

The Conscious Business Telesummit

**How to Quickly Release Obstacles to Your Business
and Find Your True Gifts.**

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and

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How to Quickly Release Obstacles to Your Business and Find Your True Gifts.

Adela: I'm going to get us started, Jennifer, with a connection. Take a nice deep breath everyone, and exhale, take another nice deep breath, and exhale. Relax into the sensations and feelings of your expanded essence. Allow it to flow effortlessly, easily, expanding, expanding, connecting and rippling. Notice the energy of right here, right now, and what's here for you.

Another deep breath and exhale. Feel how you easily open, flowing. Another deep breath, exhale, feel the palpable connection to life. One more deep inhale and exhale. Feel your essence rising into its full magnificence, it's full potential, feeling everything, everyone, everywhere, touching all and everything being more because of it. Thank you.

Notice your intellect. We're going to get into a conversation, but just notice that this energy that we are and that we engage in on this call is here and it's present. So we're going to engage in a conversation, but, we're going to be the energy of the conversation also.

Today's conversation is with Jennifer McLean, "How to quickly release obstacles to your business and find your true gift." Jennifer McLean is a healer, speaker, author and entrepreneur and she's trained in several modalities of healing, including energetic and soul therapies. She was included in The Secret's featured teacher Joe Vitale's best selling book, *The Key*, covering her own body dialogue healing system.

She's also been included in the book *Who Do You Think You Are* with Jack Canfield, Bob Proctor and John Grey, and is included in a new Harper Collins book *The Vision Board Book*. She also published her own book, *The Big Book of You*, and that was released in November of 2008 and sold out. She spent many years in corporate America, as a marketing communications specialist, and created the groundbreaking marketing system Credibility Branding. She wrote a book about this strategy called *The Credibility Factor*.

She's also the host of the mega popular hit Healing with the Masters program and she has interviewed anybody who's anybody in spirituality and personal transformation. People like Marianne

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Williamson, Neil Donald Walsh, Jack Canfield, Greg Braden, Judith Orloff, James Redfield, and just too many folks to mention.

Jennifer, I'm so excited to have you here today.

Jennifer: Why thank you so much, I'm delighted to be part of this series. Adela, you do a really great job with your series and I think this is a very important topic, and very important for many people, and I'm glad that you're incorporating business with spirituality, because you can't do one without the other.

Adela: Exactly.

Jennifer: And fulfilled, you can do it without it, but do you want to be happy and fulfilled and peaceful, then it's really cool to understand who you are and what you are.

Adela: Yes, and I came to this through my own experience of being in the closet about it. I was an 'in the closet' energy worker and it just felt so yucky. I was so afraid to step out and do it. At the time, I was working at a coaching community, and I was so afraid, and then I did the exercise that I just started off with, 'breath, relax, expand.' And lo and behold people loved it. What happens is, the more that you really step into who you are, the more that your natural gift can actually arise.

Jennifer: Absolutely.

Adela: So you don't struggle as much, it's not this difficult thing. I think that the thing that really makes it hard is having these separate pockets of who you are and not being congruent.

Jennifer: That's right; when I was in corporate America I had a part time healing practice, for almost 20 years. Some years I didn't have it and some years I did and I always worked with friends and family. They have no idea, I never shared it. When I left corporate America I finally decided that I was going to pursue this healing stuff.

I was terrified, because I didn't think you could make any money as a healer. I have proven myself wrong beyond a shadow of a doubt. That is untrue, it's so not true. I am doing better than I ever, ever did

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in corporate America, and I am my own boss, set my own hours as well.

Unfortunately these days, I don't have all that many of my own hours, but this is also the challenge of being an entrepreneur. You can grow really fast, and I've grown a little bit faster than my infrastructure can handle, and so I am working a little bit harder than I would like.

But again, I get to use that. It's all part of this wonderful adventure we all are on, called life, which includes business. We get to create new opportunities for ourselves. I always thought I had to be a one woman show. I am now at a point where I can't possibly do this on my own.

I created these remarkable people that have just shown up and said I'll help. Now I have the infrastructure that creates the revenue that creates the opportunity, to pay other people. Now I can support other people in their businesses. There are a couple of people out there who are just off the charts awesome who have never done extremely well in their business. Now they are helping me and I get to pay them a whole bunch of money. Then they get to expand their business. I get to recommend them to other people. It's just so cool, when you're congruent with your business. You can be congruent in this industry too, in the human potential movement industry in particular, and generate great income for your business, great income for yourself as a result and support a lot of other businesses in the process.

