

# **The Conscious Business Telesummit**

**The Conscious Business Model: How to Partner Powerfully and Profitably by Aligning Meaning, Message and Market.**

Adela Rubio  
*Conscious Business Telesummit Host,*  
*Conscious Business Mentor*™

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## **The Conscious Business Model. How to Partner Powerfully and Profitably by Aligning Meaning, Message and Markets.**

Adela: It's so wonderful to have everyone here. Whoa, feel the energy on this call. It really is fantastic. Thank you for joining this collective collaboration of conscious business. It is our time folks. It is the time for those of us who are ready to play in consciousness. We're really in a much bigger playground and a really delicious adventure does not happen alone. Those of you who are on this call already know that, the really juicy stuff happens in connection and collaboration. It really calls you into the more of you. It calls you into the much, much bigger playground that's eager to partner with you.

So let's take a moment and just do a connection. I like to do these standing , feet hip-width apart, knees softly bent. Just relax the shoulders. Take a nice deep breath and exhale and feel yourself coming more alive, more aware and more awake. Because 'ding, ding, ding!' you're online. Feel yourself expanding from your core essence, filling the room and easily and effortlessly breathe, relax, expand until you're as big as the universe. . . expanded over the edges of the unknown spaces and places. Super connected to all of you, super connected to all that is, to one another and all of us who are on this adventure of conscious business.

Take a nice deep breath and exhale. Feel the 'yeeha' in your being, the aliveness that sparkles and notice what's on this call for you today. There is a potential that is partnering with you, that has your name written all over it. We no longer do anything alone. Whether we're doing it physically with others, energetically, we are never alone and there is always an abundance of resources, partnerships, collaborations, ideas, creations. You know this in your being. Feel that, it's palpable, it's present, it's here. Take a deep breath and on the exhale just ripple that intention of yours for this call into being. Know that you will recognize it either on this call or after this call or on some of the other calls.

Thank you everyone for being so deliciously connected and present. I'm Adela Rubio, the host of the Conscious Business Telesummit. Earlier this year I also hosted another telesummit with 23 speakers, so collaboration is my

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playground. I love to play with others and I have noticed that it is in playing with others in this conscious and connected, and more than way, that abundance ripples into my world and the world of all of those that partner with me.

I'm going to share with you today some of the things that I've experienced, particularly over the last year. I know that some of you are familiar with my mentor, Ellen Britt. I know that Jennifer's folks are familiar with her too. This telesummit is an example of a conscious business model. I will share some of the details about how I actually partner. That's one of the main questions I keep getting over and over, "How do you find other people to partner with?"

We all have so many stories - I know I have my own stories of some partnerships that have gone awry - where you feel you may have shown up fully present with your project, with your ideas, with your energy and you got excited at the idea of partnering with someone else. Maybe some of the specific pieces didn't fit. Each of those experiences has informed you about what is your model of conscious business. There is no wasted effort or energy. Everything that you experience can always be viewed as its potential and that's one of the shifts that I'm going to ask you to make.

Our conversation today is about how to partner powerfully and profitably by aligning meaning message and markets. When I say markets, I'm using that word but what I mean is tribe, right? There is somebody who you are here to be and in your being, there is a message that you are eager to deliver, that you are eager to engage with others, that also aligns with something that is really, really needed. So it is in the intersection of these things, your essence, who you are being, who you are serving, your tribe and what it is they need.

One of my favorite people is Lance Secretan. I met him at Coachville and I did a program with him, Higher Ground Leadership. In it, he talked about terra-threats. There's something that you really, really feel passionate about that is a cause that you can take on. How you do this, in your

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unique way and your unique flavor, is your offering, your contribution. One of the areas where we struggle is in refining that. The way that we refine that is by stepping into the piece that's in front of us right now.

One of the things that I say all the time to my clients is, "Perfection is a continuum." There is no such thing as 'it's all set'. So just stepping into the energy of what is here right now, what you can engage, that you are present to, that you are conscious of, is just enough to get you to the next step. We'll be talking about some of that today.

