* limitations here. This is *your* dream. You can make it any way you'd like.

Now write all of this down in great detail. There is no "right" formula here. Just get it down without editing as you go. Notice if your inner critic is making noise in the background. It might tell you that you don't know how to execute this dream, that you're not smart enough, it's too big and lofty, it will be hard ... blah, blah, blah! That's all an illusion. Do not buy into that nonsense.

The key is to know that *anyone* can create *wealth* right now, if they choose to believe it and start getting support and education to make the best choices for them.

It doesn't matter what your habits have been up until two minutes ago! I promise. I watch my coaching clients and class participants go from no income to making huge deals in a matter of months.

I've doubled my income in one year several times. It's your mind and emotions that create everything you have in your life right now.



After you see the vision in your mind's eye, it's time to create your plan. It must include a separate plan for security, comfort and extreme wealth (as explained in Robert Kioysaki's *Rich Dad's Guide To Investing*.)



We'll Start with the Security of Your Plan

- 1) How much do you need in savings?
- 2) What debt needs to be paid off? Do you need to hire a new bookkeeper, CPA, coach, or business consultants?
- 3) What's your criterion for the people you hire?
- 4) What systems need to be in place?
- 5) What long-term investments need to be in place?
- 6) Where does your monthly cash flow need to be?
- 7) How will you stay accountable to the plan?
- 8) What do you need to learn?
- 9) Who will teach you?

This is your foundation. You cannot build extreme wealth and hold onto it without this security plan in place.

Pitfall:

I watch lots of folks get stuck in the security plan or want to skip ahead without the knowledge and a grounded foundation. It's a natural tendency. Catch yourself and go slower. You can still do small deals in the secure plan. Do them to educate yourself and find out what you *don't* know. Your patterns will reveal themselves as you go into action and you can course correct if you need to.

Your plan for comfort is next. You'll be making bigger investments/deals here. Cash flow will be increased. You may be starting new businesses and using strategies that include incorporating. Your tax strategies are critical in this plan as your increased income can mean huge IRS expenses, and that is *not* smart.

What do you need in order to make all of this simple? What things are you doing for pleasure now? Who are you networking with? Do you have a board of directors? What



kind of investing are you doing for your retirement? Have you upgraded your home? Maybe you get away for vacations in far-away lands.

Now move into the extreme wealth section of your plan! Yes, you are up for this. You will not be working here except to manage all of the fun things you've created. You'll be doing deals that require others to help out. What kind of partners do you want? Who is helping you? Are you expanding into new ventures that you never thought of?

OK, time to look at each list and start prioritizing. Put completion dates by the major things. Start noticing what feels inspiring and what feels scary or hard. You may need to do some adjusting.

When I did my first plan I had a new idea pop up. I never wanted to invest in residential property, but it came to me that what I wanted was to have vacation rental property in a high-income resort area. This was mind blowing. I always imagined rental property as a hassle and was more interested in intellectual property. So, be open to whatever comes up. If there is anything in this plan that really doesn't make you smile, *remove it*.



Putting the Plan into Action

It's critical that you get feedback from someone supportive and experienced on your plan. They should be able to see any missing pieces or things that don't align with your personal values. They'll be able to see where you might be challenged and help you create practices and structures to make sure you stay on your path to wealth. It's best that this person not be selling you any investments. This way there is no hidden agenda on her part and she'll be truly looking out for *your* best interest.

Decide that you will take action every week. This will keep the plan alive and you'll see progress fast. The steps don't have to be huge, just consistent.

I *strongly* urge you to hire a coach and or mentor to support you in making the plan a reality faster. I not only say this because I am a coach, but because I have had several coaches. Without them in my life, I would have been blind to some very subtle but destructive patterns I had created.

Working through a plan is not easy. It's hard to say no to something when it's appealing but not on the plan. When making choices, always refer back to the plan. Is the choice a fit right now? What will be the long-term impact of this choice on my plan?



Saying yes can be petrifying, too! I remember when I raised my coaching fee. It took me a month to say it aloud with confidence. Oh yeah, and committing to a huge, automatic withdrawal from my checking to my savings was a tough one, too. Stretching into new places may be scary initially, but once you say yes, breathe and then allow it become a "no-brainer."

The plan helps you make easier choices. I always check with my plan yearly, just to see if I need to change anything.

Staying accountable to someone is key. You'll find great strength and creativity by checking in with your partners and coach every week. You need to commit to specific action steps and what you want to learn. There is learning intellectually and then, more powerful, is learning about your thought process and beliefs. Most people underestimate this and want to skip over looking within. They say, "Just show me what to do and I'll do it" or "Give me the answers." Your mind is the greatest asset you have. Use it!

Points to Remember:

Each plan must align with your personal values, regardless of the way other wealthy folks have created assets.

The process of designing the plan and carrying it out must be fulfilling and light (I did not say casual).

Get feedback on your plan by someone other than your spouse or business partner (Someone who is qualified).

Stick to the plan.

Again, have fun with this plan. Creating dreams can be scary, or adventuresome and fun. You choose in every moment how you want to be with it. I choose wild and fun. It's a game. You make the rules. Just *play!*

Now, let's move on to how to fully embrace and create abundance.

CREATING ABUNDANCE



To generate more money in your business, you must separate business and money. I really want to emphasize that you have to work on your wealth setpoint, in general, to source new revenue in your business.

All business owners have beliefs about what it takes to be successful, how easy or hard it is to generate profits, how worthy they are and on and on. But usually what everyone does is combine all of these beliefs into one big jumble. If you have any Stinking Thinking on *any* topic connected to this, it will poison the *entire pot*.

Business and money must be kept as two separate focuses, so that you can keep your emotional vibration high and your mental focus clean.

Let's clarify what I mean when I say emotional vibration.

Everything on this planet is made of energy. Everything has a frequency of vibration, including emotions. Emotions vibrate high or low and, most of the time, somewhere in between.

High on the scale of emotions are joy, knowledge, empowerment, freedom, love, and appreciation. The lowest emotions on the scale are fear, grief, depression, despair, and powerlessness.

Think of it this way, emotions are energy in motion inside of you and then they go outside of you in waves touching everything in your personal Universe. That's why you want to keep your money vibe and business vibe separate.

If you're fearful about meeting your monthly expenses and your only solution is to push harder in your business, now you're spreading your negative thoughts about money into your business. The fun factor immediately goes out the window, along with your inspiration, creativity and problem solving skills. You can almost feel your business explode into chaos as a result. Now the exact thing you want to create more of — money — can't find you through all the chaos.

Another example: you are frustrated with your website designer, and you are feeling the crunch of an upcoming deadline. If you haven't separated your focus of money and business, then you begin to believe that the issues with your web designer will impact your revenue or that the stress of a deadline will mean you are failing and therefore not going to make your goals ... revenue being one of them.



You must be able to ask yourself each day, what does my business need from me and receive an answer that is not driven by money. Whatever you do with inspiration and joy will actually serve you to attract higher profits. Money issues push business owners into bad decisions that hinder, not help, them.

You don't want every action you take in your business to be fueled by the thought "this *has* to make money!" It's especially important if you are meeting with a potential client. If you all you see is a dollar sign in front of you, rather than the a human being, your Attractor Factor will plummet into the ground.

You probably know that it is 100% possible to create your six-, seven- and even eight-figure incomes if you focus on it in a way that is energizing. However, if you took this more seriously, in a playful way of course, then you would make the focus of shifting your beliefs about money a priority each day.

You have to trust that this inner work is all you truly need to do. Your inspired actions should simply be the icing on the cake.

You have to work on your overall wealth setpoint — your relationship with money — as one objective and generation of business revenue as a separate objective. Then you can blend the two from a *clear* and clean focus.

When your revenue is not growing as you wish, it's easy to drift into thoughts like, "What do I need to do? *Is* it my marketing? Do I need more knowledge? More creativity? More contacts?"

YOU MUST ELIMINATE ALL EXCUSES FOR NOT HAVING THE REVENUE YOU DESIRE.

It's *not* the economy. It's not about having enough time. You have plenty of time ... an abundance of time. If you immediately start justifying why you don't have enough time then you really need to practice shifting your perspective *about* time.

You don't need to attend the premiere learning or networking events. Nobody has an advantage over you. All that matters is your wealth setpoint; your money vibration. You are a money magnet.

You are *always* pulling wealth toward you.



However, when you put any kind of stress or doubt into your money thoughts, you'll lose your vision. You will not see any evidence that you are prosperous; you will not attract the physical manifestation of money or clients.

One of my favorite examples of this is the collection of wealthy pop stars. You can look at some of them and think, "Where's their talent? How come they have money when other, more talented, artists are broke and only known by a handful of people?" All wealthy stars got there by being very clear about rising to the top. Talent didn't matter — their money vibe was in the right place.

Another example of how this works is in the lip balm market: Chapstick vs. ChopSaver (which was created by a former student of this course). Why does Chapstick's yearly revenue exceed \$60 million, while ChopSaver's doesn't?

The only thing different with the big dogs is they knew wealth was inevitable, so they were able to focus on the outcome along with the daily things they needed to do to get there. It wasn't a question of *if* they got there, but *when* they got there.

The *original inventors* of Chapstick were more focused on function not wealth. Therefore they made no money with it back when it was first invented. They sold the company for \$5.

Then each new owner of Chapstick did a little something more with it. In 1996 they did \$63 million in revenue. [I personally don't like the brand and prefer Chopsaver — *really!*]

So why is Chapstick much better known? Each owner's intent was to grow the brand. They kept branching out.

It's very important to have confidence in your brand. Once you are standing loud and proud in your money vibe *and* your brand vibe, you will automatically generate inspired ideas that lead to more money. Even with a relatively new business.

I had an artist in this class who was looking for new ways to leverage her time. She owns an art gallery in a tourist town. Winter is a very slow season. She wanted new ways of generating cash flow during that slow, winter season.

Within a month, she crafted to the *perfect* strategy to achieve this. She met another artist who had created an art club. Clients would pay a set amount of money each month and then receive a piece of art each month — similar to a wine club.



She loved the idea and has now successfully created her own club.

She also posted some of her original pieces on Facebook and she got immediate results. She followed her gut.

If you do the same, you'll run into higher profits. The Universe will deliver guidance and show you *any* changes you need to make.

Football coach Joe Paterno said, "Act like you expect to get into the end zone."

And Neale Donald Walsch adds to that quote: "Nothing substitutes for positive thinking. Nothing. It is more powerful than all the money, all the influence, all the 'friends in high places' on earth. You only need one friend in high places — and you already have that (the Universe, right?!). So go ahead, expect to get into the end zone. You'll find that you do, 90% of the time."

Changing your wealth setpoint means you have to get used to the idea of having more money, as if it were natural for you to live in the six-, seven- and eight-figure bracket. The amount of money you think is natural and easy to generate, is what you have now. So, you'll have to eliminate Stinking Thinking about money if you want more.

For instance, there were several years when my business generated about \$100,000. Sometimes a little more, other times a little less. My wealth setpoint was stuck right there.