I had no idea when I got into this exactly how successful this would be, nor did I understand that by being successful I get to allow and promote a lot of other people to be successful as well. And that's the opportunity for creating a business that you're passionate about, that you're congruent with. That you can not only have a great life, which was part of my intention, but you can create a great life for everyone, it's the coolest fricken thing.

Adela: You know it really is, because that's one of the things that I think frustrated me for a really long time, and almost got me to the point where I didn't want to do this healing stuff anymore. So many of the people that I knew were struggling, including myself. I had a

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corporate job too at the time. I started getting this thought, "Wouldn't it be really interesting, if those of us who are really conscious, who are really heart centered, in service and really caring - because there's a zillion of us everywhere, the planet is so populated with healers, and light workers - what would happen if we had the money?"

Jennifer: Yeah, exactly, and there's this weird little notion out there in the marketplace and in the minds of even some of the healers, that I've experienced through my own business, that they are somehow not supposed to make money.

Now, this is not about making money, this is about energy exchange. This is about understanding what your gifts are and honoring your gifts by receiving a like energy exchange. We talked a little bit about this on my show I did recently with Eric Pearl, and a lot of people were incredibly plugged in, like how dare you.

It's like, how dare I not? How dare I not generate income for myself that allows me to be full? How dare I not generate an income for myself that allows me to pay others and allow them to have an income that pays their rent and pays for their school or child's education?

Why is it okay for Proctor and Gamble to make money and not me, who's offering a service that's greater, I think, than Proctor and Gamble, a service of servicing souls? How could we not generate income for ourselves?

Adela: Yes, I think that is the big paradigm shift that is being called for here. It's for folks who are in the business of transformation, to be profitable.

Jennifer: Yes, but you know, then there's the other side of the coin, which is, there's a balance in all of it. There's Enron, right? And then there's Ben and Jerry's, right? Ben and Jerry's is a wonderful company that serves its employees, it only works with sustainable farmers.

Whole Foods is another company that has very, very specific filters for who'll they'll work with. Great company! Then there's Enron right? Then there's the Ponzi scheme. So there's the two dynamics

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within all of this. There's two dynamics within every industry. There are people who are leaders in this industry who are out for money, there are people who are in this industry who are out to be of service and generate a really decent income. Within everything, there's a paradox, there's a light and a dark. And all of those things, from my perspective, are opportunities for us to choose.

There's been a lot of uproar recently about James Ray, for example. There's an opportunity for all of us when things like this show up. This is a huge healing. What happened with James Ray is a huge healing for all of us. We also get to choose what path we want to go down and who we want to interact with. There's no judgment in that. We get to choose who we want to interact with, that talks about who we want to choose to partner with in our business, who we want to choose as our customers.

All of this becomes a choice for us and all the things that show up for us become an opportunity. This is part of the healing work that I do; everything that shows up becomes a healing opportunity. Everything that shows up, positive and negative is a clear, complete, holographic, perfected reflection of you.

If something challenging is showing up in your business, it's showing up because it's an aspect of you that's ready to be explored, noticed, paid attention to, acknowledged, conversed with, and released. If something wonderful is showing up, it is an absolute pure, perfect reflection of you as well.

I was talking with someone the other day, another spiritual leader in the industry who's really doing some wonderful things. She says, "It's so weird, I'm attracting and surrounded by these unbelievably talented people, in the form of artists, musicians and so on." I just turned to her and I said, "Well that's you, that's you."

Sometimes, those of us who are on a spiritual path, forget that part. The beautiful, wonderful things that are showing up, are us as well. It's really important for us to pause and celebrate those people and things and events that show up that are positive.

So many times, especially as entrepreneurs, we get single focused; we go, "There's the goal." The stuff that shows up, it's like, there's

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another one, we throw that in the basket of accomplishments, instead of having a beautiful trophy case of accomplishments set up, that we can look at and say, that brought me to that.

Then it would be fun if we could create another trophy case of challenges that led us to those accomplishments. Every single challenge we've had in our life, has led to an accomplishment. Everything that we have "overcome" has allowed us to find a measure of achievement. Business and relationships are two of the areas in your life that will drive you to the most amazing and interesting insights into who you are as a human and who you are moving into, and the dreams that you're trying to accomplish. The reflection of the challenges and the celebrations are all part of that journey. What I usually say is, "Use the challenges that are showing up, if you are being challenged in your business right now, feel it, use it."

Would you mind if I took everyone through a little...

Adela: I was going to ask you to take us through something because I know you do this stuff so brilliantly, yes.

Jennifer: We're going to do this for business right now and it's going to be a two-fold thing, because we're doing it early enough in the show, it will probably take about 20 minutes, will that be okay?

Adela: Yes that's fine.