On this call I want to go into the essence of your conscious business. We're going to do a little exercise about that. I'm a coach so I'm going to do some distinctions about conscious business. Then I also wanted to talk a little bit about some of the systems and the structures of what it takes to do these collaborations, these joint ventures, the partnerships based on my own experience.

I'm going to get ready to dive into some of the distinctions. I'm getting so many questions. It's wonderful. So I'm going to let you know, if I don't get to your question on this call today, and we're priming the pump here, your questions are not going to go off into some deep dark space. I'll either answer them on the [blog](#). I will also post these questions because the same ones keep coming over and over and over and that's because there's plenty of juice here, there's plenty to be known about these questions, especially about finding the "right partnerships" for you. Our experts, over the next three weeks, will be sharing and I'll be asking them a lot of these same questions, so you're going to get loads of information and ideas.

The other thing that I'm going to say is this, if you just engage this conversation, this experience - and it's free for a good many of you, the calls are free and the 24 hour replay are free and that's part of the design - but if you only engage from the intellect you will get very little. Relax, breathe and open to what's here. Have a pen and paper handy because you are going to want to jot down things that

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come to you. I've also got some things that I'm planning so that we can continue connecting and collaborating and really expand and ripple the energy of what we've started here, because we've really started something big. So as each one of us steps into this, it's really powerful.

So, let's dive into some of the distinctions around a conscious business model. Normally at the beginning of a call you go into your personal story. I'm not going to do that because of the time constraints and the amount of things I want to cover. I will let you know that I'm a trained coach. I also used to own a health club. I'm very body connected. I'm a Yoga instructor. I've got many things that I've done, many certifications. I bet lots of you on these calls have many little titles and dot, dot, dots or as we say in Spanish, 'papelitos,' little pieces of paper that say all the things that you've done and it's wonderful. What you bring to the world cannot be found on a piece of paper. No piece of paper gives you the right to do anything. Your essence, your being gives you the right.

I know that many of the things that come up for us are, "I don't know enough" or "How do I translate what I know into something people will pay for?" We're going to address all those questions because people on this call are definitely on a continuum of experience with their own business. Some folks are really starting, you know, basically they don't have a business yet and they want to start one. Some of you are actually doing really well and you want more. You're ready for the next.

Let's get started. I've already been talking about some of key distinctions for a conscious business model already, shifting from *intellect to intentional awareness*. We've all read the books, right? It's shifting from 'at effect' to 'at cause'. And that's a moment-by-moment adventure. That's a moment-by-moment choice. One of my favorite quotes is by Gary Zukoff, "Choice is the engine of our evolution." In every moment we have a choice to be awake, to be aware, to be conscious or to just kind of, you know, skim on the surface. Yeah, you know, this isn't too bad. It's not all that

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great but it's not too bad so you know what? I know this and it's okay.

I bet that most of you on this call feel that call, that pull, that magnetic attraction to something more. You're willing to risk what you know for what you don't know. What you don't know is the playground of evolution, is the playground of consciousness. That's why we're in the playground, it's to explore the creation and we each get to be our choice in every moment. It's not a heavy duty responsibility thing. That's just a 'what is'. So shifting from the intellect to intentional awareness.

Another shift, *doing vs being*. We've heard this over and over and over, right? You're not a human doing, you're a human being. What that actually means is stepping out of the set ways, the roles, the 'how you've always done things.' I'm going to ask you to explore on these calls, where you're in these patterns around business because if your business isn't open, if it isn't flowing it's because you're in the old. You're not lined up with the new energy and the new energy is very exciting, but it's very dynamic. You can't really go with what you've known, necessarily.

Each moment you really do have to check in. You've got to open, you've got to breathe, you've got to expand, you've got to connect. And in that connection, in that openness all kinds of magical things arise. New ideas arise; the person in front of you opens up. Creations, ideas for programs come together. So the way that you've been doing business or the way that you may have been doing business is shifting and so to step into the conscious business is about being awake and aware and connected. It's about letting go of some of the ideas, of there's not enough or that's competition or they're doing the same kind of coaching or work. I work with people that do the same kind of thing all the time and yet we each have our own tribe. Part of the shift is to recognize that there is something about each one of us that can be heard in a unique way and there are people who need to hear it just in our way from us. So doing vs being.

