

*A Divine Business Club Training - Transcript*

# *It's a New YEAR!*

*Make it Your Best One Yet!*



*with*  
Rev. Anne Presuel



*A Divinely Intuitive™* BUSINESS PROGRAM



## ***It's a New Year!*** **How to Make It Your Best Year Yet**

**Disclaimer:** This transcript has been edited; however, there may be English or grammatical errors since it is spoken English, as opposed to written English. Please ignore the errors (or let us know where they are so we can correct them). ☺ Enjoy the call!

**Rev. Anne Presuel:** This is Rev. Anne Presuel of [DivinelyIntuitiveBusiness.com](http://DivinelyIntuitiveBusiness.com) and this is the *Divine Business Club* call for December 2013. Everybody say a quick shout out!

**Donna:** Hi, this is Donna.

**Rev. Anne Presuel:** Hey, Donna! Who else is on the call?

**Catherine:** This is Catherine.

**Rev. Anne Presuel:** Hey, Catherine!

**Susan:** This is Susan!

**Rev. Anne Presuel:** Hey, Susan. Who else is here?

**Dieniz:** Hi, this is Dieniz.

**Rev. Anne Presuel:** Dieniz, hi, Dieniz, how are you?

**Dieniz:** Good, it's been a while.

**Rev. Anne Presuel:** I know, right? Who else is on the call?

**Gay:** This is Gay up in Pennsylvania.

**Rev. Anne Presuel:** Hey, Gay, welcome.

**Gay:** Well, thank you.

**Marge:** This is Marge Riley.

**Rev. Anne Presuel:** Hi, Marge.

**Marge:** How are you?

**Rev. Anne Presuel:** Good! How are you doing?

**Marge:** Yay! Super!

**Rev. Anne Presuel:** Who else is here?

**Liz:** Liz Aaron from North Carolina.

**Rev. Anne Presuel:** Hey, Liz. My little notes to everybody, it shows everybody's starting to come back in. I love it! That's so great.

Listen, we have a really great call for you today. I am really excited about this one because ... here's the thing: when you're coming into the end of the year, like we are now: it's December, we're starting to look forward into what do we want to create in 2014? What's the upcoming year going to look like?

A lot of us are like, *"Well, we didn't quite make what we wanted to this year and we want to make money and do better next year, but we did a lot of other things."*

I've worked with some people who have done a ton of inner work. They've been laying the foundation for the upcoming year and they've been doing a lot of that deep inner work so that they can get ready to really rock it out.

Then there are others who are really figuring out what it is that they want to do in their businesses and what is their message and who are they really here to serve and so they've been doing a lot of that kind of work so that they're starting to put the things in place.

There are a number of you who already know what these are and who already know who it is you're here to serve, who you really love working with and you're just trying to figure out, all right, what's the best way for me to make the kind of money that I want to make.

What we're going to talk about today is looking at how much money you want to make. Every time I start to work with someone and we start to look at what do you want to create in the upcoming year?

The first thing I ask them is, "***How much do you want to make?***" We don't start at a million dollars, not unless you're a really established business owner and you've already been making in the multiple six figures.

Most people are saying at this point, "*I want to make \$100,000.*"

\$100,000 is not an unreasonable amount of money to be able to say, "*That's what I want to create in 2014 or whatever.*" Sound good, guys?

**Callers:** Yes!

**Rev. Anne Presuel:** Everybody is like, woohoo! Yeah, baby, that's what I want!

*[Laughter]*

You want to know how to do that?

**Callers:** Yeah!

**Rev. Anne Presuel:** I love this, an interactive group. So now the first thing you do is this. You break it down into, "*Well, if I were to make \$100,000, it would be how much per month?*"

I can tell you because I've already done the math so I could move through this pretty quickly. It's \$8,333.33. Now, I know that seems like a lot if you've not been used to making that level, but it's really not that much.

Let me just say that—hang on, back that up—it is a lot, it's not that hard to conceive of and to create a goal for making that kind of money each month in your business, \$8,333.33. That actually breaks down to \$2,083.25 per week.

When you think about \$2,083.25, you're like, well, that is a lot and it's also not a lot. It's both. It just depends on the perspective that you're coming from.

If you're doing one-on-one client work and you are doing it on a per-session basis, that's going to be a lot harder to get to unless your prices are really quite high, like \$500 a session. \$500 a session, okay, that's 4 sessions, easy-peasy, I can do that.

Most of us aren't charging \$500 a session so it's going to be a little bit more challenging to get to that \$2,000 mark. But I came up with a whole lot of different ways that you can, without it all being in one fell swoop, one person or one type of way to build your business and get that kind of money, I came up with a number of different ways to access that same kind of money.

I'm going to put you guys on lecture mode for a little bit and then I'll ask you if you want to raise your hands, \*2, so we avoid feedback, so you guys can ask questions when you're ready.

The first question is: *What is it that I need to do to make \$8,333?*

In order to do that, we're going to go through a number of different paths that you can take that will ultimately get you to that number. If you mix and match the paths, it's going to be a lot easier to get there.

You know the saying, "*Don't put all your eggs in one basket,*" and don't invest everything in one, what it is, like with a portfolio; make sure your portfolio is all mixed.

It's the same kind of thing here. You don't only want to have one-on-one clients, although I will say that's the fastest path to cash, and you don't only want to have like two or three one-on-one clients because if one drops away, suddenly you are left with a big gaping hole in your income.

*How can you generate \$8,333 each month?* That's your first question to ask yourself.

Looking at your fastest path to cash and knowing that that's going to be one-on-one private clients—it always will be, guys—until you grow your list to such a size that you can generate it by doing say a membership site or speaking gigs, if you become a very well-known speaker, but you've got to do a lot of work to get to that point.

Either way, when you're building your business, you're going to be doing a number of different things to get yourself off the ground and well known enough to be charging those high price points.

In the beginning, your fastest path to money is going to be private clients. Here's the thing: most people that I talk with are like, *"I want to just do leveraged work, I don't want to only work with one-on-one clients. I want to do programs, I want to do workshops, I want to do teleclasses. I want to do events."*

I will say that's really great, but until your business is at a size and reputation that you can command the higher price points, and your industry will support higher price points, you're going to want to do one-on-one because you're going to make your highest amount of money there.

You're going to get a lot of information about what your market wants by doing the work with your private clients. You're going to know what your people really need and needing help with. People want training but they're going to pay you the higher amount of money to help them get what they want. They pay for the service.

Think about yourself, you will pay for the service to have somebody supporting you and working with you. If you were to work with a private trainer versus just going to a gym, you're going to need to pay somebody to have their eyes on your body, your movements, your exercise things that you do right or wrong or whatever and to really push you.

If you don't have the trainer, you're not going to get the same level of results, most likely, unless you've studied training and you do it yourself. It's the same thing with whatever the work is that you are offering to your people. They will pay more for your service.