Jennifer: Okay perfect, the first thing that we're going to do is we're going to just move into our bodies right now and explore through the technique that I've developed over the last 20 years or so called body dialogue.

If you're interested in that technique, the best way actually is a lovely overview that Joe Vitale invited me to create for his book, 'The Key.' There are 10 different processes that were covered in that book, and one of them is my body dialoguing system, and it's a nice overview.

We're also going to do a little exploration of our gifts, and discover what our gifts are. Both of these are included in a special workshop

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that I did, at much greater length over the period of 4 days, that I believe we're going to be talking about a little bit later tonight. So if you're interested in that and delving into this process, then you might be interested in that product.

In this moment, everyone take a breath. That was a beautiful centering that Adela did for us, so all of us are in a really lovely place right now. There are about 20 people right now on the call that are completely multitasking. So if you could stop and give yourself these 20 minutes, you will be glad you did. That's the other thing that we, as entrepreneurs, need to do. Stop multitasking at certain points during the day and just allows ourselves to completely be.

It's a really important thing because it creates space to create. When we're constantly in doing mode, we can't create. When we can't create, we aren't in flow. If we're not in flow, we're not allowing the new and the opportunities to show up. So for those who can't stop, that's okay, you can listen to the call later

Feel right now. into your bodies. Bring your attention right now, into your heart. Feel your heart right now by actually tapping on it, in a heartbeat. Tap your chest, that's it, that brings your energy into your heart. I want you to feel as if your heart has a nose and is breathing. Your breath slows down, and just keeps feeling, and just keeps tapping, feeling that nose in your heart that is breathing through your heart.

That's it, bring your attention into your heart. When I say things like that, I'm actually feeling the energy, feeling it move in. Oftentimes, especially for women, it's really helpful for us to hear that I'm feeling something that you are too, so that we can all go, "Oh, I really did feel that."

There's a purpose for some of the things that I say here. Trust that process, feel your heart. There we go, bring your energy inside, good. As you bring your energy inside, feel your tension moving in to your heart. You can stop tapping when it feels appropriate and bring your energy inside, in your heart, into the very chamber of your heart.

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You can see it as actual physiology, or you can see it as energy, or just sense it, whatever feels right. There we go. Good, inside your body, inside, right inside, there we go.

Now we're going to bring our attention to a place that's even deeper. It's called the sacred chamber. It's just behind and just below your heart. Good and this is the sacred chamber that is of your own creation, it is beautiful, perfect. As we bring our attention into that sacred chamber, you'll almost feel an atmospheric shift, a change and stillness. There's stillness and safety and love, unconditional love and support, here for you.

This is your deepest place of knowing within your body. Knowing becomes an important piece of the process of creating flow in your life. When you know that you know, then all is possible. This is the place, the platform of knowing. This is also the place of your deepest connection to source energy; some of you may be feeling that right now.

It's just over there, you can see, sense that source connection. It's in every aspect and every cell, but here it's a little bit more pronounced. Good, now what we're going to do is take this beautiful energy with us as we explore our body.

Right now we're going to move into our bodies, we're going to bring our attention into our bodies and we're going to ask a very important question. We're going to ask our bodies, knowing the sacred chamber and the energy of support and love, and the source connection is with us right now.

We ask, "Where in my body am I holding an obstacle to my business?" There might be a place of tension, a place of pain, a place of emotional tension or pain. There might be several places that are showing up, go to the one that's the strongest, there's one in particular that's saying, "Over here, I really want to talk to you."

There it is, right there. So the place in your body that is an obstacle to your business, you're going to bring your attention to that place right now. Now Adela, can I work with you on this?

Adela: Yes absolutely, yes I got something.

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Jennifer: Where in your body are you feeling this right now?

Adela: In the back of my neck.

Jennifer: Good, okay, so bring your attention to that place. The rest of you, I want you to follow along. Adela and I are going to use certain words for her, you use the words that are right for you. Adela. What does it feel like and look like at the back of your neck there?

Adela: It feels really tight, like I can't move as much to the right and left.

Jennifer: Good, so there's an important language here, can't move, that's the language of a pattern. Does that make sense?

Adela: Yes it does, it really does.

Jennifer: Okay good. The rest of you, I want you to feel the language of the pattern that's showing up here in the description of what it looks like, feels like in that spot. Very nice, and if there's no language, its okay just feel the sensations of it. Some of us are language oriented; some are visual oriented, feel the vision of it.

Okay, so all of us kind of have that place, "Can't move Adela, can't move." For you, this feels like a birth pattern, and I'm not going to go into rebirthing right now. For those of you who are interested in more of this work and rebirthing, birth is the ultimate trauma. It's our very first trauma and it's where we establish the energetic patterns within our bodies of the events and experiences we want to live, to the pattern of the birth.

