



Tap Into Your Divine Business **Call Four – Your Divine Offer**

Rev. Anne Presuel: Hello everyone! This is Reverend Anne Presuel of *Divinely Intuitive Business* and we are here for the fourth call for *Tap into Your Divine Business*. I'm really excited about this call. I love this particular subject, actually I love all of the subjects, but this one is near and dear to my heart.

We are going to talk about *Your Divine Offer* today and Divine offer in respect to the conversation that you have with people, not the structure or the package that you put together for your clients or your prospective clients. Rather this is about, really, that process that you take them through so that you can offer your services to them.

We're not going to go into the details, again, of what your offer actually looks like, but rather this process that you take them through and who are you being.

What are the inner conversations that you have around offering your services to the world? *How do you show up both in a conversation or before and after a conversation?* That's really, really important because your people are looking to you to be that leader.



A little bit of housekeeping before we get started. Everybody is on mute, if you want to raise your hand to either ask a question or work with me, *2.

Number two, if you are raising your hand, please be aware that either, 1) you have needed to have already signed the release form; or 2) you are agreeing that you will sign a release form.

Number three, get a piece of paper and a pen because I didn't provide the handout just yet. I'm working on it, I didn't finish it. Unless you're listening to this later, in which case, no worries, you'll have the handout.

Four, go into the *Tap into Your Divine Business* Facebook group because I'm going to be asking questions and you'll want to be answering the questions in there.

This is really exciting, I love this conversation. To be honest with you, once you know who your Divine client is, which is what we did a couple of weeks ago, once you understand who your market is, which we did last week, and once you're getting clearer about your money—and believe me, that's an ongoing process of getting clear about your money—your next step is really, yes, putting together an offer where that's your package. Or if you're still doing one-on-one single sessions, no problem, that's great; that's your offer.



The process then is what you use to find your clients and get connected with them and enroll them, if you will, into themselves.

This is not about you enrolling them into working with you or into spending money with you. This is really about them stepping into the possibility that they themselves see and you hold the space for the energetic space for, and that's really powerful, it's really, really powerful.

This is why I call the actual strategy session itself a sacred conversation, it's a deep, rich, powerful, intimate conversation where you're holding with them their vision, their dream of whatever it is that they want.

Whether it's better health, whether it's a soul mate, whether it's a great relationship, whether it's powerful connection with themselves, whether it's connection with the Divine and their intuition, whether it's a powerful business ... it doesn't matter.

Whatever it is that you are holding the space for you're holding something very sacred when they're sharing with you in a strategy session or a discovery session.



I'm going to call them strategy sessions because that's what I typically call them and it's easier for me if I have to go back and forth between strategy and discovery sessions, it's going to get confusing for me, so I want to just be aware that that's the language I use, but some people call them sales conversations. Some people call them discovery sessions.

I call them strategy sessions because really, in essence, when you come together with someone and have a conversation with them, you are strategizing with them or discovering with them, whatever, about what it is that they're looking for, about what they want, about their dream and you're holding the space for them to say yes, assuming that within your integrity, it is something you can help them with, obviously.

So somebody is not going to come to me for losing weight, let's just be real, they're not, and I'm not going to say, "*Hey, I can help you with that,*" because that's not my genius.

However, I do know people that will do that and help them and they're very good at it, so I would refer them to them. If they're coming to me for getting their spiritual gifts out into the world, their healing gifts, their spiritual connected gifts, their intuition, their coaching services out into the world, I'm right on it.



I want to invite us all to just take a nice deep breath in, including me [laughs], and get very clear about what you want to have some clarity around during this conversation today.

We're going to do a lot of tapping, we're going to do a lot of laughing; we're going to do a little bit of training. I did a lot more training last week than tapping. This week I'm going to go back to more tapping than training, but you've got to know that they go hand-in-hand.

For me, I want to be very clear that if you guys get the power and the sacredness of a strategy session and understand that when you have a conversation with someone, that it's not about you, it's about them and it's about the deep connection between the two of you and the connection with the Divine and what is possible, I will be so happy, because you'll begin to transform your relationship with a strategy session ... with offering your services to your people.

When you can transform that relationship, you'll feel more confident about offering your services. You'll feel more confident in those conversations, but you'll also feel more confident when you market.

That to me is ultimately where it's at.

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Of course you then have client fulfillment, etc., client care, but we're talking about the point in which someone is enrolled enough in themselves to say yes, especially when they've been saying no for so long:

"No, I can't do it because I don't have money."

"No, I can't do it because I don't have time."

"It's not the right time."

"I'm afraid."

"What if I fail?"

"What if I don't do this well enough?"

"What if I can't?"

"What if you can't help me?"

"You can help all these other people, but you can't help me."



Etcetera, etcetera.

When they move past all of that and they say yes, there's something so powerful and so magical that happens, it's truly a transformative moment in their lives and in yours.

That is the sacredness that I refer to, that I talk about.

It's not about you pushing anybody or selling anybody, ever, ever. All of you know this because none of you are pushers and you don't go out there and push your services on anybody, it's just not who you are.

Rather it is a connecting conversation, where they connect with their vision and they move through their fears enough to say yes. That is powerful.

We are enrolled all the time. If you just watch TV and watch conversations between people, you can watch how people get enrolled to one another's conversations all the time.

Or you could say, if you're asking your spouse to fill up your car with gas or your teenager to clean up their room or your nine-year old to do their homework, you're always enrolling.



We're always enrolling or being enrolled. It's just that when the stakes get higher, it gets a little more scary.

We're going to talk about risk, we're going to talk about this different processes that we take people through to get them into a really great conversation in the beginning. One of the things that people ask all the time and they ask me all the time is, *"How do you get strategy sessions? How do you even get someone to have these conversations?"*

My answer is, *"You ask them."*

I get that there are processes, there are ways of doing it, there are ways of inviting, of course there are. The reality is, many times you don't have because you haven't asked.

I had a conversation with a private client a little while ago—actually, let me just back this up a little bit. About six weeks ago, I issued to my **Diamond** clients, my private clients, a challenge. We call it the **Four-in-Four Challenge**, Four Clients in Four Weeks challenge.

When I did this, we did some strategies, some accountability, all of this, so it was just a little bonus that I wanted to play with them on and see what happened.



This client shared with me that when I gave that to them, she just felt like completely overwhelmed. She said,

“But here it is, six weeks later and I am actually reaching out and I’m having ten conversations a week with people and I expect that I will be enrolling people into working with me.

I felt so overwhelmed in the beginning, but the structure and the systems that I invited them to integrate into their business transformed everything for them.”

So I want to say to you that part of it is just because you don’t have a system for asking people. You don’t have a way to get them enrolled into talking with you or working with you, but that’s simple enough to resolve. You just have to learn how to do it and then start applying it.

The process is, first of all, you find people that you really are interested in, that you like, that you’d like to have a conversation with and you think that maybe they might be a good potential client.



Then you invite them to a strategy session or you invite them to have a conversation with you first and then during that conversation, you see (ask yourself) *“Is this someone I’m interested in having a further conversation with?”*

That is my preference. You have one conversation first that’s short and sweet and then you invite them to a longer conversation because you and I both know that the strategy session is a much deeper, richer, more energy-intense conversation.

First of all, you don’t want to do that with everybody. You want to do it only with people who are really, you’ve decided they are good prospective clients and they have an issue that you can help them with. So first of all, connect with people and then invite them.

You want to take a look at who are you being in these conversations? Many times in the beginning [laughs], I was really scared. I was like, *“Ahhhhh!”*

I was really scared to have these conversations with people because I was like, *“I don’t know what to say? I don’t know what to do!”* I’m sure that some of you feel that same way and that’s fine, that’s part of the process.

And you begin to understand, first of all, what you’re going to be looking for, what you’re going to be saying. I have messed up so many times in strategy sessions



[laughs]; it's part of the journey. I will also say that I've done very well as many times in strategy sessions.

More times I've messed up way more times than I've done well and that's okay, because ultimately that's how you learn. Each time you have a conversation, you really take a look at what did I do, who could I have been, how could I have handled it differently, what could I have said differently? [Laughs]

Did I coach them during the conversation or solve their problem, which I so did and that's so not what you want to do, or did I just keep asking questions to help them find their own way and offer them my services.

I want to stop for a second and see if anybody has any questions. *2 if you do, before we move on to the being-ness and the doing-ness of strategy sessions.

Hi, Carol! Yes!

Carol: Hi, I have a question. You said that you give out the answers sometimes instead of letting them come and asking you to be coached by you. I have an issue with that because people want to know what a dream means and so I give it to them because I mean, it's like, *"Well, this is how I earn my living, please schedule*



an appointment,” but that’s not in my nature to do that and I think we probably all have an issue with that.