It's what I was used to and what I expected. I never came up with new business ideas and I always marketed the same way. The income always came through the same avenues, which is a mirror of my expectations at the time.

In my experience, it was easy for me to attract one-on-one clients but more work to fill a teleclass. Therefore, I would have people contacting me out of the blue for coaching. I had zero focus on marketing specifically for one-on-one clients.

I put no pressure on myself to generate new clients, and they came. My energy is clean about it and I effortlessly attract a lot of money from it. And for teleclasses, I marketed like crazy with less than gratifying results.

I decided that something needed to shift. I cleaned up my vibe about money with no attachment to *how* it should come in. Then I cleaned up my beliefs about filling teleclasses. I stopped making myself wrong if I had a small class. As a result, I usually



have a nice group of ideal clients in every class. Even if it's a small class, they end up being repeat customers.

Now I want you to hear from a participant on his money beliefs.

(Live call excerpt)

I'm sure you have your own beliefs that cramp your money vibration. You have to *take the focus off money pressures so that you can create more.*

So, when you are focused on business, focus on business. You still have to focus on profitability when you are taking on new expenses and planning the pricing of your art, products and services. But don't get wrapped in the money. Focus on the creativity of bringing your offerings to the world, focus on enjoying the process, and implement your strategies with an injection of fun.

For instance, a past participant in this course was talking about building her database. I told her that doing Joint Ventures (JVs) with people and being involved with book launches is a great way to do that in the self-help and business development industry. JVs are great way for all of you to build your visibility and increase revenue. I'll discuss more about this topic in the Marketing Mojo section.

Social media is used frequently when doing book launches in these types of JVs. I told her she could also build her list by offering her free e-book via social media. She would have to direct people back to her website and enter their contact info to receive the free ebook.

She listened quietly to my passionate outpouring on the benefits of this type of marketing and said, "I'm not on Facebook or Twitter very much, because it feels like another job to me and I don't really enjoy it. I never know what to write. I need to shift this."

Now sometimes if someone tells me a certain strategy feels like a "job" my advice is don't do it. But if the resistance to this strategy is because she has made up a story that it *is* hard, I would invite her to connect to her heart, get still and check-in with her Inner Business Expert and ask how she can make it simple.

Here's an excerpt from a participant in the live class that asked about accessing their guidance.



(Live call excerpt)

The bottom line, no strategy will work unless you are enjoying the implementation and it is aligned with your values. When you come back to your passion and sharing your knowledge with your market, it is attractive.

I found out years ago that if I accessed my Inner Business Expert I could make *any* part of marketing easy. I could design classes effortlessly. I could attract more exposure in my market from not doing anything but shifting my focus to *business fun*. Once I did that, any strategies that were inspired worked very well.

Techniques Creating Immediate Cash Infusion Without Creating More To-Dos

Cash Infusion is when you implement a new inspired idea or revive one that has worked in the past to create cash *now!* The only way cash infusions work is when you combine a “take the bull by the horns” attitude, with fun.



First, you must *decide* that this little venture is going to make money. Next, decide the minimum amount you want to attract from this cash infusion. Then decide what you’re going to use this new revenue money for. You want to attach that number to something you feel passionate about. For me it usually means buying something for my house, like a six-burner stove or paying off an unexpected hospital bill for birthing my baby.

Get really excited about having your goal met. Once you do this, your money vibe is now injected with passion and emotion of the uplifting kind.

Next, you tap into your Inner Business Expert and feel around for the cash infusion idea. Maybe you already have an idea but haven’t done anything about it.

You can do this a few different ways. Look for area of your business where you know you’re leaving money on the table. You’re not capitalizing on something you’ve already created. Maybe you’re not doing follow up with past clients or leads. Maybe you need to add a service that springboards off of a current service you offer.



Look for an area of your business that's stale or stuck. Think about what problems your ideal customers consistently complain about it and offer a new solution or an old solution presented in a new way. You can brainstorm really wacky and 'out there' ideas to get the creativity rolling.

This happened to me. I couldn't figure out how to lineup my events and programs for the coming year for maximum cash flow. I was supposed to have a live event in the spring. I had just had my second baby so the live event felt like huge pressure to fill and I didn't how to coordinate nursing my son during the event without creating chaos.

I decided to take that pressure off my plate by 1) Knowing there are infinite ways to generate revenue and not getting attached to the live event as "the" way. And, 2) Checking in with my guidance about what month to move the event to.

Prior to checking in with my guidance I was stumped. I was guided to call my business partner, Eva Gregory, and she suggested having several of my 6-Week Business Rx Teleclasses to build my client base, then have the Business Rx *live* event in fall.

Ding, ding, ding! A winner of an idea. It felt great! I reorganized my entire calendar for the year in minutes and it got me juiced.

The bonus was that having several of these smaller classes early in the year gave me a nice cash infusion. In addition, marketing for those classes yielded me other results, like people signing up for other services I offer and buying products.

Cash infusions can be work or they can be *easy* when done in alignment with your values. When you need or want more money, your natural instinct may be to do more of what you already know how to do. Cash infusions are successful when you do something different.

Or you may feel like you have to come up with a Mac Daddy of a new idea. If a cash infusion is too complicated, it actually defeats the purpose. You don't want it to take up more of your precious time and cause you to fork out more money.

Cash infusions still need to adhere to the rule of coming from inspiration. The idea might be to contact someone in your current network and, lo and behold, you create a giant sale.

That is exactly what happened to me the first time I was promoting my live event. After booking the event venue I got really excited. I loved that the hotel was on the water,



easy access from the freeway, close to an airport, and right next to the ferry that goes to San Francisco.

While I drove away from the hotel, I had a quick thought to write a letter to my favorite clients, past and present. I got home and made an offer to them to come to my event for half of the retail price.

I got two people to take me up on the offer that day! It was an inspired idea, it came from the heart and easy since I was reaching out to the low hanging fruit — the people I knew and adored.

Cash infusion should always feel like you're grabbing from the lowest hanging fruit, meaning it should feel easy. Don't get out the ladder and try for the top of the tree. Your attitude is very important. You can't be desperate.

Here are some easy ideas that you could apply your own creative to:

- A 2-for-1 deal
- Special bonus with purchase
- A time sensitive offer
- Offer a new service at a ridiculously low price to give new customers a taste of what you do
- Give your VIP clients (past and present) a special offer
- Reach out to people that support you and have them spread the word. Reward them with a gift. Give them one of your services at no cost or a commission from the sales they refer

A big key to your success is not to design or implement your cash infusion strategy when you feel desperate. You have to combine your “take the bull by its horns attitude” with some inspired action.

Don't do something you can't stand just because you need the money. I've seen some business owners slash an already too low price on a product or service thinking they would inspire some buyers. Nope. Pricing wasn't the issue, it was the emotion behind it.



Some of you will want to create a cash infusion strategy for the fun of seeing a big chunk of revenue immediately. Before the movie *The Secret* came out, Eva Gregory and I interviewed Joe Vitale on our radio show. In fact, you can still get access to all of our shows with the most amazing experts at www.JeannaAndEvaShow.com.

[Don't forget, my name is spelled J-E-A-N-N-A.]

Anyway, Joe Vitale had his sights set on a new BMW. He was very clear with his intent to pay cash for it. So, he decided to offer a teleclass to create the cash. He knew he needed about \$20,000 at that time to get the car. Twenty people paying \$1000 each would make the dream come true.

He had never offered this class before but was very excited to see if he could pull it off. Of course, it did and he got the car. He kept the cash infusion light in his heart with no attachment to the outcome.

How to Be Massively Attractive to Your Ideal Clients, Customers and Patients

Remember this: Marketing is secondary to the way you feel about what you offer when you want to attract your 5-Star clients. You already have everything it takes to be wildly attractive.

Be yourself and do it with vigor. Have it come across in every email, phone conversation, piece of marketing ... *all* interactions with clients, colleagues and employees — current, past, and potential.

And for goodness sake, don't be shy about asking for what you want. The more you honor what *you* want, the more attractive you become.

I have a process to do this. **It's called the 5-Star Client Creation Process™.** There are similar processes out there, but I felt there was always a something missing. I created this process with Eva Gregory.

There is a PDF form by this name that came with this course. You can print it off and fill out. There is also an example of one of the forms already filled out.



This process should also be used to attract your ideal employees, joint venture partners, anybody else who interacts with you in your business. This will be key in up-leveling your business.

I'm going to walk you through it, right now.

A 5-Star Client is the best of the best — a dream person with whom to work.

The Qualities of my 5-Star Clients™ are:

STEP ONE: Defining who that person is:

The first step in this client creation process is defining who that person is. What are her qualities? What is the essence of who she is, her behavior, and the way she thinks? Write down anything you'd like to experience about, and with, her.

For inspiration, you can look back on some of your past or current clients. What made them your favorites? When you think of the less than ideal clients you've had, what was missing? What did they do that drove you nuts? Now write down the opposite of that. If they were always late to the appointment or following through with what they said, then your 5-Star client is punctual, organized and does what she says she will do.

This will be longest section of this process. Look at this as your custom order to the Universe, so it can easily deliver the goods. If you only write down eight qualities, then you'll get someone with those eight qualities.

Why wouldn't you want more?

Write down 30 things and you'll get those. I want you to be *very* picky!

I once "fired" a client. She had a lot of the qualities on my list but I had to hunt her down for her coaching appointments. I want clients who are *eager* for their session, prepared and present.

I knew that *something* was amiss when she came on board. I had to chase her down for appointments and payments. Everything took longer than it should.

My Inner Business Expert was whispering to me but I didn't trust it.

We've all had this experience at one time or another, right? Yes! You need to pay attention to it.



If a client is not ideal, she makes your job harder and less fun.

STEP TWO: What My 5-Star Clients™ love about me:

What are they saying behind your back? Remember they are ideal, so they *adore* you.

They love what your business does, the brand, what you stand for, and how you operate.

If they were to write a testimonial about you, what would it say?

I want mine to say that they love that I only work three days a week; that I have balance in my life; that I have changed their life. I'm fun. I'm worth a million dollars a year.

STEP THREE: Energetic Connection to my 5-Star Clients™

In this step, you will get quiet and envision a huge spotlight beaming into the sky intersecting with another huge spotlight. This is your spotlight intersecting with the spotlight that is your *5-Star client™*. Your higher self is connecting to the higher self of your ideal client—even if you haven't met them yet. You know the energy, the feel, and the essence of your ideal client. You're going to intuitively tap into that energy.

Ask your 5-Star client what she needs in order to work with you. What does she need to say yes to your products or services?

Write down what comes to you, no matter how simple or far-fetched. You may get a message to communicate with specific people, or copy to write for marketing or that you need to create a different price point. But whatever information you receive, it should feel good. Your job is to trust it.

STEP FOUR: Who Do I Need To Be In Order To Attract My 5-Star Clients™?

Not what do I need to *do*, but who is it that I need to *be*?

And the final step is to ask yourself ...

STEP FIVE: What Inspired Actions Am I Ready To Take?

You can use the information you wrote down in steps three and four to guide you.