What we're going to do right now, if you're interested in that kind of stuff, I do have a membership site where I do body dialogue and we do rebirthing there, and that's the [MasterWorks Healing Membership Site](#). That's actually a ½ price offer.

But for you right now, Adela, I'm going to ask this question that will serve all of you. Let's just ask this aspect of you right now, I can't move, there's pain involved, "What does it need?" The rest of you, ask the aspect of you. "What does it need, Adela?" Ask it directly, what does it need?

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Adela: I do stuff like this too, so I got something right away, support.

Jennifer: Tell me, what does support look and feel like? It might be describing it energetically; it might be describing it as something that's real in your life.

Adela: Yes I get definite hits; it means that I don't have to control everything.

Jennifer: This is the entrepreneurial plague. I don't have to control everything, I know this one really well, and there are no accidents here. This may be appropriate for many people on the call, but for other people, you might have a different thing. Go with whatever that aspect of you shared, which is support.

What does it look like and feel like, "I don't have to control?" Okay, what would it feel like in your life, right now, to not be in control? What would that look and feel like? The rest of you are asking the same questions, what does it look and feel like?

Adela: The first thing that I got was a sensation of freedom.

Jennifer: Right, there we go, that's what we were looking for. Okay, alright so freedom. I want you to right now, and for those of you who got an answer, it might be love, support or acknowledgment. The goal right now is to actually feel it, "Feel freedom right now, Adela". Feel the other aspects that the rest of you are feeling right now. That's good, can you feel it?

Adela: Oh my gosh yes, I'm in this hyper-creational place now.

Jennifer: There you go, that's the space, that's the space. Feel that right now again, everyone feel, there we go, can you feel the energy of the call expanding?

Adela: Yes

Jennifer: The frequency is increasing on the whole call, so freedom, feel it. If you have another word, feel that word; just feel the energy of it. What we're doing right now is we are creating what I call a

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vibrational blueprint. This is the blueprint of what works for you; we're creating almost a memory muscle in the form of this blueprint.

Our goal right now is to feel it, feel freedom, feel it, allow it to expand through your whole body. I want you to picture a day in the life of what it would look like for Adela to move through the world in freedom. And again, for the rest of you, whatever that word was, whatever that sensation was, what would it look like to have a day in the life, and start to picture that day as if it were a movie.

You wake up with this feeling, so you wake up Adela with freedom, what it feels like in your body to wake up with a life that is fully embracing freedom?

Adela: Exhilarating.

Jennifer: Yes, see what your routine looks like on a day that has freedom; it's a different day isn't it?

Adela: Yes it's a different day, the sequence of events that happened were just so different.

Jennifer: Yes, and I want you to now picture who is in your life, the Adela that embraces and lives fully from freedom, who is in your life?

Adela: Some really juicy people.

Jennifer: Really cool and juicy people that really support you in that freedom and are exploring freedom themselves, is that true?

Adela: Yes and they're fun, and they're smart.

Jennifer: And you're expanding each other?

Adela: Yes, it's like win, win, win, win, win, and win.

Jennifer: Yes, you got it, and so now your day is finishing and I want you to reflect back on this day of freedom, really nice. Can you feel how calm, the calm energy that's here? It's kind of an of course, well of course, yes this is my life.

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Adela: Yes it's a feeling of completeness.

Jennifer: That's right, well of course. So what we've done right now is we've actually patterned it. We've created this new memory muscle, we've invoked it into your body, into a new pattern, into a new vibrational blueprint. This thing that you just experienced today, everyone of you, take this experience and if you haven't bought the series, buy it for this exercise that you can listen to again and again and again.

Every day take 7 minutes and feel the feelings of the word that is for you, in Adela's case it was freedom. Feel those feelings, because what we're doing is we're creating the vibrational resonance of that life and guess what shows up? When we are in a place of knowing what we know, everything that we know shows up, that's how it works.

The very simplest explanation of all of this is that we are divine beings of love and light, and when we recognize that and we know that, as often as possible, that is what shows up. So we just created a new little vibrational blueprint of who you really are as an entrepreneur and as a business person and as a person.

If you have to, you can do the obstacle exercise over and over again. There are lots and lots of them that each of us come to the planet with, and that each of us have created for ourselves through the traumas of our life.

Trauma gets held in the body, and the reason it gets held in the body is not because it's bad, it's because it's good. It's being held in the body so that we don't have to continually live with the trauma, it's holding it for us, protecting us against it. It protects us against it until we're ready, and guess how we know we're ready Adela?