## *How do you get one-on-one clients?*

Obviously we've talked a lot in the *Divine Business Club* about a variety of ways of marketing. We're going to continue that in 2014 because I think marketing is a hugely misunderstood skill that every business owner needs to have and wants to have in order to build their business to the level that they want and there are so many different ways to market, so many different ways.

It's funny, I had a VIP day yesterday with one of my Diamond clients and we outlined speaking for her because she's brilliant at it, she loves it, she's been doing it for years, she's been offering workshops, she's well known in her area and in her industry.

We were talking sort of toward the end of the day and I said, "*Did you get what you wanted?*" She said, "*Oh my God, yes, that and so much more. This was exactly what I needed. I needed someone to tell me what I need to do specifically that is my skill strength, my unique brilliance so that I can now take this and go do what I need to do to generate those clients.*"

Not everybody is a speaker, some people are, some people aren't. But everybody has genius somewhere as far as marketing is concerned and it is about taking that genius and applying it so that you can do what is right for you, what works for you, and then systematizing it, getting it down, getting it so it's really good.

That's the way you generate those clients: *you generate that one-on-one by finding out the marketing style that works for you, putting systems in place—we've talked*

about systems in here—*putting systems in place and then taking the action to generate the strategy sessions.*

Strategy sessions are the way to get clients—until you are at the point where you’re going to be doing live events ... live events, speaking, being in front of people—strategy sessions will be the way for you to get your private clients.

We’ve gone over strategy sessions a couple times actually because it’s so, so important. Give your services away a little bit at the very, very beginning so people get a sense of who you are and how you work.

Make a list of the people that you know, people you’ve worked with in the past, who you’d like to work with, reach out to them. If they have a pain that you can help them with, go further with them and invite them to a strategy session.

***Until you have a full client list,  
private clients will always be your fastest path to cash;  
the quickest way to make money.***

The question then becomes, “*How many clients do I need in order to make that \$8,333?*”

The thing is, you don’t have to make all the money from private clients; you can make a good amount from private clients, but you don’t have to make all of it.

We're going to move forward into some of the other ways to make the money because I know you guys are going to have questions at the end because this is juicy.

The question then becomes, *“Where is money sort of floating around already in my business? Where is it hanging out?”*

I promise you, there's money floating around. Whether it's in private clients or whether it's in something that you can offer today to people, to your list, and hopefully you guys are all working on building your list, is there something you can offer to them today that will generate money?

The question then becomes, *“How much money would I like to make today? If I had 30 minutes to write 1 email, what would I offer my people?”*

I mean, think about it. Do you have an ebook? Do you have an audio? Do you have a collection, a bundle of ebooks and audios that you can send out an email to your list and say, *“Hey, guys, I've got this great thing, I think you might be interested in it, would you take a look?”*

You can say it in your own beautiful way, but you know what I'm saying. Invite them, offer it to them. *What do you have that's sitting around that you can offer?* Can you offer a strategy session? That's not money at the moment, but going back to the original one, could you offer a strategy session to your list?

Number three, leveraged items, you guys are going to love this. This could be thinking about number two, which is the one thing that you have that you could

offer your list, thinking about the future, maybe a week from today or a month from today in order to get part of that \$8,000, what do you have already that you can leverage?

Now, let's talk first before we go into all the many different ways that you can generate some money, that you can start to leverage your energy, your time, your genius.

Let's talk about if you have something right now, how can you break it apart—or maybe not break it apart, but how can you take it and repurpose it and leverage it into something else.

For example, if you have a teleclass that you've already done and almost all of you have or a lot of you have, how can you take that recording or the transcript and put it as a stand alone product? You could even break it apart – a teleclass you could have the recording, sell it individually - the transcript - sell it individually.

Some people just love transcripts. Some people don't like listening at all. I happen to like listening and not reading, although I have to say for me personally, I like to go back to look at the notes somewhere sometimes so that I can see what, like I can remember, *“Oh, I remember they said that in that recording. What was that? It was about this, but kind of around that.”*

So then I can go back and re-read it instead of having to go back and listen to it again, like who wants to do that?

I've listened to things multiple times, but I'm saying if I want specific information from a particular teleclass, I love the transcripts from that so I can go back and find that piece of information. So transcripts are great.

By the way, I will tell you, we are creating—we, my team—we are creating and probably going to bundle at some point, all of the calls, along with transcripts from the DBC. We'll probably break it apart and sell them individually and sell it as a bundle, like a year of DBC calls and transcripts.

Frankly, the speed at which we are moving through transcripts, it's kind of slow, so it might be a while before we get a whole year done, but this is a great example of what I'm talking about. You can take one thing and create other pieces to it.

You could create from a teleclass—like this particular teleclass, I could create a special report for 2014. You could bundle it with other teleclasses, like I was just talking about: a year of DBC. Take a couple of specific things and bundle them together and then sell them individually.

You can also take a teleclass like this and then develop it, and turn it into an ecourse. You could turn it into an ecourse that is live or you could turn it into a prerecorded ecourse and drip it. Or put it out by autoresponders: drip it to your people over a period of time.

I've seen ecourses—this is actually really interesting—I've seen ecourses that are done as a four-week or six-week kind of ecourse thing.

I've seen the same amount of information put together so that it's over two weeks, where people are like, *"I want that information, I want it now, and I want to be able to have some sort of skill in this within two weeks, so I'm going to put myself into the learning curve for the next two weeks and that's what I'm going to be doing."*

So I've seen people offer it that way. You could totally offer it that way or you could totally offer it as a live ecourse over a period of time. You get to decide: it could be three weeks, it could be three months, it could be three days, for goodness sake. You decide.

An article, for example, can become an ebook. Think about Kindle. Say you've got a freebie—this is another thing we were talking about—creating an ebook and then converting it to a Kindle book and then utilizing Amazon and its amazing search engine power as a Kindle book.

Now, I personally haven't done that yet, one of my many things, like, *"I want to do that,"* but I know people who have and they've done it quite well and they enjoy doing it. That brings in an extra source of income. Kind of cool, right?

An article can be the beginning of an ecourse or the inspiration for an ecourse. You can take that concept, and similar to a teleclass, use the information in an article to create an ecourse or a teleclass. An ecourse, the difference between the two is an ecourse is sort of dripped in my mind.

A teleclass is more of a live thing, like what we're doing right now. This is a teleclass, or a series of teleclasses, where you've got a whole group of them. You

can take an article and create an audio from it. Flesh it out and create an audio, it's kind of similar to a teleclass, but not quite maybe as much.

There are a lot of ways to leverage things that you've already done. Now, when I say "*leverage your work*," I'm going to give you a whole lot of ideas. You probably want to go back and listen to this and write them down because this is pretty juicy. Everybody who's got something, pull out a piece of paper.

