



# OFFICE HOURS: CALL 9

## *Transcript*

Marie: [00:00:00] Hey, everybody, it's Marie Forleo. How you doing? Welcome to another Office Hours for B-School 2017. I am so excited, and so grateful to have you here on the line today. We are going to have some fun. If you've got questions, comments, anything you'd like to share, now is the time. So if this is your first time on a B-School Office Hours call, then the way to raise your hand and have your name in the queue is to press \*2 on your keypad.

That's \*2 on your keypad. That will help you raise your hand so I can see you on the dashboard, and hopefully call upon you. And I do want to let you know, if your question has been asked and answered, and you don't necessarily need to hop on the party line, it's not something of interest to you, \*2 will put your hand down once again. Now, as we're getting everyone into the queue, a little reminder. Take a look around, eliminate any distractions as much as humanly possible so you can flex your in-the-moment muscles.

It is so, so important to practice concentrating, and giving one thing your full attention. That's called single-tasking, and it's one of the best secrets to have a business in life you love, to be your most productive and your most satisfied, and your most creative. One thing I do want to remind you of, and I think it is important that we have this reminder, is ask one question if you pop on the party line. So if you've got several, write them down, and just circle the one question that you've got for me.

I don't want to be rude, but our goal is always to help get to as many B-Schoolers as possible. And so ask your one question, and, of course, if you have more to follow up we've got the Member Area, we've got the Facebook group, we will never leave you hanging. So, with all that said, if you've got a question, hit \*2, that will place you in the queue, and let's get this party going.

We're going to start off with someone who's been online for almost 15 minutes already. I have the name as Liang. You are unmuted.

**Sisi: [00:01:58] Hello, Marie.**

Marie: Hi. Tell me your name and where you're from.

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*Sisi: Hi this is Sisi. I'm from New York.*

Marie: Sisi from New York. Awesome. What's your question, my love?

*Sisi: Thank you so much for taking my call. And I just want to say that I share your passion for the West Village. I love that area, and I totally resonate with you when you said that.*

Marie: Yeah. West Village is the bomb. I love it. I love it.

*Sisi: It's the best. Okay. So my question is... So what I'm doing now is that I'm kind of not as far along as most of the people. I'm still having a full time job, a day job, and it can be fairly demanding doing projects. And at the same time, I have recently discovered that I really long to build something on my own.*

*I long to have a business, and I want to have an online presence. And I want to build that kind of freedom, that kind of life I want. So I'm really having trouble navigating this phase, where I have a full time job but the full time job really doesn't support me enough for me to pay off, say, my student loan. So it's not a really abundant job.*

*But at the same time, I want to branch out. Right now, what I'm really passionate about is podcasting. I'm just trying to learn that and get into that. And I love... This is what I know, and I know this is not a business idea yet, but what I know is that I want to... I love talking to people about ideas, and talking to interesting people, reading their books, and those things, that really excites me. I guess that's the starting point, but I'm not having a full blown business idea yet.*

*So I was wondering if you can give me any advice on how to navigate this phase of confusion and being in a fog.*

Marie: Yeah. Yes, yes, yes, of course.

*Sisi: I'm still trying to support myself, and paying down my debt, and just being financially as well as possible.*

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Marie: Yes, of course. And I think what you're describing - first of all, just to set you at ease a bit. There are literally thousands of B-Schoolers in your exact same position, from all different ages, all different walks of life.

People who are at a full time job right now, they absolutely know that having their own business, an online presence, is something that they're developing, it's something that they want, they are on the path there, but they're where you're at. They're at the ideation stage. They're looking ahead at the journey. They're trying to figure out what might be the right next step for them. So you're certainly not alone. And that's, I think, a cool thing about B-School, is you get to see people who have run several business, and they're starting new ones, and we have people all the way at the beginning of their journey.

For you in specific, one of the things to recognize is that having financial freedom, so getting out of student debt, getting out of consumer debt, getting out of any of the kind of debts that we all can get ourselves into, that's a long-term goal for most of us. It took me many, many years to get myself out of debt to the point where I was like, okay, that ain't never happening again. But I had to chip away at it for a really long time.

So I just want to give you permission, that whether you stay in this particular full time job, or you find another full time job, to just set that goal of getting yourself out of student debt - and you don't have to do it from a pressure-filled place, it can be from a really joyful place. In fact, I was talking to my mom the other day, and she reminded me of something that I completely forgot. When I was in the position like you were, meaning trying to climb out of debt, she said she came over to my West Village apartment, I was in a studio, and said, "Marie, do you remember that you made that poster up on your wall?"

And it was like a huge thermometer, and you had all your debt on the thermometer, and you would mark off every time you made a payment?"

**Sisi:** *Oh my god.*

Marie: Because I loved seeing the visual progress of that. And I was like, "Oh my goodness, mama, I totally forgot." She's like, "Oh, no, you were crazy obsessed with it." She's like, "It was heartbreaking for me to see as your mom, but I knew what you were doing, and I knew that you were taking care of yourself, and that was your journey, that's what you needed to do."

And so for you, I just want to say having that goal, setting a plan for yourself, and knowing you're going to chip away at it, that you're not going to go deeper, and deeper, and deeper into debt, but

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as long as it takes, you're going to make it happen, but you're not going to torture yourself in the meantime, that's the mindset that I want you to adopt. Does that make sense? So just know -

**Sisi:** Yes.

Marie: - that's my goal, I'm going to - some time some months, some years, I don't know how much you have - and you don't have to disclose that - but just to let you know, like, okay, that's my goal. Whether it happens in two years, five years or ten years, I am absolutely going to make that happen. But in the meantime, I'm going to be joyful about my journey.

The second thing I want to let you know is you said you are excited about this idea of podcasting, right? And you get very passionate about reading about and talking to people about their ideas. Here's the thing. You have a little clue on your adventure called figuring out what you really want to do and what your business might be. And you're so wise, because you're like, eh, girl, I know it's not a business yet, but these are the clues that I have. I love where you're at right now.

Because here's what most of us need to do. We need to take that first step. Clarity comes from engagement, not thought. So let's say for you, Sisi, that podcasting, that's the only clue that you have in this ongoing adventure. It is like kind of playing a little bit of a videogame, where you pick up an amulet, or you pick one of these sparkly things, and then that reveals the clue to what happens next. That is so much of how life unfolds. And if you treat it like this adventure, and you say, okay, I know podcasting, I want to start doing it, the cool thing about podcasting is you don't need a lot of money to start that up.

That's like a fairly inexpensive microphone. You know what I mean? That you could buy. And there's something cool called Zencastr, which is like 20 bucks a month, or they even have a free version. You can literally start podcasting and figuring all this out, and allowing that engagement to inform what might be next for you. It's almost as if you're not going to get your answer until you step into the field and start getting messy. Does that make sense?

**Sisi:** Yeah. Yeah, that makes a lot of sense. And I was thinking - because I suggested the idea of podcasting to one of the partners in my company. So I was thinking maybe I can start doing it for them.

Marie: Yes. Have them pay for the equipment. I like it.

**Sisi:** Yeah. And then, like - but that would - would that get in the way of building my own brand? Or like...?

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Marie: At this moment, don't worry about it. And I'm going to tell you why. Because you're in this beautiful phase right now of really trying to find the skills and the strengths and the areas that energize you as a human being. Right? You're in that exploratory phase. So you need to give yourself permission and release the pressure, by like - I've got to build my personal brand up - don't worry about that. Don't worry about that. I will tell you. When I was beginning my journey I was in a management position at Crunch, the gym, in New York.

**Sisi: Yeah.**

Marie: I taught for them, I did a lot for them, but I rose up to the management level, and it was awesome for me, because it gave me experience that then would help me be a good manager/leader in my own business. And I already had my own business at that time. But doing things where you can flex the muscles, and you can gain experience, and you can do it in a context of someplace where you already work, I think it's awesome.

And if you start podcasting with them, for your company that you're already at, and they're like, nah, we don't want to do this, but you've just gained the experience and you know how to do it, and then you want to start your own podcast on the side, that's fine. So my whole message to you, Sisi, is release the pressure from yourself, treat this like an adventure, know that you've got the B-School curriculum, the B-School community, all that content, you've got that now for life. That's going to serve you. That's going to be your foundation.

That's going to help you as you continue on this journey of discovery, paying attention to what your strengths are, paying attention to what energizes you, and seeing what other pieces start to come together. You can't force clarity before it's ready. And it's just not quite ready for you yet because you've still got a little more exploration and some engagement to do before all the convergence happens.

**Sisi: Right. Great.**

Marie: Okay? So be kind to yourself on this journey. Maybe make yourself your own little thermometer on the wall, if you want to. Mine was really fun. I loved it. I love checking off things.

**Sisi: I'll try that.**

Marie: -- and making my debt go down. But keep us posted, and just know that you're so not alone, especially in our community. Tons of people right alongside you.

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*Sisi: Thank you. And also, I wanted to mention that I started last year collaborating with someone - okay, actually a year before last year, with someone on a side business, which is like a wine investing idea where my collaborator is a data scientist and he built the models to forecast wine price appreciation in auctions.*

*And so I'm going to have more detailed questions on Facebook, I don't want to take too much time, about how to navigate that business. But thank you so much for your advice. I really appreciate it.*

Marie: You're welcome, Sisi. You're so welcome. Yeah, don't worry. Know that everything that you're talking about right now, there are all really good ingredients for your very delicious soup.

But like when I talk about making my 12-hour sauce, I've got all the good ingredients in there, but if I'm tasting it too early, like it hasn't really thickened up yet, it's like, oh, taste like nothing right now.

*Sisi: That is so true.*

Marie: It's so true, right? But if you give it time and you have some patience, and you're willing to let things co-mingle and marinate together for a bit - you can't rush it. But then, man, one that flavor turns over, it's like, whoo. And you can't get there unless you have the patience.

So right now just know you're at the beginning stage of your soup. You're still collecting some ingredients and putting them in, and you're letting them hang out. So go ahead and post that one on the Facebook group, and everyone can certainly offer you ideas and new perspectives, to give you some insight on that. But just know that you're on the right path. You're doing the right things, and you've got the right perspective.

*Sisi: Thank you so much I'm so thrilled to talk to you, Marie.*

Marie: Thanks, Sisi.

*Sisi: Thank you.*

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Marie: Good to talk to you, darling. All right. Our next caller is coming from, apparently, Providence, Rhode Island. And I have the one name as Xiang.

Xiang: [00:13:05] *Hi, Marie, This is Xiang.*

Marie: Hi, Xiang. How are you doing?

Xiang: *Good. So I have a question - well... So currently I went through running my own - experience running my own business. And I think Sisi was talking about balance and financial security and then how to start your business without worrying about debt.*

*So I kind of went through that entire phase myself, so I'm in the process of developing a program that talks about finding balance in your life, and then how to get financial security, and then starting your business without going deeper into debt.*

Marie: Sure.

Xiang: *So I find that there are not programs out there like that were it talks about those things where you worry about - because when I started my photography business, everyone was like, oh, you got your business, don't create debt, and I'm like, how do you do that, though? How do you do that?*

*And along the way I kind of figured it out, like, okay, this is how you do it. And I feel like there's not a lot of programs out there that teach about the balance of a healthy marriage, a healthy life, and then having that financial security, of building that financial security, and then start your business. So I'm creating a program, and I know you talked about interviewing your ideal ICA.*

*And I've interviewed four ICAs, and currently I have one ICA that... that's just kind of... I kind of helped her through that whole entire process. She's at that stage where she's building her own program. I mean, well, her own business, and she's like, I'm willing to pay you to walk me through the whole entire thing. But I just feel like... Is four ICAs enough, or should I focus on building my email list and then launching my program? How do I know my program's going to work? You know, that program is going to work.*

Marie: Oh, great question. Yeah. How do you know your program is going to work? Love it.