EXAMPLE OF A 5*-STAR* CLIENT CREATION PROCESS™

1. The qualities of my 5-Star Clients are:

Movers and shakers/thought leaders in the world at many levels

Mostly "tuned in, tapped in, turned on" to life

Creating projects/have projects making a difference in the world

Energetic

Loves life

Authentic, sincere

Respects and values me as a person and a coach

Sees me as giving far more value than dollar value paid

Values my passion for what I do

Values my time

Values her time

Trusts I have her best interests at heart

Holds high expectations that are attainable and exciting to consider

Very decisive

Demonstrates clarity and focus

Highly collaborative

Open-minded

Reliable

True to self

Comes from her heart

Eager to learn



Eager to contribute

Challenges me to expand and grow

Appreciates me, my efforts

Happily pays whatever price my products and services are

Utilizes coaching, products, programs to release any leftover resistance in their lives so they SOAR and make even BIGGER impact in their lives and thereby in the world.

Promotes same to their networks and centers of influence

Pays up front, on time, full fee

Happily refers me more perfect clients for coaching, classes, ecourses, products; praises me to anyone/everyone

Sends me to entire groups of folks wanting what I have to offer: associations, organizations, teams, centers of influence, etc

Working with her connects me with my passion and purpose

She comes to me easily and effortlessly; requests to be my client

We have an immediate sense of attraction and connection

Both of us feel we're a perfect fit

Spiritually based and enthusiastic to put LOA to work in all areas of life, aspirations etc

Are in alignment with values and outlooks on life

Has a focus on joy and fun in life

Gives back to community

Highly supportive of me/my business

High mental, physical, emotional and spiritual well-being

Great sense of humor

Relationship expands and deepens over time

I learn as much as she does

Eager to figure 'it' out for herself



Core tendency is to be happy, upbeat

Always on time for appointments

Always prepared; plans ahead

Intelligent

Good common sense

Understands and demonstrates she deserves to have the quality of life she wants

Gives AWESOME testimonials!

They understand they have the answers within themselves.

Can identify what she wants, where she wants to go and what she's willing to be/do/have to get there

2. What My 5-Start Clients love about me:

Joy, Laughter and Fun Is #1!

Love of life

Understand the joy is in the journey

Love of friends, family

Eager to be 'more'

Love my business, employees, clients

Passion and fulfillment in my work

Always reaching for new goals and aspirations

Give back to community

Balance and Quality of Life Important

Share gifts and talents with others

Passionate about making a difference/leaving a legacy

Spirituality



Curiosity about life and peeling back the onion layers to 'more'/Knowing

Create compelling goals/projects

Enthusiasm

3. Energetic Connection to my 5-Star Clients:

Imagine BEING in the energy of what your clients love about YOU! Imagine a bright spotlight out into the Universe and see your clients' spotlight intersecting with yours.

Now dialogue with them about what they need to make the connection with you, why they are attracted to you, what compels them to want to work with you. Whatever comes up write that down. If it's just a feeling or vision or an essence or a symbol, that's okay!

They get passion and fulfillment from my work

Authentic connection with them

Authenticity, sincerity

Respect

Values my time and their time

My holding high expectations and belief in them

Open-minded

Collaborative

Reliable

Listen, listen, listen

Mirror back

Walk my talk

Have my ideal practice/business/life

Be sounding board

Highly loyal, supportive, uplifter, believer in them



Challenge them to expand and grow
Appreciation of them as a person and client
Acknowledge their efforts
Sharing tools, processes, etc.
Spiritually based
High mental, physical, emotional and spiritual well-being
Sense of humor
Uncover learnings
Catalyst for shifts
On time for appointments
Prepared for appointments
Common sense
Enthusiasm
Holding the big vision even when they forget
Catalyst to their seeing different perspectives, attitudes, feelings, clarity, focus
Holding 'inner' energy focus on your desires with them
Letting my perfect clients KNOW they are perfect

4. Who Do I Need to BE in order to Attract my 5-Star Clients?

Second to none at what I do
Passionate
Authentic
Respect my clients
Appreciate my clients
BELIEVE in my clients



Value my clients as people

Have high expectations

Walk my talk

Spiritually based - high mental, physical, emotional and spiritual well-being

Have sense of humor

A catalyst for their unfolding

In integrity

Punctual

Prepared

LOVE and ADORE my clients!

5. What inspired actions am I ready to take?

Tap into guidance for each step.

Get clear on my vision, passion and the impact I want to make.

Create a clear plan for myself and working with my 5-Star Clients

Set timelines, goals and accountability and ACT ON IT!

Work closely with my coach to keep me on target.



Homework:

Intentionally and actively focus on shifting your wealth set-point. You can do this a couple of ways.

One is to do a visioning process each day where you connect to the energy of wealth and abundance or see yourself as already wealthy. I personally like to do guided visualizations.

You can also create new practices that are the opposite of what you do now. For instance, a practice that I had to shift was ‘resistance to spending money on something that will make my life easier’.

Childcare is one of the places I scrimped. Now, I could judge myself about this or just embrace it and practice shifting it.

I began making sure my mate and I scheduled date nights each week. I began to ask my babysitter to stay an hour longer on Mondays so I could do yoga. I scheduled sitters to avoid any stress about my mate coming home on time to watch kids if I have an afterhours radio interview.

Much easier than the old way I did things.

I had to create new practices for my focus of creating a seven-figure business. I script daily on my future abundance. I write out scenarios, as if they have already happened, about how I’m spending my hundreds of thousands of dollars in my bank account.

I also meet in a mastermind group with four other business owners who have the same revenue goal. I *actively* do the inner work. You don’t have to do this much. But doing something daily that takes a few minutes is worth it if it helps you attract an *extra* 100 grand or million in the bank, isn’t it?

Go forth and allow the money to flow in. Stop trying to hunt it down. Have more *fun* in your business.

You’ll also want to complete a **5-Star Client Creation Process™**. Remember, there is a sheet that comes with this program that you can fill out. You’ll also want to set aside some time to create your Wealth Plan.

We’ll connect again soon for Lesson Three!



Lesson #3: The Perfect Actions

Welcome to Lesson #3 of Business Rx.

I know you've been busy since Lesson #2, working on Magnetizing Money.

In this lesson you are going to focus on taking *your* perfect actions. I repeat, *your* perfect actions.

Not the actions of competitors, colleagues, significant others, parents or other family members, nor the advice of so-called experts. Certainly not the advice from your "Gremlin."

Focus solely on *your* perfect and ideal actions.

You are going to learn:

- ✓ How to transform overwhelm into *big time* positive focus.
- ✓ How to tap into your own Inner Business Expert.
- ✓ How to access the brilliance of your team. And yes, even solopreneurs have teams.
- ✓ How to align your thoughts, behaviors and actions for high-octane, maximum results.

Before we begin, I'd like you to check in with yourself about money. In one sentence, clarify how you feel about money since this last lesson. Notice if you created a story, a rationalization, or simply began to whine, whenever the topic of money popped in your mind since the last lesson.

How often are you focusing on shifting your wealth set-point?

Have you set up new daily practices to support this shift?

Did you begin your 5-Star Client Creation Process™? Did you complete it? If not, you want to make sure that it is a priority this week.



Did you begin creating your Wealth Plan? You'll want to commit to finishing that in the next month.

Neither of these processes needs to take a lot of effort or time. Just carve out an hour or two in your calendar, set your intentions and write. Keep it simple but inspiring.

I know these types of things are easy to put off. Completion of your plans is part of what will assist you to consistently bring in six and seven figures.

If you don't do something different, your business will still stay the same. Don't let that happen.

The following excerpts are what the live participants experienced or noticed after the Magnetizing Money Lesson.

(Live call excerpt)

The next participant has a conflict. She wants more clients, yet has an aversion to that desire.

(Live call excerpt)

Like the gal you just heard from, there is always a way to get what you want. It's your job to be clear about your intention to find the processes and structures that support your individual values and working style.

In the live version of this course — and with most every client I've ever worked with — there is great concern when revenue slows down and you see very little evidence in your present moment that your situation will turn around anytime soon.

We all need money to pay our bills, eat and have some fun things to do when we are not working. We also need to invest money back in to the business to expand it.

But what do you do when the lack of funds is killing your energy about your business?

I like to play a virtual game of acting as if I have the money part of my life handled. That way it's easy to focus on the part of the business that gives you joy. I explain a little twist on this process in the next excerpt.

(Live call excerpt)



TRANSFORMING OVERWHELM INTO EXTRAORDINARY POSITIVE FOCUS



If you have ever felt like you are going from one task to the next without breathing or your mind is racing and you can't get it to slow down, then you have experienced *overwhelm*.

If you have ever thought about a specific problem over and over and it keeps you from sleeping well, then you have experienced *overwhelm*. The problem you are focused on has the illusion of being bigger than you know how to handle.

I've had many clients brace themselves for overwhelm when too many clients or projects came in the door at once. They don't feel pressured yet, but now they are anticipating that things are about to get serious. The brain starts to work overtime.

These may be just some of the thoughts that play over and over like a broken record ...

- There is no way I can handle this.
- What if I don't finish in time?
- I'm not going to have any time to create balance in my life.
- I don't have enough help to pull this off.
- If I work from dawn to dusk, maybe I can make this happen.
- I'll just *have* to push through.

If you focus on *being* overloaded long enough, you will feel the same amount of stress as if it were already happening. As a result, you are now officially a mess.

When overwhelm hits it can be paralyzing. Confusion sets in, stress happens, mistakes increase because you're trying to move from one task or project to another too quickly. You've shut down your access to creativity and your Inner Business Expert.

If you find yourself in this situation, your instinct may be to forge ahead, just work hard and fast to get through it.

Another way you may react to overwhelm is by shutting down and completely avoiding all the tasks looming in your day planner.



As you would expect, I recommend neither of these strategies.

The best thing to do is *stop* everything. Push the pause button. Ask yourself, “What is driving this overwhelm?”

It’s not that you have too many tasks on your plate. It’s the way you are relating to the tasks. You have created this self-induced pressure. You’ve created a story that the only way to get your desired outcome is by getting things done or you are attached to certain things having to be done in a specific time frame.

Sometimes business overwhelm is caused by trying to be everything to everyone. Or you might feel pressured by something new you are taking on and feel like you don’t have the knowledge to pull it off.

In all of the scenarios I just mentioned, overwhelm is caused by a perspective. **Perspectives can be changed.**

For example, I used to get into high gear whenever I was going away on a trip. I made up a story that before I left, my house needed to be clean, all of my emails had to be answered and my laptop must be loaded with every possible piece of information I may need while I was gone. I put so much pressure on myself that my head would be spinning.

Did the house really need to be cleaned before I left? No. It was a rule I *made up* that made the days prior to leaving very stressful.

Overwhelm can also be caused by poor planning. Several years ago I watched a colleague plan, promote and facilitate several live events over the course of the year.

Before each event, without fail, this person would run around at the last minute doing tasks that could have — and *should have* — been done weeks before.

I learned from watching him that I did not want to have his same experience before my own live event. It motivated me to create my overall plan and task list *weeks* ahead of time.