There are ways to leverage and this is the thing that everybody wants to do. Let me just say this real quick. Everybody wants to jump to phase two of their business, which is leveraged.

The DBC, it's a leveraged group. I am teaching, it's one-to-many, instead of one-on-one, like I did yesterday on the VIP day. One-on-one like I did earlier today with my private clients and will do later this afternoon with my private clients, that's one-on-one. That's not leveraged.

This right here is leveraged training, one-to-many, so that's what we're talking about here: one-to-many. Most people want to do that, they see other people doing it and they're like, "*I want to do that*," but you cannot skip phase one, which is one-on-one: working with your clients one-on-one, learning what they need, learning how you provide the solution to those needs, learning how you can begin to get that information to leverage.

I did kind of do it in the earlier beginning, but I already had a list, so it was a little easier and I had somewhat of a reputation already going into doing it. I also had

chutzpah, courage, willingness. I was willing to do things that really made me uncomfortable and I did them. So it was easier for me.

I was able to create a leveraged program fairly early on in my business and it worked but I had spent years doing one-on-one with people so I knew what I was talking about, so I have to say that part I didn't skip. I spent years working one-on-one.

Leveraged is teleclasses, ecourses, whether it's by drip and autoresponder or if it is—well, I said ecourses is like drip, so that's different from teleclasses, so let's just stick with that definition.

Years ago, when I first got online, I came across this woman by the name of Carrie Wilkerson, who had an ecourse, it was a drip ecourse. Her brand was Barefoot Executive, some of you have probably heard of her. I bought her ecourse and I think it was like \$17 a month for, I want to say 10 months, something like that, 11 months, it wasn't a lot, but it was \$17, I remember that distinctly because I was like, *“Oh, that seems like a good idea and a good thing to do.”*

So I bought her program and I remember I would get it delivered to my email inbox. Something happened toward the end and I didn't get anything and I wrote to her and I never heard back from her or something—I don't remember what it was, it was some weird thing happened.

Last year, I guess it was, I was in Barnes & Noble and I'm looking at the business books because that's my lust, my love, I love business books now, marketing and all that sort of stuff, sales, I think it's so much fun. Right there on the shelf was her

book, *Barefoot Executive*, and I'm like, "*Oh my God*," so I picked it up and of course I bought it because that's so cool.

I got home and I sent her a message on Facebook and I was like, "*Oh my God, Carrie, congratulations, I saw your book in Barnes & Noble and I was one of your original people who bought your ecourse and I think this is so cool, I'm so happy for you, congratulations. Seriously, you go, girl.*"

She wrote me back and said, "*Thank you so much, it meant a lot*," and all that sort of stuff.

But my point is, look what happened. She did an ecourse, she got paid to do the damn ecourse, and then she created a book from it! Like how cool is that! You can create something and repurpose it into your book later on. You can write it as you go. Like that is so flipping cool.

Of course you have to market the e-book or the ecourse and set up your sales page, and then drive traffic to that, but hey, what else are you doing, right? You're building a business, so go for it.

Another way to leverage is by doing group coaching. Lots of different ways to do group coaching—let's talking online here for a minute—on the phone, you can do group coaching via webinar, now by Google Hangout or other kind of thing, Skype, and you can do group coaching live.

You can do live events, having people meet by Meet-Up and I know somebody who just did a Chamber of Commerce thing. There are a lot of different ways to do group coaching.

You can create an ebook, whether it's an online ebook on your website or a Kindle book, you can do a group of mini-ebooks and bundle them together. You can write a print book and self-publish or get yourself published, either one. I know a number of people who have done that, there are people in our group who have done that, in the *Divine Business Club*.

You can create CDs or mp3s, like I have affirmations that are CDs and also mp3s, meditations, different kinds of trainings. I have a friend who did this live event training and she had it recorded and she's created a DVD from it, so it's a four-hour seminar on DVD and she sends that out to people. So she's leveraged it and she's using it as a way to connect with her people.

I know other people who do CDs and send them out as a way to get people's emails and physical addresses. You can get the CD if you exchange your physical address and they will mail that out to you personally.

You can do videos or DVDs, like I said. You can do web-based training, for example, teleseminars. Single teleseminars or you can do a whole teleclass of teleseminars, a whole bunch of them. I think I kind of went over that earlier with the teleclasses.

You can create certification programs. You can create your own membership site. You can do live workshops or seminars, you can do a live conference, which is a

big-assed workshop, a live event. It's like three whole days usually. I guess you could do one day, but it's usually—yeah, you could. One to three days for a live conference or a live event.

You can do speaking engagements, that's totally one-to-many. You can license your own programs or other content, a lot of ways to create a multiple stream, another stream of income. You could sell or even resell systems, tools, other people's stuff on your website. You can have a little store on your website.

I've been really seriously drooling over the idea, for a couple years, my intuition is talking, I need to do it—I'm like, "*I don't want to be bothered with it.*" It sounds like a great idea, but doing it and then mailing things out every day or how often it needs to be sent.

I'm thinking, like I love crystals, love, love, love crystals. I have access to an international crystal wholesaler here in South Florida and really thinking about it, really, really thinking about it—putting it on my website. So see, that's something you can totally resell, have a store on your website.

There are ways to do joint venture, you can do joint venture partnerships. You and someone else come together and you create a program or you speak to their list, their group, about your program and they get a cut of whoever from their program signs up with you.

You can do affiliate program promotions or affiliate offerings. If you are an affiliate for someone—and actually I just went over this on the Diamond Call the other day—someone is doing a lot of affiliate promotions to her list and we were

talking about whether or not if she is a network marketer or is she a coach? It's a different kind of relationship, different kind of emails, but both of them are valid ways to earn money and bring in a stream of income. Totally valid.

That's a lot of different ways that you can bring money in, that don't involve your one-on-one time with someone. Here is my four cents, if you will, not even two cents, it's four cents, about what you need to think about doing for 2014 to help support you in getting what it is you want.

This is the one that makes everybody squirmy, so if you get squirmy—tap. Just kind of suck it up and let's go through it. Invest in yourself and in your business. Seriously, investing in yourself and in your business is like hands down one of the best possible things you can do to get where you want to go.

Investing in trainings, like you're all investing in the *Divine Business Club*, brilliant, brilliant, brilliant. Some of you are investing in yourselves with me and stepping up and becoming *Divine Diamonds*.

Note:

Information about the *Divine Diamond* program can be found at <http://DivineDiamondProgram.com>.

Hire a mentor. When I hired my mentor, my income went from \$18,000 to \$130,000 in one year. It's enough to make you stop and think about it, really stop and think about it.

I did the work, I did what I was told, I'm very coachable, I'm very, very coachable and I will do what I am told to do. But as uncomfortable as I may be, I'm like, "*All right, I'll do it.*" That's why it worked. I did what I was told.