Rev. Anne Presuel: Yep, I’m sure we do. [Laughs] Even I do, I will just raise my hand, I just had it a few weeks ago, when I was at the pool there was a doctor there, a holistic doctor and he’s asking me questions about building—I’m like, *“Oh well, you need to do this and this and this,”* yep, I do, too. I had to stop and say, *“Well, look, this is what I do with people.”*

In answer to your question, first of all, you are going to have to get a little bit tougher. You don’t have to say, *“Your dream means this,”* but you can say, let’s see, how could you handle that? That would be a really good one.

Let me ask you a question, Carol, are the people who ask you, are they serious about learning? Do you teach them how to interpret their own dreams or you do it for them?

Carol: No, no, no, I teach them how to. I’m a big teacher of how to.

Rev. Anne Presuel: Okay, perfect. Really in essence, it’s like, *“If I tell you what that dream means, that’s a whole process of uncovering. It’s going to take us time.”*



That's like somebody saying, *"Anne, can you look at my webpage and tell me if that's a good website for me?"* I'm like, *"Wait a minute. We're talking about three months', six months' worth of work; are you kidding me?"*

Seriously. In many ways it's the same thing. When someone asks you about a dream, really, you have to get to know who they are, how they receive information, how they experience their dreams. There's a lot of stuff that goes into interpreting a dream, right? Yes/no?

Carol: Well, basically I'm knowing about them and their lives.

Rev. Anne Presuel: That's a dream, right?

Carol: Yes. Sometimes I get it right off the top, I just know it. Actually, I was at the WPN Conference a week and a half ago, and this woman shares her dream with me and I give her one idea. Then I go sit down and it came to me while I'm sitting there in the conference, exactly what it meant, I went back to her and I told her and she said yes, and I knew nothing about her life. But it usually helps to know what's happening, absolutely.



Rev. Anne Presuel: In essence, let's just see if we can get a quickie answer for this to some degree anyway. Part of it is a boundary thing. Part of it is just us, we really like to be helpful; we want to help someone. But the reality is, her learning about how to interpret her dream herself is going to be so much more helpful than you just—it's sort of feed the man the fish, he eats for a day; teach him to fish, he eats for a lifetime.

Carol: I use that. I use that analogy all the time.

Rev. Anne Presuel: Good. Okay, so really what you're asking me is how do I declare a boundary around this? Part of it is you just have to say, *"Listen, this takes some time to go into and sometimes I get it right away, but sometimes I don't. It's really like a reading, so how about if we make an appointment and talk about this further."*

This is when then you have a strategy session with them, you don't have a dream interpretation session. If they want to pay you for the dream interpretation session, great. During the strategy session, you can learn whether they actually want to learn about how to interpret their own dreams or if they're just curious, because some people are just curious, right?

Carol: Right, absolutely.



Rev. Anne Presuel: They're not really that serious about it. You're looking for the people who are serious, correct?

Carol: Yes, yes, who really want to know. I mean, I'm working with a wonderful woman and she's just growing by leaps and bounds because she's understanding her dreams now. So it's wonderful.

Rev. Anne Presuel: Yeah, because now she's receiving that information from the Divine through her dreams, so of course she's growing by leaps and bounds, yeah. That right there, that's the transformation that you provide people.

Carol: Interesting.

Rev. Anne Presuel: I don't think... while you might be planting a seed with someone when you help them with that, ultimately what you're teaching them to do is fish for themselves, to really connect with the Divine and be able to access that information for themselves, that higher part of themselves.

Carol: Well, a dream comes in all different ways and you have to connect the dots or connect the symbols with what's going on in your life and she's doing that now. In fact, she even brought something out to me the other day, so I know she's learning. So that's good.



Rev. Anne Presuel: So in answer to your question, it's about boundaries and you saying—being a little bit tough. It's being a little bit firm. It feels uncomfortable because you haven't been practicing it, but I bet you, when you take it a little more seriously, they will, too.

Carol: Interesting. Because I give the answer right away, then why the heck am I needed? [Laughs]

Rev. Anne Presuel: Yeah, exactly. I think that you're not holding it for the bigger picture, the bigger transformation, which you just said. Thank you for that, I'm going to put you back on mute, okay?

Carol: Okay.

Rev. Anne Presuel: All right, thanks so much, Carol, really great question. A lot of us deal with that. I shared that I even deal with it at times.

Really, the question then is, when you get someone into a strategy session, for example, in this situation that Carol is talking about, one of the things that she would be wanting to say to that person is, *“Listen, I can answer this question for you right now, but in all fairness, that's not fair to you. Are you interested in*



learning how to interpret your own dreams or are you just looking for a quickie answer here?"

That might be a way for her to define whether or not someone is seriously interested or just looking for a quickie. If you're sitting there with someone at, say the WPN or some other networking event and you get that opportunity, you can always choose to say,

"Listen, this is the quickie that I would get, this is what I'm getting right now, but I got to tell you, there's so much more to this and are you really interested in learning how to do this yourself? Because if you are, I can teach you, but this is not the time or place. Let's set up a time for us to talk about what that would look like. How would that sound to you?"

In many ways, you're saying something very nicely, you're being the leader. You're also declaring a boundary. But you're also sharing a little bit of what it is that you know so that they go away feeling, *"Oh, that was really juicy, yeah, I would really like to learn more about that!"*

Or they can tell, *"Oh, I had that dream, remember I was telling you about that dream? This girl who I met at this event, she was telling me that this is what it*



means and that's really cool." So they were like, "Ooh, I want to learn more about that." Suddenly you've got referrals.

Really, the thing is asking people. Asking. You have to know what your transformation is. When I just talked with Carol, what she's really helping people get is that connectedness to the Divine. She's helping people understand their own downloads and being able to interpret their own downloads because my download will be different for yours.

What I get, maybe in the same kind of format, will be a different interpretation because it means something different, something else is going on in my life than it is going on in yours.

You want to know what your transformation is that you help people with because when you invite them into having a conversation with you, that's when they are going to be interested and enrolled in what's possible. That person may very well be very interested 1) to interpret her own dreams, but 2) how to access her own information, her own downloads.

Once you get them into a strategy session, what are you going to say to them? Let me just say what you don't do, you don't coach them. Believe me, this is a hard



thing, you want to fix them, you want to make the pain go away, you want to make them be okay, you want to help them. Don't do it.

Let me tell you that the reason that they will want to work with you is because they want to get their pain resolved and if you fix it for them in this little session with them, they're going to go away feeling better, but their real issue isn't resolved.

For example, someone comes to me and says, *"I want to get more clients."* I give them XYZ way to help them get more clients. I promise you, they've still got a whole lot of other stuff around building their business, around getting clients, around marketing their services, around knowing what to say, around knowing how to help themselves build their business, systems, whatever—fill in the blank. Getting clients is just one little piece of building their business.

If I teach them how to do that or tell them how to do that in that one little session, they're going to go away feeling better, like they have hope, etc., but their whole issue, which is really the business, is not resolved.

I'm doing them actually a disservice by doing that. That's huge, really and truly. So don't be fixing, coaching, or resolving their problem in the strategy session.

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What you want to do is *ask questions*. You want to ask questions about what it is they want and some of this is really about you stepping into being the leader and saying, “*Listen, we’re having this conversation because we met at such-and-such event,*” using Carol’s example, “*We met at the WPN event and you asked me about your dream and you were interested in learning how to download or how to access your own and interpret your own dreams, because when you do that, you’re able to,*” blah, blah, blah—so she fills in the blank.

“*Let me ask you a question: Why do you want that?*”

That’s your first question, why do you want that? Actually your first question is “*What do you want?*”

For me, it would be, “*What is it that you’re looking to do in your business? What do you want?*”

If they say, “*I want to make \$500,000 by next year,*” I’ll ask them, “*What are you making now?*” and if they’re saying \$10,000, I’m going to say, “*All right, it’s possible, you’ll really have to hustle, you’ll have to do a lot of stuff to do that, but let’s look at this as what is it that you really, really want and tell me why you want that. Why do you want that? That vision? What is that?*”

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Then you want to ask them, *“What happens if you don’t get it? What happens if you don’t create it?”* because that’s where—you could ask them why they haven’t created it so far and actually that’s a really good question. Let me just write this down, I forgot to add that one, *“Why haven’t you created it?”*

Let me tell you what’s so powerful about this question, they will tell you all their reasons why they haven’t created it and what you’re going to hear there is then later repeated when you offer your services. *“I don’t have the time,” “I don’t have the money,” “It’s too hard,” “It feels too big,” “It feels like too much work.”*

Those objections are going to show up. If they show up here with why haven’t you created it—and you don’t have to be rude about it, you just say, *“Listen, let me ask you a question: why do you think you haven’t created this yet?”* It’s a very beautiful question and when you’re being taken through this process, I promise you, it is so powerful.

You ask that question and they’re going to tell you what’s going on in their lives that they haven’t been able to do that. Just write them down because I promise you, you’re going to get them again later.