In the month before the event, I took one or two actions steps each day to prepare for my event. My intention was to arrive the morning it started feeling peaceful *and* organized. The entire preparation process made the actual event seem easy, *and enjoyable*, as a result.



I was able to be fully present for my participants and I wasn't tired at the end of the two days. I also made a list *after* the event of all the things that I would do to improve it the next time. Now I have a very streamlined system. You'll never find me scrambling to get things done at the last minute.

Once you shift your perspective toward what you have on your plate, creating a system to deal with it is the next part of empowering yourself.

The other obvious answer to overwhelm is to parse the project up into smaller pieces and *trust* that it's OK to do it one step at a time.

The alternative is to try to do it *all* in one big chunk.

That is exactly how this program was created. I teach this course live but I didn't want to take the audios directly from those classes and turn it into the product. I decided that I would improve upon the agenda I already had and record all the audios from scratch. I knew I was going to launch this program at a telesummit where I was a guest expert.

The launch date was a bit of a concern because I knew I had a full calendar of work in the preceding months and the deadline felt like it was coming fast. In my mind, I kept affirming that I would somehow find the time to get it all done.

I focused on doing one lesson at a time. At the same time, I had my team editing audios, creating the graphics and proofreading this script.

This allowed me to keep the project moving, but not become overwhelmed. I had to constantly remind myself that because I made the decision and *commitment* to the completion date, circumstances would align to make it happen.

Another benefit of breaking a project down into small chunks is that it keeps your creativity fresh. I don't know if this is true for everyone, but when I focus on a project for many hours a day, many days a week, I get tired of that project. It stops being fun and starts feeling like work.

All overwhelm can be channeled into focus that is driven by inspiration rather than desperation. Planning will be key to annihilating even small triggers of panic.

Everyone can get by to some degree by "winging it" in their business. But truly successful businesses are planned. *When you create a plan that supports an intention, you are super-charging it.*



Your mind can relax because it knows you already have it figured out. Your team knows how to support you, because they know what steps need to be handled. And most importantly the Universe sees you giving attention to your goal and conspires about how to coordinate people, circumstance and things to support your desired outcome.

I used to resist making plans like a cat trying to scramble away from its owner who wants to give him a bath. Getting all the details in place felt like torture. At that time, I believed that planning robbed me of spontaneity and fun. Now I believe the opposite.

A plan gives me the freedom to do what I do well and get out of my head. I feel more grounded and confident when I move forward with a plan. I also *make* the plan fun. I write expressive words, use different color pens and leather bound books to map it all out. A plan should engage and connect you to your desired outcome.

When planning, take care to check in with your Inner Business Expert. Even a plan can be overwhelming when you begin to execute it, only to discover that you are trying to pack too much in.

Having many unfinished projects can be overwhelming, too. You may put off something because you think it will take too much time to complete. Then before you know it, you have stacks of unfinished business energetically tugging at you.

Some of those piles contain items that you *must* do. It may only take you ten minutes to do it, but you are resisting it like the plague.

In this situation, I make a decision to complete tasks.

I focus on how good it will feel to get it done and that it will be easier to accomplish than I had previously anticipated.

Procrastination does not make you a bad business owner. You just need to be more deliberate about how you want to feel before jumping in. Line up your energy with the intended outcome and it will drive you to get into action.

Here's an example.

Let's say that the pressure from thinking about your lack of revenue has sent you into a tailspin. You see a stack of bills on your desk that need to be paid. There is a list of things that you want to buy but you must refrain unless you want to go deeper into debt.



It would be very empowering at this moment to call a "time out". Physically move out of your office space. You need to get a grip. The only way to do it is by stepping into your power and taking a little action.

Brainstorm for five to ten minutes about all the different ways you could relieve the pressure. Maybe you are inspired to implement a cash infusion strategy. Maybe you could work out a payment plan with one of your creditors. Write down anything and everything that comes to mind. Then choose *no more than three things* that you will immediately take action on.

Just do it. Now!

Getting into action will give you a sense of control. As you feel more at ease about your outcome with money, your stress will melt away. Once your emotional energy is cleaned up, you can take bolder steps to turn around your momentary cash crisis.

No matter what your cause is for overwhelm, the answer will never be to just handle what needs be done. That is a temporary band-aid on a bigger problem.

Disengage from the mental banter long enough to ask yourself...

- 1) What is really driving this feeling?
- 2) What do I need to do right now to get back in my power?
- 3) What can I let go of or delegate?
- 4) What is my desired outcome regarding this situation?
- 5) How can I get back in the flow?
- 6) How can I break this down into easy-to-do, small steps?

And, if you are in a highly creative mode and new ideas are popping in your head one right after another, just capture them all on paper as they pop. You don't need to act on them right away just because they have appeared.

You must stay focused on one thing at a time. Stay present in your current priority. As Eckhart Tolle says, "There are no problems in the present moment." It's when your head is focused in the past or future, from a disconnected place, that you will get into trouble.



HOW TO EASILY TAP INTO YOUR INNER BUSINESS EXPERT

Tapping into your Inner Business Expert is essentially the same process as connecting to your Inner Guidance. This resource is with you at all times. You always have access to it but are you using it? If you're using it, are you listening and then acting on the guidance you receive?

In order to hear this guidance you must slow down. You must be grounded. Being in a state of chaos is the best way to block your ears from hearing what your Inner Business Expert has to say.

Inner Business Experts don't always speak in words. It can nudge you in the direction that would be best for your business. It is serving you up big doses of inspiration and giving you large portions of creativity.

Here is the short version of how to make the connection:

Quiet your mind by going for a walk, relaxing and closing your eyes, sitting in nature or do some other activity that slows down your mental mind.

Imagine that you have a direct phone line to "all that is" or infinite knowledge.

Ask for what you want. Ask for knowledge, solutions, guidance, inspiration or a new idea. Ask open-ended questions that are geared toward your ideal outcome and not the problem.

Be open to whatever message, idea or feeling you receive.

I find that writing is the easiest way to make the connection when you are beginning this process. Write down your questions and then just begin writing your answer. You probably won't feel the heavens open up, or the angels singing. It will just feel like you normally do when you write.

The answer will seem like good common sense. It will most likely be short and sweet. Whatever you hear first is usually the best answer.

If you analyze it too much you will begin second guessing yourself and then you will have disconnected from your own guidance, thereby tapping into the evil Gremlin's fearful perspective.



Many times with your Inner Business Expert, you will be given guidance via a feeling of yes (when something feels right and perfect) or no (when something feels like a mismatch for you). Your Inner Business Expert is like finding the Holy Grail of business consultants, the best assistant, and a posse of angels, all rolled up into one source.

Your Inner Business Expert is usually under utilized. Do not save your spirituality for after hours. Use this powerful resource throughout your day.

I may have mentioned in another lesson that I had had an epiphany because I did not listen to my own Guidance, and I wanted to slap myself.

My marketing mentor had told me *not* to put the price of my mastermind program on the sales page of my website. It felt weird not to do so, but I deleted the tuition from the sales page. Then I got several comments from people visiting the page about not having the tuition in print.

I put it back up there and felt great!

Sometimes, I ask my Inner Business Expert specific business questions and hear an immediate answer; other times I get nothing specific in the moment but within 24 hours the guidance will appear.

Sometimes I simply set an intention asking my Inner Business Expert to guide me. Tell me what to say and do to manifest my ideal outcome.

The most important thing is to be very specific with your intentions and the business questions you ask.

Some examples are:

1. What is the best thing for me to do or think to align with this goal?
2. What do my 5-Star clients need to hear from me in my marketing?
3. How can I effortlessly attract more money this week?
4. Who can help me with this issue?

Developing a strong connection to your Inner Guidance takes practice and consistency. If you want to delve into this more deeply I highly recommend my Divine Guidance



Home Study System. It has nine audio lessons, a manual and it gives you *all* that you need to make that powerful connection to trust the information you are receiving.

You can find out more about it at:

<http://www.masterpeacecoaching.com/divineguidancehome>

HOW TO ACCESS THE BRILLIANCE OF YOUR TEAM. AND, YES, EVEN SOLOPRENEURS HAVE TEAMS

If you collaborate with anyone, you have a team. If you have a bookkeeper, webmaster, or a coach, then you have a team.

Ask yourself, “Will the people on my team support me to live my ideal business vision? Do they have the commitment, talent and values to make it happen?”

I do a 5-Star Creation process before I hire anybody. I am no longer tolerant of less than ideal performance from any team member, no matter how sweet she may be.

I think it’s important to always improve upon what I attract out of my current team, too! I ask myself, “Is this person the ideal person to be supporting me in a seven-figure business?”

If something isn’t working, the first person I ask questions of is ... me!

- Am I communicating clearly with this person?
- Am I being intentional about my desired outcomes?
- Do I need to do something different?
- Is there a problem with the system, the team member, or both?
- If I were to have a conversation with her, what do I want as a result?

It is your responsibility to attract the right people on your team.

Once onboard, you need to be very clear about your expectations.

Next you’ll have to make a good connection and create a solid alliance with them. You are deliberately designing your working relationship to feel good *and* get results.



Tell them your natural working behavior style, your objectives, how you like to be communicated with.

Find out what they really *do* and *don't* like to do. What are their natural working styles?

I never ask a team member to do something they don't enjoy doing. I'll delegate it off to someone that does. If they don't enjoy particular tasks and projects they will not do the best job possible. They may rush through it or procrastinate.

Happy team members make your life easier.

For optimum results, use your Inner Business Expert when hiring. A person must feel like a *Hell, Yes* all the way around.

Expect the best. If you have to pay a bit more than you expected for your ideal person, do it. The people on your team are an investment in your joy, future profits and a company that runs on good systems.

If you have an issue with a current team member that dialogue isn't solving, have a chat higher self to higher self. You can have a virtual conversation with them and glean insight about moving forward effectively. Don't underestimate the power of this exercise.

If you are still unhappy, let them go. Find someone who is a *Hell, Yes* so everyone is happy.

ALIGNING YOUR THOUGHTS, BEHAVIOR AND ACTION FOR HIGH-OCTANE RESULTS

Everything you choose to do in your business requires you to get 100% behind it or it won't work for you.

This goes back to my example of not putting the pricing on my sales page for my mastermind program. No matter what the experts tell you, if you don't like a choice you've made in your business, make a different choice.

If you do things that you whole-heartedly don't believe in, you will not get high-octane results.



If you choose to go to a long lunch with a friend on a normal workday, *have fun*. But if you *know* you are going to go to lunch constantly thinking about the things you need to do when you get back, don't go.

Whatever decision you make, line up your energy behind it. Set your intentions for your desired outcome and fully commit to it.

When you create your to-do list, go through it with a fine-tooth comb and ask yourself about *each task*, "Do I really want to do this? Does it actually need to be done? Is there an easier way to get the same results? Would it be best to delegate this?"



Homework:
Practice — *daily* — tapping into your
Inner Business Expert.

If you find yourself beginning to spin in your mental mind because of what needs to be done, take a "time out." Get clear on what you need to shift before you move forward.

Be in your joy and have fun.

Lesson # 4: Marketing Mojo

Welcome to Class #4 of Business Rx. In this lesson the focus is on tapping into your Marketing Mojo.