Hire a virtual assistant. I could not work without Louisa! She's amazing. She's my right arm, she's been with me two-and-a-half years, and she's full-time. We didn't start out that way, she started out working on Twitter—no, actually she started doing transcripts. All those years ago, oh my gosh, she was so good!

I was like, "*Hey, you want some other work?*" She's like, "*Yeah, I'd love it.*" So I'm like, "*Great, here's Twitter.*" She's like, "*How do I do Twitter?*" I'm like, "*Here we go, let's learn.*"

So I would write up systems and she'd learn how to do it and then she did it.

Delegate. Delegate, delegate, delegate. Hire help. It is worth its weight in gold because it frees you up to do the things that you need to do. Things you're genius at.

One of the things that I invested in a couple of years ago, I was telling Francisco, I'm like, "*I really, really want someone to come and clean.*" He's like, "*All right, fine, fine, once a month.*" I'm like, "*All right, well, once a month is better than none.*"

I went through several different people, I have to tell you, that was not a pretty thing either. I had one person where she was so negative that—and yet she'd come in, she loved cats and that was like her saving grace, I really liked her because she

loved cats, because I'm a kitty person. She came in and she was so negative and she wanted to talk and she wanted to complain about everything and everybody.

I remember the last day that she was in my house, I was in my office and I was afraid to come out of my office! I'm like, *"Okay, there's something wrong with this picture. If you are afraid to come out of your office because the person who is cleaning your house is going to vomit all over you about her complaining or whining or moaning and groaning—something is wrong with this picture, Anne. Come on, grow a pair and get rid of her. Stop it. Get somebody else."*

Like, okay, fine. So I did. I got rid of her and I found somebody else and that person was okay, but then along came Maria who has been with me now, but what was happening was in the interim, I was wanting someone every-other week, so I just stretched.

I was uncomfortable and I'm like, *"I'm just going to pay it, I just want someone here every-other week,"* so I figured that out. Then when Maria came on, over two years ago also, I said, *"I want her every week."*

I took a stand for myself and I said, *"I want her every week."* I just made it happen, I made it happen, and she's been coming every week. She is wonderful and she is detail-oriented.

I made a list of the kind of person I wanted, top of the list was honest, then positive, all of these things. I make lists about my team members and what kind of team I want.

I highly, highly recommend you do that because it will support you in finding that person. You will be telling the Divine, this is what I want and you're co-creating with the Divine what you want. So do that!

Really, like dig your heels in and do it, find someone to help you out because unless you love, love, love housekeeping—and I don't—and we've got cats and there's litter tracked and ... you know what I mean – it's a lot.

Find a way to get support with the things that you are not genius at. It takes the weight off of me, I don't have to deal with thinking about cleaning the house and getting crazy, especially the day before a client comes for a VIP day. The house is clean and I don't have to worry about it.

You've got to know that that peace of mind is worth so much. Delegate, invest in yourself and your business. It is an investment.

It's not just about getting a mentor; it's about getting someone to help you do the things so that you can do what you are genius at: your marketing, your sales, your client care. That's so important.

Get support for things that take your time.

Here's the funny thing: I love to fold my own laundry. I love it, I always love doing my laundry, some people hate it, I love it. I want to do my laundry, I don't want anybody else doing it, I don't even want Francisco doing it, because he'll put the wrong things in—you guys all know—the wrong colors in and I'm like, "*What*

*are you color blind? Black does not go with the whites, come on, dude.*” He’s like, “*Huh?*” Ten years and he still doesn’t understand where things go.

So I love doing my own laundry. For a while when I was really busy and traveling a lot last year, Maria would—she loves doing laundry, too, so she’d go up and she’d fold all of my laundry and I would be like, “*Oh, it doesn’t fit in my drawers the right way, so I have to re-fold it.*”

Finally I said, “*Maria, just let me do my own laundry, just let me fold my own stuff, please,*” because she doesn’t remember—she works for other people, too—she doesn’t remember how specifically I fold things.

So because I’m picky about that, I like my things folded so they fit in a certain way in my closet, you know what I mean, you find someone who just is fine with it, she’s just like, “*Okay, sure, sure, sure, no problem.*”

But that was on my list, aside from being honest, somebody who is easygoing and enjoyable to be around. I didn’t want to be in my office afraid to come out because the person was in house. That’s just crazy, right?

But this kind of the thing you go through when you are developing your awareness of the kind of person that you want to work with and you’re learning about investing.

Other ways to get help with—car care. Somebody to wash your car, detail your car. There are people who will come to your house to do that. Someone I know in the ***Divine Business Club*** needs someone to drive them, so get someone to drive you.

We've got people who live in New York, they don't own a car, what do they have to do? They have to find a way to get around town.

Gardening - we live in a community where it's included in our homeowner's fees that someone does our gardening and the lawn care. Thank goodness because Francisco doesn't have time and if it were left up to me, like I could do some, but I don't want to do edging and all of that stuff. It's a lot and I wouldn't have time.

Think about who can do some of those things, and you don't have to start with full-time, you don't have to start with someone who is there every week, you can start with once a month, like I did. But get some help and see how it works for you and see how you like it and see how if that person is someone you'd like to have more often.

Then start to just step it up a little bit more, invest a little more of yourself, invest a little bit more. Start to think like a business owner. Start to think about how can I outsource my non-genius work to someone else who really is a genius at it, who really loves doing it, who really loves having that kind of work. How can I do that?

### ***How can you make 2014 your best year yet?***

I'm going to see who has questions, \*2, comments, questions, about any of what I covered, \*2.

So we've got North Carolina, who is this?

**Liz:** This would be Liz Aaron.

**Rev. Anne Presuel:** Hello, Liz.

**Liz:** Your talk today is completely timely, Anne. I have just been talking to PayPal this afternoon about getting my book up onto my website and getting a teleseminar series up on my website. So I'm just listening to all this and soaking it in and thinking, "*Oh, I can do this!*"

**Rev. Anne Presuel:** You know, I didn't even think about that, thank you for that. That's another area of outsourcing, it's not just VAs, it's web help, it's graphic design, the support, like for example, this right here, Instant Teleseminar, that's support. I'm investing in my business for that because it makes it so much easier. Exactly.

Oh, and bookkeeping! Maddie Brown is in our group, she's fabulous, I use her, she does bookkeeping; she's an accountant. Seriously, guys, invest. All right, go ahead.

**Liz:** Awesome, thank you, Anne.

**Rev. Anne Presuel:** No, did you have any question? You're welcome, thank you.

**Liz:** No, just a comment.

**Rev. Anne Presuel:** I wanted to celebrate that you're right there! Yay! Awesome, thanks so much, Liz. Okay, who else? \*2 guys.