Then you ask, *“Well, what happens if you don’t create it?”* That’s when you’re going to find out how urgent it is for them, how important it is for them, because if



they get present to why they haven't created it and what happens if they don't—like for example, I've heard umpteen times, *"I'm going to have to go back to work. If I don't create my business, I'm going to have to go back and get a job."*

"Tell me a little about that. What would that be like for you? Why don't you want to do that? What would be so awful about that?"

"I love my freedom, I don't want to go back to work. I don't want to have to go back and find a job and go somewhere 9-5 and get dressed up every day and do my hair and makeup every day and have my time not be my own."

Those are a lot of the reasons. *"How important is it to you to actually do this then?"* You're asking really the same question but just in a different way. Then, *"All right, look, I've got something that I think will help you, would you like me to share it with you? Would you like to hear it?"*

Rarely are you going to get a no, really. If they're really present and you are honest with them straight up, they're going to be open to hearing what you have to offer. That's when you stay focused on, yes, you offer the program, but you also stay focused on the transformation the program is going to get.



All right, I got to tell you, this right here is a big thing: learning how to do a strategy session and doing it well. But if you stay focused on these questions and then offering, you're going to find that you're going to have some success with people signing up with you.

Especially if your price points are lower and they like you and they have already seen you somewhere, for example, they heard you speaking somewhere or they met you somewhere and they like you and they want to get to know you better and they like what you have to offer, etc., you'll have some success with this and people say yes.

Let me ask you some questions and see who among you has questions or alternatively, issues or fears or concerns coming up for you around this conversation. Let's go into the *Tap into Your Divine Business* Facebook group.

I'm going to type in this first question:

What are your fears and concerns about offering sessions to your prospective clients?

Let's see what you guys have to say about that. I'll give it a minute.



[Pause]

Bridget, thank you, Bridget. You said, “*How do you actually get them to commit to the process?*” Bridget, I’m going to un-mute you so I can ask you a little bit more, is that okay?

Bridget: Sure. Hi.

Rev. Anne Presuel: Tell me what you mean by that and listen, the rest of you guys, put your—you have no problem offering your sessions to prospective clients, which is great, so maybe it’s not a good question, I’ll have to figure out a better question.

Bridget, tell me a little more about that. How do you actually get them to commit to the process, what is the process that you’re talking about?

Bridget: Well, my primary income is as a loan officer and I’m working toward doing some classes for financial wellness and that kind of thing, where I’ll be able to let them know that I’m a loan officer but kind of on the side. I am getting more involved in tapping and working with different folks and I had offered, as an example, a woman who was really struggling with one of the things, health programs that I’m in.



She was really struggling and I said, *“This is something that I’m working with for a while, I’d love to be able to help you with it,”* and so we had a great session and she really appreciated it, it was good practice for me.

Then I checked in on her, and she said, *“I don’t want to take advantage of you, I would want to pay you if I were going to continue this.”*

I said, *“I’m still kind of, I mean, I’ve been doing this a long time but I’m still kind of practicing. A normal session would be typically... it’s...”* I don’t know, I think I gave her a range of like \$60-100 a session.

She didn’t even respond. I even told her, I wasn’t charging her that, she asked the question, I said, *“Here’s the numbers,”* and it was like she just kind of went, *“I’m not doing that.”*

Rev. Anne Presuel: What was it that you did with her in the session and what were you—I think I’m confused as to what you’re even offering.

Bridget: Well, what we were talking about in this particular issue was emotional eating and she was talking about how she really is struggling and we went through and we talked about different ways that she was struggling and we ended up doing a session on some cravings.



Rev. Anne Presuel: Was this tapping, Bridget?

Bridget: This was, yes.

Rev. Anne Presuel: Okay.

Bridget: We worked on the cravings, she felt very good, we got it, there were a couple of other things that came out as a result and we didn't—you know, you don't have time obviously to go through everything—but I said, *"If it's something that you'd like to continue working, I would love to offer that as a service, just because I hate to see people struggling and it also gives me good feedback and information so that eventually I'll be able to help more people."*

Rev. Anne Presuel: Right, right. Your question is? How do you get them to commit to doing it?

Bridget: Yeah. To actually saying, *"Yes, I'm willing to spend the money."* In this case, I didn't even ask her to spend any money, but how do I get—because I think one of the issues that I've always had was that it's very easy for me to give to others and to spend time, money, effort on other people, but when it came to making the commitment to myself and my growth and my health, it took me a



really long time to do that. I'm trying to figure out how I help people to get to quicker—to the point to realize that they deserve the help.

Rev. Anne Presuel: Two things. One is you offer the help to people who want it, who truly want it. That's just a reality, like seriously. It could be she's not ready, you gave her enough, you seeded something, but this is, in many ways—forgive my words here—in many ways it's a number's game. You are sifting through the people to find the people who are actually motivated and interested and want to do that work.

What you probably did was deep and it probably scared her and she was like, “*Oh!*” And it also could be that she's busy and she just didn't get back to you and she needs you to follow up with her; that's very possible, as well, you don't know.

But you may be making up stories about what actually is going on with her when you don't actually even know. It could be she just is really incredibly grateful for the session you had, it could be she's very busy, it could be she's scared to death—like all kind of different “could be”s.

If you want to keep working with her, follow up with her again and say, “*Hey, look, I'm checking in with you, I want to see how everything is going,*” but let it go from like detaching, but just stay in contact with her.



Number two, keep practicing with other people because you'll find the people who really do want to work with you who want to do that work who are going to be committed to the process.

Sometimes you just have to sift through, you may have to go through 20 people before you find 1 person, and I'm not kidding about that, especially in the beginning.

What you're talking about: that's deep work that you're doing, working with someone on their cravings. That's deep stuff, yeah, and not everybody is ready to go there.

Bridget: Gotcha.

Rev. Anne Presuel: It could be she needs to find her way a little more, I mean, who knows? Who knows? There are all kinds of possibilities. The thing is with you, this is different from, in some ways, what we're talking about, because you're giving her a free session and you're learning more about how you help people and how to help others with that.

I would offer people a free session, a free offering—I mean, I did free sessions in the beginning, too, I really did, back in the tapping days, back in intuitive reading



days, all of that. I did a lot of free stuff, because it gave people a chance to get to know me and get to know who I was.

But I began to learn that that ultimately is not—once I learned what I did, which is what you're still learning, meaning what the transformation is, what the process is, how I take them through, how I could speak about what I did, etc., once I learned that, I then did differently in sessions.

Like what you're still doing, you're still doing as a whole session with someone, right?

Bridget: Right.

Rev. Anne Presuel: You might just set it up from the beginning, if you want to do free sessions, if you know that it's going to take more and you want to work with them, say, "*Listen, I'd love this in exchange for a testimonial.*" Someone who will be committed and they'll know straight up it's going to be three sessions or five sessions or whatever. Does that make sense?

Bridget: Absolutely. Fantastic, thank you.

Rev. Anne Presuel: Thank you for that, yeah, absolutely, good stuff.



We also have another comment from Emily, *“Knowing that it’s a process and it can take a few sessions, most people only order one session, I’d like them to buy a package. My fear is about explaining what I do or how it works, it’s something...”* yeah, I can understand this, *“It’s something that can be experienced, not really explained.”* [Laughs] Totally get that.

Emily, part of what you are going to need to do is define what the transformation is. What is it that your people get as a result of the sessions and it’s not the process you take them through, but rather it is the, what they get as a result because people don’t buy—say EFT or Reiki—although they like it and they will go to an EFT person and a Reiki person and all of that, what they’re looking for is what’s on the other side of the session. They’re looking for feeling better, feeling relief, feeling less addicted to food or feeling more free around food or having more freedom around stress so that they can go live their lives and go do their things.

You want to look at what are the transformations that you are providing your people, that’s what they’re wanting to come in for and that’s what they will pay a package for. I kid you not, because that’s what they’re looking for.

Joanna says, *“Giving too much in that free session that they don’t sign up. I just took care of their problem.”* Yep, yep, yep, exactly. *“Also like Bridget, might attract the ones who want freebies.”* Yeah, you will. I mean, I still do that at times.



Okay, Nanette says, *“I realized I’m having the personal conversations, wonderful conversations with potential authors for my book product but I haven’t done strategy sessions for individual book editing or coaching. I tend to be uncomfortable with things I haven’t done yet.”* Yeah, we all do. [Laughs]

I love that, Nanette. *“Fear of stumbling through it, not knowing what to say, and I know it will take practice.”* Yep, it will and that was great. These are great.

Let’s go on. I want to address something. My particular group of people, the healers, the intuitives, the spiritual entrepreneurs, coaches - many of you guys - one of the big things is, *“I need more training, I need more certifications, I need to get certified in XY or Z.”*

I once had a client who had, I believe it was 50-something certifications, which just shocked me. We always laughed about it, it was really cute. I have probably, I don’t know, seven certifications, and of course, I always think, *“Oh, I’d really love to learn this or I’d love to learn that,”* or whatever because we all want to learn and keep growing and learning and all of that and that’s great.