You are going to learn:

- ✓ The subtle ways you kill your marketing, upsell and enrollment mojo.
- ✓ How to create new marketing rules that match your values.
- ✓ How to make business a *fun* game where you always win.
- ✓ To use your own — and your team's — authentic gifts to attract ideal deals and clients.
- ✓ To plan from the bigger vision and then create an inspired action plan.
- ✓ Marketing is not every business owner's favorite topic.

If you have confusion, tension or any other resistance to this area of your business, it is my intention that you clean up your energy and allow marketing to be easy, inspiring and fun.

And, of course, get results.

This lesson will also help you choose marketing strategies that feel authentic you. If you're excited about the strategies you implement, you'll begin to see a larger number of people interested in your products and services.

Changing your relationship to marketing, along with a new relationship to money is a recipe for success.

Before we move into our lesson, I'd like you to check-in with yourself about how you're progressing with your personal business prescriptions in this course.



Have you begun creating new daily practices to be more in the flow? Rate yourself on a scale of 1-10 (1 = rarely, 10 = always) about how consistently you've been doing your daily practices.

Whatever your answer, how do you see this impacting you *and* your business?

Have you completed your **5-Star Client Creation Process™**?

How about your Wealth Plan?

If not, what is getting in your way? If it's "not enough time", you need to block out a time period in *next week's* calendar. Period.

Keep that appointment with yourself, as if it were an appointment with your most lucrative client.

If you think one or both of the exercises is going to be hard or it won't make a difference in your business, set your intentions for how you want it to be. Be intentional about the impact you want the exercises to make.

If your revenue stream isn't where you want it to be, then you need to do something different. You have nothing to lose and everything to gain by completing these two processes.

What have you implemented from Lesson #3?

If you have not practiced any of the suggestions I gave you, *stop listening to this lesson*, go back and do the work.

Make the connection with your Inner Business Expert.

Evaluate what you have on your task list and any business decisions you need to make and see what you need to do make all of them a *Hell Yes!* If it's not a *Hell Yes*, then it needs to be removed from the list.

If you need to hire a new team member or improve something with a current team member, have you done a 5-Star Creation Process for that position?

Have you had a higher-self to higher-self conversation with any team member who is not acting like an *ideal* team member?



Have you checked in with yourself about why *you* are attracting less than ideal results or relationships with your current team members?

If required, have you taken any new steps to improve the situation?

If you have even a smidgen of overwhelm, in any area of your business, have you brainstormed ideas that will give you relief? Did you take at least two action steps from that brainstorming session?

If you have handled all of the above, then you are ready to move forward.

Settle yourself into a quiet place.

Relax your body.

I'm going to take you through a visualization technique that will connect you to your Inner Business Expert, calm your mind, and raise your vibration around marketing.

TUNED IN VISUALIZATION

Close your eyes.

Take several nice, deep and deliberate breathes ... in and out ... in and out.

As you continue breathing deeply you will begin to feel, *simultaneously*, more present, relaxed and energized.

Bring your attention to the center of your chest.

Notice that there is a golden light beaming out of your heart.

It resembles a power cord.

You can see that one end of the cord is connected to you and the other end winds out into space, disappearing into a vortex of pure positive energy.

This visual is to affirm that your power source is hooked up. And more accurately, you are tapped in, tuned in and turned on!

You control the volume of this power and the frequency you are tuned into. Your frequency is simply your emotional vibration. Your mood, thoughts and feelings all make up this frequency.



Imagine that you can gauge what you are tuned into as easily as you could a radio station

You can shift your emotions by turning the knob ... it's an emotional dial.

What station are you currently tuned to? Your emotions and thoughts give you a clear indication.

Is it a mellow vibe? Maybe smooth jazz ... relaxing but with threads of uplifting energy.

Does it feel like a head banging rock vibe?

Are you happy? Tired? Fearful? Low?

You don't have to do anything but listen, and check in with your heart, to *know* how it feels.

Now imagine that there is a dial in front of you where you can flip through the abundance of emotional vibrations available to you.

Take a moment to check them out.

You may even have several preset stations that you usually flip back and forth between.

Even though you may feel comfortable with those, there are dozens more that you can tune into.

Whatever feeling you want to experience in your business, there is a station you can tune into. It is your choice.

You can change it whenever you want and as many times as you want. You just have to notice if you like what you are hearing and experiencing as a result.

You may have not noticed if you were listening to station with static or one with tons of commercials.

You may have had one on that spews nothing but garbage, you have become numb, and it's become nothing but background noise.

But if you were being present to what you are hearing and feeling, you would choose to change the frequency.



Now, bring your attention back to your emotional dial, remembering that you have a range of frequencies.

There are low and high frequencies.

You choose.

The frequency you choose leads to everything you experience in your business, including the people who support you, the flow of money, the type and quantity of customers, and your level of peace and joy.

Tuning into a high frequency will make it easy for you to choose your ideal marketing strategy with the ideal message for those with whom you most wish to do business.

Take a moment right now to fine-tune your emotions to a station that emits the frequency of ease, abundance and joy.

Play with your manifestations broadcasting band.

You can pick up on the frequencies transmitted from every single desire you have.

There is not a single frequency to which you do not have access.

Each of them is yours for the taking.

Reach out your hand ... turn the dial.

Bring to mind one of your desires for your business.

Flex your emotional muscles. Tune into the frequency that is transmitting that one desire.

You turn the dial ... it comes in crystal clear.

What does it *feel* like?

Does it *emit* a particular emotion? Sound?

Shift your focus to adjust your dial.

Match your vibrations to this desire.

Release any resistance or fear you may have felt about this desire.



Stay tuned into those positive actions and beliefs supporting your desire, as well as providing peace and profits to your business.

Dance to the rhythms of having fun.

Take full and enlivening belly breaths right now to anchor in this decision.

Because you are being deliberate about what you are tuned into, you will easily attract everything you need to make marketing fun and effective.

You no longer have to try hard.

You will be able to intuitively make marketing decisions that support your vision and goals in your business.

You are tuned in from the core of your being.

Your Inner Business Expert knows the perfect messages for your market.

Take a few more nice deep breaths in and out.

Now slowly come back to the present moment and open your eyes.

Excellent.

You will now be more receptive to the information I am about to share with you.

Even your Marketing Gremlins will not be able to get in the way.

Ready?

SUBTLE WAYS YOU KILL YOUR MARKETING, UPSELL AND ENROLLMENT MOJO

Now, more than ever, there is abundance of information available to small business owners on how to best market themselves.

Marketing “experts” will tell you that their particular strategy or process is the *only* way to get results.

If you listen to several “experts” on the same topic, you can easily get overwhelmed, even confused, when you begin to choose *your* ideal strategy.



If you're overwhelmed trying to *choose* a strategy, imagine trying to *implement* a strategy in a way that will reach your ideal target market?

There is an abundance of ways to reach your market because of the explosion in popularity — and sheer *numbers* — of teleclasses, webinars, social media, free ebooks, free reports and audios ... the list goes on and on ... and on.

You could easily spend *all* of your time marketing.

It's something business owners always need to pay attention to, but shouldn't let the pressures of it override everything else they do in their business.

You need to spend most of your time on the things you enjoy most in your business.

You would drive yourself mad if you tried to implement everything that you hear is the "sure-fire" way to get more customers.

So don't even go there.

However, you do need to be loud and proud about what you offer so that your market knows that you exist.

Your message has to be clear and match your brand.

It has to be easy for your 5-Star Clients to say yes to you as business partners.

You need to know what your overall marketing strategy is and what steps you need to take to be consistently in front of your audience.

If you haphazardly market, with no clear strategy, it will be obvious in the results you receive.

Most of the time, it's easy to decipher where you are falling down in your marketing. But sometimes it's baffling. You think you've done all the right stuff and your results are still less than dazzling.

There are some silent killers in marketing that you need know about.

All of your marketing power *dies* when you rush, push or stress on any facet of your business or personal life. OK, so it doesn't completely die but it will definitely limp along if you're not in the flow.



You don't even have to be negatively focused on marketing to kill your efforts. Remember the story about how I did *all* the right marketing actions to promote my new mastermind program and not one person registered?

I had crafted and implemented a very well thought out marketing campaign, but my energy was tied up in a soon-to-be-born baby.

I believed that if I didn't fill that program immediately, I would not be leveraging my time. If I didn't leverage my time, I'd be working more, making less and not having the freedom I wanted with my children.

I've seen people kill their marketing efforts by rushing to get a marketing strategy in place.

Maybe you've experienced that yourself.

You believe that if you don't throw some marketing piece out there, or get a campaign going, that your revenue will suffer.

Rather than taking the time to do it in way that feels good, you do it "half way." The quality of your message will reflect poorly on you. From a vibrational perspective, rushing anything yields mediocre results ... at best.

You may have even tried to 'squeeze in' marketing actions, as an afterthought, between all the other stuff you're doing.

In that case, I think it's better *not* to market at all.

Why be stressed out when you're doing it, or unclear on your intended outcome, when you are the one writing or speaking the message?

Your market will not be attracted to your message if you are not grounded in what you are saying.

And *never, ever* meet with a potential client if your head is not in the right place. She will immediately know if something is "off," even if she can't pinpoint it.

When your energy is fragmented from stress, you have no access to your intuition or creativity.

How can you say what your market wants to hear if you're not tuned in?



How can you know what your market is craving, or what feedback it is giving, if you're wrapped up in your own issues?

How can you respond effectively to a potential client's question or concern if you aren't able to be present in the moment?

If you rush through *any* marketing actions, you'll miss important steps or make mistakes that end up ruining any chance of your 5-Star Clients saying *Yes!*

The Comparison Game.

Any time you compare yourself to others with harsh judgment, you will dampen the effectiveness of your marketing.

If you try to follow the rules that others in your niche are following, but you feel behind the curve, or their rules don't line up with your values, style or preferences, what do you think the impact will be?

I built my business by going to networking meetings. I created relationships with the other business owners in a group I was a part of for many years. The founder of this networking group supported me in many ways.

She encouraged me to speak to the group about my expertise even when I didn't believe in my ability to speak in front of a group.

This group benefited me because I enjoy socializing with people. It's easy for me and I looked forward to those meetings.

I believed in the power of my coaching and I was not shy about educating other professionals about how coaching worked.

There are many other skilled coaches in the world who do not feel excited about attending networking meetings or mixers. They may force themselves to do it because they think it would be good for their business. They've heard that other coaches have had great success by attending these types of events.

But they would not get the results that I got.

If they aren't naturally comfortable in that situation, they won't be in their element and won't shine. They'd go home thinking they're a failure, which is not true.



It's just a marketing strategy mismatch with their natural style.

Another deadly comparison game is something I experienced after having my first child.

I watched all of my colleagues going to fabulous two and three day marketing events, facilitated by some of my favorite experts.

I really wanted to be at those events but I couldn't — and, more importantly, *wouldn't* — be away from my baby for those many days.

At first I believed that I would be missing out on critical information that would give me an edge in my business. I believed that my coach friends would leave me in the dust with their amazing results from this new knowledge.