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*Xiang: I went through the process, because no-one taught me, like how to figure it out. And then now I'm helping -*

Marie: I got you. Darling -

*Xiang: - someone go through the same process...*

Marie: Yes, yes, yes. I don't mean to cut you off, but I got you, so I'm going to answer your question and then we're going to keep moving, just because I see a lot of hands up on my little dashboard. So, how do you know your program will work? And you've got all these kind of things you could do right now. How do you know which step to take first?

You've got someone who is excited, and, it sounds like, willing to pay you to really walk her through the whole process. That's up to you whether you want to accept that money or not. You certainly could do it, because you have value to offer to her, and she really wants to pay you for it. So that's a win-win. You could coach with her one-on-one, and that will give you even more insight and experience that can build into your program.

When it comes into a program that you're going to launch to, let's say, you know, whether it's 10 people, 20 people, 30 people, what I would highly recommend, especially if you're new to teaching, and you're new to talking people through a particular course like this that's never really been done before, a great idea is to put through people in a beta program. So whether they pay you a low fee or no fee, and you walk them through the curriculum with the explicit understanding that they have to give you feedback along the way. They'll tell you where they get stuck. They'll tell you what's confusing to them.

They're obviously people from different backgrounds, so you're going to be able to learn a ton about what is working in your curriculum, and what may need a little fine tuning before you go out there and start putting a ton of energy and a ton of time into these big marketing launches, that can, quite frankly, be expensive and very, very time consuming.

What doing the smaller beta launch will help you do is work out your curriculum, get even more testimonials, and, most importantly, feel confident that you've taken 5, 10, 20 people through this, and folks have gotten different levels of results. Some people naturally are going to knock it out of the park, and some people are not going to. And that's just life. That's kind of how it goes. But those are the steps I would recommend for you. Say yes, if you want to -

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*Xiang: Yes. Okay*

Marie: -- to taking that woman's money, and then do a beta program. And you don't have to do it fancy. No fancy production. Do some slides.

If you want, you can teach it over Facebook Live, in a private group. I mean, you can make this really, really simple on yourself. Don't go nuts. The point is to get people through your curriculum, and to get the feedback you need to fine tune your ideas.

*Xiang: I see. Okay. Thank you so much.*

Marie: You're welcome. I'm excited for you. Really great idea. All right. Moving on, we're going over to... Let's see. Valerie in Maryland.

*Valerie: [00:18:05] Hello.*

Marie: Hi.

*Valerie: Hi. I'm so excited. I have to take a deep breath. Hold on. So thank you so much, Marie, for this space, I really appreciate it. This is awesome. Just amazing. I wish I would have found this three years ago.*

Marie: Aw. Well, it's my pleasure. So happy you're here now.

*Valerie: So basically I am a life coach, and I mostly work with couples, or I have been over the last couple of years. And it seems to be like a nice niche area, so I've been sticking with it, but in the last year or so mostly what I do is work with the women who come to me, and the man is not usually on board with the couple coaching or the counseling.*

*But also, I have techniques that I use to... I work with the women individually, which I love, doing coaching, and I've also created couples courses for marriages, for couples. But I haven't released those yet; as I'm going through this process I've kind of put a hold on the business just to see where I want to be. And then I have a technique I use, also, to help with individuals around*

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*procrastination, fear, overeating, perfectionism, and it's really effective, and it usually only takes one to three sessions to get over these things.*

*So it's not the best business model, and it doesn't translate - now I don't know how it would translate well in the online courses. So I guess my question is do I stick with that couples niche and start releasing the courses that I have, or can I move into this individual with a... a focus, I guess, on relationships?*

Marie: I think it's both/and. So I definitely have feedback for you. If you're seeing that generally speaking what's happening now is the men are not so hot on going into it but the women are like, hell yeah, and you love working with them, and you're getting results with them, their relationship is improving, it's just you're primarily focusing on working with the women to enable some of those changes to happen. Right?

**Valerie: Right.**

Marie: So I say you focus your attention and energy - like you could have couples coaching, you know, I'm thinking about your navigation right now. It could be services and it's like... you know, for women only, for couples. And then there could be a service, like another service or just another offering around eliminating procrastination or fear. My thought is the moment you start working with a woman on any of her relationship challenges, I can't help but make the leap that one of the things that's holding her back in her relationship could be something she's procrastinating on, something she's afraid of.

I forget what else you had, I don't know if it was perfectionism or something else, there was a third spoke in there. What was it?

**Valerie: Yeah, overeating, perfectionism.**

Marie: Overeating. Cool. I would imagine that if any woman is having a challenge with those issues, undoubtedly it's also impacting her ability to relate to the person that she loves.

So I just think it's not about switching or choosing one or the other, it's like both and. That's just a different offering. That's something that's like, hey, these are my coaching sessions. If you want to have an intensive in eliminating procrastination, or fear, or overeating, maybe it's just a different price, and it's just like a solid price. I don't know if it's \$1,000 for three sessions or \$2,000, whatever you want to charge for it. But it's just a separate offering, and that's it. And if you really

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do eliminate that for people, in that fast of an amount of time, word's going to spread, and you'll just... You'll have a lot of people booking those specific sessions with you from word of mouth.

And so perhaps there's just a page on your website that explains what that offer is, and gives people an opportunity to buy.

*Valerie: Perfect. That makes so much sense.*

Marie: Yeah. So you can keep doing what you're doing, but it's just about aiming your marketing at the women who you're enjoying working with. And, again, you don't have to kill your couples service, but if no one – you know, after like six months or a year, if no one's buying that, and you just don't want to have it on your website, don't have it on your website.

But it doesn't hurt you to have that service as a dropdown. And that's it.

*Valerie: Okay. Perfect.*

Marie: Cool.

*Valerie: Thank you so much.*

Marie: You're so welcome. Good luck. Keep us posted. I'm excited for you.

*Valerie: Thank you. Take care.*

Marie: All right. Our next caller is Melanie from Santa Monica.

*Melanie: Hello.*

Marie: Hi.

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*Melanie: [00:22:57] Hi. So my question - I have a product-based business, and I've had it for about three years now. I do French macarons, and I sell at the - I have four different channels. I have the online store, catering, farmer's markets, and I got picked up by Amazon a couple of months ago.*

Marie: Nice. Congratulations.

*Melanie: Yeah. It's great, it's great. But I am struggling in expanding my - well, I want to know like advice for expansion without going wholesale.*

*It doesn't resonate with me. I love the farmer's market. I do really well with my clients for weddings, with like eye contact. I just... It's what I do. And wholesale, for me, doesn't--it just doesn't sit right. So I wanted to know, are there any product-based businesses that have been able to really create, like...*

*I don't know how to - like a brand that is--that doesn't have a brick and mortar, or that's not in Whole Foods, or Trader Joe's? That has... My idea would be to bring that farmer's market energy, that community vibe, online.*

Marie: I'm just making notes. Yeah. Well -

*Melanie: Well, I mean, I've been in business for three years, and I'm just -*

Marie: Keep going.

*Melanie: -- struggling with expansion. Of like what does that look like? I just know what it does not look like.*

Marie: That's good. That's always a good place to start. And let me ask you this. The expansion, is it like, oh my god, I need to grow because I really - I want more income, I need more income, you know, you have all these plans? Or is it just an idea that was embedded that if you're not growing you're dying?

*Melanie: No, I mean, my "why" now is bigger than me. Like I love travelling, but one of my biggest "whys" is to be able to send my parents first calls to the Philippines.*

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*So I'm hustling so I can do that for them. And then now working with a nonprofit to... I do birthdays cakes for foster kids. So that's my like... Yeah, because I have a luxury item, and I know it just didn't sit well with me that I was catering to a community that only has disposable income.*

Marie: Yeah. Love it.

*Melanie: So I've been able to do that, but I'm like a one-woman kind of team, with a little assistance here and there, but expansion to wholesale to distributors... It doesn't feel right.*

Marie: That's okay. That's totally cool.

*Melanie: Yeah. People are just like, oh, you're just a hippie. Which I -*

Marie: No.

*Melanie: -- and it's okay, but...*

Marie: Yeah, yeah, yeah.

*Melanie: Yeah, and the artist thing, community is strong, but I don't know how viable it is, I guess, in the long term.*

*If I want to keep doing production and be a part of that... and be a part of really everything of the business. Like what is your ability when you want to be a part of it all?*

Marie: Yes.

*Melanie: Does that make sense?*

Marie: It does makes sense. It makes a lot of sense. That's where you have to start rally having some good sit-down conversations over a cup of tea or coffee or a cocktail between you and you.

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Because as you know, there are some conflicting goals in there. Right?

You can't have your hand in a part of everything, and expect to grow and expand. By the way, I'm not pushing you towards wholesale. If you're like, ugh, that's just not my thing, or it's not my thing right now or it might never be, that's fine. You can just leave that off. And I commend you for having that clarity. But then I think it's about stepping back - and this would actually be a great one, like I'm definitely - we want to continue this conversation on Facebook, because I'm not the only one that should be contributing to how you could do this. We have so many brilliant people.

But I think that some of the decisions you're going to have to make are about things that you're willing to let go of. So if it's about hiring a little bit more help - and you have to start getting clear on what pieces of the business bring you the most energy. What are the things that bring you the most joy?

What are the aspects that, when you're doing it, if you stood back and said, gosh, if I could double the amount of time that I'm doing this part of it, the joy factor for me would be amazing. And then ideally we can line that up and get that coherent with something that'll also produce more revenue and more profits. I think this is completely figure-out-able. Completely. Like I have no doubt in my heart. But what it's going to require of you is letting go of something. Because, again, there's 24 hours in a day. Right? And you just can't keep going exactly how you're going if you do want to expand.

Some thoughts that I have - you said you love looking people in the eye, and you love having these conversations, and you love connecting with people. And one thought that I had - it may not be the thought, but it may send you on a good trail - is if you're doing stuff for weddings, is there an opportunity for you to either speak at a wedding industry event? Or have some type of opportunity where, rather than speaking to three or five people, you're speaking to 500, all of whom could order from you, in theory?

Where you get to display your passion, you get to shake their hands, or show them samples, or - do you know what I mean? Like -

*Melanie: Like the wedding expos.*

Marie: Exactly. And so, starting to think about like, oh, like how -- but before that, we need you -- and what I'm going to challenge you to do: is to really identify all of the things that you do to make this business run, to look at all of the things that are making money for you right now, and to start to rate them in terms of what brings the most profit and revenue, and what brings the most emotional return.

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Where is your energy going up, versus where are you getting just totally drained? One of the worksheets, the Fun Sheets, in B-School, is about that. I think it's in Module 1, perhaps, about the joy factor. Know what I mean? I want you to do that for yourself and look at it with fresh eyes, because in that personal data between you and you, that's how we're going to get to design a strategy to have you grow in a way that's really joyful, and it'll be really clear for you what you need to start to delegate more of.

*Melanie: Sounds good. Thank you so much.*

Marie: Oh, you're welcome. And what I'd love you to do is go post in the Facebook group a new thread, and say, "hey, I just talked to Marie, I want to continue the conversation here," and then we'll have Kristi, our product-based B-School Mentor Coach, and everyone else, I'm sure...

And put one of your good pictures in. You have such great photographs.

*Melanie: Thank you.*

Marie: In your post. And let us all contribute possibilities that you can play with.

*Melanie: Sounds good. Thank you so much.*

Marie: You're so welcome, darling. Good luck. Keep us posted.