But I want to tell you this, the certifications are not going to make you good enough, they just aren’t. Part of your work is going to know that what you know



right here right now is enough, it really is. Working with people is what is going to make it enough.

I don't care what it is, if you have a not-good-enough conversation in your own head, I'm not good enough, I'm not whatever enough, you're going to have a problem getting clients because until you address that piece, you're always going to be challenged with it.

Just know that, be aware of it, we're going to do some tapping on "not good enough" because that's one of my things that I had for years and years. It still comes up for me. In, I believe, it's EFT world or one of the babies of EFT world, they call it a core belief and we all have them; we all have our own core beliefs and whether it's deserving or good enough or whatever the core belief is for you, it will show up every time that you step out to do something.

Paul Simon of Simon & Garfunkel started that song with "Hello darkness, my old friend," well, that's kind of what this is: it's your old friend. Just find ways to recognize it and to know how to soothe it. It will get quieter, by the way, it's not always going to be screaming, it will get quieter and quieter and quieter, but you want to be sure that if you've got bright shiny object syndrome [laughs], which means, "*Oh, I want to take this class! Oh, I want to do that,*" I promise you, it's coming from this place of not good enough.



That's different from, *"I've been wanting to take this class, I've been guided to take it, it's been coming to me for years,"* or whatever, *"It's here in front of me, I have the opportunity, I want to take it because I want to learn more about,"* blank.

Like I love Donna Eden's stuff, I would love to take her class, so I'm just giving that example, but I keep putting it off because like, I don't have time to go learn that. I'm just saying two very different things, two very different energies. Just be sure you're coming from the energy of expansion, not the energy of "I'm afraid because I'm not good enough." That's all I want to say about that.

Let's do some tapping, shall we? I want to see who wants to work with me live, *2 raise your hand, please. That would be fun to do. Good, here we go.

Linda, hello, hello!

Linda: Hello!

Rev. Anne Presuel: We've got a couple people raising their hands! Woohoo!
[Laughs] All right, go for it, Linda, what's going on with you? Tell me what's up in your world?



Linda: I just typed this in and it's so exciting to actually get to talk to you now that I'm not on Facebook with you here.

Rev. Anne Presuel: I know, right!

Linda: Mostly I just want an opportunity to work with you and to do some tapping. I left my full-time job to do life coaching and workshops full-time and I'm busy navigating and I'm feeling a lot of expectations that I should be already launched by now. Some of that comes from an internal push, some of that comes from external.

I just feel like to tap on being present with this process. I think it sometimes feels like if I were announcing that I'm opening a restaurant and people are saying, "Well, we're ready to order!" I'm saying, "But I don't have the stove yet." I haven't started serving food yet but I'm still trying to go ahead and pass out hamburgers anyway. I would like to just tap on being present.

Rev. Anne Presuel: I love that. Let me ask you a question, because we can tap on being present, but I want to know why you're not present because that's where we're going to start, right? Because...why?



Linda: I just left my full-time job and so I don't have the pipeline in place. We're designing my logo right now, designing my website—

Rev. Anne Presuel: Oh, no, no, no. No, no. Those are why you're not present. You can be present and have all of that. I want to know why you're not present.

Linda: Present. Why am I not present?

Rev. Anne Presuel: Your word, not mine.

Linda: Okay. Because I feel like I should be more ready than I am.

Rev. Anne Presuel: Okay, good. I should be more ready than I am because?

Linda: I got to make some money fast.

Rev. Anne Presuel: Okay.

Linda: I did volunteer for this, didn't I?

Rev. Anne Presuel: [Laughs] You just got on the hot seat, man, turn up the flame.



Linda: Here we go!

Rev. Anne Presuel: [Laughs] Good stuff. No, seriously, okay. I should be more ready than I am. I got to make money fast. I just left my job. Why do you think you have to have a logo in order to make money?

Linda: I don't think I have to have it to make money, but I do need it to go ahead and get my business cards printed so that when I'm out networking and I just went to an awesome grand opening, I just went to a big thing and I don't even have a business card to hand them.

Rev. Anne Presuel: Do you get business cards from other people?

Linda: Yes.

Rev. Anne Presuel: Okay, good. Are you following up with them?

Linda: Yes.

Rev. Anne Presuel: Okay, good. So you really don't need business cards. So what else?



Linda: Well, let me just digest that.

Rev. Anne Presuel: All right, let's all tap. Everybody, take a nice, deep breath because everybody's like, "*What? What? I don't even have to have a business card, what?*" I can feel it.

Sore spot or karate chop, whichever one you want.

I got to make money fast!

Linda: I got to make money fast.

Rev. Anne Presuel: I should be more ready than I am.

Linda: I should be more ready than I am.

Rev. Anne Presuel: I jumped in the deep end of the pool!

Linda: I jumped all the way in the deep end of the pool.

Rev. Anne Presuel: What was I thinking?



Linda: What was I thinking? I know ... what I was thinking—go on.

Rev. Anne Presuel: I'm learning it really quick.

Linda: I'm learning it really quick.

Rev. Anne Presuel: All right, start tapping. Ah!

Linda: Ah!

Rev. Anne Presuel: I should have been launched by now.

Linda: I should be launched by now.

Rev. Anne Presuel: I should be more ready than I am.

Linda: I should be more ready than I am.

Rev. Anne Presuel: I got to make money fast.

Linda: I got to make money fast.



Rev. Anne Presuel: It's okay.

Linda: It's okay.

Rev. Anne Presuel: It really is okay.

Linda: It really is okay.

Rev. Anne Presuel: I can follow up with people.

Linda: I can follow up with people.

Rev. Anne Presuel: I can offer them my services.

Linda: And offer them my services.

Rev. Anne Presuel: I can find places to speak about what it is I do.

Linda: I can find places, I have places to speak.

Rev. Anne Presuel: There you go. I have places to speak about what it is I do.



Linda: I have places to speak about what it is that I do.

Rev. Anne Presuel: Yeah, it's just about putting systems in place so that I can get clients.

Linda: It's just getting the systems in place.

Rev. Anne Presuel: So I can get clients in the door.

Linda: So I can get clients in the door.

Rev. Anne Presuel: So I can start working with people.

Linda: I can start working with people.

Rev. Anne Presuel: So I can start making money.

Linda: So I can start making money.

Rev. Anne Presuel: Yeah, this is very exciting.

Linda: Yes.



Rev. Anne Presuel: Some of it's panic.

Linda: Some of it is panic.

Rev. Anne Presuel: Some of it is excitement.

Linda: And some of it is excitement.

Rev. Anne Presuel: I already have things in place.

Linda: I already have lots of things in place.

Rev. Anne Presuel: So it's okay.

Linda: So it's okay.

Rev. Anne Presuel: Let me ask you a question. Is this your decision that you should've been launched by now or is this like someone else's belief? Do you know what I mean?



Linda: Yeah, I don't think it's mine. Because I've saved for this and financially I'm really okay, I just feel this pressure that I just shouldn't spend that money, I should just make more money, new money.

Rev. Anne Presuel: Oh, okay. Just keep tapping.

If I were opening a restaurant.

Linda: So if I were opening a restaurant.

Rev. Anne Presuel: I shouldn't spend money on the stove.

Linda: I should not spend money on the stove.

Rev. Anne Presuel: I mean, that's just ridiculous.

Linda: That's just ridiculous.

Rev. Anne Presuel: Maybe I could just outsource someone else's stove.

Linda: Yeah, I'll just put them on the grill in the backyard.



Rev. Anne Presuel: Put them on the grill in the backyard, yep.

I wonder if maybe...

Linda: I wonder if maybe...

Rev. Anne Presuel: I have it a little backwards.

Linda: I have it a little backwards.

Rev. Anne Presuel: Or a lot backwards.

Linda: Or a lot backwards.

Rev. Anne Presuel: Maybe it's okay...

Linda: Maybe it's okay...

Rev. Anne Presuel: To invest money in the stove.

Linda: To invest money in the stove.



Rev. Anne Presuel: Maybe it's okay...

Linda: Maybe it's okay...

Rev. Anne Presuel: To invest money...

Linda: To invest money...

Rev. Anne Presuel: In my new business.

Linda: In my new business.

Rev. Anne Presuel: Not be panicked.

Linda: Not be panicked.

Rev. Anne Presuel: About the time it takes.

Linda: And not be panicked about the time it takes.

Rev. Anne Presuel: To figure some things out.



Linda: To figure some things out.

Rev. Anne Presuel: No, I shouldn't spend money on the stove.

Linda: No, I should not spend money on the stove.

Rev. Anne Presuel: Because if I spend money on the stove...