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The third shift is *problem to potential*. It's kind of ingrained and kind of conditioned. We think about things in terms of problems. I mean, ask anybody, you know-- Well, maybe not this crowd but if you ask people, a lot of times about how things are going, they may go into this litany of all the problems or the things that are wrong. I'm going to bet that those on this call aren't like that. But taking it even a step further, in your world, when you encounter something that's not working are you viewing it from its potential? It really is the potential because there's something that's not working so that means that in your engagement of it, there's a possibility to shift and it's a glorious position to be in. I call it being a transformationalist and those are the folks that are on this call I'm gonna bet again. Transformationalists shift from problem to potential.

Shift number four, *finder vs seeker*. So are you a finder or are you a seeker? I was a seeker for at least 30 years. Even have a trip to India, you know. So the more that we empower outside authority, outside experts and I have my own rant on experts, the more that we diminish our own being and our own power. Especially if we are putting it above our own knowing, right? We all have our own knowing. We all have our own connection, whether you call it knowing or you call it intuition. We all have that. Some folks, it may be a little bit dimmer because you are not engaging it on a regular basis. Being a finder means being the one to step up for something. We don't need any more leaders. What we're wanting is more leaderfulness and when a group of people come together, when partners, when collaborators, when joint venture partners come together as leaders, it's a powerful experience and you create powerful shifts.

Fifth distinction is *3-D perception vs broadband sensing*. So it's about fostering this energy of openness and multiple options and really tuning into your own ability to sense. Not taking yourself as a 3-D human being just with a body and the five senses. It is about experiencing your broadband nature, that you do have access to information on multiple streams. It doesn't matter what you call it but you have

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access to much, much more than you may be accessing. The way that I do it is through what we did when we started, which is an energetic exercise. It's just really breath, intention and connection.

The next distinction for conscious business is *competition vs collaboration*. Meaningful connection is the message of our time whether you're looking at social media or something as basic as your website. Remember when web pages were static HTML pages? What has happened to the internet ever since WordPress? That's a perfect example of collaboration. There are so many plug-ins. There are so many collaborations for WordPress that it makes it the richest platform out there. I would say it's probably the de facto standard for websites now, because of its power.

Look at something like search engine ranking and Google. You know, things are ranked according to the content, according to the substance. So long as you are substantive, so long as your essence is present, so long as you are showing up in your business, whether you're writing or doing courses or offerings, the world acknowledges you, whether it's Google or folks that can find you on the internet. So it's not competition anymore. It's really about collaboration.

The next distinction for conscious business is - and there are many more but I'm just sharing some of them today - my friend and colleague [Suzanne Evans](#) has got a wonderful message and she's going around actually speaking about it in person She's talking about forget marketing and start a movement. So the distinction is *marketing vs movement*. It's about caring what you're here for enough to be the answer for where you see there is a problem. It's using models for business that align with consciousness. For example, I know that I get a plethora of emails. Sometimes people feel like a push energy around emails. I really want to clarify this because I think that this is one of the big things that hold people back who are conscious and who are working consciously and want to be profitable. There's some kind of problem with an offer because it's perceived as a sell and as something that's pushed at you. One of the

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biggest breakthroughs for me was around the language. Language is really important. It actually shifts my own energy and it shifts yours also. Depending on how you say something, it lands differently. So I started changing my language and not using the word 'sale.' I started shifting it to 'offer' and that changed it for me. It really opened something up and once I made that shift I did not feel weird about letting people know what I was doing and what my prices were. Many folks do have that problem, do have that barrier.

I can even tell from folks who registered for this telesummit. I've got a free live call and a free 24 hour replay and I'll receive emails from people that are angry at me for selling them. I'm like, "Wow! They didn't notice the free—the offer." The way that I presented my offer sounded good to me. That's one of those things that we need to address in our own businesses. What's our style of offer and what's available in terms of how you do business, whether it's on the internet or in person. How do you position that offer in a way that's aligned with you and that you feel good about it.