*Melanie: Thank you.*

Marie: Alright. Let's see. We're going to go now over to Cambridge, Massachusetts. Krupnick. Are you there?

*LA: [00:30:33] Hi, Marie. I am. Hi, can you hear me?*

Marie: I can hear you great. What's your name, and where are you from?

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*LA: Hi. It's LA Krupnick, and I am right in Arlington, Massachusetts. Thank you so much for taking my call.*

Marie: Of course.

*LA: Okay. Well, I make creams, and it's something that came about for a need for my daughter, who has incredibly sensitive skin and she reacts to different ingredients and products, like soy. It could be in food.*

*So long story short, seven years later, there are a couple of creams that I absolutely love that I think could help other people. One is a cream that stops itching within seconds, without any steroids; it's all natural and organic. And another one, it helped her and me grow our hair back. When I got sick I lost all my hair, and now I have a whole head of hair.*

*My problem is I think that I have learned so much from B-School, and I've come back to Start the Right Business to see if this is, in fact, something I should do. Because I don't have formal training it. I've called the companies where I get the products, so I know the right amount of ingredients to put in it. Some are rather expensive. But I'm not a scientist, and I just want to help other people, if it could work for others the way it's working for us.*

*When she's in college, she'll bring... I do all kinds of things, and body butters and all of that, and even one for anxiety. I know it sounds crazy, but it works. I have so many health issues, and I really need to be proactive because I react to side effects from medications, like Prednisone and all of that. So, anyway, I think I just need confidence in knowing that it's okay to go forward -*

Marie: Yes.

*LA: Yeah?*

Marie: Oh, hell, yes. I'm going to ask you to lower... There's a volume, I don't know if it's Skype or something else, I can just hear a little bit of my own voice.

*LA: Oh, I'm sorry. Okay, you know what it is? My hearing aid broke on one ear, and part of the side effects of the medications is it affects my hearing. So -*

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Marie: Oh, no worries.

*LA: - I have to put in the earphones. I am so sorry.*

Marie: It's okay.

*LA: No, I'll pull it out and see if I can hear you, and if I don't I have to plug it back in or I'll never hear you. I'm so sorry.*

Marie: Okay. Perfect. Don't worry. Don't worry, darling.

*LA: Okay, is this better?*

Marie: Oh, great, can you still hear me? Yes, it's totally better.

*LA: I can.*

Marie: So - and I'll make this fast, and you'll have lots of people to continue to cheer you on in B-School as well. One of the great advantages that you have is you know exactly what's going into your products. So therefore you can share that ingredient information with your customers, so they can look for themselves and say, oh, here's the exact ingredients.

And your story is obviously compelling, because you're someone who's experienced all of the pain, and the discomfort, and the frustration that comes with having these sensitivities, and having these reactions to some really common things that are out in the world today.

*LA: Right, okay.*

Marie: And so for you, it's just all about transparency and honesty. All about letting people know your story, letting people know the ingredients, and how it is all a part of your value system and your integrity, that there's nothing in there besides the things that you've listed, so that they can be responsible consumers for themselves. And to let them know, hey, you know, I've tried so many

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things, and not all of them worked. But I think one of the advantages you have – I don't know if you plan on selling... You know, kind of like our last caller sells at farmer's markets, or, you know, places where people can actually...

You could have little samples out where they can have some on their skin in a moment or two, and starting to build word of mouth and experience that way. But I agree with you, I think you need to move ahead and do this. And I'm sure that there are other B-Schoolers that you can chat with in the Facebook group that have skincare lines, and have insight and experience to share with you on your particular niche, that they can kind of help you see the road ahead, and more things to watch out for, things you might want to consider.

But it sounds like what – you sound like you have something really amazing that's helped you and your daughter, and it would be a shame not to share it.

*LA: That's my big thing, is that it would be a shame not to share it. And I know it won't help everybody, but I think it can help an enormous amount of people. You know?*

Marie: Well, that's right, LA, and that's really – that's a big message that most of us really need to hear and be reminded of, is the fact that not every product works for every human. Not every entrepreneur is going to resonate with B-School.

Not every person who has sensitivities is going to see results from your creams. But if you're honest and transparent about the ingredients, and your story, so people can at least have chance to give it a try, and see if it might work for them, that's where it's at. So keep going, post to the Facebook group –

*LA: Yay.*

Marie: -- let us cheer you on, and take this journey one step at a time. You're doing awesome.

*LA: Okay, thank you so much, and I love you and your team so much. Thank you.*

Marie: [00:36:01] Aw. We love you right back. Sending you all our love. Okay. I'm moving on to our next caller. We're going to go to Ramdeep from Skype.

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*Ramdeep: Hey, Marie, can you hear me?*

Marie: Hi. Yes, I can. What's your name, and where are you from?

*Ramdeep: Hey. I'm from Italy. Well, I'm from Germany but I am calling from Italy. And, um... Yeah, my name is Ramdeep, and I just wanted to say thank you so much for the whole B-School program.*

*And because I thought I would never run a business myself or do the marketing part, and because I never felt it was ethical or like it felt that I could really do it with passion. And the way you propose how to do it, it really connects with me and it resonates, and I just love the energy that you bring to it. It's kind of like the permission-giver for us.*

Marie: Aw. Love it.

*Ramdeep: To, you know, do our own thing, that what we love, so... It's like... It's so great. It's really, really helpful. Yes.*

Marie: Thank you.

*Ramdeep: And -*

Marie: What's your question?

*Ramdeep: You know, the thing I loved most about the whole B-School thing was the Fun Sheet about the ICA. And I'm very clear on my ICA, and I read everything about that it has to be really clear. But then when I went to the Offerings Module, I had the urge to write something down, and I didn't really know what it was.*

*And first, when I looked at it written down, I thought now I got eight ICAs, but when I meditated about it, I think there are just different facets of my ICA that I wrote down, kind of asking my ICA questions, and then putting the solution into it. If they want to have a solution and then they should contact me.*

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*So right now I'm a psychic intuitive, and I never promoted myself in any kind of way, so people really magically got to my services. And I really want to thank her and I really want to talk to her, and I got to know her a bit better. And I think she's really amazing, my ICA, so I just want to figure out if I'm doing it right. So I think what your B-School colleagues told me that I should first start with one thing, so in my case it's the one-to-one sessions, and your power sessions.*

*And then just directly speak to my ICA. But I think I know already so many other facets of her, and I'm kind of a strategist, so I want to know the next thing that would be after that. And I just wanted to know if I'm going in the right direction, so...*

*With the Offerings and Marketing Modules I thought, okay, I don't have any time limited offers, so I thought what I could do is maybe first make one offer, and then two offers that are not time limited but that I can talk to different facets of my ICA, like... Because it may just attract her in that moment to a specific theme. And then I thought like maybe do monthly special offers, so it's time limited, this month it's like every session that's about soulmates will be a special offer.*

*So then the call to action that they just have to do it right way. And also some kind of follow-up sessions with... it can also be like themes, with another facet of her. And then in the long run maybe create... when I get to know my ICA better and better, create online programs, so specialized in the different facets that I can get that would serve her. Is that the right way to focus on, or can you give me any insight?*

Marie: Yes. Absolutely. I'll be happy to give you insight. And you're 100 percent thinking of it in the right way. And the advice, the perspective, to say, hey, focus in on one problem or one area first, one offering, and get that off the ground. The reason that we do recommend that is because when you focus on making one thing happen, and you start to get traction with that, or where you like it, you don't like it, it flops or it wins, that feedback really helps to inform your next step.

So I think you're thinking about this in exactly the right way. I know that you have a strategic mind that likes to see all the steps ahead of you so you know where you're going -

*Ramdeep: Yes. I definitely need to see -*

Marie: -- and I want to encourage -

*Ramdeep: -- where I'm going.*

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Marie: Yeah. I want to encourage you that, first of all, it's a real great strength that you have, but I also want to invite you to consider – again, because I'm a person that likes to have a plan and follow it and know where we're going.

Experience has shown me that oftentimes it is a really good thing, while you have that strategic mind, to let go of your plan to a certain degree. Because here's why. When you start engaging – clarity comes from engagement, not thought – when you get out there and start working with people, and you get feedback and you start learning things that you could've never planned on, you start having insights, an awarenesses, and new opportunities come up that you could never have predicted, you want to be flexible enough to adjust those plans, and not get rigid into a certain strategy.

It is a fine dance. So it's a balance.

*Ramdeep: That's true. I'm –*

Marie: So you want to be able –

*Ramdeep: --fine with that, I can –*

Marie: Yeah.

*Ramdeep: – change plans. I just need something... You know, I just need the goal, and then when it changes I'm fine with that. I am, you know –*

Marie: Good.

*Ramdeep: I just need something to go after, otherwise I'm not motivated.*

Marie: Of course. No, but you've got it right. It's like when you're just starting working with people, and you really are committed to helping them and delivering value in their lives, the more you can work with people one-on-one and really refine your curriculum, your strategies, your tools, your understanding, your ability to create results for people, you also start to see patterns among your clients And that's when you can start to create a really killer curriculum, and you

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could start leveraging that into group programs or online programs. Nine times out of ten that is the best approach. It's not always the best approach, right? There's not one rule for everything.

But over time I've seen that most generally that's the approach that gives you the best results, it gives your clients the best results, and it gives you the confidence that you need to be a leader and a teacher.

*Ramdeep: Yeah, thank you so much. Yeah, that's so - yeah.*

Marie: You're so welcome.

*Ramdeep: Thank you.*

Marie: All right, well, keep going, and keep us posted, and I'm thrilled that you're a B-Schooler. Thank you so much, Ramdeep.

*Ramdeep: Thank you.*

Marie: Bye. All right. We are moving on now to... Let's see here.

[00:43:01] I'm going over to Hawaii. Donna. What's up, Donna?

*Donna: Oh, aloha, Marie and B-Schoolers. I'm so glad to be back. Thank you for taking my call. Last time I spoke with you I think I was so nervous, I was going to throw up, and I feel so much better because... Seriously. You know, you just help instill so much confidence. I listen to all the calls, and I'm so inspired. So I'm going to get directly -*

Marie: Thank you.

*Donna: - to my question, and then hopefully it'll prompt a question for you, so I'll keep talking. But my question is, do I have cyber bad breath? And the reason why I ask -*

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Marie: I love it.

*Donna: Right?*

Marie: Go ahead.

*Donna: I've been in a brick and mortar business, wholesale and retail, for over 35 years, and this new online business was prompted because I'm choosing to help other entrepreneurs who are eco entrepreneurs, artists, authors and musicians, and photographers, to share their gifts with the world.*

*And I loved your recommendation for that girl who is at the farmer's market, because that's how I started my businesses, and the hippie chick that I still am at 60, and you helped me overcome that too. Yes, thank you, Marie.*

Marie: You're welcome.

*Donna: I am feeling 30. So I've been posting in Facebook in the group, and I have quite a few followers on several social media networks. But for me, sort of like this slow growth, I'm not used to it, because whenever I started a brick and mortar restaurant, or whatever businesses, I've started several, when it's just me one-on-one in person it's just boom, it's just overnight. And I love when you say clarity comes with engagement, not thought.*

*And that is my mantra. Thank you very much. But what I'm trying to do is figure out how to be more productive, more helpful, more inspiring, in the cyber world without -*

Marie: Yeah, so let me ask you this. It's about having a very clear goal. So you have to know what you're looking for and what your metrics of success are.

And we don't want to have a ton of them, but it's for just this question and answer. What's one thing that you're trying to achieve online? Is one for you getting more people to opt in? Right? Or having more sales, if you're selling something online? But I'm curious to hear from you what's an online metric for success that you feel like you're struggling to hit.