Linda: Because if I spend money on the stove...

Rev. Anne Presuel: What happens? What's the big, bad, ugly, hairy thing that will happen if you spend money on the stove?

Linda: I'm going to run out of money fast.

Rev. Anne Presuel: I'm going to run out of money and there won't be any more money coming in because this is all there is.

Linda: This is all there is.

Rev. Anne Presuel: There will never be any more coming in.



Linda: There will never be any more coming in.

Rev. Anne Presuel: So a stove is a bad idea for a restaurant.

Linda: A stove is a bad idea for a restaurant.

Rev. Anne Presuel: I really shouldn't spend any money on a stove.

Linda: I really should not spend any money on a stove.

Rev. Anne Presuel: And we just keep handing out the hamburgers.

Linda: I'll just keep handing out bologna sandwiches.

Rev. Anne Presuel: [Laughs] Maybe that's not quite what I want to do.

Linda: Maybe that's not quite what I want to do.

Rev. Anne Presuel: I want to have a little bit more reputation for my restaurant.

Linda: I want a little bit better reputation. That opens another layer.



Rev. Anne Presuel: Yeah, of course it does. [Laughs] Multi-layers.

Linda: I'm afraid that the momentum of people who were believing in me were, they'll go away, they'll go find someone else while I'm over here buying stoves.

Rev. Anne Presuel: Oh yeah, absolutely.

I got to do it all now!

Linda: I got to do it all now!

Rev. Anne Presuel: It's got to be perfect.

Linda: Oh shit, it's got to be perfect.

Rev. Anne Presuel: Because if it's not, they're all going to go away.

Linda: Because if it's not, they're going to all go away.

Rev. Anne Presuel: Go make their own bologna sandwiches.

Linda: They're going to go make their own bologna sandwiches.



Rev. Anne Presuel: I really am between a rock and a hard place.

Linda: I really am between a rock and a hard place.

Rev. Anne Presuel: I wonder if I could just relax.

Linda: I wonder if I could just relax.

Rev. Anne Presuel: And allow it to take the time it takes.

Linda: And allow it to take the time it takes.

Rev. Anne Presuel: And also get my act in gear.

Linda: And get my act in gear.

Rev. Anne Presuel: Recognize...

Linda: And recognize...

Rev. Anne Presuel: That this is a whole new journey I'm on.



Linda: This is a whole new journey I'm on.

Rev. Anne Presuel: One I've chosen.

Linda: One I have chosen.

Rev. Anne Presuel: And one I'm ready to take.

Linda: And one I am ready to take.

Rev. Anne Presuel: One I've been guided to.

Linda: One I have been guided to.

Rev. Anne Presuel: And if I've been guided...

Linda: And if I have been guided...

Rev. Anne Presuel: The way must be there.

Linda: The way is there.



Rev. Anne Presuel: Exactly. So I choose to see the way.

Linda: I choose to see the way.

Rev. Anne Presuel: I choose to follow that way.

Linda: I choose to follow that way.

Rev. Anne Presuel: With faith and trust.

Linda: With faith and trust.

Rev. Anne Presuel: Okay, nice deep breath. Does it feel a little cooler, calmer?

Linda: Yes.

Rev. Anne Presuel: Okay. I don't expect that we've taken care of everything.

Linda: Well, it does, it comes and goes. Then I remind myself, "*Oh, this is okay.*" Then it comes back and it goes and it comes, yeah. And that's okay.



Rev. Anne Presuel: It's a good thing, yeah. All right, sweetie, I'm going to put you back on mute. We have four hands, I can't believe it.

Linda: Thank you!

Rev. Anne Presuel: You're welcome, Linda. Congratulations, by the way.

Linda: Thank you so much, thank you.

Rev. Anne Presuel: Big steps, yeah. You go, girl. Good luck.

Before I move on—and I will get back to you, we'll get to you guys, I promise, promise, promise. Last week after our call, I thought about the *Divine Business Club* and I thought about, I went to sleep that night and I was getting downloads and I've just been pondering this whole thing all week.

I was like, "*Fine, you guys,*" because there was just part of me that's like, "*Oh, come on, this is a really good offer, it's perfect the way it is.*" It's like, "*No, no, let's add in something.*"

First of all, the *Divine Business Club* is really awesome, it really is. Two 90-minute calls a month, one is on training and one is on tapping and you get some



access to me as far as the coaching and question and answer. You get the Facebook forum, which is really awesome. You get 15% off on any programs coming up. For \$37 a month, it's just like, in my opinion, no brainer.

Then I was like, I offered the **Divine Client Attraction Kit**, which I think is really awesome, that has the whole training on Divine client attraction, one on your Divine target market, the affirmations on Divine client attraction, and an e-book on secret ways to energetically connect with your clients before you ever meet them, which I think is just a really great book. That was a bonus for people who've paid in full. But guess what? I was told to switch that up. One of the things about being an intuitive is that when you're told, you take the action and you follow it, so I'm doing that.

The **Divine Client Attraction Kit** now is going to be available for anybody, whether you sign on as a pay-in-full member or if you sign on as a month-at-a-time member, that's fine, either way. But here's the thing that's really, really cool—oh by the way, everybody still gets the angel cards and everybody still gets a two-month bonus after their year is up, which is really great, so you really in essence get 14 months instead of 12.

Guess what, this is the next thing that's really cool: I've been toying with the idea, my **Diamonds** know this because they've been hearing—they got the preview



training of it and now I'm going to offer it to everyone, the ***Divine Client Attraction Offering***. I mentioned earlier that we did the ***Four-i- Four Challenge*** and a lot of that is going to be included in the new training, which is really great, because they've been getting clients, they're really loving it. We had some really good feedback from them, I got some great feedback on what would make it better, what would make it more effective, etc.

I decided I'm going to offer to my list, after Mercury comes out of retrograde. Mercury goes to retrograde on October 4, so I'm going to do a late October/early November launch to my list for the ***Divine Client Attraction Program*** that is completely revamped and completely redone.

I've decided that the people who've decided they want to be in the ***Divine Business Club*** can get a seat, completely free, to the ***Divine Client Attraction Program***. You got to know, that's like uber-juicy, but here's the one thing, here's the but: You have to pay in full, number one.

Number two, I'm only giving ten of these spots up. The first ten of you who get it, you get the seat in the ***Divine Client Attraction Program***. It's a juicy program because you're going to really get clear about your client, who they are, where they are, how to get in front of them, what is this process that you do when you get your clients to come in the door, etc. There are a lot of nuances. I went into a bit of it,



but I can't go into all of it, you just can't, it's too much, it's too big, and these processes that you go through to get your clients, really they are systems and it takes a little bit of time to implement and integrate and set your systems up so that you are really bringing people in to your world in a powerful way.

You're being in front of them on a regular basis, you are seeing who they are, you're being able to define who's your ideal client, who's your target market, etc.

I know that we're talking about the *Divine Client Attraction Program* in November and I get it, but I just want to let you know that that's a juicy, juicy bonus and I wasn't even going to offer it, but when the Divine speaks, you listen.

So for the first ten—and some of you have already signed up, so there aren't fully ten spots, I just want you to know—but you get in and I could just say if we get a couple extra beyond that, I will probably let you do it, but you don't want to wait on this one.

If you are ready to do that, you want to go to *Divine Business Club*, go sign up, pay in full, the pay-in-full price is \$344 or \$347—I don't remember what it is, \$347, I think—that's still \$100 off the ... if you pay monthly, but it's a pay in full.



If I'm offering the class, I would like for it to have been paid for by the time that you would've been in the class. So fair enough to me and fair to you. That's a lot.

For the full year in the ***Divine Business Club***, you're going to get a whole 12—no, 14—months, the angel cards, the ***Divine Client Attraction Kit***, and the ***Divine Client Attraction Program***. That is a juicy, juicy no-brainer.

Those of you who don't care about the ***Divine Client Attraction Program*** and you just want to be in the ***Divine Business Club***, great. You're still going to get two calls a month, you're going to get the angel cards, you'll get the ***Divine Client Attraction Kit***, and you're going to get the two months bonus after your year is up. So—boom—lots and lots of juicy benefits from being in there.

I want to tell you, by the way, that's only until October 1 and then I'm pulling ***Divine Client Attraction Kit*** from that.

Here's the thing, the topics that we've covered over the last year in the ***Divine Business Club*** are things like Divine client attraction, Divine follow up, your Divine connections—like the people that you meet and how do you connect with them—your Divine systems, your intuition, your Divine referral system, your Divine target market, how to build your Divine list, how to get strategy session and



what to say in a strategy session, your Divine signature system, as well as a number of other things. We've covered a lot of really good stuff.

Now, just so you know, we're going to keep covering really good stuff in the ***Business Club***, but I want to give you a sense of what has been covered this past year and a half that we've been open, that we've been doing this, it's a lot of really good stuff.