This whole idea about *marketing vs movement* is really, really important. If you're leading a movement things just line up because it's something much bigger than just you. For example, I was so excited about this series for almost a year. I knew I wanted to do this. I was scared to do it and that's how you always know you're in the right playground. It's like, if you're not scared, you're not shooting big enough. Something said, "Adela, you've got to do it anyway." I remember I chatted about it on one of my calls in the last series and I just did it. It was easy to do a lot of things because I was so propelled by this vision of conscious business leaders coming together and partnering and learning how to play together so that we all win, so that we're all moving forward and so that we ripple change everywhere. It needs to be a grassroots movement. The folks who are making the money have to be the folks who have this conscious awareness, then we'll populate the planet with conscious seeds and we'll be in a position to nurture the growth of these seeds. These seeds are all of our businesses that touch lives everywhere, not only in our own

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immediate circles. A lot about this marketing vs movement is that we don't want to be sold, we want to be engaged. We don't want to be recruited, we want to contribute. We want an energy exchange, a value exchange: from making money to being the steward of meaningful experiences and transformative results. To do that you really have to 'own' your own energy. There's something inside of you that wants out and life is always looking to partner with you, if you're looking for the partnership.

One of the things that you can do to find these partners is really open up the blinders. Sometimes we're really going with this narrow kind of vision. My brother had a Doberman and they did something with his ears in getting the little pointy ears. They put something on him so he wouldn't move or whatever. It's like that kind of image. Sometimes we really go around like that with our business instead of really opening up to what's possible. So it's not about being tied into the matrix of the old collective thinking patterns like, "I can't find the right partners" or "There's an economic downturn." It's tempting to think like that, to think that you don't know enough, that you're not an expert. The expertise that you need is you need to have traveled the road. It's like you're in a tropical rain forest and you need to have opened up the trail so that someone can follow it.

We all learn much quicker when success is modeled for us, when we see how other people do it. It gives us the permission and the access to find our own way of doing it. And when we see that there are multiple paths, it fills you with vision, with clarity. You start seeing how this person did it or that person did it. You know, the way Suzanne does it, the way Ellen does it, or Heather Dominic who will be on tomorrow. You're going to get ideas, specific ideas that are your own. You'll see how someone else has modeled it and you'll get your own idea. So that thing about being an expert, it just really means having enough experience in something that you can lead someone through.

We're at the half hour and I wanted to take some questions .  
"How to do the most effective networking for my project and

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how can I go from a small list of subscribers to a thriving e-publishing and transformational learning business in one year—one year. What steps should I take?” Well, there’s a lot of things that are popping up for me with that. A small list of subscribers doesn’t necessarily mean that you won’t thrive. It’s really about the engagement of your list. There are folks that have really, really big lists and there are folks that have smaller lists and thrive. Julia Stewart is going to be speaking to that during the series. She’s going to speak about how you generate a six figure income from a three figure list. It has to do with the quality of your list and it has to do with the quality of your connections. In terms of doing it in one year, you should be doing something every day towards making this happen. Every single day it should be some kind of action to connect with other partners, because the quickest way to get your message out is to partner with other people and to line up with other aligned communities, just like I’ve done.

This telesummit is the perfect example of that. I have lined up professionals and business leaders who are aligned with my meaning, my message, my market. Some of the ways that I’ve done it-- I’ve got some online watering holes that are where I find my kind of people. You have to find people that are either where you’re at, ready to play, or even a little bit further along than you are. Not to say that you can’t help people that aren’t at the level. In terms of partnership, you really need a resonate energy to partner with someone. We’re going to do an energy exercise in a little bit where we’re going to see if we can’t get some of those pieces for you today. It is about making the connections and some of the ways that I do it is through social media - through Facebook, Twitter, Linked In. Those of you that purchased one of the upgrade packages, it included a bonus 90 minute teleclass where I’m going to share some detailed information around how to do this using social media.