Adela: It shows up.

Jennifer: It shows up as usually a challenge, a challenge reflecting the pattern that's ready to be explored. So what we did today was we explored that obstacle.

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The next part of this I'd like to do is to explore our gifts, is that okay?

Adela: Yes.

Jennifer: Okay, so let's just go into another process here. Bring your attention back into that beautiful sacred chamber, and I want you to notice something. Every time we do this the sacred chamber seems to brighten a little bit. Is that true for you Adela?

Adela: Yes it is.

Jennifer: Every time we acknowledge an aspect of our body, our bodies love, love, love it when we do this, so much because then they get to let go of the thing they've been holding for years, and then everything brightens and lightens, including the frequency.

Bring back your attention into that beautiful sacred chamber, this is the center of our being. In this beautiful sacred chamber we feel again that beautiful stillness, love and support. That remarkable connection to source energy is here. As we feel that, and know that and sense that, that's it.

I want you to know that within the sacred chamber - your sacred chamber may be a building, a chapel, a cave, whatever it is, it's fine - but within this sacred chamber there are also universes, there are also rooms. So there's a room just over there that we're going to, and there's a big sign on the door that says my gift, and we're going to enter that room.

As you walk in I want you, it's really great to feel it when people open the door to their gift, and it always gets me a little emotional because it's so beautiful but so spectacular. As you walk in that room, you may see something concrete; you may see something that is just essence, just energy, just raw light. All of it is fine; all of it is your gifts.

Some of those gifts may have manifested into something. You may see a book, you may see a business, you may see a product. All of it is there and within each product and book is also this same

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energy of light. For those of you who may not have a product or a book, you're seeing and sensing the energy.

What I want you to know is that by sensing the energy of the essence of your gift; you are giving it energy and light. I want you to see that as you observe it in awe; appreciate your gift, your gifts, as you appreciate that beautiful light that is the emanation of you as source energy. That's what your gifts are.

As you see that beautiful light, that is you, that's you, and appreciate that. You can't judge that, that is gorgeous, that is you. As you appreciate it, it grows, and as you appreciate it and acknowledge it, it expands, and as it expands and materializes.

Now it may not materialize before your eyes in this moment, but feeling into the gift itself, and acknowledging allows it to become clearer in the days and weeks and months ahead.

What we're going to do right now is just feel your gifts. Again, for some of you they may just be raw light, for others they may be raw light plus some of the gifts that were already expressed today.

We're going to feel the essence of these gifts now and there might be quite a few of them, and it's okay to expand all of them. So as we appreciate and they expand, I want you to watch them expand, just like a ripple in a still pond. They're going to ripple out into the world. As you watch that ripple, that beautiful expansion of the light, it might be a bubble, it might be a ripple, whatever it is for you, is perfect.

Watch it expand out into the world, and it moves into the world and expands farther and farther and farther out. Every time it expands a little bit further, it touches someone.

Here's what's happening with your gifts as you pull that appreciation and that energy expands and moves into the world: Simply because you are a being of light and your gifts are moving into the world all the time, and with appreciation it moves with consciousness and expansion. People go, "What is that?" They turn towards the light of your gift, and they feel the gift, they're attracted to the gift.

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These are your customers, and your customers are now being drawn into your gifts. As you feel them, now I want you to feel them actually experience your gifts. You can either feel them experience the actual product or the business that you have, or you can feel them experience the raw essence, the raw light of the gift as it expresses itself in the world.

I want you to see there's hundreds and hundreds of them now, gathered around, experiencing your gifts. I want you to feel, what do they feel. If you put yourself in their shoes, what does it feel like to be them, experiencing your gifts. Oh my God, isn't that remarkable, look how you have changed them, how you've guided them, how you've served them.

Watch their light expand. As your life expands, it expands their life, as their life expands, it expands those around them. Can you see how we changed the world with our gifts?

Adela: Yes.

Jennifer: Feel the other person growing, expanding because of your gifts, feel them. That is also a reflection of you. Feel the people in your life that have expanded you. Feel the gratitude in your heart for those who have helped you, those whose products and services have guided and helped you. Now feel that same energy from your customers, see how grateful they are.

They love you, they love your gifts, and they're so appreciative. They can't wait to pay you, it's an energy exchange, you gave them your gifts, they give you money, and they give you financial, fair exchange. You start seeing the pile of money, fair financial exchange, just energy piling up behind you. Here's the really cool part, now you can pay other people to serve you and support you, you can pay your vendors, you can pay support teams, you can pay all these people and they get to now experience the joy of your gifts through your fair financial exchange with them and experience their gifts. This becomes a beautiful, perfect divine dance of giving and receiving.