Everybody is like, “*I’ll let someone else talk.*” So here’s the thing, if nobody has questions, then we’ll leave. If you’ve got questions or you’ve got comments or you want to get a little bit more, raise your hand.

I knew that was going to motivate somebody. Thank you, Catherine, hello!

**Catherine:** Hi. I was wondering about the group, you said group coaching or like a little group program. At what point do you decide that that would be effective for you? Would it be if you have a certain number of clients or does it depend on the content? That’s what I wasn’t sure of.

**Rev. Anne Presuel:** I think I love that question, it’s such a great question, Catherine, thank you.

Here’s my rule of thumb: When you have enough income that you really can’t handle any more private clients or you are really sort of at that tipping point, that’s when you do group coaching.

**Catherine:** What about a group class, because that’s kind of like a little lower level, that would be what you talked before about—

**Rev. Anne Presuel:** Give me an example.

**Catherine:** Like a teleclass or a series of teleclasses. It’s not as intense as doing a group coaching where you’re specifically guiding them through things, it would be more topical.

**Rev. Anne Presuel:** Okay. Thank you, that's good. It depends on your list size and it depends on your marketing because getting butts in seats for a teleclass is intense.

There are some people in our group who have launched a teleclass and not gotten that many people. I've done that. I've launched classes and not—and it's a lot of work and it's really disheartening when you've spent a lot of time and energy writing copy, getting sales page up, getting all of the back-end details.

**Catherine:** I might just go off taking my topics and creating an audio or something like that, so that I can be building toward when I have more people, because I have ideas and if I don't capture them and put them out there, I prefer feedback, but at least I could start with something. Do you follow what I'm saying?

**Rev. Anne Presuel:** Yeah, I do. Do you have a list right now? You have a list, right?

**Catherine:** Yes, yes.

**Rev. Anne Presuel:** It's less than 1,000?

**Catherine:** Yes.

**Rev. Anne Presuel:** Okay. Less than 1,000, here's my rule of thumb: Less than a 1,000, you can do some free teleseminars to build your list. What happens is, when

you do these teleseminars, you are going to: 1) Build your list, and 2) You're going to get in front of people and they're going to like you.

They're going to like what you say, they're going to like how you say it. Really, you're not actually launching a teleclass, you're launching a free offering. You can then take that free offering, have it transcribed and then sell it on your website later. People then don't get to—because it's good juicy stuff.

With your teleseminar, you can also invite people to a strategy session, because they will have spent a whole hour with you, so they'll like you. They'll be like, *“Oh, this chick's got it going on, I like what she has to say. Let's do something with her. Yeah, absolutely, I'm interested in oh, how do you do that? That's really cool.”*

That gives you then a way to get more clients, but a way to build your list and a way to get something leveraged.

**Catherine:** Oh, that's perfect. That was what I was thinking, of a free teleseminar, because I have a lot of different interests, topics and things that I use with my clients ... I could do one topic at a time and then invite them to a strategy session or whatever and also save the material.

**Rev. Anne Presuel:** Yep, yep. And you can also take pieces of that and make them into—like this is where you go into the leveraged piece. You can take a piece of the teleseminar and you can create something from that, like you can create articles from a whole teleseminar.

You can create a bunch of articles for that, for your e-zine, so you could do a series of articles. Then a blog or on your website, if you put your e-zine—like I don't blog, but my articles go onto my blog.

**Catherine:** That's what I do, yeah.

**Rev. Anne Presuel:** Some people blog. I can think of Donna, Donna blogs and she sends out e-zines and all of that, so she's like a prolific writer, I'm not. Hers would be separate, she could take the blogs and bundle them together as a whole article or more. So for you it's the opposite, it's like taking a teleclass and pulling it apart to make into a bunch of different articles for your e-zine.

Yeah, good, really great question. Really great question, yeah.

By the way, guys, one of the best ways to build your list—and I still haven't done it—I'm going to raise my hand, I'm guilty of it, I haven't done it, is a telesummit.

I've been a guest on two telesummits this week, you'll be hearing about them soon, but doing one, hosting one, will allow you to, like I got an email from one of the telesummits I was on earlier, like a month ago or something, she wrote and she said she had 1,200 people sign up for her telesummit from all the different people who promoted it.

That's a great way to build your list and get in front of your people as an expert and then from then, you can start to launch a program or strategy sessions; an easy way to start generating private clients.

But you will need, unless you're really techy, you will need help doing that. I haven't done it because I don't know how to do it, although now that I've seen the other side of it, we could probably do it and put it together relatively easily.

I would say that's a great way to build your list, get yourself status as an expert and offer something as an upsell, whether it's strategy sessions with you or even a program afterwards because then they're warm.

I did this one video summit with someone and I kid you not, the summit ended like on Monday or Tuesday and by Friday she was launching something. I was like, *"Whoa! dude, that's really fast!"* I thought, that's brilliant, she's hot right now with them so she's launching something very, very quickly. They were saying yes, they were interested.

**Catherine:** Anne, I have a question on that though because that idea was introduced to me a while ago and I found it very overwhelming because you have to find speakers and approach them and so on, it just seemed extremely complicated, apart from the tech piece.

**Rev. Anne Presuel:** Yes. I'm in 100% agreement with you. It's taken me—maybe this is an intuitive thing, I don't know, but it's taken me probably three years, since I first heard about it, to really start to warm up to the idea of actually doing one myself, hosting one myself.

Call me chicken, I don't know, I'm courageous about some things, but I was like, *"Yeah, I don't know."* The techie piece alone just made me overwhelmed.

Now this year, I guess because I've been on so many this fall, I've probably have been on 15, seriously, this fall, it's been a lot. I think now from this side, I could do it easily, but it does seem like a lot and I would say hire someone who has managed them, who could help you.

The second piece is figuring out a topic that is specific and of interest to your people and then find the telesummit speakers you can do—easy-peasy.

Here's an easy way to do it. Go research that topic on Google or Bing or Yahoo, whatever, research telesummit and then topic. Look at who else has been on telesummits, read their bios, and see if you like them—this is about doing research.

Go and see what they have to say, look at their websites, then Google them, research them, and see if you like what they have to say, see if you like who they are and then send an invitation.

The one I was on last night, I'm sharing the stage with Bernie Siegel! Thank you very much! I'm like, *"How did you get him? Really? How do you get him to be on that? That's really cool."* Because I don't know if I'd have the guts to ask Bernie Siegel if he'd talk on my telesummit, but obviously this person did.

What I realized is that people almost always say yet to telesummits because it's free publicity. They get exposure to everybody else's list. That's how, I think, so many people have found me.

They're like, "*Oh, who is on this telesummit?*" They see me and they're like, "*Oh, she'd be fun on mine,*" and they send me an email. I'm like, "*Oh, yeah, I'll do that.*"

You get exposure to everybody's list and you send out an email to your list and everybody who is a speaker sends out an email to their list and so you get exposure to everybody else's list.