So if you are wondering how to build your business and you want some more support, you want some connections with like-minded people, which is way fun, it's a great group of people, and you want to really understand better how to build your business in a structured, systemized way and you want to see how it's done, you like the tapping, you like the tapping calls—we've got one tapping call a month, which is pretty great, you get to tap with me live—you'll want to be in the ***Club***.

All right ***DivineBusinessClub.com*** is where you'll find that information and it's where you sign up.

Okay, going back to the call, going back to ***Tap into Your Divine Business***, we are going to Darvi. Hey, Darvi, you are in the ***Divine Business Club***.



Darvi: Hey! How are you?

Rev. Anne Presuel: How are you?

Darvi: I'm wonderful, thank you. I'm so thrilled to be here because listen, I'm in the *Divine Business Club* and I just want to say to all of you, if you're on the fence, let me say this: I am really working my business and I'm not always on the calls, but when I get on the calls, they're always just what I needed to hear and I'm doing this call because I wanted to get some one-on-one tapping today, so I Divinely knew that I was going to get called.

Rev. Anne Presuel: So you had your fingers on the *2, didn't you? That's so great! That's so great! Thank you for that and no, I didn't stick her in there to plug it.

Darvi: No, she didn't. She didn't.

Rev. Anne Presuel: But thank you for saying that, yeah.

Darvi: You're so welcome and you know I wouldn't say it if it wasn't the truth.

Rev. Anne Presuel: I know that! [Laughs]



So what do you want to tap on today, what's going on in your world?

Darvi: What's going on in my world is I've been really, really focusing in on marketing and as a result, I'm getting results and just in the last two weeks, I have found myself, now I'm booked, I have a speaking gig on the 5th, I have another one on the 10th and the 11th and one on the 18th of October.

Rev. Anne Presuel: Nice! Congratulations!

Darvi: Thank you. Right now I'm kind of going, "*Whew! Wow.*" I got all this going on all at one time and one of them, they said, "*What do you speak on?*" and I told them, "*Turn your ordinary into extraordinary,*" and they go, "*Yes! That's the one we want you to speak on.*" Okay, great. So I can speak on that.

Here's where I'm at and I think I've done so much work in the past, all of the kind of stuff that you're supposed to do in marketing with lots and lots of follow up and sometimes not getting the kind of result that I was expecting. Not just saying I didn't get results, because I realize sometimes my expectations were maybe far beyond what I should have been expecting.

So coming into that space, but with right now all of these coming up, I just want to make sure I'm in a space where I go ahead, I do the follow up, I'm okay with



whatever the results of ... in other words, that I be detached in some ways from the results. Not that I don't have an expectation and I don't have goals, but that I'm detached. Do you know what I'm saying?

Rev. Anne Presuel: I do, I do. There's a big difference between setting an intention and then being attached to an outcome and you're talking about the difference between those. Not being attached to the outcome and holding that space for this to occur.

Darvi: Right, exactly.

Rev. Anne Presuel: Yeah. Let me ask you a question about this: With your follow up, what are the results that you are expecting? Because some of it might be just getting a clue, like this is how people are, this is what it is like and okay, got it, my expectations may be a little high. Tell me first what you're expecting and it's okay to just be real.

Darvi: Of course.

Rev. Anne Presuel: When you follow up with someone, give me a scenario of what that looks like.



Darvi: Typically, I'll have their name and information and as much as possible, I try to write something on either the back of the card or if they're signing up for something that I'm offering, like strategy sessions, as soon as I get home I kind of go through those names and think through something about that person so I can jot that down.

Then I start making my follow-up calls and having the conversation with them or trying to get them scheduled, which sometimes can be quite a task, but then when I get them scheduled, have the session with them and my expectation used to be that because I was calling them and they got on my list, it used to be that they wanted it.

What I recognized is that people don't always want it. I get that now. I've also learned how to work with various objections and I recognize that. There's people I've brought on, I've worked with the objections and they work with me; they're clients, so they've been clients of mine, so I get all of that.

Where I'm at right now is, I just want to make sure that there's none of that left over because I went through a period of, I'm doing all of this work, I've laid out all of this money, and these are the results. Like the results aren't enough. I ended up with three clients.



Rev. Anne Presuel: Okay, let's just start tapping.

Darvi: I've laid out the money, the time, the energy, the prayer, everything that I can bring to the table, the follow up. It's like I can't even say, "*Well, you were lazy, you didn't follow up,*" I can't say that, because that's not the truth.

Rev. Anne Presuel: I get it.

Darvi: So with all of that and I know I need to do all of that again. I want to make sure that I continue to keep doing it and doing it and doing it, be detached from the result, if you will.

For example, doing the stuff that I've been doing and just doing it and just really having fun with it and here are some of the results that have happened. I've got these opportunities that come up and not be so bound by, "*But I need more clients and I need more speaking gigs, and I'm doing all of this,*"

I don't want to be in that energy. I don't think I am, but I want to make sure there's nothing left of that.

Rev. Anne Presuel: Right. Go to your sore spot or your karate chop.



Oh, my word!

Darvi: Oh, my word.

Rev. Anne Presuel: I have laid out all of this money...

Darvi: I have laid out all of this money...

Rev. Anne Presuel: Spent all of this time...

Darvi: And all of this time...

Rev. Anne Presuel: And all of this energy...

Darvi: And all of this energy...

Rev. Anne Presuel: Three clients! For three clients?

Darvi: For three clients?

Rev. Anne Presuel: What? [Laughs]



Darvi: What?

Rev. Anne Presuel: I have done everything that I know to do.

Darvi: I have done everything that I know to do.

Rev. Anne Presuel: I have prayed.

Darvi: I have prayed.

Rev. Anne Presuel: Spent money.

Darvi: Spent money.

Rev. Anne Presuel: Have followed up.

Darvi: Have followed up.

Rev. Anne Presuel: Done everything I know to do.

Darvi: Done everything I know to do.



Rev. Anne Presuel: And I still have not had the results I want.

Darvi: And I still have not had the results I want.

Rev. Anne Presuel: I wonder...

Darvi: I wonder...

Rev. Anne Presuel: If maybe...

Darvi: I wonder if maybe...

Rev. Anne Presuel: This is what it looks like in the beginning.

Darvi: This is what it looks like in the beginning.

Rev. Anne Presuel: Though I'm not quite at the beginning of my business.

Darvi: Though I'm not quite at the beginning of my business.

Rev. Anne Presuel: Maybe there's a lot of beating the bushes...



Darvi: Maybe there's a lot more beating the bushes...

Rev. Anne Presuel: Than I thought there was.

Darvi: Than I thought there was.

Rev. Anne Presuel: Maybe I need to be really targeted with who I spend time on the phone with, with follow up.

Darvi: Maybe I need to be really targeted with who I spend time with on the phone with follow up.

Rev. Anne Presuel: Maybe sometimes doing the follow up that I've been doing...

Darvi: Maybe sometimes doing the follow up I've been doing...

Rev. Anne Presuel: Is what helps me get targeted.

Darvi: Is that helps me get targeted.

Rev. Anne Presuel: Because I can't get that way unless I go through what I've been through.



Darvi: Because I can't get that way unless I've been through what I'm going through.

Rev. Anne Presuel: Exactly.

Darvi: Exactly.

Rev. Anne Presuel: I'm not desperate.

Darvi: I'm not desperate.

Rev. Anne Presuel: I do want clients.

Darvi: I do want clients.

Rev. Anne Presuel: I really want clients.

Darvi: I really want clients.

Rev. Anne Presuel: Because I know I can help them.

Darvi: Because I know I can help them.



Rev. Anne Presuel: So maybe I just learn how to tweak my system a little bit better.

Darvi: So maybe I learn how to tweak my system a little bit better.

Rev. Anne Presuel: Maybe I look at where it is actually breaking down.

Darvi: Maybe I look at where it is actually breaking down.

Rev. Anne Presuel: And fix those little spots.

Darvi: And fix those little spots.

Rev. Anne Presuel: Maybe I need to learn what to say a little better.

Darvi: Maybe I need to learn what to say a little better.

Rev. Anne Presuel: Maybe I need to learn that I have to warm them up a little more.

Darvi: Maybe I need to learn I have to warm them up a little more.



Rev. Anne Presuel: Maybe I just need to learn that it's okay the way it is.

Darvi: Maybe I just need to learn that it's okay the way it is.

Rev. Anne Presuel: Because I'm building my platform.

Darvi: Because I'm building my platform.

Rev. Anne Presuel: My reputation...

Darvi: My reputation...

Rev. Anne Presuel: And I am connecting with a lot of really cool people.

Darvi: And I am connecting with a lot of really cool people.

Rev. Anne Presuel: Maybe as I shift my own energy...

Darvi: Maybe as I shift my own energy...

Rev. Anne Presuel: More people start to come.