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*Donna: Right now I am trying to engage with more people on all the social media, and I have hired someone to help me on Twitter and Instagram, and that's going good. Facebook I've been struggling, but mostly what I -*

Marie: Okay, so let me -

*Donna: - struggle with is social media -*

Marie: Let me ask you why. Why, Donna? Why is that important to you? Why is having more engagement online, what does that mean for you? What's that going to get your business? What's the value there for you?

*Donna: The value, for me, is to get people to the website, and to subscribe... So... And to attract more members, more eco entrepreneurs, to this online hub.*

*Like the gal from the farmer's market was talking about, I don't want to go wholesale, and I am communicating with another artist online... And I understand you don't want to bastardize, we don't want to bastardize, and I'm an author now, and a photographer. And so I was trying to figure out, ooh, how can I get my gift and my work out into the world without -*

Marie: So, wait - yeah, I'm going to pause you, because I've heard you say the reason that you want to engage more people on social media is ideally you'd like to have more website visitors, and you want to have more people in your membership program.

So those, my friend, are much better metrics, and I don't necessarily think the strategy of engaging people on social media... It might not be the best strategy for you. So driving more people to your website, right? That's about having really good content that either you're guest posting on other people's sites - we talk about that in Module 3 and Module 4.

And also, if you wanted to just invest a little bit of money, if you are willing to, not to say that you have to, but another great way to drive people to your website or to an opt-in offer is through using inexpensive Facebook ads. We have that whole training in Module 4. So I think -

*Donna: Yeah.*

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Marie: Yes, so I think that you might want to just step back and say, what is the one metric that really matters to me? Like I really want to work on driving up my opt-ins this month, that's what I want to focus on.

But I don't know if one-off people on social is really the best use of your time. So I would encourage you to step back and look at it with fresh eyes, choose one metric that really matters, look in B-School, talk with some B-Schoolers, look at the curriculum, and say, okay, social wasn't really doing it for me. Like, you know, eh, don't know if that's the right one. Should I start guest posting? Do I want to create an ad and drive traffic, and see if that works?

That would be what I would recommend for you, because I just have this intuitive hit that what you're trying to achieve is not the most direct route, or the most effective route to what you ultimately want.

***Donna: Yeah, like targeting some specific groups that I heard you talk about that earlier, and retain people.***

Marie: Yes. Yeah, Donna. So that's my recommendation for you. If you want to continue talking about it I will recommend that you pop over into the Facebook group and continue the conversation there.

But that - I'm really, really clear, you got to hone down on the one metric that matters, and then switch up your strategy, because the one-off social media stuff doesn't feel like the best use of your time.

***Donna: Yeah, yeah. And I just wanted to say that it's not like... I find... Even in the B-School Facebook group I feel like one of the things that I would just hope, too, is like, I'm just loving engaging with a few people, and I just would - it would be great to hear more back and forth. Because I feel like there's so many incredible quality people in there. And so -***

Marie: Yeah.

***Donna: Afterwards we're going to be all funneled into - not in a bad way - but into a larger group? So how do we continue to communicate with each other?***

Marie: Oh. The same way you're doing it now. It's just more -

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***Donna: So just on B-School 2017.***

Marie: Oh, yeah, what we're going to do in the 2017 group and via email is we'll post something – I think it'll be within the next two weeks or so – and give you the full layout of exactly how it works. We've been doing this for eight years, so you don't have to worry about it. You can even write us if you want to, bschool@marieforleo.com, and we'll explain the whole process, but you're not going to be by yourself, and it's the exact same thing. You can talk to whoever you want to talk to any time of the day or night.

***Donna: So the same, all of our members, everybody will be there. So I can invite everybody to a reunion in Hawaii in 2018.***

Marie: Sure. Sure.

***Donna: Okay, cool. Well, I'm going to put that on Facebook. I can do that, right?***

Marie: Cool. Yeah, again. –

***Donna: Well, thank you so much, and you all rock, all the B-Schoolers and yourself, and thank you so, so much from the bottom of my heart. And aloha.***

Marie: Thanks, Donna.

***Donna: Come visit me.***

Marie: Aloha, mama. Okay, thank you. Alright. Our next caller is from Atlanta, I think Georgia. Amanda Thompson. This is you. Go ahead with your question.

***Amanda: [00:50:59] Hello. I'm so happy I get to speak with you.***

Marie: Hey.

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*Amanda: I'm a dancer and choreographer.*

Marie: Awesome.

*Amanda: So I really just appreciated your movement, and your background, and all the performance quality that you bring to all the videos.*

Marie: Thank you.

*Amanda: My question is I want to...*

*Having been a member of an all-female contemporary dance company that struggled for a really long time to exceed in annual revenue of \$23,000 a year, with a lot of in-kind support and grant writing and all those things, it's really bothered me that there's these amazing dance companies all over the US that have no way to monetize all the incredible content that they create all the time in their classroom, their choreography, all of that.*

*So I am in the process of creating an online platform where these nonprofit dance companies can sell their classroom combinations and short choreography classroom exercise to dance teachers, and also create 30 to 45-minute dance technique classes that can be done in the living room. For -*

Marie: Awesome.

*Amanda: - professional dancers, former professional dancers. Yeah. Who can't make it to class. My question is, I can't - I've been prototyping, so I can do a little bit with my ICA and my small focus groups.*

*But to really get - I really need to generate six months of high quality content, which is going to take some upfront investment. And I'm wondering if I should go the route of just saving up the money so that I have enough cash on hand to make it happen? Should I look at a small business loan? Should I try to pitch it to investors? Because I think it would sell as a certified B-corporation type business.*

*So within one of those three, I'm trying to decide what's the best, because I really can't do it all by myself.*

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Marie: Yeah. No, I totally hear you. This is a great question, by the way, and it's really good, and I'm going to just help walk you through some of the things that I would think of if I were you, even though I already know what I would do. So you've got to take a look -

*Amanda: I'd love to hear it.*

Marie: - inside - yeah. You got to take a look inside, Amanda, and ask yourself. When it comes to investors, for me personally, I'm completely investor averse.

I actually get hives on my skin when I think about anyone giving me money and then expecting something in return, and then having some say in my business. So for me, that makes me want to go hurl. That doesn't mean it's bad, it just means it's not the right choice for me. What I'd love you to do, is just like when you're kind of... You're choreographing, right? You're making up moves.

You ever notice how sometimes there's something that you do with your body and it's just like, oh, it feels like water, it's just like I could live in this all day. It feels so good, it feels so right. It's such a genuine expression of me and I'm just like, I just want to bathe in this?

*Amanda: Yeah.*

Marie: Versus other things that you do and you're just like, ugh, like you appreciate it, you can see its value, you're like, it's gorgeous, but it doesn't really work in my body. That's just not my thing right now. That's what I want you to think about when you think about all three of these options.

If having investors just excites the pants off of you, and you're like, oh my gosh, I want to dive into that world, I want to figure this out, I want to pitch people, I want a whole board of investors, if that totally floats your boat, then that's the answer for you. In terms of a small business loan, that's really viable. I've never done that, but I've kind of done it with credit cards, whenever I've had to. I've got my own small business loan with whatever bank was willing to give me a line of credit.

And I've happily done that, because it's like, okay, I can pay this back over time, and I understand the risks, and I understand the APR and all that jazz. And then I've also done the first option, which is work my tail off and save for the things that I wanted to invest in. So for me, the first two options are the most good fit for me as a human. So I'd probably either save or put it on a credit card. So that's just how I would do it, I'm not saying that's what you should do. But what I'm

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encouraging you to do is try each of those on and really pay attention to what your body's telling you about those paths.

As a choreographer and a dancer, you know this. You're so in touch with your body's wisdom. It's such an advantage in business. A lot of people can't really get below their neck. They have no idea what they feel, and it's all in their head. You have to use this gift that you to help you make wise business decisions.

*Amanda: Yeah, I think I was feeling - I was thinking investors because I was feeling a little insecure about sales and my ability to come up and understand that this would really work in terms of generating enough revenue.*

*But, as you've said, everything is figureoutable, and I know how to read, so I don't know that I need to give away my power that much, like you're saying, to investors -*

Marie: Exactly.

*Amanda: - when I'm really looking for advice.*

Marie: Exactly. That's exactly right. And with a membership site and with dance, especially, I mean, there's so many of us, right? That love dance.

I'll tell you, one of the things that frustrates the hell out of me down here in LA now - I won't be here much longer - but I'm on the West Side in LA, and I'm near the beach, which is exactly where I need to be because I need to be near water. That's one of the things I love in my life. But for me to take a real good - do you realize it would take me like an hour and a half in a car to go over to some of the studios that I would love to dance at? And it would be amazing to be able to have a trusted place where I'm like, oh, wow, they have all kinds of dance tutorials - I would just do this in my little studio in the backyard, like... That would be amazing.

So I know that there's a huge community of people out there who absolutely want to take it as a user. There's tons of dance teachers throughout the country and the world who are starving for some help with some really good choreography or techniques. So I absolutely think the market is out there. And in terms of your marketing ability and your ability to keep that content going, those are all things that you will have to figure out, but, as you know, I think it is figureoutable. It's not going to be an easy task, but I think you're onto something really great.

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*Amanda: That's so awesome to hear. Thank you.*

Marie: You're so welcome, Amanda. Keep us posted.

*Amanda: Okay, will do.*

Marie: Alright. Our next caller, we're going over to Asheville, North Carolina. Dustin is the name that I have.

*Stephanie: Hi. So this is actually Stephanie, it's just under my husband's name.*

Marie: Hi, Steph.

*Stephanie: [00:57:56] Hi. I am so excited to talk to you. I'm like... I can't even talk. You have been just such a light in my life for so long. I saw you on "Super Soul Sunday" way back in the day, and ever since I just... I've followed you, and my cousin took B-School a couple of years ago, so it's all in the family here. But, anyway.*

Marie: Aw, that's so awesome. Thank you for letting me know. It means the world.

*Stephanie: You're welcome. So I'm a holistic parenting educator, is what I have decided to call myself, and I have 20 years experience with children in -- as a teacher, in daycares, I mean, you name it, a ton of experience with children.*

*But I do not have a degree. I don't have a child development degree. I'm also a mother now, my son is two. And I suffer a lot with this thing that I believe is called imposter syndrome.*

Marie: Yes.

*Stephanie: My advice comes from my experience and my intuition, and a lot of the time I don't even know where it - I mean, it's literally coming from my intuition. I just know. And so I guess my question is kind of how to deal with this. Because I'm trying to figure out, you know, on*

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*my about page, or whatever, kind of how to talk about it. I know I can just say I have 20 years experience in child education development, or child behavior, or whatever I want to say, but I guess I just have this worry, constantly, that I'm...*

*I am - that I'm an imposter, I guess, is really what it is. When I heard of this syndrome I looked it up, and I was like, what is that? And looked it up and was like, oh, yeah, I relate. I relate to that.*

*So with all the experience I have, I have - and I know my deep, my higher self understands I have all this wisdom, that it's not fake or ridiculous or...*

*Because part of it is that my whole heart truly believes that the way to change the world is through parenting. And that's my goal, is to help - I'm about to cry - to help shift the... shift humanity from where we are right now, which is a lot of fear and violence, and disconnection, to connection, and empathy, and love, and harmony.*

*And I truly believe I can do this, and we can do this, through the way we parent our children, because that is where we learn these tools early, early on. It is in our DNA to be these connected individuals. And yet, from the way we are parented, we are disconnected from the beginning.*

*So I really feel that I can help parents have more education around what is normal child development and behavior, and through that education feel more empathy and be able to connect with their children better. And yet, knowing all this stuff, I still struggle to have the confidence to go out there and just head on go for it. So...*

Marie: You're not alone, Stephanie. Just so you know. There's lots of heads nodding all around the world, people that are listening to this right now going, mm-hmm, mm-hmm, I can relate. Even though they might not be in the parenting education space, although some of them are, many, many people relate to this. And so I did. I did as well, because, you know, what credentials do I have? Honestly. None. I have absolutely no fucking credentials. And I don't care. That's one of the joys of getting older, is you stop giving so many fucks, which is awesome.