I was being whiny and played the victim role all too well.

After a few months of this, I chose to surrender to my choice *not* to attend.

The reality was that there was no way for me to keep up with the Jones's and be the mom I wanted to be.

I decided to trust that I would be able to continue to grow my business with the marketing actions I took. And that is exactly what I did.

That year I attracted more revenue than ever before.

Failure to set your intentions.

You could have the best strategy in place and yet no positive emotion behind it. You could carry out that strategy with perfection and yet not make a dime because you have not locked onto the results you want from your actions.

You'll want to blame the strategy or claim that you are a failure.

The only thing missing here is your emotional focus. **Why spend time and money on marketing if you're not interested in results?**

I do a lot of complimentary 15-minute strategy sessions.

The point of those sessions is to give people a taste of what I do.



If they seem like a 5-Star Client, I offer to support them by giving them group coaching in one of my programs, private coaching or guide them to one of my products.

I used to “wing it” during these sessions.

I’m comfortable coaching *anybody* on *any* topic so why would I prepare? I’m confident about what I offer, so talking to people about my offerings is easy.

But I began to notice that my results from these sessions were less than sizzling. People *loved* the strategies I gave them but none of them made a choice to hire *me* as a coach.

Then it hit me: I was being too casual about those sessions; I was not asking for the business at the end of the call; I wasn’t tracking what happened on the calls, which made doing any follow-up almost impossible.

I immediately created a simple agenda to guide me during the calls. It kept me focused and clear on what I wanted during the call and later as a result.

I created a spreadsheet to track their information, what I learned about them and their business, along with my thoughts from the session.

Now I can follow-up easily if I think they’re ideal clients.

This is an intentional system that keeps me focused on the desired outcome, which lines up my energy with what I want!

Without even trying I’m now more attractive to my potential clients and my results prove it.

It all is done “Jeanna Style” and it feels great.

Here is a question about how clear you need to be with your intentions.

(excerpt from live class)

Lack of planning.



Being consistent with your marketing isn’t a plan. Planning how you will be consistent, to whom you will be speaking, along with the timing of it all, *are* the keys to success.

You'll also need to know how you will make it easy for your target market to get more information about what you offer.

Not only do you want to plan for the marketing campaign that will get your ideal customers making inquiries, you'll want to make a plan for how you will follow-up. Once they have all of the information they need, you have to make it easy for them to give you their money and deliver what you promised.

There's a lot involved here, but a little planning will give you the ultimate impact you desire.

I plan my marketing a full year in advance.

I don't know all the details that far in advance, but I do know what we will be promoting and when.

About two to three months ahead we begin to plan out the specifics of each campaign and start putting things in motion. Waiting until the last minute on any part of my marketing is stressful on me and my team ... we avoid it as much as possible.

Making a connection and not following up.

If you fail to follow-up with someone in *your* loop, then you will most likely fall off *that person's* radar.

I know: this is Marketing 101.

Yet you may not realize how important, and easy, it is to build an intimate relationship with someone who has expressed an interest in you (or your company) and what you have to offer.

You must begin by following-up.

Think of follow-up as a gentle reminder that says, "Here we are with a solution to your problem."

It's a vibrational nudge about taking action on something they truly desire.

You are not being a pain. If you were, they'd request that you stop making contact.

Follow up doesn't have to be all about "selling."



You are simply checking-in.

Ask what progress they've made since your last contact.

Ask if they need more information or if they have any concerns.

Then make sure you answer thoroughly, and in a timely manner.

If you resist doing follow-up, you are doing a disservice to those who have shown an interest in what you offer.

Your 5-Star audience wants to know what you have cooking.

What's new? What specials are you're offering?

They *want* your expertise.

If they don't like your marketing, they're not potential 5-Star Clients.

Following up with past, current and potential clients is a must.

How I follow-up with each of these is different and is well thought out.

When clients buy a product from us online, they get several follow-up emails making sure they are getting value from that purchase.

We suggest other products they may enjoy based on the original purchase.

If someone registers for a complimentary teleclass, we follow-up a minimum of *four* times and sometimes up to *twenty*.

We have a person on my team who calls them to see if they received value from the free teleclass.

On that same call **we ask for feedback about what they liked and didn't like.**

The last thing they are asked?

Would they like a complimentary strategy session?

We are always improving our follow-up, both for the customer and for us.

Your target market is being bombarded with information from the internet, television, radio, magazines, books, newspapers, email, snail-mailbox, along with tele-marketers.



Whichever business gives them the most *perceived* value and is in front of them most often, will be the business that gets them as its customer.

Never forget: Just because they buy from you once, doesn't mean they're done.

Find out what they really need and how to make it easy for them to say yes.

Some ideas:

- Offering financing (payment plans)
- Give past customers a special discount on their next purchase
- Give a bonus if they jump on an opportunity now.
- Create an advanced version of something else you offer

You'll want to make purchasing easy by:

1. Making sure all pricing is correct and clearly visible, especially if you have a website.
2. Having a human being answer your phones and emails. I despise automated systems when calling a company or making an inquiry via email or website. Everything should be user-friendly.
3. Posting a phone number on your website. If you don't want people calling your company then you shouldn't be in business.
4. Creating a navigation bar/menu on your site that is user friendly. Don't make people hunt for the information.
5. Making sure that all links on your website are correct. Particularly if you've driven a customer to your website for a specific promotional product. If you are sending multiple promotions in the campaign, restate the important information each time. Never assume that a client remembers all of *your* details. It's your job to remind them.

The key here is to keep yourself at peace.

Plan and anticipate what would *compel* your customers into being *repeat* customers ... and raving fans.



HOW TO CREATE NEW MARKETING RULES THAT MATCH YOUR VALUES

What are *your* marketing rules and beliefs?

What will keep you feeling great about your marketing?

Here are some of my rules:

- Always give value, even in a promotional email.
- Remind people that they *can* have what they want.
- Have “my voice” all over everything I do, even if someone else is creating my copy.
- Keep things casual and light. I don’t want to be so persistent in my follow-up that people feel like they are being “sold,” or badgered.

If I’m focused on filling a teleclass, I hold the intention that the class will be full of 5-Star Clients. I don’t get attached to each marketing effort having to reel in those clients. If I’m talking to someone who is interested in the class, I’m not attached to them saying yes.

I will not do anything that doesn’t feel good, even if a mentor or a coach tells me it’s “the only way”.

I believe that there should be an element of Marketing 101 in everything you do, but do it *your way*.

Have a plan.

Set your intentions.

Create your brand and have your message be consistent.

Market campaigns are more than one action. Use several actions to market the same product or service.

Have a follow-up strategy and system.

Do it your way or it will fail.



If you find yourself getting too serious about marketing, **you're probably trying too hard for results or putting your message out there in a way that is not "you."**

Have you noticed that I have promoted several of my products throughout this course? I had no intention of "pitching" these products to you.

As I was writing the agenda, it was natural for me to share these resources with you as another way for you to deepen your learning. Some experts might tell me to push them more, others might say don't mention them at all.

I did what felt best in the moment.

Hold tight if you are one of those people who is thinking, "Jeanna, I already do all of the steps that you are suggesting and I still don't generate the kind of profits I want."

*You may have to work on getting **aligned with money, or knowing your worth.***

Maybe you need to dump the focus on marketing and put your energy into impacting as many people as possible.

How can you make a difference in your market, without being attached to your results?

HOW TO MAKE BUSINESS A FUN GAME; ONE YOU ALWAYS WIN

Part of making it a game is how you set up your goals.

We talked about this in Lesson 1. Your targets have to be challenging but not such a great leap that they're stressing you out!

How you chart your progress can be the most entertaining part of the game.

Every time a new person registers for a program we offer, I do a happy dance and scream, "Yes!"

I get out of my chair and pump my arms in the air, looking like a crazy woman. Joyful, but crazy!

If it's a class with Eva, we Instant Message each other with "wooo hoos" as soon as we see the notification from our shopping cart that a new person has registered.



When I sell products, I get excited about throwing away the storage boxes as the contents get shipped to clients.

When I send out my promotional CD, I want it to attract a *minimum* of \$10,000 worth of business.

When I ship out my products I wrap them in tissue paper and put stickers on the box.

I like to include little bonus items, too.

All of this makes it fun for me.

I don't use a fulfillment house to ship my products. This allows me to personally connect to my customers and give great customer service. I *would* change my strategy if shipping the products became overwhelming.

Every business owner has a different idea of fun.

Some of my clients love having spreadsheets to track their income and they get excited plugging in numbers on a daily basis.

Another way I add spark to my business is by **creating fun names for my classes and for the subject line of my promotional emails**. This keeps things light and fun, which allows me to be connected to my Inner Business Expert when I create the content for that class or email.

Every year one of my games is to beat my income from the previous year ... even if it's just by a few thousand dollars.

I like to break my records on other things, too.

How many books can I sell in a month?

How many people can I attract to a class?

How many strategy sessions can I have in one week?

How many people can I get to jump on live to my free teleclasses and stay on the line for the entire hour?

These are my fun games.

They are there to motivate and inspire me.



How can you inject more fun into your business on a daily basis?

What will be your game?

What will motivate and inspire you?

USING YOUR OWN (AND YOUR TEAM'S) AUTHENTIC GIFTS TO ATTRACT IDEAL DEALS AND CLIENTS



Your gifts are the things that you do well without trying hard. Coaching is my gift.

I could do it all day long and not get tired.

People get great value from my coaching, even when I think I'm not saying anything out of the ordinary.

Some of your quirks could be the very thing attracting ideal clients.

Things that will shine through all that you do.

Skills that you may be underutilizing in your business:

- Humor
- Ability to use metaphors
- Being a great connector (networker)
- Story telling
- Simplifying complicated processes

I'm pretty eccentric so when I do live events. I let it shine.

I have a million dollar boa I throw around my neck.

It's goofy and fun and yet it lets audiences know right away with whom they are dealing.

They're either going to love me or not. This helps immediately weed out those who are not 5-Star Clients ... which is *great!*



I do not hold back what I think.

I say it like it is, even if I know it will push people's buttons. This will always be attractive to my ideal clients.

The reason being your authentic self is attractive is that it allows you to be in your power.

You don't have to manage how you are acting, allowing you to be present in the moment.

When you stay focused on your talents and be yourself, your business won't feel like work.

I was told many years ago at The Coaches Training Institute, "If your coaching is feeling like work, you're not doing good coaching. You're in your head and not being present with your client."

This applies to all professions.

Never do something outside of your scope of expertise. Hire someone who knows how to get the job done well ... and right.

Just because you know how to use QuickBooks doesn't mean you're the best person on your team to do the bookkeeping.

You'll want to use all of your team members based on their talents.

Never have team members do something outside of their talent level, unless they want to learn how to do something new.

If they are passionate about gaining a new skill and you're willing to pay for them to get the training, then go for it. They already know what you stand for in your business, which makes the work they do for you more attractive.

Each person on my team loves what he or she does.

When I ask them to do something outside of their expertise, they tell me the truth.

I have to decide if I'm willing to settle for a mediocre outcome or hand it over to someone who is more talented at that task.



