

Amy Lundberg

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Amy Lundberg, Holistic Lifestyle Fitness Coach, on How to Stay Calm in a Thunderstorm of Overwhelm.

The link to listen to today's call is at:

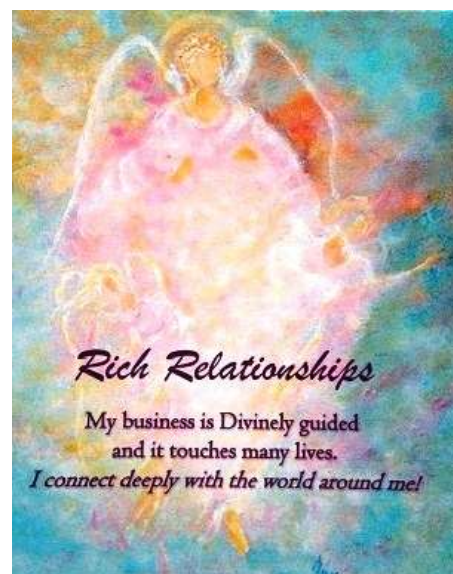
<http://www.blogtalkradio.com/divinely-intuitive-business-radio-show/2014/10/01/amy-lundberg-how-to-stay-calm-in-a-thunderstorm-of-overwhelm>

Rev Anne: Today we're going to talk about how you can manage your health as you grow your business.

First let's connect us with our heart center, which connects us with the world through our thoughts. This means we need to be aware of our thoughts as they create the reality we received. Thank you for the connections, guidance we receive.

Today's Angel Card is the **Rich Relationships** card, which is perfect for today's show.

*My business is Divinely guided
and it touches many lives.
I connect deeply with the world around me!*



Today's guest is Amy Lundberg. I know Amy personally. She's the Holistic Lifestyle Fitness Coach and she helps women to move from depleted and stuck to energized and vibrant through teaching different holistic therapies.

She herself she is a wife and mother of four kids still at home.

She teaches from a place of knowingness, and how she had to manage her own health.

Adrenal fatigue is a hot topic. So many of us are nourishing others and not ourselves. Welcome Amy.

Amy: I'm excited. I'm looking forward to sharing with your audience.

Rev Anne: Let's go straight in. What's your vision on overwhelm.

Amy: Oh yes, you want to get right into it, Anne!

Rev Anne: That's the number one thing I hear from people: "*I'm overwhelmed.*"

Amy: I'm really into working with the second chakra at the moment, practicing it in my own life. It's an ebb and flow.

Actually overwhelmed is not a feeling. It's a ton of different emotions, or a combination of different ones, of perhaps just one: anxiousness, fear, anger,

frustration, irritation; these emotions come through as if we're a 3 year old and we feel like we want to stamp our feet.

You have to dig deeper to see what the emotions are and their accumulation. Ask what is underneath the true overwhelm? With women business owners, I look at different profiles [as designed by Rhys Thomas] and business owners with adrenal fatigue often come from a profile of Knowledge Achievers with the belief that they're not big or smart enough.

Step 1: what is the emotion?

Step 2: bring that up to consciousness.

Rev Anne: So that's one profile.

Amy: You strike me as a Charismatic Leader Team Player because you adore your people and serving them.

Rev Anne: Yes, but I get to a place where I manage my own personal world, where I feel like I've had enough.

Amy: Another thing to do is to check in with people pleasing. What's the underlying belief here? How comfortable are we at putting in a stop, before getting into overwhelm or running away from the business.

I love to run away. Charismatic Leaders love to run away. But sometimes when we isolate ourselves, we drop everything. I might even end up watching movies in the middle of the day.

Recognizing your patterns will let you know when you're in defense. I recommend people do an emotional journal to help them recognize the actual emotion and where they feel it through their body.

For example using EFT or Bioenergetic Movement, stomping on the floor and shouting "No, no, no." The more I press into my "NO," the more I can get my chi energy moving.

Rev Anne: This really is the little 3-year-old. They really know how to move through the energy.

What do you think causes stress for business owners?

Amy: I think it goes back to your profile. If you're a People Pleaser, you might be always adding on things, and get into overwhelm.

Rev Anne: I got overwhelmed just listening to that. I have to always ask myself, "*What do I like?*"

Amy: Then there's the "Poor Me" profile: "*Everyone else is figuring it out, but not me. Why?*"

Rev Anne: That is SO not me, but I've heard that one.

Amy: I had a bit of what with social media and my "Poor Me" went into isolation.

Rev Anne: I'm starting to look at this and deciding where I want to focus in. That then becomes strategic and balancing, because social media can really get crazy.

Amy: I would call that prioritizing.

Rev Anne: This is the thing about strategizing: when you're learning marketing, you want to focus on three main ways to market.

Get those systematized and then you can add more. Do the ones you like, and then add more. But don't start with 20 at once and spread yourself so thin that nothing works.

Ask yourself:

- What do I like to do?
- Where do I shine?
- How do I create smooth systems?

Okay, now we can add in another?

So you have to realize that you're not supposed to do it all. For example, I don't have loads of YouTube videos.

Amy: And then you ask yourself, "*What and where am I feeling it?*" That connects you into your inner guidance.

Rev Anne: To me, it's doing what you love doing. Really think about whether you're coming from a "should" or a love for doing something.