All the traffic that goes to the telesummit sees you and sees the possibility of what you're offering as a freebie and they either sign up or they don't, for whatever the freebie is, depending on whether they like you or what you have to offer. I mean, I've had some where I've gotten 100 people or more on my list from one telesummit and then I've gotten some where I've gotten two, so it really depends on the telesummit, it depends on a lot.

For you to host one, find someone who has done it and can do that back-end stuff and the organizational pieces for you. As an intuitive, you would need that help. I wouldn't do it unless I had a coach who could help you through, that's my two cents on that.

**Catherine:** And you need a big enough list for people to want to be on your thing, yeah.

**Rev. Anne Presuel:** Yeah.

**Catherine:** Okay. Well, let's plan that for the future.

**Rev. Anne Presuel:** Right, yeah. Maybe 2015 or something like that, or the fall of 2014, but you do have to start planning ahead of time; I would say probably a good four to six months ahead of time because a lot of people’s marketing calendars get filled up and they can’t do it.

Anybody who is listening to this call, thinking about a telesummit yourself, hosting one because you think it’s like, “*Oh, that sounds like a great idea,*” and it is ... plan it out, do your research and then plan it out for probably March/April, and you’ll have better luck with people saying yes.

**Catherine:** Thank you.

**Rev. Anne Presuel:** Great, great, great question, Catherine, thank you.

All right, everybody, anybody else have a question? \*2. Donna, you’re on the air, go for it, girl.

**Donna:** Thank you for bringing up that I’m a prolific writer, I never thought of it that way.

**Rev. Anne Presuel:** Anybody that writes four to five blogs a week—I’m like, oh! Yeah.

**Donna:** Yeah, you got to keep organized and it doesn’t always happen. Yesterday it was like—not happening. *[Laughs]* As you know, I did two telesummits last year and I did a lot of studying ahead of time, I did a lot of work and it was easy to do, but it’s very time-consuming. I did get John Assaraf.

**Rev. Anne Presuel:** Okay, yeah, thank you very much. Was I on the same one that John Assaraf was on?

**Donna:** Yeah.

**Rev. Anne Presuel:** Okay. So see, now I can say I've shared the stage with John Assaraf and Bernie Siegel. Oh my gosh, I forgot about that, thank you. How did you get John Assaraf? You just emailed him and said, "*Hey, dude!*"

**Donna:** Just about.

**Rev. Anne Presuel:** No, seriously, how did you do that?

**Donna:** Well, after I got him in the middle of saying yes, it took three months and they changed the dates. His helpers were so confusing, they would say, "*Here's the date,*" and then I'd put it down and I'd send back to confirm and say, "*I need the information,*" and they'd say, "*Well, no, he's got something planned for that date, why do you have that date down?*" I'm thinking, "*Well, you gave it to me!*"

**Rev. Anne Presuel:** Yeah, get your act together over there, guys!

**Donna:** That happened over and over so I wasn't able to interview him live because of that.

**Rev. Anne Presuel:** Who cares?

**Donna:** But I did interview him though.

**Rev. Anne Presuel:** Yeah, who cares if it's live or not, who cares?

**Donna:** While I was in the middle of it, one of my very first mentors, I was listening to something by her, and she said, *“And don't even bother asking John Assaraf, he does not do interviews unless your list is huge!”* [Laughs]

**Rev. Anne Presuel:** Really?

**Donna:** Well, yeah, I didn't know that.

**Rev. Anne Presuel:** This is a case where ignorance is bliss, that is so good, yes.

**Donna:** Yeah, I was shocked. Yeah, that was something else, that really boosted my morale.

**Rev. Anne Presuel:** I would say, your confidence, right?

**Donna:** Yeah. So putting a telesummit is a lot of work, but it did build my list about 1,100 people last year.

**Rev. Anne Presuel:** Two of them or just one?

**Donna:** The two, it was about 550 each. I told you the other day, a lot of them dropped off because a lot of people just drop in for the list and the telesummit list and then they get back off your list.

**Rev. Anne Presuel:** I do that. I'll raise my hand and say I'm guilty of that, too. I drop off—some people I stay on with, but some people I'm like, "*Eh, no.*" I stayed on yours.

**Donna:** Yes, and I stayed on yours, thank you. Of course!

**Rev. Anne Presuel:** Now we're working together, I love that. So that's really interesting. Thank you for that.

**Donna:** I wouldn't do another one for a while, though. It's a lot of, lot of, lot of work. I mean, everything else in my work stopped.

**Rev. Anne Presuel:** Really. But wait a minute, wait a minute, hang on, back that truck up. Is it a lot of work because you did it yourself?

**Donna:** After it was all set up, setting it up was, yeah, that was fun, that was the fun part, because you're putting it together. I did the tech part. I did the whole thing. I had a partner, who we interviewed together, but he was also my client, so he really didn't know—

**Rev. Anne Presuel:** Wait a minute, wait a minute, let me just back this up for a second. You didn't answer that question. You kind of did, but you kind of didn't. Did you do all that work yourself or did you outsource it?

**Donna:** No, I did it all.

**Rev. Anne Presuel:** Thank you. So that's why your work stopped, because you did it.

**Donna:** Yeah, the part, the emailing and all that, that didn't take a whole lot of time, but what you had to do was you had to get it in a system, you had to do it right away, you had to get it right, and you had to know what you were doing.

Doing the interviews, though, are time-consuming. You figure that's an hour and a half, before and afterwards, so if you're doing two or three a week, you've got six, seven, eight hours and if you're doing two a day, your day is shot.

**Rev. Anne Presuel:** Yeah, totally. This is why I would do it and interview ahead—I wouldn't do live, I would just never do live. I would do it—I mean, interview live, but I mean, not live while I'm on the telesummit live, but live yes, like you and I are talking right now, but it would be recorded and then you plug it in and turn it on at the time.

A lot of that, the systems kind of stuff that can be organized. You can set that up and organize or have someone, you outsource it to someone else who knows how to do that, who's done a bunch of them, who knows how to organize all of that.

I'm not saying you, because now you know how to do it. I'm saying me, I would be like, *"Okay, who can I hire to do this and teach my team how to do it so that next time I can just hand it over to my team and they handle it?"*

We've gone through this this year, I turned everything over to Thella, who is Luisa's assistant, and she handles all of the telesummits now and we have a whole

system on how to do it, but it took us, it's like you do things in order to learn the system.

You don't know the system straight off, now you have the system, right? You know how to do a telesummit, you can do it, okay, boom—done.

**Donna:** Yeah, I could do another one, the problem is, it's sort of like when we were talking about the affiliate marketing, it's not my heart. Now I built my list, that was what my goal was, to get that extra big chunk in there, so I can continue building it. Now I found more fun ways that are easier for me to build the same number.