My mom currently does my follow-up calls because she is 100 times more effective than *anyone* I've used in the past.

She's *excited* to do it, while I see it as a task.

She will be more effective on these calls, no matter what strategy she uses.

My mom enjoys engaging people this way.

She's in her element.

So much so that I've *doubled* the number of strategy sessions I do since hiring her to make these calls.

Plan From the Bigger Vision and Then Create Your Inspired Action Plan

This makes your energetic vibration much more powerful.

Taking random actions is not as powerful as actions taken to support specific goals.

Think of planning as your first step in the energetic alignment process.

One of my goals this year is to fully utilize all the bells and whistles in my new shopping cart system.

The first step was to set up an appointment with my webmaster, to create my overall plan to make that happen.

We met with the company that created the software. We brainstormed strategies for success in my type of business.

My entire team came up with a plan to take action, baby step by baby step.

First, we looked at those actions that would make the biggest impact on our bottom line.

We got immediate feedback from our efforts.

Customers were making new purchases based on the follow-up emails we put into the auto responders.



Think about it. We focused on utilizing the power of the shopping cart, so it was creating a vibrational magnet to new sales, even *before* we took action.

I kept my plan of action lined up with my other business goals and worked it backwards.

Meaning, start with the end in mind.

If I took action on the strategies with the shopping cart, not considering how each action could potentially impact my other business goals, I'd have left money on the table.

When implementing any new strategy, ask yourself, "What do I want to happen as a result of this strategy? Will this action support my bigger vision or take me off course?"

By asking simple questions, you can make better decisions. You'll find yourself eliminating random actions that sound tantalizing but will not achieve your most important yearly goals.

Make a plan. However, it's all right to take spontaneous action, if it supports the bigger vision.



Homework:
Create a marketing plan — even if it's a general outline — that will support your bigger business vision.

Question your current marketing rules and make sure they support your vision and values.

Create a game that makes your business more fun.

Look for any marketing actions you deem not enjoyable and forced, then find a way to get the same result in a way that feels good.

Set your intention before each marketing action you take.

Evaluate if you are spending most of your time using your natural talents and those of your teams and make any necessary changes.

Evaluate if your authentic voice is coming through in your marketing.



If you need assistance creating the right message to attract more business, just go back to your 5-Star Client Creation Process™ and do the third step.

Make the virtual connection with your ideal client in mind and ask her what she needs to hear from you in your marketing to make it easy for her to say *Yes!*

“Many people focus upon *unwanted* things, with no deliberate attention to the emotional Guidance within them, and then they try to compensate for their lackful thinking with physical action. And because of the misalignment of Energy, they do not get results from their action, so then they try harder by offering more action, but still things do not improve.

Like the air you breathe, abundance in all things is available to you. Your life will simply be as good as you allow it to be.”

- Abraham-Hicks

Now you’re ready to allow your marketing mojo to be in full force!



Lesson # 5: Super Synergize

Welcome to Lesson #5 of Business Rx. In this lesson our focus will be on Super Synergizing.

You are going to learn:

- ✓ Take total ownership of all of your results — or the lack of them — in your business.
- ✓ Identify and attract the people and resources you need, when you need them.
- ✓ Go beyond what you “think” you can create.
- ✓ Tap into “flow” so that you can experience miraculous results on a daily basis.
- ✓ Communicate more powerfully for immediate results.

Since Lesson #4 — Marketing Mojo — have you noticed a difference in the way you are relating to marketing in your business?

Have you been more deliberate about being “you” in your marketing?

What about allowing your natural gifts to shine through in every area of your business?

This is the last lesson in the Business Rx System and yet it is the beginning of a new way of being in your business.

You’re stepping into a new and easier way to attract clients and customers that you love.

If you have not yet committed to being in the flow and allowing your business to grow through attraction practices, do that now.

Literally stand up, and declare what you want. “I easily attract what I want and what I need from and to my business.”

Say it with the gusto of a powerful CEO!



Your strategies will evolve from this thinking.

I want to set you up to win after you complete this program.

In order for your business to expand, *you* need to continue to expand the way you think and act in your business.

How will you stay focused on growing you *and* your business?

What structures will need to be in place?

How can you stay tuned to your Inner Business Expert?

What needs to happen for you to take inspired actions that line up with your yearly goals?

Ponder these questions with the intention of receiving a clear answer.

Do yourself a favor and listen to your inner guidance.



Set yourself up to win.

Whatever you do, stay committed to the level of focus you've been giving to working *on* your business versus being consumed *in* the business (or *by* the business).

If you have never had a complimentary 15-minute strategy session with me, I recommend you take advantage of that opportunity.

There are no strings attached.

Together, we can come up with some next action steps.

You can email from my website or go to <http://www.FreeBusinessStrategySession.com>.

Here are a couple of check-ins from the live course.

This first one is about releasing the “shoulds” when you find yourself inspired to focus on something non-business related when it feels like there is so much work that needs to be done on your business.

(excerpt from live class)



And this next one is about feeling like everything is going well, you're taking inspired actions, and yet your revenue still hasn't shifted.

(excerpt from live class)

You must take total ownership of all results, or lack of them, in your business.

You may have heard the phrase, "If it's to be, it's up to me."

There is nothing truer. If you say you want something, then put your focus toward making that change. Do whatever is necessary to be positively focused on your desired outcome.

Put new habits in place supporting your success.

Kick that negative Gremlin to the curb.

However, that doesn't mean you have to do it all by yourself.

You have many resources waiting to assist you in your journey to being a rock star business owner.

But you are the one who ultimately attracts or repels the abundance that you crave.

The statement about taking responsibility is not to be used as a weapon against *you*.

Those of you who know about the Law of Attraction tend to be harder on yourselves than those who are oblivious.

You may say things like:

- I know this stuff. Why isn't it working?
- I keep thinking negative thoughts. No wonder I have terrible results.
- Why am I stuck?
- Why aren't I farther along at this point in my life?
- What's wrong with me?
- I need to do more daily attraction processes.



Turn those statements into decisions that have gusto behind them!

- I *will* nail my revenue goals this year.
- I have balance in my business and personal life.
- I feel *great* about the prices I charge.
- I have *more than enough* money to do what I want to do in my business and in my life.
- I *will* have my desired outcomes.
- I *am* making progress!

At this point in the course, if you don't feel on top of the world, that's fine.

However, you should feel absolutely certain about where you are headed, and confident that you will have all that you want.

Wherever you are in the process is perfect.

You could have debt in the six-figure range and that has nothing to do with what you can create in your future.

Take ownership of your results and you'll take back your power.

It's just as important to notice your progress as it is to notice what needs improving.

Since you are the creator of your business and world, you have attracted all the pieces by where your focus has been.

You may shift your focus in any given moment ... that's the good news.

If you're still recoiling about your lack of revenue, perhaps you'll get irritated enough to do something about it.

Stop funneling all of your energy into worrying or frenetic marketing actions.

Focus on where you want the business to go.

Be deliberate in your planning.

Make it more important to do the inner work than the busy work.



First, line up those emotions, then you'll be free to take action ... *inspired* action only, please!

I want you to take a new type of inventory of your business.

In Lesson #1 you evaluated each area of your business and you wrote down what needed improvement so that you could clarify the ideal prescriptions.

Through the work you've done in this course, you should have several action steps clarified to uplevel all the areas of your business.

It would be an unrealistic expectation that you would have completed them all by now. However, you could feel relief from the clarity of the plan and trusting that it will be done in the perfect timing.

It's time to take inventory of the level of joy or satisfaction you are currently experiencing within each area of your business.

You can use a scale of 1 to 10 (1 = down in the dumps and 10 = I'm excited about what I am creating) or use any other rating system that clearly states your current feelings.

Remember, each area does not have to be perfect for you to feel satisfied with it. If you love the progress you're making so far, or love the plan of action you will soon take, then it's a 10!

___ Marketing

___ Sales/Revenue

___ Environment/Office

___ Strategic Focus/Planning

___ Organization/Time management

___ Financial Management

___ Self-development (who you BE in your business)

___ Relating to Deadlines

___ Your team/People who assist you in your biz, like webmaster, copywriter, coaches, assistants, etc.



___ Accessing your Inner Guidance (aka Inner Business Expert)

___ Creativity

___ Receiving support

Take ownership of how you feel for each of these areas.

Don't skirt over your emotions or pretend they're something that they are not.

If something is boring ... admit it. Frustrating or depressing ... own it.

Step into your emotions fully so that you understand the power of your thoughts.

How you feel about each area is pre-paving your future results.

If there is an area in your business that you *really* want to take action steps to improve, but there is just no way you can create the time to get to it ... surrender.

Surrendering to the reality of this moment will serve your business well.

From a logical perspective, how would feeling guilty or stressed out about it serve you?

It's a no brainer. You'll get to it as soon as you can and in the meantime be fully aligned with where you *are* taking action. You need your energy freed up so you can access your brilliance.

If you have negative or dark emotions, let them drive you to create joy in that area of your business.

Decide to have it your way.

You're not a loser for prior bad decisions in your business.

You are always improving your vibration and therefore always improving your business.

Your business is a work in progress.

HOW TO IDENTIFY AND ATTRACT THE PEOPLE AND RESOURCES YOU NEED, WHEN YOU NEED THEM



Reviewing the inventory you just took of your business and the one you did during Lesson #1, you should have enough information to begin to identify what people and resources you need to carry out your ideal business prescriptions.

One way you can attract the right people is to use your wonderful 5-Star Client Creation Process™.

If that process doesn't work for you, then at least write down the qualities the ideal person would possess who can help you with your prescription.

Let's tune into an excerpt from the live class that is a perfect example of what I'm talking about.

(excerpt from live class)

Be willing to hold out for your ideal, even if it means waiting a week, or even a month longer than you wanted. Don't choose the first solution that comes along out of desperation for a quick fix.

You'll end up having to repair a job badly done or fire and re-hire when you do this.

You save time, money and stress when you hold out for your ideal solution.

Do it right the first time.

Another tip for getting the right people and resources is to understand the qualities that you like in the people already helping you in your business; even if they are not ideal.

When you're focused on what is already working well in your business, you will attract more of the same.

I continue to see clients *trying* to attract what they need, but from a place of irritation.

They dabble in finding the right people with no real commitment behind it.

They talk about making the change and they complain, but they're never proactive.

You must step into the CEO mentality, which is your sweet spot, when it comes time to attract new people and resources. You can't whine about what you need.

One of my clients consistently attracted team members who were less than satisfactory. It was the same with the men she dated.



Everybody looked promising at first, but then her opinion of each went downhill fast.

It was clear to me, after a few months, what the problem was.

It was her expectations going into the hiring and dating process.

She *expected* to be let down, and that is precisely what happened. She always had a staffing crisis.

I told her that she was not allowed to hire anyone new until she changed her expectations. And I mean *really* changed her expectations.

She needed to know in her heart that she was capable of having a team that operated efficiently and took leadership of their positions.

She needed to have an expectation that the hiring and training process wouldn't be painful and drawn out.