So let's dial in now, for you. There's a couple of things that I want to share. One is that there's this really useful principle that, from a neuroscience standpoint - I talked about this the other day, but it's important to remind everyone of - no two things can occupy the same space at the same time.

So at any given moment, right? You are either doing your parenting work, you're writing an email, creating a blogpost, working with clients, working with kids; you're engaged in some type

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of physical manifestation of the work. You're listening, writing, speaking, doing, being. In those moments, your attention is not, and it cannot be – because no two things can occupy the same space at the same time. You have no attention on whether or not you have credentials, right?

Like when you're doing the work that you're doing, you're just so in flow, and you're completely just making it happen. It's only when we disengage that we start to use a different part of our brain that is self-reflective. And it starts to talk to us about ourselves; the voice in your mind calls you Stephanie when it's being nice, it probably calls you other things when it's not being so nice.

**Stephanie: Right.**

Marie: And that's when you start to hear those voices about, well, who are you to do this? There's all these other people that have X and Y degrees and blah, blah, blah, blah.

If you really pay attention, you'll recognize that you've disengaged from the physical world, and the doing, and the being, and the producing, or the sharing, and you're just kind of beating yourself up. So one of the tricks of the trade, is whenever you notice that you've disengaged, and unless you're meditating, you're working out, you're watching some silly TV, you're cooking, you know what I mean, you're doing something else that is wonderfully engaging in the present moment. I'm not telling you work 24/7, so you get the distinction, right?

**Stephanie: Right, yes.**

Marie: You literally flip back to I am in the present moment, and you shift your attention, your consciousness, your awareness, out into the world, to either enjoying your son, your family, nature, whatever is around you. That's how you start to unwire the automatic nature of self-reflection that's destructive. Second thing that I want to share, is one of the things that would be wonderful for you is to be just transparent – not apologetic.

Like you said, you know you can put on your about page, like, hey, I've got this, credentials, blah, blah, blah. And what I would suggest to you when it comes to your about page, is write some copy, and then post it in the Facebook group with a short version of what you just shared with me. Meaning like, hey, guys, definitely need some support, would love some outside eyeballs on this. Here's what I'm thinking for the paragraphs for my about page. I don't want to be apologetic, but I also don't want to hide the fact.

You know, you just want to be real. And genuine. And honest about who you are. And what having some outside feedback, whether it's through your friends, or B-Schoolers, or whomever, they'll

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help you see from a fresh perspective whether or not you're being apologetic and you're holding back a little bit, or you're kind of overcompensating. But that'll help you with that technical piece. And then the third thing that I wanted to share, is one of the things that's so wonderful about the world that we live in – and I can feel when I hear how passionate you are about the why behind your work – start connecting with other parenting educators, if you haven't already.

Interview them on your site. Get to know them. And what you'll start to discover when you create a bigger network of colleagues who are all doing similar kind of work, even if those folks have degrees, what happens is your confidence level, and also the perception of your authority, begins to rise.

Because when you surround yourself with really good people, who are doing really good work for really good reasons, even if on the surface it might be part of your mind, like, oh, they're competitors. Screw that shit. They're not. They're colleagues.

Marie: What you start to see is they have the same –

*Stephanie: I love that, calling them colleagues.*

Marie: Yes, because they are. They're colleagues. They're other people that have their message, and I'm sure there's a lot of overlap. You know, there's certain things that's like – yeah.

And the more chorus of voices we have in the same direction, everyone has their own unique take, their own unique flavor, their own unique style, but that doesn't take away from you, it only builds you up. So make it a conscious effort to connect with other colleagues in the space. Quote them. Share their quote card. And what you're going to find is, from the inside out, ironically, your confidence starts to rise. At least from what I've seen in my world.

*Stephanie: Mm-hmm. Yeah. I'm... That is one of my goals. I don't know if it was the last...*

*I don't know which Module it was on, but whatever one I was on, it was talking about who are the people in your field that you want to connect with, and your influencers and everything. And, yeah, I was just – I wanted – my first thing I want to do is a podcast, and that's my goal, is to reach out to a lot of these people to have them on at some point, and... Yeah, because, I mean, I agree, and that's something that I'm working on, is the compareschlager and all that stuff is hard –*

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Marie: Putting that down. Yeah. The best way to put that down is to recognize that your gifts are completely unique, their gifts are completely unique, and there is more than enough to go around, always. That's true with love, that's true with money, that's true with possibilities, customers, all the good things in life. It really is. So there's figuratively, metaphorically, and physically more than enough to go around.

We have a distribution problem right now, we have a will problem right now, when it comes to certain items like food and money, and other things, but we're working on fixing those. So you've got this. Really. Remember, no two things can occupy the same space at the same time. So anytime you start having this conversation, realize that that's like an alarm clock on your iPhone saying you've disengaged from the present moment, you've disengaged from doing the work, you've disengaged from being in this world, and you're thinking without it. And then shift, instantly.

Your second thing is to write your bio, be really honest and transparent about it, but get some concrete feedback so that it feels good. You're standing in your power. You're not overcompensating and trying to make yourself seem something you're not, and you're not undercompensating for how much experience you really do have. And then the third thing is to keep connecting with colleagues, and allow that to really move through some of that competition stuff and the compareschlager, so that you see yourself as a colleague of them and really an advocate for the vision of the world that you're hoping to bring to life.

*Stephanie: Yes. Thank you so much. That... That absolutely makes sense. And you're... Somebody else had mentioned it, too, that clarity comes from engagement, not thought. That, I've noticed that no two thoughts can occupy my mind at once, because when I am doing the work I'm very confident in my abilities.*

Marie: Yes. Yes.

*Stephanie: Very confident.*

Marie: See?

*Stephanie: And then after I question myself.*

Marie: Well, that's what happens. Again, if you don't give your brain something to focus on, like nature, air, music, food, conversation, it gets self-reflective, it starts talking to you about you, or

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you about your relationships with others, and it's almost always bad fucking news. Almost always.

*Stephanie: Yeah. Yeah. Yep. And I think what I'm going to do is try to find out a good, you know, something that I can do every time that starts.*

*You know, one thing that I can do every time that starts that works for me, and just do it. So, thank you.*

Marie: Yeah, have a little buffet of items. It might be like some songs that you can dance to and you've got to get in your body. It might be go giving your son a kiss. It might be calling up someone. It might be actively going to compliment someone else. Sending someone a note about how great they are. Like have a whole list of things that you can go to.

*Stephanie: Oh, that's a great idea. Thank you so much, Marie.*

Marie: [01:10:30] You're welcome, Stephanie. Keep us posted. Love you, girl. Alright. We are moving on now to Ohio. Ohio, 419388, go ahead with your question.

*Lynn: Can you hear me, Marie?*

Marie: Yes. What's your name? Where are you from?

*Lynn: Hi, Marie, my name is Lynn, and I'm from Ohio. I'm from a little farm town called Clarksville, Ohio. And -*

Marie: Awesome.

*Lynn: - I talked to you before, and I can relate. I feel a little bit better this time.*

*You are amazing, Marie. Your dedication is second to none, and I just continue to tell my husband I cannot believe how amazing she is, and how she pours her heart and soul into this. So -*

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Marie: Thank you.

*Lynn: - thank you for B-School, and I am counting on it that B-School is not going away anytime soon.*

Marie: No, it's not. It's been here - I was looking - I was in the bathroom last night, I don't know what I was doing, I think I was taking a shower or something, I was like, I literally counted on my fingers, I was like, holy cow, we did eight rounds of B-School. This is awesome. In two years I need to have like a ten-year decade party. Okay. All that being said, Lynn, how can I help you?

*Lynn: Okay. I am hoping that just - I just need to get started. And I love B-School, and I don't want to say the O word. But I...*

*What I did is I started to do all my worksheets, and I couldn't keep up, because we're very, very busy. And I thought, okay, I'm going to watch the Modules, I'm going to keep up just with the videos, and printing off my Fun Sheets, and then when B-School's done, I'm going to go back and just take my time and go through each one. And I have a vision, I know it'll come together, you know, clarity, as I get into it. But what can I focus on - I'll give you my business to just - I just need to start generating some income online.*

*I've been in business three years, and doing it organically. I love what I do. I sell natural medicine, and I'm with a network marketing company. So there's two aspects. And I do have a question. I don't think I'm product-based, but I'm just a little confused on that, because what I sell is I sell natural medicine, but I don't sell individual products. I sell a wholesale membership. So am I product-based, or am I not?*

Marie: That's a great question. And you know, I'm not sure about the answer, because it's kind of like a service, right? I mean, you're definitely selling the products, but it's almost like Netflix, a thing like that, where you sign up. And is it a monthly fee they pay, or a yearly fee? Tell me more.

*Lynn: Yes. Right, it's - yes, it's... Actually, if you know Costco or Sam's Club that's exactly what I tell people.*

*It's a wholesale membership, you pay \$35, you sign up for an account, you get wholesale process for the year, so it's a membership. But when I talk with people, organically I've given samples to try the products, and just to get people into it. If they have a specific condition or issue, then I'll send them a bottle, or something like that. So I don't know if I'm product-based or not.*

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Marie: Right. I don't know if that's - and I don't want to take you off track, Lynn, but I don't even know if that's necessarily the problem. Right?

*Lynn: No, it's not.*

Marie: Is figuring out whether your product-based or not.

*Lynn: It's not.*

Marie: I think what you're really up against is what are the first steps that I can take to start monetizing this online?

*Lynn: That's exactly right, yes. Because, like I said, I'm in the middle of my business, and I grew organically, but I need to take this online.*

*I am a mom of four little ones, I'm at home, and we're really, really busy. And so I want to get this up and going online. You know. And, again, I got two aspects. I've got one for the products, getting people healthier, natural medicine, it's safer, less expensive, more effective than prescription or over-the-counter medicines. I'm very passionate about that, and especially with our kids. But I also have this avenue of offering a business opportunity for those who need that.*

*So... Yes, and I just - I think I'm going to wait on the business opportunity and just focus on getting people their wholesale membership and getting them healthier, getting them off the prescriptions, the over-counter meds, the cleaning products, all of that. Cleaning out their homes. That's what I want to focus on. But I don't know, like a simple launch site, and then do I do Facebook ads? Is that the best thing to focus on? Until I can get everything, the bigger picture taken care of. What do I focus on initially?*

Marie: So, great question, by the way. This is all really good. And the good news is there's a lot of other MLM folks in B-School, so we're going to have - we're going to definitely get you in the Facebook group, and see if we can get you some action over there, to have more people input on your question. Because there's people that are much farther ahead than you that have direct experience, that are going to be able to add value that I just can't, just because I'm not in the MLM business. But I can help you with this.

So I love your clarity that is like, you know what? Business outside of this business is not really

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what I want to focus on right now. Your passion is around helping people with this natural medicine, getting them off the over-the-counter things, and getting them things that are healing, and probably much less expensive. We all know the state of healthcare both here in the States and around the world is a shit show. So I love that you really want to help people in that respect.