**Rev. Anne Presuel:** Ah! And what are they? See now you got to tell.

**Donna:** Oh, my secrets, huh?

**Rev. Anne Presuel:** You don't have to tell your secrets, but what are the fun ways that you like better that work for you better than a telesummit, that's less work.

**Donna:** Yeah, well, I already interview one person a month, that's my routine.

**Rev. Anne Presuel:** Oh, that's right, and they send out an email to their list about the interview.

**Donna:** Right. Same sort of thing as a telesummit, but only one person and I only have to do it once a month. Then I also do the social media marketing, which I've got down.

Let's say the interviews bring 20-40 people a month on my list, and I don't do much marketing, just social media and to their list, and then the other thing with social media marketing, it brings 30-70 people, it's getting bigger now, so it's probably averaging 40-50 people.

**Rev. Anne Presuel:** You're talking about like Facebook ads or something like that or what?

**Donna:** Uh-uh, it's all organic.

**Rev. Anne Presuel:** Okay. All right, I'm curious to know what you're talking about, so all right.

**Donna:** The third way is doing the internet marketing teleclasses, the open forum Q&A, building your list, I do every Thursday, that's increasing my list by about 7 people a week so far and it's growing. I've been doing it 7 weeks now, so I have about 70 people.

**Rev. Anne Presuel:** Okay, Catherine, that's what we're talking about, you can do it once a month instead of once a week. Donna is doing crazy-world once a week—and I mean that with love, sweetie, with blogging five times a week, that's like crazy world.

You do it and you do it full on like that. I'd be like, okay, once a month is plenty because there's a lot of getting people in, all that. But you can totally build your list by doing it like that, I think it's brilliant.

**Donna:** My list is growing by about, say 100 a month or more. In 12 months, that's 1,200 people, a whole lot easier than a telesummit, whole lot easier.

I've also got the building the relationships going on because I'm the one talking to them and even on the interviews, it's fun, and my own coaching group comes to the interviews, they're my support group, so I'm always counting on at least two or three from my group being there, so that gave me the courage, of course, to do some of it, the weekly teleclass, along with you helping me tap through.

I don't know even remember why I was so afraid to do that—oh, because I was afraid I wouldn't be smart enough, but I was shocked when I got on the call that these people that are on the call are just fabulous, they don't know as much as me!  
[Laughs]

**Rev. Anne Presuel:** That's right, that's right, to a third grader, you look like God.

**Donna:** Yeah.

**Rev. Anne Presuel:** Thank you for that, Donna, that's really brilliant. I'm going to share with everybody real quick one of my very favorite ways to build a list and fast ways to build a list is doing a JV giveaway.

Participating in one, and you guys all open your email inbox because I'm participating in this really cool one, it started already, but it's 21 days, it's a winter solstice JV giveaway, specifically for spiritual entrepreneurs and I love the idea and I love the model.

I'm going to be using her model to do one like that. I think it's going to be juicy and easier to do than a telesummit and probably have really good results as well. People love to download stuff, they love the free gifts and they think that's really cool.

**Note:**

Information about the *Joint Venture Giveaways* I offer (and in which you can participate) can be found at <http://DivineJVGiveaway.com>.

Open the email from me today, it's about yummy gifts, and you'll see what I'm talking about and see if there's something there that might appeal to you. I think that that's a really good way to build your list as well.

Not that we've started to talk about building your list, but building your list is an essential part of building your business, guys, online especially. Even offline, it's an essential part. You always want to be thinking about how can I build my list?

You can do it the slow way, which I did for years, which was people coming to my website and opting in for my freebie—and probably almost everybody here has done that—and you can also do a faster way, which is a JV giveaway, participating in something like this, doing teleseminars, etc.

There are lots and lots of ways. We're going to do a list-building—build your Divine list in the spring, so everybody keep their eyes out for that.

Okay, Catherine—Donna, I’m putting you back on mute. Catherine, hello, you had a question.

**Catherine:** Oh, no, I was going to say that was what my sense was. I know a few people in the—I guess you’d call it the metaphysical arts—that I just love so I would love to interview them, astrologers, human design, that would appeal to my list and I’d prefer to do them once, like she was saying—this is Donna Ward, isn’t it?

**Rev. Anne Presuel:** Um-hm.

**Catherine:** Once-a-month would be fun for me, would be enjoyable and yeah, I had been timid about doing it, but I’m feeling so much better about where I’m at in my business now, I’ve had this idea for a while, it will be moving forward, so that’s much more my style.

**Rev. Anne Presuel:** You know that idea that you’ve had for a while? That’s the Divine talking to you, saying, *“Hello! Come on, come do it!”*

**Catherine:** I’m ready.

**Rev. Anne Presuel:** Good, yay! Go, girl!

Okay, anybody else, \*2. I’m going to un-mute everyone. If there’s anything else you have, last chance and then we’ll hang up. We’ve got a tapping call in two weeks, two weeks from today.

North Carolina, Liz again, hi Liz!

**Liz:** Hi. Okay, I've got one last question for you, if that's okay. I'm launching a monthly teleseminar and a monthly Q&A session. I'm going to charge a \$17 or \$27 a month to do that and it will be a downsell for people who don't want to work one-on-one, but it will also be an added benefit for private clients.

**Rev. Anne Presuel:** Okay, good.

**Liz:** I've actually set a date for next Friday, like a week tomorrow, for a free teleseminar, at which time I will launch the other one. Here's the thing: I'm completely unprepared. I mean, I know what I'm going to talk about, I know what the titles of all of the ones for the whole of the next year and it's an evergreen program, so people can come in any time.

My question is, what is the absolute bare essentials that I need to do between now and next Friday to get this thing launched?

**Rev. Anne Presuel:** It's a free teleseminar next Friday?

**Liz:** Yes.

**Rev. Anne Presuel:** You've already sent out an email to your list inviting them to it?

**Liz:** Oh, no.

**Rev. Anne Presuel:** No?

**Liz:** No.

**Rev. Anne Presuel:** Okay. Bare, bare, bare essentials are at least two emails to your list between now and next Friday.

**Liz:** Okay.

**Rev. Anne Presuel:** Like the first one tomorrow, don't wait until Monday, don't send it on Saturday, first one tomorrow. The next one you could send probably Tuesday and then you could send a reminder on Friday. So you could actually do three, you could get away with three and they won't hate you. So that's one.

Number two, create an event on Facebook and invite all your friends on Facebook.

Number three, are you on Twitter?

**Liz:** Yes.

**Rev. Anne Presuel:** Start doing tweets. How many people do you have following you on Twitter?

**Liz:** Not very many, I only just joined in the last couple of months.

**Rev. Anne Presuel:** Okay. All right, so you need to build that one up. Twitter is an amazing tool. It's fabulous for marketing in your business, it's fabulous for connecting with other people who are of like mind. So tweet about it.