Another thing that is really phenomenal are in-person events, though not necessarily a networking meeting. In person events that are lined up, again with your meaning, your message and your market. I just attended an event in Arizona last month and next month I’m going to Suzanne

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Evans' event, Help More People which is going to be here in New York City. Go to events where people are aligned with your meaning, message and markets and just going up and saying hello to people. One of the things that you may not believe is that I am kind of introverted, especially when it comes to connecting, so one of the things that I do before I go to an event is create a connection with that person before I go. That way I feel comfortable enough to go up to that person, introduce myself, say hello. Whether it's posting on Facebook, checking out their home page, checking out their newsletter or their blog, seeing what they're writing about, commenting, creating an energetic connection with this person, especially if it's someone, again, who's lined up with your meaning, your message and your market. That is the most extraordinary thing that you can do is attend a live event. I recommend that highly.

Let's go on to the next question. What is the best way to find business builders? This has to do with your personal style. It has to really resonate and align with you. For me, I see who's prominent in my field and I target people that are doing something and they may be a little bit ahead of the curve of where I am and I make sure that I provide value. I become someone who is a resource that I can help out. One of the things that I've done is if I'm in a class - I've been in a class recently with my mentor Ellen Britt - and one of the most fantastic experiences for me has been helping other people out, answering their questions based on my own experience. I did it just because we were in class together and I was looking to help other people out. So, one thing is you never know where someone is going to be six months or a year from now. Not to say that that's your intention. You're watering your garden all the time and those stars, those business builders, those partners will show up for you and this is where your intuitive knowing is really, really essential because it will be like a magnetic pull. It will be like an attraction. You'll like that person's energy. You'll hear what they have to say. They'll be using "your words". I know it started happening with me. I've actually had some exchanges with people via email and they were telling me, "Adela, you're using my words." I was thinking I hope she

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doesn't think I'm copying her. And no, when there's this number of us lined up and ready and saying yes to conscious business, of course we're tapping in to a lot of the same streams. So I would say that in recognizing those people, the language is really key. Also, how you feel when you're around them - if you read their blog post, if you read their newsletter.

Engage people. Let them know. Let them know what you appreciate. Let them know what resonates. Ask a question. Ask a question and deepen the connection. Explore the relationship. You just never know who is going to be someone that's going to be partnering with you later on, who is going to help you build your business. Start going around helping other people and watch what happens to your business. It's an energetic inevitability. If you are helpful, if you are value rife you can't help but get it back. Like Goethe says, "The universe lines up. It supports you." But you have to show up and you have to actually step into the movement. Whatever it is that's pulling you, whatever that cause is, whatever that dream, whatever that vision, you're the steward for that. You're the one that's here to make it real, to make it now and every opportunity that you have to do that, do it.

Let's take a moment, because I've been just doing a lot of information. So take a nice deep breath and exhale. Take another nice deep breath and exhale. Take one more deep delicious breath and exhale. And allow your mind to drip down into your body. Drip, drip, drip just like a faucet, kind of saturating the cells. Feel the inside of you, your body. Going all the way to the micro level to the cells. Feel the spaciousness that's you. Feel the space between the cells as if it were just eons, light years and feel how your being just aligns and the sensation of openness.. In this openness connection arises dynamically, naturally. Super connection is your nature. Dynamic essence is your flow. Feel yourself coming apart with every breath, every exhale, coming together. You are a dynamic being, sourced in every moment of life. Feel your energy expand, your lightness soar and feel the ripple of light. Your body is just so happy

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to be home. Feel yourself, just like a synapse. You know how synapses come together we used, and come apart when not used? Just feel yourself in that coming together in your connections and knowing that there is always access to now and to all of the connections and to the partnerships. They're for you. There is no lack. There's so much. It's just a matter of bringing your awareness to the juicy ones right now.