Darvi: More people start to come.

Rev. Anne Presuel: I want better results.

Darvi: I want better results.

Rev. Anne Presuel: I believe I can create better results.

Darvi: And I believe I can create better results.

Rev. Anne Presuel: So it's just about looking at what is not working.

Darvi: So it's just about looking at what is not working.

Rev. Anne Presuel: What part of the system that is not working.

Darvi: What part of the system that's not working.

Rev. Anne Presuel: And tweak that.

Darvi: And tweak that.



Rev. Anne Presuel: Okay, nice deep breath. Tell me what worked for you out of that tapping.

Darvi: Just tweaking, just tweaking, you know, the tweaking and knowing that this is just part of the process. The tweaking, that really worked and the building a platform, that really worked because really that's, I felt—wow—okay, ooh, sorry.

Rev. Anne Presuel: No, it's really true because what we forget that that's really what we're doing. We're building our reputation, we're building our platform, we're building our energy bubble, if you will, for our business.

A lot of this is about us expanding that energy bubble of our business, which draws more people in. Yes, you can do some energy connections with people before you meet them, before you get on the call with them, you can definitely do some energy connections with them. It's very powerful to do that.

Darvi: Okay.

Rev. Anne Presuel: One more little thing, this just downloaded as I was sitting here, and praying while you're on the conversation with them.

Darvi: Yes.



Rev. Anne Presuel: The right words, praying that you'll hear what it is they're looking for and see if it's a fit because not always is it a fit and we all know that. However, being able to hear what it is that they're looking for that you can help them with.

That's a big one, guys, everybody who is on this call, that's like a piece of gold. Because when you're present with someone and you're listening to them, everything changes.

Darvi: Yeah. The other thing that really resonated with me was about all of this was really finding out who the right people are because that's really true. Actually there have been many conversations where I got off the phone and thought to myself, that's not somebody that I would've wanted to work with.

Rev. Anne Presuel: Exactly! [Laughs]

Darvi: Right? Somehow in my mind I'm thinking, gee, I should've gotten them—you know, whatever.

Rev. Anne Presuel: Yeah. You'll be spending a lot of time with people that are not the right people. It's like what Bridget was saying earlier, about working with someone, how do I get them to commit to the process?



It's actually finding the right people, because the right people will commit to the process and sometimes you're just casting a wide net and seeing that some are just going to swim out because they're not the right ones, they're too little for the net or whatever. A bad analogy, I'm not a fish person, but you know what I mean.

Darvi: Yeah, I do. You mentioned something else, you mentioned about the Mercury retrograde and when you said that, I literally almost had like a panic thing happen and I think part of that is because I've had all of these issues with my computer, I bought a new computer, then there was issues and it's like, been technology darkness. Then you mentioned the retrograde and I'm going, oops!

That's the weekend of one of my events. You may do something with the whole group on this later, I don't know, but I really need to make sure I don't get in my head that more crazy is going to happen because we're getting ready to go into Mercury retrograde.

Rev. Anne Presuel: I should do a tapping for people on that.

Darvi: Yeah! Yeah.

Rev. Anne Presuel: Because it can actually be a really powerful time to just get a lot of things cleared up and organized and in place, all of that. It's actually really



great, it's like, I don't know, I like Mercury retrograde most of the time. This year it was on my birthday, I was like, "Wait a minute...dude!"

All right, thank you very much.

Darvi: Thank you.

Rev. Anne Presuel: It was awesome, thanks, Darvi.

All right, so we have Joann. Hello Joann.

Joanna: It's Joanna.

Rev. Anne Presuel: Joanna, I'm so sorry, Joanna, hello! So tell me what's going on with you.

Joanna: I know it's actually a two-part business, but either way, I've got it for almost 11 years and it has these highs and lows and it's the whole roller coaster thing.



It doesn't seem to make any changes, but all of a sudden it slows down to sometimes a screeching halt. Then I feel like I have to redo everything from the beginning, reinvent myself, reinvent other things and it's just frustrating.

Rev. Anne Presuel: What is the work you do?

Joanna: I do nutrition coaching. I work a lot with athletes and then I also do energy work with a new modality called the Possibility ***. So it's kind of two parts there. Right now they're still separate, but my primary focus is the sports nutrition and working with athletes and working with people to help get rid of their symptoms by changing what they're eating and making that connection between their symptoms and what they eat.

Rev. Anne Presuel: Okay. Great. Why do you think that is, that there's that much of a roller coaster, if you will?

Joanna: I really don't know and that I've done the Possibility sessions constantly and it's almost like it's ingrained in my system that I desire lack instead of abundance and so I create these patterns where everything is going great and then I think, oh, I need a break, I need to come up for air and then I get these pockets. And then, the pockets sometimes last a week and sometimes they last two or three or sometimes it's only a day.



I don't know if it's a fear of steady work and being steady or what it is, but it's almost like, I almost have to test the universe every couple months to see if they'll help me out of this bind.

Rev. Anne Presuel: I love that.

Joanna: Because I create bind, I create the pocket so that I need to really focus on the other stuff.

Rev. Anne Presuel: To focus on what?

Joanna: To focus on spiritual or Divine assistance. When everything is coming along great, everything is coming along great and I don't do anything differently, but it goes from humming along just great to all of a sudden it's nothing. Then I have to go and try to figure out how to fix it.

Rev. Anne Presuel: Ok, so all right, so good. My short answer is, my sense is, there are not some systems in place for keeping it consistent and maybe the structure of the business itself hasn't set itself up so there's a consistent flow of potential clients coming in and conversations where you have people coming in. I don't know how your structure is, but most of the time, that's usually what's going on.



The feast or famine experience for a lot of business owners ends up being that they do a lot of work, they get the business coming in and then they kind of relax into it. But then it's not a longer term, so it's like—there's a book called *Dig Your Well Before You're Thirsty*, with sort of the same idea.

All right. Let's do some tapping around that. Tell me what you think, I know that you think that maybe there's a fear of steady work or I'm testing the universe to get some Divine assistance.

What else do you think it might be that would be causing this energetically, that you haven't really set yourself up for there to be a consistent, steady flow of income? Is there a concern there? Is there a fear there?

Joanna: You mean a fear with the business being successful?

Rev. Anne Presuel: No, not really, I don't get that sense from you. I think more it's about it might get boring. That might be a little bit more—I mean, this is me intuitively now, so just toss it out if I'm off.

Maybe there's a part of you that likes the challenge. You like to see if, hey, if I can do it, kind of thing. That's just my intuition coming up. I could be wrong. See if there is something there with that, I like the challenge, that it's kind of fun to see



how far against the wall I can get before I pull it out. You know what I mean?
Does that make sense?

Joanna: Yeah. Part of me likes the challenge in coming up with new things and having new offerings, but more of me hates having to be back up against the wall and having to pull it out of my ass basically. When the gun is pointing at your head, you know?

Rev. Anne Presuel: Yeah, yeah. Okay, good. Let's go to your sore spot or your karate chop.

I really hate having to pull it out of my ass.

Joanna: I really hate to pull it out of my ass.

Rev. Anne Presuel: But I really like knowing that I did.

Joanna: But I really like knowing that I did.

Rev. Anne Presuel: I like knowing that I was able to do that again.

Joanna: I like knowing that I could do that again.



Rev. Anne Presuel: Because I'm really good at it.

Joanna: Because I'm really good at it.

Rev. Anne Presuel: But I don't want the drama anymore.

Joanna: But I don't want the drama anymore.

Rev. Anne Presuel: I wonder if there's a way for me to have some of the excitement...

Joanna: I wonder if there's a way I can have some of the excitement...

Rev. Anne Presuel: You just start tapping now, by the way.

If I can have some of the excitement without the drama.

Joanna: If I can have some of the excitement without the drama.

Rev. Anne Presuel: What if I can have an exciting business...

Joanna: What if I can have an exciting business...



Rev. Anne Presuel: Without the drama of money.

Joanna: Without the drama of money.

Rev. Anne Presuel: I wonder if I can have excitement...

Joanna: I wonder if I can have excitement...

Rev. Anne Presuel: And no drama.

Joanna: And no drama.

Rev. Anne Presuel: That would be kind of fun.

Joanna: That would be kind of fun.

Rev. Anne Presuel: That actually is what I want.

Joanna: That actually is what I want.

Rev. Anne Presuel: Is that true, by the way?



Joanna: Yeah, it is. Yes. You hit it right on the nose, like as soon as you said that, it was just like, oh yeah, that's it, yeah.

Rev. Anne Presuel: So I wonder what that would look like?

Joanna: I wonder what that would look like?

Rev. Anne Presuel: I wonder what that would look like.

Joanna: I wonder what that would look like?

Rev. Anne Presuel: I may not know in this moment...

Joanna: I may not know in this moment...

Rev. Anne Presuel: But I'm definitely interested in figuring it out.