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By owning, acknowledging and experiencing your gifts, you are helping to heal the world. Feel that beautiful exchange that's happening, that perfect exchange of giving and receiving. No blocks, no obstacles, just you, your gifts, your customers. Experience the gifts, them giving you beautiful income, you sharing that income, because other people have their gifts that you want to pay them for their gifts. It's perfect, isn't it?

Bring your attention back into the sacred chamber, back into the room of the gifts, back to the moment where you can see all of it. See how those gifts are now brighter; some of them may be more in matter. Bring your attention to this area often and watch how those gifts change and alter, and some of them will become clearer and evident as to what they are.

We're going to walk out of that room of gifts. We're going to place our hand on that beautiful door and say, "Thank you, thank you for the gifts that I am." Come back into the sacred chamber, and bring your attention back into the room.

Adela: I wasn't really quite ready to come back; some of me is still lingering in there.

Jennifer: That's okay too.

Adela: I can be there and here.

Jennifer: Yes, so that's another thing, we just created a new muscle memory, a new blueprint for understanding what our gifts are and reveling and appreciating our gifts. When we do that daily, it makes a big difference in every aspect of our life, but especially our business.

Adela: I've noticed that knowing who I am is this practice. When something happens that seems like kind of funky - it could be anything, you know, Jennifer, one of 'those emails', I actually smile because I get the energy, where it's coming from. I open and I give to the energy of the potential, and it shifts it, it shifts it instantly.

Jennifer: Absolutely! When I get those emails, I still get plugged in. To this day, I still get plugged in sometimes when I get those unkind emails from people who are accusing me of something that doesn't feel

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right. If I get plugged in, it's mine, when in fact it's not. I get to use the moment, I get to use it once again to say, "Okay, this is an obstacle that I am ready to release."

Adela: Exactly. So this process that you just led us through - and I have processes like this myself - I love your processes! That sacred chamber, mine at first looked like something medieval, like some golden heart, and it was really solid and hard. Then it turned into a crystalline form which was so extraordinary, which occupied the inside of me and I expanded to accommodate it.

It was so glorious! The thing is that every time that something comes up for us, that we think that there's something wrong or it's the other person or whatever the yadda, yadda is, if we do something like this, it shifts your energy so that you can really see what is actually occurring.

Jennifer: Well yes, someone shows up and does something. You, at that moment, can choose. The body dialogue is a great way. You can go into your body and say, "Where am I feeling this right now, where am I feeling this?"

Then you get to ask that aspect a couple of questions: "What does it look like?" Describe it to yourself, "What is it that you need? Feel what it needs and ask the question, "What does it look and feel like to feel that need?"

So that's the very simple body dialogue, but anything will work, EFT works beautifully, Byron Katie's the Work works beautifully, the Sedona method is lovely. Ho'oponopono is one of my favorites, I use that constantly. I go to bed every night doing Ho'oponopono for my whole list, and for myself. I wake up every morning doing Ho'oponopono. It's a beautiful clearing system as well.

If you're interested in Ho'oponopono, I have an audio series that's also available on my website. These things are all opportunities for us to excavate and clear and clean our soul. Excavate and clear and clean the traumas that we have brought to our experience in this lifetime to explore.

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None of the traumas are wrong, none of it's bad or broken. It all just 'is'. All of it without exception, every single thing in our life is there to serve us, every single thing that shows up is there to service. Everything in your business is occurring to serve you, and it might serve you into another business.

Adela: Exactly.

Jennifer: It might serve you into another job. One of the things that I learned, when I was working at corporate America, was that I could have instead walked away and dropped it all and not gone into poverty. I was making a very healthy 6 figure income. Instead of walking away from that, I could have changed it so that it would have served me, so I could generate income to start the business I have now.

I chose to move into something extreme, and move into poverty so I could help other people, I suspect now, to move out of poverty. You don't have to do that. You don't have to walk away from your jobs. You don't have to do any of that. You can change your job by changing your mind about your job. You can change your business by changing your mind about your business.

So here's another thing, if you just simply look at your partners and your customers as people who are sparks of the divine, just like you, doing the best they can - that no one's out to get you or harm you or be mean to you or victimize you - it's just a bunch of souls bumping into each other that we've all agreed to in advance. Then we can move out of that place of they're wrong and they suck, into a place of well, they're doing the best they can and now I can kind of see their point of view. Maybe there is something I can change. Or, maybe I can just change my attitude about them.

I've seen this literally hundreds and hundreds of times now. Working with so many souls with this same kind of material, when we change our mind about someone, they change. I have people in my life right now, which will be in my life for the rest of my life, because that's kind of how we created it. Those people, others see them as quite dysfunctional. I don't experience any of the dysfunction. Even though everyone else seems to, I don't.