In terms of your next step, with any business, right? Any online business. You need to have a simple webpage, and an opt-in, and then, like we talk about in B-School, publishing a simple newsletter, maybe one piece of blog content per month – I know you got four little ones, you’re busy. That’s where I would start, if I were you. And the content is around whatever... If there’s a particular ailment, if there’s a particular way that – again, you know your business better than I do.

But the natural medicine and talking about how much we’re overspending, it’s not working, it’s also some nasty side effects that comes that nobody anticipates, and then you usually need more drugs for. If you can start talking about that content, and if you know who you’re aiming at in terms of your ICA – maybe it’s other busy moms like you, or other families who are struggling because of their medical costs, and you’re offering them an alternative to consider, that’s where I would start, if I were you.

In terms of Facebook ads and all that, you have that training, which I think is fabulous, and if you have a website, and a landing page, and an opt-in then, if you want, you can experiment with a Facebook ad or two and see if you can drive those opt-ins even faster. But what I do want you to do, in addition to what I just said, is definitely post in the Facebook group as well, because I know we got some MLM folks, and I might be able to tag a few people as well, to come in.

And put your biggest questions – like, hey, when you were in my position, and you were doing things offline, but then you wanted to take your MLM business online, what were some of the things that really helped you to focus on first?

*Lynn: Awesome. Wonderful.*

Marie: Cool.

*Lynn: Marie, thank you so much for everything you do.*

Marie: Oh, thank you, Lynn, and sending you and your little ones and your whole family a whole lot of love. Thanks, darling.

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*Lynn: Thank you so much.*

Marie: Alright. Going over to... Let's see. We're going to talk with Fiona in Sydney. What's up, Sydney?

*Fiona: [01:18:31] Hi, Marie. How are you?*

Marie: Oh, fantastic. How are you?

*Fiona: I'm really good, thank you. And like everyone else, I'm very grateful for everything that you do, so I thank you for that.*

Marie: Aw, thanks, Fiona. How can I help you today, love?

*Fiona: Well, I have been in business for about eight years. I'm an intuitive soul coach, and my business has been in very different forms over those eight years.*

*Four of those years were probably more like a hobby, I wasn't really making money much money, and the last four years have been better, and improved. But I found over that time that my business tends to plateau quite often. It becomes quite profitable, quite good, and I really enjoy it, and then there are other times where I seem to put an awful lot of work in and I don't make a lot of money out of it.*

*And I'm not in business to make money, of course it is a business and I do understand that, but I just wondered if you had any advice and guidance for people who are on their own in business - I mean, I am my business, I don't have a team of people - who find it difficult when they go through phases where everything just seems to plateau. I'm going through one of those phases at this time as I focus my energy on B-School and making the changes that I obviously need to in my business. And so my business has become very quiet itself.*

Marie: Yes. Can you tell me what kind of coach you are again? I wasn't able to hear that the first time.

*Fiona: Okay, well, I'm an intuitive soul coach. That's the kind of name I call myself, but what*

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*I actually do is three different things. I teach intuitive development. I work with people in approaching methods to help them grow, both internally and in other areas of their life.*

*And I've also created a program called the soul reawakening program, which is about self-empowerment and creating and shifting changes in your life to become more self-empowered.*

Marie: Cool. Okay, so – thank you for that, by the way. I love it, because it fleshed out my understanding of who you are and what you do. So I've got a few ideas for you on this. And if you can lower your Skype volume that would be fabulous, because then I won't hear the feedback. Thank you, darling.

So here's what I would suggest for you. One, I know that you've been in business for a long time, and I want to just reaffirm that the seasons that you're going through where things feel like they grow, and then they plateau, and it's a little difficult, and then they grow, and then they plateau, and it's a little difficult – those seasons are really natural and normal for all businesses. No matter who you are.

Whether you have a team, you don't have a team, when you're starting out, all of us have those seasons. Just like the seasons of Mother Nature. There's winter, there's spring, there's summer and fall. When we're by ourselves, though, it can be challenging, because you're just like, what is going on? And we almost forget that larger perspective, that, ah, I'm moving through something. I'm moving through a plateau. I've got to be patient. Perhaps you shift your strategy a little bit. So that's just one thing I want to share, because I think it's important for all of us to remember.

Not everything is daisies and rainbows all the time, as we know. But sometimes in business, it becomes challenging because you're so close into it you can't get that bigger perspective. Second thing I want to share. Now that you're a member of B-School, I really want to encourage you, Fiona, if you haven't already, to see about forming some closer friendships with other B-Schoolers and other business owners.

I'm just going to say this. Honestly, from my own experience, having team members or having friends that understand what you do and what it's like to be growing a business, and people that you connect with on a soul level, that is probably one of the most fulfilling and important pieces of my life. I don't think I'd be able to do any of this if I didn't have a small but important group of friends, and if I didn't have the team that I have. And I'm not saying that everyone needs a team, it's more about the relationships and people that really understand the journey.

People that you can communicate with when things are great, and also when things are not so

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great, so you can have that outside perspective. I've found, over the past almost 20 years, that my "business friends" are very different than my other friends, who, when I'm with them, I don't necessarily talk about business. It's not that they wouldn't understand it, it's just they're not in it, and it's just a different level of connection. No matter how much I would try to explain things to other people, I don't get the same nourishment, because they're just - it's like speaking different languages, if that makes sense.

**Fiona:** *Yeah, sure.*

Marie: So that recommendation is to build up your network. whether that does look like an assistant, or it looks like a B-Schooler, or someone else, I feel like what's going to serve you with these plateaus is having a few other people who do similar kind of work, whether they're coaches, or they work online, and that's what's going to help you. And then the third thing I want you to just ask yourself, if you were to step back and look at your business with an objective set of eyes, is it possible that you can start identifying is there any pattern to when you have the growth and the plateau?

Is there a certain type of client that you say yes to? Are you pushing yourself when you feel like you should be pulling back? Are there certain activities that you do because other people say you should do them, or you think you should do them? But really, when you engage with those activities, you wind up just feeling absolutely drained? What I'm getting at here is doing a bit of an analysis.

Something we talk about in Module 1, where you start to identify all the things that you need to do to run your business, and start to look more closely at what gives you both financial returns and emotional and energetic returns? Oftentimes we're so busy running the business that we don't take the opportunity to step back and really get real with ourselves now about what's bring us joy and energy, and what's draining it. And those answers change over time.

What you found joyful perhaps three years ago, you're a different human now. You've evolved. You've got different priorities. And sometimes we don't take the time that we need to really reevaluate what we're doing, why we're doing it, and how it feels, to be able to make the kind of adjustments so that our business can continue to be a reflection of where our strengths are, where our priorities are, and where we really want to spend the majority of our time and energy now.

**Fiona:** *Okay, thanks, Marie, yeah, that's a great help, because I did, in fact, find that first Module really insightful when I went through that process, and it did make quite a big difference to some of the things that I do in my business now. I guess to put a finger on it now, it's when I'm trying to be more creative, when I'm trying to change things in my business, or bring something in, or introduce something new, that's when it tends to plateau and go quiet.*

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Marie: Interesting. Okay. And do you – so you feel like when you’re trying to do something new, that’s when it kind of gets quiet for a little while. Now, let me ask you this. When you do that something new and it gets quiet, do you stay with the something new and then the something new winds up gaining steam over time, or do you abandon the something new and go back to your baseline?

*Fiona: No, I actually stay with it and follow it through.*

Marie: Okay, and then does it – do you find that when you stay with it and follow it through, that people eventually catch up to your new thing and then you have another growth spurt?

*Fiona: Yes, absolutely.*

Marie: Okay, cool, well, that’s really useful for yourself. Here’s what may be happening, right? It’s like, look, when you’re giving birth to something new, it’s a little uncomfortable, and sometimes people don’t fully get it. They don’t understand who it’s for, if it’s for them, or maybe it’s just unproven. So there might be this little bit of lag time where things go quiet, right? After you’ve introduced something new.

And rather than viewing that time as like, ugh, it’s a failure, or things are off, that might be a time for you to actually step back a little bit and enjoy a little bit of downtime before the “summer season” comes, everyone catches on and you’re busy again.

*Fiona: You’re so absolutely right, and I think just vocalizing it and talking to you about it has made me see it in a completely different way, so thank you for that.*

Marie: Oh, you’re so welcome. I know I have had similar experiences in my own life where the driver in me just wants to push through and produce more stuff, or like just see all the things happen. And I’m like, dude, that is such a bad use of your time right now. Like you need to go on a hike, or you need to go to Disneyworld, or you need to go take a break, because it’s just... It’s diminishing returns. Right? When we’re pushing ourselves when we shouldn’t really do it. But, yeah, I do think, still, doing that exercise is continuing to take a step back to see if there’s any other patterns that might be lingering in there, that could be useful for you, and so you can have some of your own soul reawakening when those seasons are around.

*Fiona: Wow, that’s great. Thank you so much, Marie. It makes perfect sense to me and –*

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Marie: You're so welcome.

*Fiona: Have a lovely day.*

Marie: Awesome, Fiona. Keep us posted. You too. Alright, let me see here. I'm actually going over to... Anaheim, California. Lily Reyes.

*Lily: [01:28:34] Hello.*

Marie: Hi, Lily.

*Lily: Hi. I'm sorry...*

Marie: Is this not a good time for you anymore?

*Lily: Okay.*

Marie: It's totally cool.

*Lily: It is now.*

Marie: I heard some background.

*Lily: I'm so sorry. I'm actually at work, at my 9 to 5 job, so I was sitting at my desk.*

Marie: Don't worry about it. Don't worry about it, darling. I'm actually being serious. I was being funny, like is this not a good time for you, but if it's really not it's all good. I don't want you to get in trouble.

*Lily: No, no, I am actually -*

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Marie: Oh no.

*Lily: - [phone cut out] which is good. My question is, I go through phases. I start off and I get excited, like okay, I'm going to implement something, then I just disappear, like I get discouraged. I'm a little nervous to try to reach out again in regards to sending out newsletters, just because I haven't posted them for a while, and I'm... I guess I'm afraid of rejection, pretty much.*

Marie: Yes, I understand that. Okay, so your phone's breaking up a little bit, but I completely got the core of your question, which is like, OMG, I ghosted my customers and I am just terrified of rejection and reaching back out to them and starting up again. That's essentially it, right?

*Lily: Yes. Yes.*

Marie: Okay, Lily, I got you, girl. So here's the thing.

All of us, in our lives, pull some version of this. Right? We do it via email, we do it via text, sometimes we do it with our prospects and customers. I don't know anyone on planet earth who hasn't gone ahead and done something, and then wound up pulling out and then feeling really embarrassed, and really bad about it, and not kept our word. That's something that all of us humans do. But I think what's important for you at this point is, A) to have compassion for yourself, because, again, you're human just like the rest of us. But then on the flipside of that, you really got to do some introspection, and ask, are you ready to commit?

I feel like I might be on like a... I don't know, some kind of stage, and this might be Sunday, and I'm going to do a little preaching, and I'm going to ask you, Lily, are you ready to commit? Like you have to be ready to devote yourself, and your heart, and your soul, and your energy to being consistent. Because once you've ghosted people, and you've done it once or twice, or three times, they will forgive, but you have to take a stand within yourself that this will not happen anymore.

Even if you decide to close the business or transition it, you do so with full communication. You communicate to people, you don't just leave the planet. You don't just run away. You don't just not say anything. You are going to commit from this moment forward to be consistent, no matter what. The last three words are everything. Even if you send out just one little liner, if you've committed to send out an email every Wednesday.