Since you don't have a lot of people, then you probably won't want to tweet huge numbers, a huge amount of times, but you can tweet.

Pinterest, create something on Pinterest. Are you on Pinterest?

**Liz:** Yes.

**Rev. Anne Presuel:** Yeah, you are, because I remember you over there. Put something about it on Pinterest and use social media, it's really this brilliant tool and I'm sure that Jessica—who's probably not here right now—but she would say, *"Put together a YouTube video."* Put together a video and just let people know what this is about. Come on down! But actually I would do a video about the program, if you have time to do a quickie video.

**Liz:** Yeah, I could do that.

**Rev. Anne Presuel:** Okay. Because people just really like videos. They really do.

**Liz:** Would I just put the video out on YouTube?

**Rev. Anne Presuel:** Yeah, I would. I would put the video out on YouTube and I would just—that could be one of your emails, sending it to your people, maybe the Tuesday email, the video.

**Liz:** Oh, okay.

**Rev. Anne Presuel:** Then afterwards, you want to do follow up with people. What do you want them to do after the call? What is your invitation going to be?

**Liz:** [unintelligible]

**Rev. Anne Presuel:** Boy, you're really cutting it close, girl.

**Liz:** I know, I know.

**Rev. Anne Presuel:** Aw, what the heck, right?

**Liz:** Yeah.

**Rev. Anne Presuel:** Okay. Afterward you're going to want to do several emails to your list, to the people who signed up, to invite them in to share the benefits of the program, etc.

**Liz:** Yeah, yeah. Okay. I do actually have two events that I'm doing between now and next week where I'm going to publicize it, too.

**Rev. Anne Presuel:** Good, good. I would actually tell people, send them an email after the event and say, "*Hey, I've got this great thing coming up on Friday,*" and I'm ballsy like this because I will do this,

I would just say, *“I’ve put you in, so you don’t even have to register,”* like make it so you’re really being of service, which you are, quite frankly. *“You don’t even have to register for it, it’s there, you’re in, you’re going to get access to it, here you go.”*

Seriously, because if you frame it like that, they’re like, *“Oh, thank you! I don’t have to think about it, I don’t have to make a decision on it, I can make a decision later, I’m too busy right now, great.”* Then they listen to you and they’re like, *“Oh, she’s so great! I love her!”*

**Liz:** Yeah, yeah. Then last thing is, I have a subscription to Free Teleconference. The only trouble with that is I did one in the summer and all three people knew that they were the only three people on the call.

**Rev. Anne Presuel:** I don’t know how to help you with that one. [Laughs]

**Liz:** So you’re using Instant Teleseminar, is it?

**Rev. Anne Presuel:** Oh, yeah, I love Instant Teleseminar. It’s like for me, hands down, one of the best services that is available, in my opinion. I’ll tell you why, because for about a year, I used Free Conference Pro or Free Conference Call, or whatever it was, I don’t remember.

After a client call, I would have to go download it and then I’d have to upload it into YouSendIt, which is now called High Tail or something like that, and then mail it to them and then they’d be like, *“Oh, I didn’t get the link in time, can you send it again?”* I’d have to do it again. It was like a royal pain.

When I converted over to Instant Teleseminar, it was like, “*Here’s the link, do with it what you want, I don’t care.*” The only thing I had to do was be there to turn it on and turn it off, that’s the only thing, it was great. I love it.

I do enough calls now where it has more and more and more than paid for itself in convenience. So that’s my two cents. It’s not inexpensive, it’s \$70 a month, but when you have a certain level of clients and you’re starting to do these teleseminars, just invest because it makes your life so much easier.

What happens is, here’s the thing, this is the big thing, guys: when you step up and start doing this, you start to generate more because you see yourself differently, your clients see you differently, your energy is then different, and you’re sharing yourself with the world differently and so they see you as someone at a higher level than you were before. If someone now said to me and gave me a link and I had to go download it—eh, no. Like, “*Uh-uh.*”

So you just have to know that you show up differently when you do invest and that’s the other thing I wanted to share with everybody. You show up differently because you’re standing in a different place. You really, really, really are. You stand very differently when you are doing that for yourself and your business.

**Liz:** Yeah. Thank you for taking all this time with me. I know I haven’t got everything done and it’s not going to be perfect, but I just felt like I just need to do this.

**Rev. Anne Presuel:** I have to tell you this, Liz, it's never perfect, it's always just good enough.

**Liz:** Yeah, yeah.

**Rev. Anne Presuel:** And it's perfect in the highest, biggest, most broadest sense. So always, and every time you learn, you tweak and you do better and you do more. Doing it, done is better than perfect and you go, girl, congratulations for getting it out there! Seriously, you guys are really doing great, I'm proud of you all.

**Liz:** Thank you for a lovely session today, it's been great.

**Rev. Anne Presuel:** You're so welcome, any time, I'm thrilled. All right, everyone, anybody else? Last call? We're on last call here, \*2.

All right. I'm going to close with a blessing because I love doing that and that's what I have the opportunity to do.

Everybody take a nice deep breath in and breathe in that life force, the Divine life, that Divine breath of God, breathing it into your lungs and breathing it into your being, allowing it to fill you, to come into your body, feed you with the breath of life.

*You are here...*

*Each one of you, Divine entrepreneurs...*

*Are here to bring your sacred gifts to the world.*

*You are here to be that Divine expression in this world.*

*May you find it easy to be the expression of the Divine in this world as you bring your gifts...*

*As you listen to the whispers of the Divine calling you forward, saying,*

*“Come this way, it’s okay, it’s safe.*

*You can be visible,*

*You can be abundant,*

*You can be that change that you came to be in the world.*

*You can be that Divine expression that you came to be in the world.*

*I’m right here.*

*I’m guiding you.*

*I’ve got your back,*

*I’ve got your front,*

*I've got your sides,*

*I've got your over and your under,*

*And your inside and your out.*

*I'm here in all ways, always...*

*With you, guiding you,*

*Protecting you, showing you the way,*

*Providing for you."*

*As you listen to that and you follow that guidance,*

*You show up in the world and others are immediately attracted to that.*

*Allow it to be so in your life, in your being.*

*And so we say thank you, God.*

*Now go get your Divine on and be that Divine expression in the world.*

Have a beautiful couple of weeks, we'll see you in two weeks everyone.

Bye now!

**Caller:** Thank you for that beautiful prayer.

**Callers:** Yes, thank you.

**Rev. Anne Presuel:** You're welcome. Thank you everyone.

**Note:**

Information about the *Divine Business Club* can be found at

<http://DivineBusinessClub.com>.

Divine hugs,

Anne

**Rev. Anne Presuel**  
*Your 6<sup>th</sup> Sense Guide to a 6-Figure Business*  
**DivinelyIntuitiveBusiness.com**