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The only reason I don't is because my vibrational resonance simply won't allow it, if they want to remain in my life, which they do. It's not a conscious decision they've made either. I'm not forcing them to behave a certain way. I just have a vibrational resonance that they choose to be part of and they show up differently for me.

The same thing can happen with customers and a boss. All of it can shift if you change your mind about it. When I say mind, I say heart, and I mean heart. When you change your heart about it, your mind is in partnership with your heart, but your heart's in charge.

Adela: One of the questions that I've been getting over and over is, when we're working in the field of transformation, not a hard skill, when you're looking to translate that into your business, what are some of the things that you can do to really define it so that it's recognizable?

Jennifer: Okay, there are a couple things, from a very practical perspective go out and see how other people are describing their businesses that are similar, that's really practical. Go look at other people who are successful and their websites, and start gathering some of this data and start reading it. What is resonating with you and the way you do it. So they've already used language that is successful, right, so you don't have to recreate the wheel here. That's the first thing I would say. Real practical perspective

So from a marketing perspective of what you want to create: (1) What are the benefit statements. This is what's missed by most people who don't understand marketing. How is your audience going to benefit?

The next time you do the exercise of your gifts, feel into the feelings of what your audience is going to experience by experiencing your work. Then, virtually and energetically interview them in that moment. What is it that you're experiencing? You're going to get words and dialogue. Your customers, energetically in that meditation, are going to share with you what it is they're experiencing. Those are the words that you can use in your copy. Copy means copywriting, it is about the content you're going to put on your website. So you can actually do it virtually.

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The other thing that you can do practically is audit your audience. I have this system. I used to do this; this was part of my foundational practice. When I was a marketer, freelancing doing credibility branding, I would go in and I would do a perception audit, and survey your audience.

You ask them, if you were to describe what you experience from me if you were telling a friend, what would you tell them? It is absolutely the most authentic copy you can get, it is when your customers are telling you what they're experiencing.

You don't know what you're giving them as much as they do, so let them tell you what it is that they're getting. Do it virtually, in the energetic sense of going into a meditation and asking your gifts to go out into the world. As you're feeling into your customers, ask them in that moment, just like you were asking your body, "What is it that your feeling? How are you benefiting?"

Then do it in the real world. "If you were to describe to your friend how you were experiencing my product, my book, my service, what would you tell them?" And they will tell you. A really good way to do it is to actually do it by phone; some of these free conference things, now just get them to record it and get it transcribed. Then you've already got half a page already done for your marketing material.

I would also recommend what I've been doing a lot lately. It's a bit too extensive to describe in this call, but you might want to check out Genpo Roshi. [Big Mind](#) is his organization. We did a workshop on the [Masterworks Healing Membership site](#). You'll get a 50% off special with that

We did a workshop with Genpo Roshi on my show. One of the things that he talks about is the apex mind. And once you understand his work, I'm just going to give you a little bit of this, and those who are really feeling, feel into this if this feels right for you, and explore his work. He's also got some free stuff on his website.

I talk to the apex mind now all the time when I'm creating my marketing materials. I'm talking to the aspect of myself that is in full alignment with the human aspect and the infinite aspect. I ask that

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aspect, “What will my customers experience? How can I best be of service to them? What does the program I’m creating look like?”

My highest self is answering. When you can ask your higher self, which is the apex mind, I find it better than just your higher self to work through Genpo’s model. But when you ask that higher mind, it is telling you exactly the truth, and it’s super authentic content.

Let me just speak quickly about marketing, there are lots of healers out there that feel that marketing is somehow evil or manipulative. The truth of it is, “Do you have a gift? Do you have a gift that is incredibly valuable that will change people’s lives.?” When you get an agreement on both those things, then is it not your, “I’m sorry someone’s calling in, I forgot to take off call waiting.” Is it not your bound duty to get as many people as possible to purchase your product? Are you helping them? If the answer is yes, which it should be, then it is your duty to get as many people involved to experience your work. Is that true?

Marketing is just a word that’s attached to telling people the truth about your product and about what they’ll experience. That’s it, that’s all marketing is. It’s just a place for them to go to experience the energy of your words.

So energy is viewed in everything, if we are congruent with our gifts. Hopefully I helped you get that today. Everything that we say about our gifts is also congruent. The energy is in every word and every letter.