Take another nice deep breath and exhale. Feel your unique essence sourced from the deep eternal inner, wherever that is for you. For me it just rises out of my belly, comes up through my heart and out. Breathe that essence right in front of you. Notice your being and your essence, the qualities of your essence that are just so naturally, brilliantly you. These things are so you that sometimes you don't even value them because they're just so natural. They're just so there and yet their 'there-ness' is your brilliance. No effort, feel the heart opening when you're in your essence, when you're being your essence fully. Take a nice deep breath and exhale. Step into that essence. Move around and allow yourself to get as big as your essence requires, because I bet you it's pretty big. Allow yourself to expand into that essence becoming more of who you really are. Take another nice deep breath and exhale and feel how your essence, your abilities, your talents are like ribbons, like streams, just flowing from you, just so eager to connect with the right recipient, the just in time person, the just in time group, the just in time being that is eager for what you can deliver, for what you already are. And in your being they are more and you are more and there's more for all. The more that you are your essence the more that you fully occupy your brilliant being, the more that brilliance abounds and life is truly glorious. Notice, who this tribe is that's just for you and notice how they play, how they work, how they dress. Where are they? Where are they hanging out? Where are the connection spots? Just allow them to easily from the ocean of cosmicness. It just bubbles up, bubbles up easily. Notice what you are the answer for and notice the things that might come in an image. You may get a sound. You may get a word, phrase. You may get a

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memory. It doesn't matter how it comes to you, just say yes. Take a nice deep inhale and exhale.

Imagine everyone on this call—we've got over 2,000 people participating in our adventure the last time I checked - and know that we are all connected, whether we are all on the call live, on the replay, or even reading the blogs or if we run across a Tweet. Know that each energy that collaborates with this intention is its own wheel. Feel the power of our collective intention, rippling conscious business everywhere. Take a nice deep breath. Imagine a circle of all of us. Exhale. All the intentions going up and out and over the universe and coming down, like dew drops, landing on the faces, the arms, the chests, the bodies of who really needs you right now. Who are you the answer for? Take another nice deep breath and exhale. One more deep breath and exhale. One last breath, inhale deeply and exhale. With your breath feel your intentions rippling out everywhere, touching everything, everyone, everywhere. Thank you.

Take a moment to jot down a couple of things. I like mind maps so I might do a circle in the center and write a couple of the qualities of my essence that reveal themselves to me. Then draw a line out and do another circle. Write down what you are the answer for. Draw another line from the center circle and write down a few thoughts around your tribe, the folks you are the answer for. Capture a couple of things just knowing that whatever else you need you will get in the ensuing days and weeks. It's not going anywhere. Your brilliance is not in time. It's always available, always accessible. Wonderful.

I wanted to go over a couple of things around the systems for joint venture partners and some of the things you might want to have in place to play with other folks. Some of you may know some of these things. I'm just giving an overview and we will get into some detail around this over the next few weeks with all of our experts and speakers.

Finding partners is really not hard. What's hard is typing the email to connect for a phone call and picking up the phone,

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because the phone is required. Speaking to people is required because connection and meaning is how we come to know one another and that's how you are going to come to know if someone is the right partner for you.

Initially, I use social media, in-person events and recommendations from other colleagues to find my partners. I will ask my colleagues, 'I'm doing x. Is there anyone you can suggest that might be a really great fit for this?' and folks are really helpful about this kind of stuff. Really, especially conscious business leaders. They really want to connect. Actually, once you partner enough, people start emailing you. So that's another good thing about partnerships, people will then start approaching you about partnering.

So you need a website. It's really easy to set up a website nowadays with WordPress. You want to host your WordPress site on your own domain. That just means a host that has C-Panel and it's really not difficult. There are lots of themes out there, free and fee. There are so many plug-ins that make it really, really easy to customize your site. So you need a WordPress site and it doesn't have to be complicated. It can be one page with an opt-in box so people can join your list. You'll have to offer them something so that you can connect with folks on an ongoing basis. It's got to be something that's going to be compelling to the folks that are going to sign up, something that they want to hear about. That's where your message is really, really important and those are some of the things we are going to fine tune also over the next couple of weeks, fine tuning your message.

You also need a payment system and you don't have to go crazy with a shopping cart. You can actually use PayPal. It's pretty easy. You need something to manage your promotion partners. I prefer calling them promotion partners versus affiliates. Again, there is plenty of technology out there. I will be sharing some of these tools on the blog, there's [Ejunkie](#) and [Clickbank](#) .