Amy: If you "should" on yourself, you're a rule-keeper and you'll create self-criticism and that will drive internal stress, which will affect those adrenals.

Rev Anne: What is adrenal fatigue, and how do we know if we have it?

Amy: We have a thought that leads to a feeling. That feeling always has a hormonal reaction. What happens with us women is that if your feeling is tired and fatigued, it will hit the hypothalamus and the pituitary and then the adrenals and this will emit cortisol: your fight or flight hormone.

So when we get stressed out, we are not going to fight or run away physically, we sit and stew. Since we're not moving that cortisol is meant to go into the muscles, but it goes into the fat cell. So when we are under stress, it's a slow drip.

And then we get tired, muffin tops, blood sugar imbalance, fatigue, muscle soreness, isolation, insomnia or the need to drink coffee to stimulate ourselves, meaning by 3pm in the afternoon, we're needing caffeine again.

Then by 10pm we're tired and wired, and it's a cycle that happens with the constant drip of cortisol to fight and flight, we're always tired in the morning.

Rev Anne: So how do you resolve it, apart from being constantly aware of your feelings? That would be navel gazing all day. So, let's hear some steps of what people can do.

Amy: Women numb out and plough through it no matter what, so that by our late 60s, the big health issues start to happen. You have to still deal with it. Women can still carry on, but not enjoy what they're doing.

They're probably depleted in minerals, fish oils, vitamin D, a good probiotic. In the morning, do some type of movement with intention.

During your day, put a timer on your computer or cell phone to remind you to do breath work, which overtakes emotion. It really has a very powerful impact on the body.

Rev Anne: I swim 40-45 minutes, and it's all about the breathing. There is something magical in that.

Amy: Yoga, Tai Chi, Qi Gong. And do ONE thing to improve something in your nutrition.

Rev Anne: Thank you for that. So many people do everything at once and then drop out. It's the same approach as with marketing: a piece at a time.

Amy: My tagline is “Nourishing practices for body and soul.” Even if it’s 30 seconds of Bioenergetic movement on a daily basis, do one thing that nourishes you.

Rev Anne: Something like the supplements is easy to integrate. So is the 30 seconds of movement.

Amy: Start with an emotional journal, talk with a friend. Spill it out. If you need to take time to do it. Do it.

Rev Anne: Why do women focus on losing weight rather than the root issue?

Amy: When we’re not happy, we project it on ourselves and it’s the first thing we notice. We think by losing weight life will be easier....if we just lose the weight.

Rev Anne: I don’t have that conversation. Mine is that I want to feel healthy and look good. But looking good is relative.

Amy: Yes, but you’re comfortable with your emotional and spiritual health. What is the physical cause? Is it gut health? Is it thyroid? The basic tests don’t show all the spectrums of the thyroid. There isn’t a prescription for adrenal fatigue. Gut, adrenal and thyroid are the 3 things I look at.

Rev Anne: When you work with women to improve their health. Tell me your own philosophy on....usually people come to you with a complaint. I don’t have

the energy I want. Your response is....a certain vision. Like for me, my vision for my clients is how can you create a business that is sustainable, abundant and will support your values and bring your sacred gifts into the world.

It isn't that you work your ass off for your business, but to have a beautiful balance between you and your business. What is your vision?

Amy: That's a great question because when they come to me, I'm like "*they're stuck...the symptoms are....the doctors are prescribing them....*" I come from a philosophy of finding the emotional and physical root cause and getting you feeling happier.

Helping people to get back into dreaming and setting out their goals from a place of energy and joy, seeing a light at the end of the tunnel and feeling the light enter.

Rev Anne: Thank you for that. Jules in the chat room has just shared

I just filed for divorce after 30 year marriage.

Emotionally I'm all over the place.

I will be seeking employment but have fears around it.

Anne: Jules, go for it. Everyone is rooting for you.

What advice have you got for someone to get started in the process? Sometimes when we are in this situation, we're numbing out. The clutter builds up and there comes a point where you go, "*That's it. I'm taking care of this.*"

But before the decision is taken, there is the pain point. How do you help someone to move to the place of taking action?

Amy: I ask people “*What are your hopes and dreams?*” I go back to, “*What did you love to do as a kid?*” One client used to love to draw. It was a whole new outlook for her. She had shut down her creative side. This totally revived her.

I’m thinking about Jules, and that she could tap around the fears and see what she desires. What she’s put down that she could pick up again.

Rev Anne: When I was in the dark night of my soul when I wanted to just feel better. Then there was a point where I wanted to earn money earning what I loved. It was definitely a process and a listening to “*What is it that I really want?*”

Okay, we’re coming to the end of the show, can you share what your gifts are?

Amy: Yes, of course. I have two gifts: the first is the **Your Energy Solutions E-Course** at www.aimforfitness.com.

The second is: for the first five of your listeners to request a complimentary **Re-Ignite Your Spark” Discovery Session** at <http://aimforfitness.com/coaching/>

Rev Anne: That’s a huge gift. I would imagine you’ll be getting requests. I do want to say again, it’s so much fun to hang out with you. I’ve had the pleasure

of working with Amy for the last year and a half, seeing how powerfully she hold the space for what she does.

[closing blessing]

Every one of you here is powerful, powerfully guided into your ideal work, health and relationships.

If it's in your heart, then there is also the way to do it.

The Divine has put it there. Get in touch with that.

Do that which brings you joy and lightness.



Rev. Anne Presuel
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