If that's your commitment, I don't care if it's just sending a subject of an email, like thank you, I'm so glad that you're on my list, here's my favorite quote of the week. You cannot not send that email. So, self-compassion, asking yourself, doing some introspecting, are you willing to commit?

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And if you are, you just got to come back and never stop. And when I say never stop, I mean never stop until you want to move on to something else, but you close out that communication with clarity, and transparency and commitment.

*Lily: I am ready to commit.*

Marie: Yes. Hallelujah. Hallelujah. Hallelujah. I felt it, and my hand is raised. Oh, woman, you have been saved.

*Lily: Thank you.*

Marie: So, yeah. You're so welcome. So you need to forgive yourself, and then you need to get on this train, and know those words, write down those three words, no matter what.

So whether it's every two weeks, once a month, once a week, whatever your commitment is, it goes no matter what. And should you arrive at a place where you need to change that commitment, you just communicate it. Cool?

*Lily: Yes. Thank you so much.*

Marie: You're welcome, Lily. Keep us posted. All right. Moving on. Moving on. We are going over to... Melissa Hall, San Francisco, California.

*Alia: [01:32:59] Hey, Marie. That's actually my old name. I changed it.*

Marie: Oh, I'm so sorry, what's your name, darling?

*Alia: It's Alia Metcalf now, because I got married and I changed it to Alia.*

Marie: I like it. Okay, Alia, well, welcome. Are you still in San Francisco or are you someplace else?

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*Alia: No, I actually am still in San Francisco.*

Marie: Cool.

*Alia: Yeah. Thank you so much for everything, first off. And I...*

*My question is, so I am a – I'm a couple of things. I'm multi-passionate, like you. I love that you actually were the first one that taught me that word. I am a musical artist, a DJ, electronic dance music, and then also I've been a coach for a very long time, and I have been – over recent years I've been coaching women around creativity, and building their creative businesses, and building platforms for their art.*

*And I was just... I was only focused on music for the last couple of years, and then I decided that I felt really passionate about supporting women again, and I started building a program called the Creatrix Collective, which I am enrolling right now. And it's like a small group, kind of low-entry community, where they can get training calls with me, and then a higher investment, small group mastermind. And...*

Marie: Cool.

*Alia: I am... I'm working right now to... you know, I'm just hustling my little butt to get the bodies in the door. And I wanted to ask what I could start to consider implementing – because the community's going to be ongoing, and I'm going to open up the mastermind again, in the fall; I'm going to do it twice a year.*

*I'm wondering what I can consider doing to try to... well, first, attract a wider audience, and then if you bring in a little more efficiency to the enrollment process, and make it maybe even more automated. What I've been doing so far is I've been doing, well, email marketing to my list. I've been doing a lot of Facebook stuff, Facebook events and social media posts, and then doing a lot of individual outreach and messaging to different people, who I think would be appropriate, and targeting specific people for the mastermind and inviting them to it.*

*So I'm doing a lot of really personal outreach. And then I'm just noticing that I'm really wanting to start to create more automation of my systems, and...*

Marie: Sure.

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*Alia: I just would love to see what – if you have thoughts about that.*

Marie: Yeah. Yeah, so have you been doing Facebook Live?

*Alia: Yeah, actually, I've been doing like a ten-day Facebook Live series, and...*

Marie: Cool.

*Alia: And doing little pieces of content, and then inviting people to ask questions.*

Marie: Awesome. So in terms of attracting a wider audience, what that really comes down to is understanding that target market. Like, you know, musical artists, like who are the people that you want to attract? And then really understanding what their fears and frustrations are, and their dreams and aspirations, and creating some kind of core content around that.

That might look like a webinar that people would say yes to. So maybe there's a particular set of fears they're struggling with. Maybe there is something that you know all of your core people really want to achieve, and you can teach them a how-to. Some kind of free value live event in the form of a webinar, or a very structured Facebook Live, I think that that would help you attract a wider audience, and it would also help you scale a little bit.

Obviously the great thing about a webinar is that once you do a few of them, if you get one that's really good, meaning you feel great about your presentation, you feel great about the answers and the Qs and As, is that you can turn that into an evergreen webinar, and you can sit that puppy in a whole funnel. So that might be something really important for you to consider. But I think what it will require first is getting that core piece of initial content with a really good hook, a really good headline, a really on-target piece of value-driven content that your ideal customers want.

That is what I would recommend for you. I think that will, of course, allow you to automate some of the frontend marketing. And then what you'll likely want to do in that webinar – and I don't know what your offer structure is like – if you actually want to talk about the two offers, meaning they can come into the community for x price, but if they're interested, twice a year, or whenever it is, you open up this higher level mastermind, and you really explicitly say, like, who which one is for.

Like, hey, you might be just interested in the community right now, and that's great. Yeah, you

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may not want to mention the higher level mastermind on the webinar. That might not be the best strategy. I'm not like too deep in your biz, so I can't really give advice on that, because I don't have all the pieces in front of me, but in terms of the mastermind itself, you might want to create an additional webinar around that where you're targeting some of the fears, frustrations, dreams and aspirations of those women, and also showcasing some testimonials of results of the women that you've worked with and that you are working with now.

*Alia: Uh-huh. Yeah. Yeah, okay, yeah, that makes a lot of sense. I actually - I have been - a few years ago I produced a video series that I was driving people to, and that was a great way to build my list. And I was considering - I have to make an edit on it so I wasn't able to do it for this launch, but I was considering using that as also a continued automated funnel to bring people on - to bring people onto the list - and then invite them into the community from there.*

*Because the community is such a low investment, it would be so easy coming right out of the videos, I think, but...*

Marie: I love it. I think that's great. And you could run two different ads to both of them and see which converts higher to really set people up for success. So you can drive people to the webinar, if you wanted to do that, or you can just make that edit in the free video series and drive traffic there.

*Alia: Uh-huh. Yeah.*

Marie: Both of them are vital, but I would say build up your stories, build up some really great free core content pieces, and then play with the funnel. Which sounds kind of dirty, but awesome at the same time.

*Alia: Yeah, I know, right? Exactly.*

Marie: So have fun with it. Thank you so much, Alia. Thank you.

*Alia: Thanks, Marie. Appreciate it.*

Marie: [01:40:02] All right, bye. All right. Going over to - I'm going back to Hawaii because Roberta just wants to say something. Roberta, how are you doing?

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*Robbie: Hey. Oh my goodness.*

Marie: Hi.

*Robbie: And you can call me Robbie. I will become Roberta when I am a lot older and a lot more chunkier, but for now I want to go with Robbie.*

Marie: Oh, cool, okay. Let's go with Robbie. I like it.

*Robbie: Yeah. First of all, I was on yesterday's call incognito, and today's call, but what I'm presently discovering - and I don't mean this negatively - but the most amazing part for me is hearing everybody else who's freaking terrified, and their own personal suffering, and they're so confused. And they're all B-Schoolers, and it's really just amazing to hear. And I would encourage anyone who is kind of hesitant to jump on, to jump on, because, oh my god, you're not alone, and you're not freaking crazy, either.*

*So I just wanted to say thank you to everybody who shared and had the courage to be really vulnerable. It means a lot to me, at least.*

Marie: Yes. All we humans are on this ride together.

*Robbie: It's amazing.*

Marie: Yeah, I agree.

*Robbie: Right. It's just amazing, and it's really great to have a space to say, you know what, I'm not okay right now, and I love that. Second, thank you for just being a godsend to thousands of others, including myself. It's my long-term false belief and habit that business has to be 24 hours a day, hard, and unenjoyable.*

*So I've started a lot of things by myself, because my parents are in business, and my sister is in business, and everyone's very serious, and I'm the whimsical, artistic, goofy - I want to dance, I want to party, I want to play. And just no-one in my family really gets it. They don't get it very much. And it's not that I'm not focused, I just really like to have fun.*

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*Which kind of leads me into my question. My dad went bankrupt when I was 4, and my mom is OCD, so I was instructed from a very young age to plan ahead, and think about my retirement, and I'm like 6 years old, you know, let's learn how to count a quarter. Four of these equals a dollar. Like there's not many kids that have that. But it's also... I've gone through all the Modules, and I can lump most of my anxiety into one crazy pattern, and that pattern arose because you asked us in the beginning to check in weekly on ourselves on our productivity.*

*And I have an alarm on my phone to go off on every Sunday at 4 pm, and it just asks that question. How is your productivity? And, well, I freaking stink at scheduling. And I realized I know how to be obsessive and unbalanced, and I'm doing tremendously better the more I practice urgent versus important.*

*I'm not great at it, because I've... It's what I've known my whole life, is to act on urgency. You know, dad comes in the office, got to stop everything you're doing and do what he needs, versus what are the important things, like you said, the rocks, the big rocks. So where I'm stuck is surrender. I realize that I, and only I, really am in control of the outcome of my life, which is hopeful and wonderful, and excites me. And I want a schedule that's more joyful, and less chaotic, and a lot less pressure.*

*And I feel like I could accomplish that if I could have better practices in what I focus on today, versus my seven-year plan up ahead that makes me a control freak, that I don't enjoy, and I find surrender to be very difficult. Do you have any insight and suggestions with practicing surrender, with the added factor that my life is not really currently stable at the moment?*

Marie: Yeah. Absolutely. So a couple of things. One, one of my best little personal tools that I use in my life is the stress log. I love writing stuff down that is just like, you know, in my opinion, I'm like, this kind of stresses me out. It allows me to bring my awareness to areas of my life that are not working so well at the moment. And most of the time that's due to my own construction. Whether it is due to something that I am tolerating, it's due to something that I created, or it's due to my own perspective on a situation that is non-changeable, yet I'm allowing myself to stress myself out about something that I shouldn't be stressed out about.

So I would encourage you to have a nice cup of tea, or a cup of coffee, or a glass of wine, or whatever you like, and take yourself to a café or somewhere, and start to write down, like, okay, when chaos really breaks out in my life, what's usually happening? Where is the chaos? Where is all the pressure coming from? Where are some of the real stressy parts of my life?

And just start to write it down, like as observations, not beating yourself up, not blaming other people, simply as an act of observation and investigation, and being curious about it. Once you do that, there is so much power that you're going to give yourself. And this is like the beginning

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of the practices. Right? We're going to say, like, you know what, it doesn't work for me to schedule every single moment of the day. Like scheduling the mornings really works -

**Robbie: Right. It doesn't.**

Marie: - because maybe the mornings is where I fall off the wagon, and I go on the phone, and I look at social media, and I just take myself off track, and that's not good for my brain, so I really do need to create a ritual in my mornings. But what's going to work for me is I need to work out in the afternoon. All of this process of investigating, being curious, being really intentional, about being honest about what works for you and what doesn't, this is the start of you finding your own practices that will help you create more joyfully.

But the stress log thing, which you can extend to chaos log, pressure log, those. That's where I'd start if I were you. Because there's -

**Robbie: I could have novels.**

Marie: Yeah. There's a couple of things that are happening. You're either creating the stress or the pressure yourself, in which case you have the opportunity to un-create it, or other people are creating it, in which case you have an opportunity to set some boundaries and remove those.

Or just like systems and setups. You know what I mean? Just bad habits that you've developed that you can replace with better habits. So, without giving you too much more, Robbie, if you start there, I pretty much guarantee you're going to transform your ability to have power in your own life. And in terms of surrender, some of surrender... Here's what I want you to read. Have you read The Untethered Soul?

**Robbie: That was actually the very, very first book that was a cornerstone to me wanting to just change my life and be a better person. I read that...**

Marie: Can you go re-read it?