Joanna: But I'm definitely interested in figuring it out.

Rev. Anne Presuel: Because the way I've been creating excitement...

Joanna: Because the way I've been creating excitement...



Rev. Anne Presuel: Is not something I want to keep doing.

Joanna: Is not something I want to keep doing.

Rev. Anne Presuel: I actually want to do it differently.

Joanna: I actually want to do it differently.

Rev. Anne Presuel: And I think I can.

Joanna: And I think I can. No, I know I can. I know I can!

Rev. Anne Presuel: Yeah, exactly.

Joanna: I know I can! There's no thinking here, I know I can!

Rev. Anne Presuel: Yeah! So I'm going to start looking for ways to do it differently.

Joanna: So I'm going to start looking for ways to do it differently.



Rev. Anne Presuel: Yeah. I'm going to give myself permission to have excitement in my business.

Joanna: I'm going to give myself permission to have excitement in my business.

Rev. Anne Presuel: Without the drama.

Joanna: Without the drama.

Rev. Anne Presuel: That sounds like fun.

Joanna: That sounds like fun. And that is what I want, because I want fun.

Rev. Anne Presuel: Yeah. So that's what I'm going to look for and that's what I'm going to create.

Joanna: That's what I'm going to look for and that's what I'm going to create.

Rev. Anne Presuel: Nice. Okay, nice deep breath. Let's check in with you for a second. I know we're a little over time, guys, we have a couple more people with their hands raised. I'll at least get to one of them.



So how does that feel for you, Joanna?

Joanna: It feels a little less burdensome.

Rev. Anne Presuel: Yeah. I know it's not like everything and there's more stuff in there; I get it, because we're all multi-layered.

Joanna: Yeah, well, I mean, I do the Possibility sessions on it all the time, so it's not like I need some other things to change it up ...

Rev. Anne Presuel: Yeah. I think that that's a good starting place for you, just to start looking at how can I create my business so that I have that consistent income and excitement, so I don't have the money drama because the money drama is hard to go through.

Joanna: Right.

Rev. Anne Presuel: Okay. Thank you. Thanks for doing that.

Joanna: Thank you!



Rev. Anne Presuel: Yeah, that was really great. All right, let's see if we can get one more here. Connecticut, Farmington, Connecticut.

Adele: Hi. Can you hear me?

Rev. Anne Presuel: Yes, I can. Who is this?

Adele: This is Adele.

Rev. Anne Presuel: Adele, hello, Adele.

Adele: Okay, so I'm out there and people are, I'm doing talks and basically people are signing up if they want to. Either I'm just offering like a 20-minute, just kind of like a discussion of what's kind of going on and then I'm also offering an initial consultation at a discounted rate. So people have signed up and so forth. I'm really excited about that.

Then when I'm calling them—and this is kind of not the norm and so am I kind of away from it a bit? But I call them up and I've had to leave messages, I'm calling just to set up the time and so forth, and then I'm not hearing back from them.



I'm not knowing whether to just say okay; I mean, I'll call them back again and then I'll just feel like they're just not interested and just kind of go on. It's almost like happening more so.

I just really want to kind of know what to do with that. Also, I moved, so my office is in a different place, which is further away from where I am now and people have to kind of cross the river and so a lot of people don't want to do that. I'm in the process of finding space, but in the meantime I have people now that have signed up and so that's kind of where I'm at.

Rev. Anne Presuel: Let me ask you this: When you say they're signed up, what are they signed up for?

Adele: If you're signed up for, like for me to just a phone call, just kind of seeing what their question is, what's going on and so forth, in the hopes of them just signing them up to really have an initial consultation and really kind of get into them working, then signing up to work with me.

Rev. Anne Presuel: Let me just see if I understand. You meet them at an event, you invite them to have a conversation with you—



Adele: They can either... I have it like two ways, I never used to do this and maybe it's not a good idea, but I have two, I have a sign-up where they can get an initial consultation and I discount it, just that day only. Then I have another one where they may have a question because I figure if people are a little apprehensive to sign that, if they ask the question and I know I talked to them, I really feel like, okay, I think that they'll really want to sign up for the initial.

Rev. Anne Presuel: Okay. The second one is the one that people aren't showing up for the calls, and you call and you follow up?

Adele: Yeah, I'm calling up for just like the call and nobody is, I mean, I just left a message.

Rev. Anne Presuel: Okay, I'm going to give you a little bit of help with that. One thing is, when they sign up for the call, you ask them, "*What is the one thing you want help with? What is your big burning question about, blank,*" whatever it is.

When you then remind them of the call, whether it's by email or whatever—I do Time Trades, so Time Trades sends it out, but I also have my assistant, Louisa, send out another reminder. When they get another reminder, they get reminded of what we're going to cover.



It's like re-enrolling them in showing up. Frankly, people go to events, they sign up for stuff and then they're out of the moment and they're like, "*Yeah, yeah, yeah, I'm busy, I don't want to do it.*"

Adele: Now how would I do that as far as they're doing a sign-up sheet, there's people that—

Rev. Anne Presuel: No. You add an extra line where they can fill that out.

Adele: Oh, okay, and that would be okay like if other people might be looking at that?

Rev. Anne Presuel: You could have individual sheets where they have to drop it into a container where you're going to draw a prize.

Adele: Oh, okay. Okay.

Rev. Anne Presuel: Or you can—and this will be, yes, it's more time consuming—you can have a conversation with them briefly and say, "*Listen, tell me,*" and you write it down or you have your assistant write it down, whatever.



You're going to capture that information because that information is what's going to have them get on the phone with you. A higher percentage of them will get on the phone. You know people just forget, they're like, "*I don't want her calling me, why did I sign up for that?*"

Adele: Exactly.

Rev. Anne Presuel: And, do you get their email addresses also when you do this?

Adele: You know what? I tend not to.

Rev. Anne Presuel: Please do.

Adele: Some of them put it down.

Rev. Anne Presuel: Well, ask them.

Adele: I always get their phone number, but I don't—okay, so their email, then I could follow up email, I see what you're saying, definitely.

Rev. Anne Presuel: That's keep-in-touch marketing. If they've given you an issue, then you can just write your articles around that issue at some point and then



they'll open the email. Yes, you're going to have unsubscribes, all of that, of course.

But if you're offering something at the event where you give them a gift, a prize, someone wins it, then everyone else is going to get my complementary subscription to blah, blah, blah. Then they know that they're going to be getting, they're going to hear from you. You end up having keep-in-touch marketing, which is actually equally as important, if not more so.

Adele: That's where I really, that's where I have just been so negligent about right from day one.

Rev. Anne Presuel: Get into this club, what are you doing? Get in the *Business Club*, please, seriously.

Adele: I mean, I just loved my clients and so they were like perfect people to keep on doing things with, I wouldn't even have to go out there looking and I just did not do that. That is my big issue. Okay.

Rev. Anne Presuel: Yay!



Adele: Thank you for bringing that up because that is a bigger issue than my question.

Rev. Anne Presuel: Right. Instead of tapping on this, I want you to just get that following up is an ongoing process. The keep-in-touch marketing is going to help them want to stay in touch with you. It will help you continue to show up with them as the expert that you are and that then provides them with getting to know, like and trust you and guess what? Then they show up for the calls.

Some of it is just they haven't gotten to know you well enough and they signed up for something and then they're like, "Eh..." It happens. It happens to all of us.

Adele: Right, right. How would I actually, like clients that I had before, get back in touch with them? It's been on my mind so much, I just need to get something out to all of my previous clients.

Rev. Anne Presuel: Send them an email. Send them an email or pick up the phone and call them and connect with them.

Adele: Okay. All right, perfect. Thank you so much.



Rev. Anne Presuel: You're so welcome. All right, everyone. Nice deep breath. This has been incredibly powerful. I am so incredibly grateful that each one of you have shown up for the call, those of you who have come week after week, really powerful, showing up, seriously. That makes a difference in your business, when you show up, you show up.

Everyone, nice deep breath, we're going to say a blessing. Before I do, just a reminder, ***Divine Business Club***, you guys, I've already shared what you're going to get, you all know what you're going to get, it's a lot of value, it's a lot of good stuff. ***Divine Client Attraction***, for those of you who are going to sign up for the pay in full, that's a really juicy, juicy bonus. ***DivineBusinessClub.com***.

Ok, nice deep breath.

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The opportunities are presented to you when you ask for the help. The help is always provided, always.

Sometimes you have to say yes to it, and that's fine.

Your clients will do the same, they'll be asking for help you show up and they have to say yes.

Know this to be true.

Know that you are here to share your gifts, your light with the world and the world is hungry for it; it is looking for it.

Take that with you, share it with the world.

Sshare your light, unabashedly, unafraid.



Go get your Divine on, everyone, we'll see you in the Facebook forum.

Thank you so much for being here.

Divine hugs,

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