Act like it's the refrigerator, open the door and *grab* what you want. Be clear that you want it now. Be clear that the process will be easy. Be clear it that it *will* be the right fit.

Too many of you are *yearning* for the ideal connections and resources rather than *deciding* that this is what you will definitely attract and that it will be soon.

In 2009, I went to a 3-day marketing event. I wanted so badly for the facilitator to give me my positioning statement for my marketing.

I'd been *trying* to get that answer for two years... maybe longer.

She was giving me fragments of the statement but not the whole thing.

Why? I was yearning for it, desperate and frustrated.

I felt like that positioning statement would be *the* answer to my business growth.

The positioning statement finally came, after the event, when I was creating the content for my live event. I was inspired about the live event and it was easy for me to create the statement because I had stepped fully into my power.

**YOUR ATTITUDE HAS EVERYTHING TO DO WITH ATTRACTION RESOURCES,
TEAM MEMBERS AND EVEN YOUR IDEAL SYSTEMS**



Sometimes you will find the ideal solutions by actively looking for them and other times you will *bump* into them with no effort on your part.

One of my live participants asked a great question about the balance of taking action and trusting that the Universe will deliver the goods without major involvement on your part.

(excerpt from live class)

One of the keys to being in the flow in your business is to be excited about the breadcrumbs you find along your path.

There are many synchronicities happening, but you won't allow yourself to feel joy or relief until you reach the final outcome.

We all want instant gratification when we are looking for a solution. Part of clarifying that ideal solution is noticing what you like or don't like along the trail.

Each time you find a fragment of your solution, you are getting closer.

Even if you wind up rejecting several options before you land on your final choice, each one provided you with new information.

In the end, you will always use your head and your heart to make your choice.

Ideal resources and people manifest fast when you are unwilling to accept anything less than perfection. Remember lots of things can look good on paper or at first glance, but when you do a gut check and it's a *Hell, Yes*, then you have found a winner.

GOING BEYOND WHAT YOU THINK YOU CAN CREATE

Intending to manifest something beyond what you *think* you can create, will require you to fully step out of fear and into your power.

It's time to go for the big stuff.

Whip out that magic wand!

It does not require you to do anything uncomfortable.

However, it does require you to ask for more and worry less.



Yes, the same thing I've been saying over and over.

It takes the same amount of effort and inner work to create \$1,000 as it does \$1,000,000.

Creating something that is outside of your box is done by allowing yourself to be open to receive more than you normally do.

The reason it feels harder to manifest the big stuff is because you make it a big deal in your mind.

We make the goal big and feel small in relationship to it.

Thinking bigger does not necessarily mean taking massive amounts of action or jumping through hoops.

It means deciding to have the best versus what you think you can get based on your old beliefs.

If you want to be written about in national magazines, why would you focus on getting attention in a colleague's blog? Commit to plan A (the big goal), not leaving yourself an option to resort to plan B (settling for less).

Go for the gold, not the silver or bronze.

I was coaching a gentleman, who was worried about his finances. He had recently lost \$125,000 and was afraid he was going to lose the property he bought in California for his retirement home.

He kept telling me that he needed to do something different to shift his beliefs about money.

In the next breath he would tell me that he was scared that he would have to sell the property.

Obviously, selling the property was Plan B.

While selling the property was not what he really wanted, it gave him an alternative. An alternative that was sabotaging his efforts.

This very knowledgeable man did everything *but* take the very action steps he knew that would lead to success, because his safety net was Plan B.



He had not made a decision to live on his dream property with a 360° view.

If he had made a concrete choice to move to California, he would be passionate about turning his finances around.

Of course, this could all be done in an easy and relaxed manner. In fact, if you write down your ultimate dream on your list of goals, you wouldn't have to do anything about it but get excited once you made the decision to have it.

If there is something for you to do about it, you'll be inspired to do it. Wild horses couldn't stop you from taking those actions!

If you need to raise your level of trust that the dream can be yours, play the "What if Up" game.

You can play with random topics and it would look like this:

- What if I did generate a million dollars this year?
- What if the next action I take leads to my desired end result?
- What if I did increase my rates and the next person who inquired about my services said yes?
- What if Oprah has me as a guest on her new show?
- What if I released my current assistant and the one I hired was less expensive and more qualified?
- What if I was interviewed in the *Wall Street Journal* and *Fast Company* all in the same month?
- What if I got a six-figure advance on my first book?

Or you can focus on one topic and it would look like this:

- What if next month was my most profitable month in history?
- What if it became the norm for me to increase my revenue each month?



- What if I used my extra revenue to bring more people onto my team and then I could take more vacations and continue to increase my revenue while I was gone?
- What if I was paid to travel to my dream destinations and the client paid for my first class travel, too?

The purpose of this exercise to have fun, raise your emotional vibration and open up to bigger possibilities.

The more outrageous your ‘what ifs’, the better!

Sure, it might seem like one big fantasy while you’re playing the game, but try it for week. You’ll be happier and more inspired to take actions steps that will make some of those “what ifs” come true.

Over a decade ago I used to dream of having unlimited access to Abraham, as channeled through Esther Hicks.

I thought it would be fun to be able to ask any question I wanted about the nature of reality.

I thought it would be even better to have such a powerful coach at my beck and call when I got stuck in my negative thinking.

Several years later, Eva, my business partner, began channeling and it’s just as good as Abraham. Having Eva be that person was even better than my imagination could have conjured up. Did I care that I had wait years for this manifestation? *No!*

The juicier intentions are almost easier to manifest because you’re less attached to *how* you will get there. You don’t know how to begin to make it happen so you’re able to be playful about it. Your energy is light and that is exactly the way you need to be to let it in.

HOW TO TAP INTO FLOW AND CREATE SMALL MIRACLES ON A DAILY BASIS

Flow comes from the inner *and* the outer.

Not everyone can meditate and successfully eliminate the annoying stream of chatter in his head.



Sometimes you have to take care of the stuff that drives you nuts in your physical world to achieve peace.

Try creating flow in your office to create flow in your mind.

Clean up any loose ends, return unanswered phone calls and emails and you will increase your sense of peace, therefore creating flow.

Business systems are not only a wonderful tool for leveraging your time but they, too, create flow.

Systems take chaos out of your head and the guesswork out of your job. There is less of a margin for error and your team can be more effective.

And guess what? You can have flow in the midst of chaos.

Fires can be breaking out all around you, but if you can gather your wits and decide to focus on *one fire at a time*, you will come back into flow. Channel your frustration into solutions.

One of the participants from the live class asked me how to get in the flow between strategy and connection to her bigger business vision.

(excerpt from live class)

Flow can be created by implementing daily successful practices, routines, structures and systems.

Flow is created from the inside out.

That happens when you pay attention to how you feel about each of your priorities and allow your passion and creativity to rule the roost.

Flow happens when you trust your Inner Business Expert's guidance and go with your *own* flow.

It will feel like you are floating from one project to the next.

Your guidance will take you to whatever actions will serve the highest good of your business, even when it doesn't seem that way from a logical perspective.



The benefits of being in flow with your daily tasks go beyond peace of mind. Money, solutions and new ideas begin to flow in at a faster rate.

Are you damming up your flow? If so, how?

What are some immediate things that come to mind that would free you up?

Make a commitment to yourself to be more in the flow.

If you find yourself in quicksand, how do you escape?

Stop struggling to get out ... relax.

Take slow deep breaths, arching your back and spreading out your arms and legs to increase your surface area.

Let your body's natural buoyancy bring you to the top.

Gradually, and slowly, work your way to solid ground.

That is exactly how it works to get out of chaos and into the flow in your business.

COMMUNICATE MORE POWERFULLY FOR IMMEDIATE RESULTS

Communication happens two ways.

You have internal conversations in your head all day long.

Then there is the outward expression of how you feel through words, body language and what manifests all around you.

Communication is always happening.

Do you like what's being said?

It's time to have different internal conversations when you begin to sound like a victim and continually repeat your litany of why you won't get what you want.

- I don't have enough money.
- My body hurts.



- I don't know where to start.
- I miss out on all the good stuff.
- It's not fair.
- I'm too old.
- I'm too young.
- The economy makes it hard.
- I can't find good help.
- I don't have the time.
- I wish I could charge the price or fees I really want.

Change your internal conversations.

What is expressed outwardly will change without much effort.

Powerful statements:

- I'm in the process of attracting more money.
- I have enough energy to do whatever I want to do today.
- I create opportunities with my intentions.
- I will start where I'm most inspired.

These statements will give you immediate relief and inspiration to take action.

You are deliberately guiding your business where you want to go through your internal dialogue.

In the past, I considered myself a non-technical person.

I wouldn't even try an Instant Messaging system on my computer.

If my printer malfunctioned I called for help.

My internal conversation went like this:



“I hate trying to figure this stuff out. I’m not good at it. They need to make this stuff more intuitive. I wish I lived with a techie at my beck and call. Argh!”

When I got tired of simple glitches taking hours and days to repair, I decided to change my internal dialogue.

“Let me try what seems intuitive to me. I bet I can figure this out. I know this will be easier than I think.”

That conversation led me to success every time.

I would either figure it out on my own or easily find the person or resource to guide me to my solution.

Now let’s focus on all levels of communication: written, spoken, and body language.

Before you begin any dialogue with another human, be clear about what you want.

- What are the main points you want to cover?
- What answers do you need?
- What impact do you want to make?
- How do you want to feel before, during and after the conversation?
- What would be the ideal end result?

When you move forward, grounded and clear about your agenda, you will be able to stay present in the moment and directly connected to your inner guidance.

You will say the perfect thing without worrying about what or how you say it.

If you felt solid during the interaction or while writing your thoughts, then you’ll have a positive outcome. You can trust how you feel. Don’t get tripped up if the desired results aren’t immediate. Stay relaxed and you’ll soon see evidence of your success.

Don’t second-guess yourself. If you feel the need for more dialogue, make sure you’re not doing it out of fear.

Center yourself by creating clear intentions about the situation. Move forward only if you feel inspired.



If you're unsure about moving forward, then that's a clear indication that you should not.

Any time you feel unsure about a decision, do not move forward.

This includes requests in your business.

If a client asks you to work longer than you had previously agreed, and it doesn't feel good but you really like this person, tell them you need to think about it.

Don't cave in if you will feel resentment later.

Whenever you let people break through your boundaries or negotiate your price down and it doesn't feel good, you've communicated to yourself that your self-worth needs some attention.

If someone offers to help you, be clear about how they can best serve you.

Don't be wimpy in your yes and no.

If it's not a yes, then be clear with your no.

Saying what you mean helps others know how to move forward with you.

And when people don't offer up what you need ... ask!

Asking for help is not a sign of weakness. It's very empowering to ask for what you want and watch as people fall over themselves to say yes.

But what you are *feeling* when you make the requests will make all the difference.

If you are whiny, apologetic, demanding or wimpy you're not in your power.

When you feel inspired, focused, unattached or curious, you are much more attractive to those who can support you.

Thank *you* trusting me to support you in creating a business that you love.

Go forth and have more fun so that you can experience more peace and profits with *less effort*.

Jeanna ♥