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You will also need something to manage your mailing list. This is really becoming one of those things that you have to check in with your tribe and find out what is a comfortable frequency for you to be in connection with them. There's lots of experts that will tell you it needs to be x number of times a month or a week, but you really do need to check in with yourself, what feels right for you, how often you want to connect and communicate and check in with your tribe. There's also lots of ways to communicate. It does not need to be a newsletter. You can use video or audio. There's so many ways to connect with folks and continue sharing your message.

In building your conscious business, you need to connect in a way that is congruent with you. It has to be something where your essence shows up and you light up and you show up easily. It can't be something that you're doing because someone says that's the way to do it. That no longer works. Following other people's models just because they said so or just because it worked for them doesn't work anymore. You really have to find what works for you and some of that is playing around and seeing what works for you.

You also need to be able to connect from your soul, from your heart, however you do that. Some of you noticed my opt-in offer and many of you took me up on it. Some folks got offended by it, but that was such the minority. Most people were okay with it, you know, and many people took advantage of it. I love to write. So for me, writing is a joy and I'll do an opt-in letter that captures my essence in my writing. For some folks, you may want to do something else. And you may want to play with whatever comes to you in terms of your conscious business model.

I'm going to have lots of ideas and lots of experts sharing their models their methods for the next three weeks. What I want you to tap into is that you are the expert in your conscious business. In order for your business to be really conscious, it needs to be true. It needs to be you, because people, who they really connect with, is you. All these tools

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that we use - this telesummit, email, your website, your blog - are just a way for someone to come to know you. So be open to your own hits, to your own intuition, to your own knowing. Start jotting down some of the things that come up for you during these calls, because as you do that, your business will come alive. Your business will flourish and those who partner with you will partner with you specifically because you're discernible, you're unique, you're you and they get you. They like you. They know you. They trust you and they want to spread the good news about you.

Let's check in with our webcast and see if there are more questions. This is from Veronica in Castle Rock, Colorado. "Adela, I have been in biz for over 20 years and after experiencing a major life crisis I have been unsuccessful to come back. Asking for help and being turned down by everyone. I have really felt sisterhood with. Our message is so alike yet I keep being turned down and nothing I have tried has worked to rebuild from scratch." Veronica, the Feng Shui Queen." Thanks Veronica.

You know when things happen like that, I say follow the energy, Veronica. That's my mantra. A lot of my own personal breakthroughs around indecision, feeling like I don't know enough—because I've experienced all those things - whatever the barriers, I have found energy work has been extraordinary. It's a practice of breathe, relax, expand and it's some of what I've shared on this call today. As I have started tuning into more of my full being, and my broadband sensing, which means, your intuition - and knowing more than you might ordinarily tune into - I have discovered that has really been my inner compass So when things don't work out externally, I look to see what shift is being elicited from me internally. As much as I shift, as much as I'm doing really great, there's always more; especially if you're stepping into a bigger playground. And sometimes—sometimes it looks like a complete deconstruction. Sometimes everything crumbles. In certain areas of my life, it has crumbled. And yet, my relationship to the crumbling is different. There's resilience, there's a knowing of it that is

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lined up. So, I check within myself to see what reorientation, what realignment, what shift is being called for me.

Let's take a moment, Veronica, and anyone else who may be feeling like things aren't working out, like you've tried this, you've tried that. Take a deep breath and just sink into the present moment, what is right now. Stuff is falling apart. Seems like that road's closed. Create the intention, the awareness, the knowing that the new is here and that you are willing to see the new. The new will reveal itself to you, as you are on the lookout for it, not in a 'I have got to find it' way. It's like you're sightseeing. You're checking out all the really cool new sites. You're on Route 66 and you're just checking out the road. As you drive, you're saying, 'Oh wow! Look, check out that over there.' It's like that. It's very light. It's very easy. There's no neediness.

I want to thank everyone for being here today. I'm really looking forward to engaging in the series. It's been wonderful being here with you. Thank you.