**Robbie: About five years ago. You know, it's funny, I opened your email this morning, and I saw it on there, and I told my boyfriend, "That's the book. You know what? I should read that again."**

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Marie: Yeah. Because a lot of change can happen -

*Robbie: So it's calling me back.*

Marie: - Robbie, in five years. There's something there for you in there about surrender. Because there's a certain level of trust that we need to have, and what you grew up around in terms of so much uncertainty, when there was a lack of security, and a lack of certainty, with your dad going bankrupt, and then your mom who has OCD, control issues, and wanting to feel secure, and wanting to feel safe, and wanting to be in control, that's kind of in your DNA.

And to be a healthy, happy human running a business, and to really flex your feminine side, you're going to have to willfully and consciously break some of that down. Because it's not healthy. And I'm speaking from experience.

*Robbie: Oh, I'm right in the middle of it. I'm right in the middle of it. In fact, a big stress of mine was coming back to try to help my parents retire, but that was my mistake, that I did discover from journaling, from the productivity, and it was because they do work 24/7, and they do work under urgency and chaos.*

*And that's fine, I love them to death, and I'm thankful for everything they provided me through their businesses, giving me a headstart, in a sense. There's things that we went over in B-School where I was like, oh my god, I already knew that, maybe not that great, but I already kind of knew that. And they've given me this amazing foundation, but I came home after being ten years away on my own, and the chaos came back, and it...*

*It brought me to my knees again, and I - as hard as it is for me to say, I ended up giving my parents a long-term resignation and telling them that I could not help them retire anymore. I'm going to have to... I'm going to have to leave. I was a lot more compassionate about it in the letter, but I only get this little time with you, but I do agree with you. It brings you to your knees, but the beauty of B-School and you and everything else is I just really believe that people need encouragement.*

*And people need to know that you can heal, and you can love yourself, and you can change, and bring everything to light. And that is the basis of my business that I want to create, that I've been trying to launch, but, again, my schedule always seems to stop me right at that point. And I know it's just because I don't know how to add joy into it.*

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Marie: Yeah. Well, you know, you're taking all the right steps, and you put yourself in the perfect environment, so keep having that level of compassion and kindness with you. And this is going to be a fun journey. You know? And there's going to be more tears, and there is going to be more joyful moments, but it is completely possible for you to create a sustainable business, without working yourself to death. And you have so much honor and love and respect for your parents, and you can hold all of that and create a new story for yourself, which is what you're doing right now.

*Robbie: Great. Thank you so much for the permission for that. I think I'm not the only one that just is so grateful that you give us permission to be exactly where we're at, no matter where that is on the scale. You know? So thank you for that. You are such a blessing for a lot of people, especially me. Thank you.*

Marie: Aw, you are so welcome. Louise says that Team Forleo is sending you so much love and that the customer service team loves you. So you got lots of fans over on this side too.

*Robbie: I love them too. They're so amazing. They are so amazing. I love them. And I have this little care package that I can't wait to just... It's just a card, but I just can't wait to send it to you guys. You guys are just so, so great. Keep doing what you're doing. You guys are just changing the world, and I really believe that, and I'm excited to be a part of it. It's going to be great.*

Marie: [01:51:27] Thank you, Robbie. We love you. Keep us posted, and keep being good to you. Alright, love, talk to you soon. Okay. Our next caller is, apparently, from Miami. 305342. And I hear some Miami wind in the background.

*Adetoro: Yes, hi, my name is Adetoro. I'm walking right now, so -*

Marie: Hi.

*Adetoro: - because of that you're probably hearing wind.*

Marie: Hi, darling.

*Adetoro: Can you hear me?*

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Marie: How can I help you? Yeah, I can hear you great.

*Adetoro: [01:52:00] Okay. I'm having a hard time just... I think seeing my - I guess my worth, I guess. So basically I'm just trying to figure out if I should call myself a coach, because I don't have the training for a coach, but with life experience, and my age, and I wanted to say I have two degrees. So I have a masters and a bachelors.*

*So, anyway, with all of that, I feel like I can do coaching, but I don't necessarily have the title with the training behind it. So, yeah, so is it okay that I call myself a coach even though I don't have the training?*

Marie: Yes. In the grand scheme of life, 100%. But I want to ask you some questions that I think will be useful for you, okay?

*Adetoro: Okay.*

Marie: So there are many people - like, you know, one of my mentors, and just a man that I adore, is Tony Robbins - I talk about him a lot. Tony like kind of helped give birth to the coaching industry in a certain respect. And he learned a lot of different methodologies. Right? He got all kinds of different training. But there is no coach training institute, he kind of launched this whole thing. Again, in a certain respect. I mean, personal development and psychology has been around for a long time.

But I'm going to actually mute you, since Miami is a lovely town, but it's really loud, so I'm just going to keep talking and I have you muted up, darling.

So, again, you can coach people if you are committed to giving them results, you're committed to the process. You don't have to have credentials in order to do it. Some people may agree with that, they may not like that fact, but the fact is you can do whatever you'd like to do. In addition, I want you to ask and answer this for yourself. You've got a masters, you've got a bachelors degree.

Would you enjoy getting even more education? Would you enjoy getting some training around coaching? That doesn't mean that you have to wait to coach people, it just says, hey, wow, I'm really into this deal. I'd like to learn some skills. I want to gain some additional tools, have some new perspectives, understand more about the field that I want to devote myself to. If your genuine answer to that is a yes, then take a look.

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You can talk to lots of people in B-School, there are so many coaches we have in the program. They can tell you about where they went. I particularly went to a place called Coach University, which back in the late nineties and the early 2000s that was the first and only coach training institute, I think, on the planet, because they were one of the first people to do it. Loved them. I learned so much. So my answer for you is that if you feel it in your heart that you want to start working with people, and you want to start supporting them and getting results in their life, you can go for it.

And at the same time, if it would be exciting to you to be able to get more education – whether or not you get a certificate or a degree or anything like that – then start getting that education. There's great coaching books, there's certificate programs, there's weekend workshops, there's whole different levels of training that you can engage with. And I would encourage you to do so. So that's my answer to you, and if you want to talk more about it, you can post in the Facebook group. Alright. We are going to go now... Let's see here.... To one more.

[01:55:33] I'm going to take it over to Jersey City, New Jersey. Cell phone 201-388, go ahead with your question.

***Thisa: Hello.***

Marie: Hi. What's your name?

***Thisa: Hello? My name is Thisa.***

Marie: Thisa.

***Thisa: T-H-I-S-A, yeah. Thank you so much for taking my call, and I love the concept of, you know, behind B-School. I love that. Thank you for that.***

Marie: Yeah. Yeah. You got it.

***Thisa: So I'm a little behind, or a lot behind, but I'm giving myself break on that. So I have two questions. I'm starting a new business after 30 years in the fashion industry. The concept of the new business is promoting self-love, and I'm making natural handmade soap. So here is the two things. One is I'm working on the website, and – so the website obviously has to promote the goodness of product.***

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*But how can I intertwine sending this self- - you know, it's so important for us to love our self, in the website. That's what I'm kind of -*

Marie: I think I got your answer.

*Thisa: Okay. Great.*

Marie: I think I got your answer, girl. Yeah. So when I was writing down notes listening to you, the things that came to mind for me is like natural handmade soap.

When you buy natural handmade soap, there is an essence in there of really wanting to care for your body, because you're being very conscious, right? About the ingredients. You're being very conscious about the artisanship of the product itself, how it's made, how it looks, how it smells. And I think those two things go hand in hand. So you might want to include a little message of self-love with your packaging. You know, almost like some of the tea brands out there. I love drinking tea.

Some of the tea brands have these great little mantras, or little love notes on the tea bag itself. You may want to think about that for your handmade soap. And in terms of your content, or in terms of your marketing and your messaging, you can just start to weave in the philosophy of how important it is that we honor our physical vessels, and that we are conscious about the ingredients and the materials that we're bathing with.

And that it can be a creative act, and a demonstration of our love and appreciation for ourselves. So I think that the themes go hand in hand, personally.

*Thisa: Okay, that's great. Yeah, what I'm trying to do is I'm doing the Instagram, and post things, and promoting the picture and then relate it to the self-love, to eco-friendly theme of that Instagram. I'm doing that.*

*So that's - I'm really enjoying it, and I just have to work on building the website more. I need to more focus on it. Then... But where I'm still looking at the profitability is the soap is not big money, and I'm fine with -*

Marie: Yeah, not a big profit margin.

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*Thisa: Right. And I'm fine with that for now, because I just want to do something what I like, and I like to spread the message. So I'm not looking to profitability right this moment, however, I like to expand it in the business perspective.*

*So I don't want to think - I don't want to think about it too much right now. I like to believe something will develop along the way. But I'm just curious to see how you think of it, or how should I make my perspective of what do I need to watch out along the way to make and build the business.*

Marie: You're 100% right. I love that your point of view at this moment, given your experience, 30 years in fashion, is like you're coming at this from a new chapter in your life, and making an enormous amount of money at this point isn't your highest priority, and I really respect that. So, you're right on the money, too, where it's like if you focus on the core product right now, and you keep your mind and your awareness open for what may be next, you may want to develop other products. Whether they're bath products or physical products, you can't predict that yet, because you're just at the beginning stages.

There's that great Martin Luther King Jr. quote about you don't have to see the whole staircase, you just need to take the first step in faith. You won't be able to see the 20th step until - you have to at least take the first, second, third, fourth, fifth, and then the other steps reveal themselves. But keeping your awareness open, I think is going to be good for you, and because you have so much experience in business before, you're going to be able to see things. When you continue to add these messages of self-love, and if that starts to become the area through which you want to expand, in terms of workshops, coaching, speaking, there's a lot of opportunity there for higher profit margins, if that's a direction you want to go.

But I think you're right on the money in terms of let's start where I am, and let's keep our mind and our hearts and our awareness open for other possibilities that will have higher profit margins that can help me grow the business. I don't think you're going to be able to figure it out from here, because it's still too early, but if you keep your awareness open, and you stay curious, and if you keep bouncing ideas off of other B-Schoolers and your friends, you're going to see what that next step is. For sure.

*Thisa: Okay. Alright. Thank you so much. And -*

Marie: Oh, you're so welcome.

*Thisa: Thank you, thank you. Another question is, so after this week, where we can meet up? Meaning...*

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Marie: Yeah. Of course.

*Thisa: We are going to transfer into another Facebook?*

Marie: Exactly. It won't be just after this week, it'll be probably in like a few weeks from now. So nothing's happening for a little bit of time, and we will let you know everything. We work really hard to be as clear communicators as possible, so we'll talk about it in the Facebook group, we'll send you guys emails. But don't worry, no one's going to lose out on anything, you're just going to be included into a larger group of amazing B-Schoolers.

So it's kind of like if you thought the 2017 class was awesome, you're just going to have like more awesomeness, and more people to connect with. So you don't have to worry about a thing, we'll absolutely inform you on every single step, and it'll be crystal clear.

*Thisa: Thank you.*

Marie: You're so welcome. Thank you. Alright, you guys, well, that was another fantastic round of Office Hours. Thank you so much for your attention, and your love and your courage and your vulnerability and your amazing questions and comments. I can't tell you how much I enjoy this and what an honor and a pleasure it is to be able to be with you guys. So, that is it from me for this afternoon, but we'll be back tomorrow with another round of Office Hours calls.

So take really good care of yourself, take good care of the people you love, get out, away from the computer screens and the cell phones, go spend some time in nature, go spend some time dancing or working out or eating a good meal or having a great glass of wine. And know that you are loved, know that you are valued, know that we are so honored to have you as a member of this incredible B-School family. Love you guys so much, and I'll talk to you tomorrow. Thanks so much. Bye, everyone.