I have a story about this. [Mark O’Meara](#) is someone who I do some collaboration with. He uses sound vibration healing, a remarkable man. He was telling me a story about some scientists from NASA who did a study on people who do sound vibration healing in the form of music. They found Mark and tested him, and they found this other fellow and they tested him. Both of them tested as high as possible for healing. This other fellow kind of heard this and took the studies from NASA, which had great credibility. There’s another thing, find points of credibility for your customer so that they will feel energetically aligned with it. Mark had great credibility because he had a NASA scientist validating his music.

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The other fellow was also validated and he got a bit of an ego about it and started calling himself a Messiah. Two or three years later, after he was kind of building a little cult, based on the content from NASA, they tested him again and there was no healing vibration in any of his music, including the music he tested.

What that means is that when we are congruent with our gifts, those gifts are emanating energy. The words that we use to describe those gifts in marketing contests are also emanating energy. And all of these things are part and parcel of how we present ourselves into the world.

We have to be congruent with our gifts, though, and know that they're real, know that the people deserve them, and know that we deserve to be paid for them. That's the piece that creates a successful business, it is the congruency. When we're not, it doesn't show up.

Marketing is not evil or bad in any way, shape or form. There are wonderful business models out there, wonderful business models. In fact, I share many of them in the product that I will be offering tonight through Adela. Those businesses and business models are not evil, nothing is evil, nothing is bad or broken. They are just simply ways to take your gifts and propel them to a huge audience. There's so much more to talk about on this topic.

Adela: Yes, we're just skimming it here but it's a start, because if you at least take some of the things from each of these calls, take whatever resonates for you and step into it, you're going to be so much further along than you could have possibly imagined.

I want to take one more question, because this is a question I've been seeing throughout the week also. Barbara Andrew from Guelph has asked it today. She says, "I have so many things I'm interested in, I can't decide what to do." So what happens when you're hyper-creational like that, when you've got a gazillion ideas, how do you deal with that Jennifer?

Jennifer: That's a good question; let me think about that for one sec. So I think the key is to listen to the divine whispers, right? The key is to create space for ourselves each day. Someone who has a

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tremendous amount of ideas but doesn't have follow through is someone that doesn't have enough space. In order to create space, you have to create space away from the mind creating and move into silence.

When I created an unoccupied space, I heard the whispers of the divine say, "Do healing with the masters." I created Ellen Brit, who is also I believe on your show, that taught me the business model for how to do healing with the masters.

I don't know if you know this, Adela, but on the very first coaching call, she didn't tell us what it was that we were going to do. She gave us some really good background and information about marketing and online marketing. I knew immediately what she was talking about, and I started that day. I started inviting guests to healing with the masters for my first program, in the spring of 2008, on Ellen's coaching call.

So, what I'm saying is that I had unoccupied space that allowed me to hear, "Do this right now, do it right now." I got on the phone right then and called someone.

Donald Walsh talked about this last season on Healing with the Masters about his nephew, or Neil got it or his nephew got it that he was supposed to go visit his neighbors 3 doors up. He said, "Come, let's go visit my neighbor 3 doors up, no reason why, no idea why then." In that moment, the guy that was to become his nephew's boss was visiting his neighbor.

Listen to the whispers, listen to the nudges, don't dismiss them, that is what allows us and creates the space and the silence to hear those whispers, that is what creates the space for us to take that information, then move out into the world.

It's a phased approach you know. It's like the first time I did Healing with the Masters. I did well, but now I'm doing huge in comparison. It's an iterative process and it builds. It may not seem like something that is anything to do with your business, but if you're getting the nudge, it's real, take it. Take the nudge.

Adela: Yes, I say follow the energy.

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Jennifer: That's right.

Adela: Because when you do, a whole series of synchronicity occur. It won't be hard. Sometimes those nudges are a whisper. It doesn't necessarily have to be something 'kapow!' There's a feeling that is magnetic.

Jennifer: That's right. When we're congruent with our gifts, and when we're honoring that congruency, we're honoring that we have gifts and we're honoring that we're going to have customers. We're honoring that those customers get to pay us a fair financial exchange. The things that show up after that are the real incredible opportunities that you can move on, move with.

Natalie Ledwell was on my show recently, she created the mind movies. It was such a cool interview because it was an absolute case study in what we're talking about. Her friend showed her how to do this mind movie. He just did it, and it was just a hobby. She loved it, she thought that was the coolest thing ever, and shared it with a couple of friends who thought it was the coolest thing ever.

She said, "Gee, I wonder if I could create this for more people." So she created this little program that allowed other people to create their own, and it spread like wild cells. James Redfield books, same thing. He got the nudge to write the book *Celestine Prophecy* and then gave it to friends, who gave it to friends who gave it to friends. After a year and a half it sold 1.2 million, and it got published with a real publisher.

Now, James Redfield's book - lovely as it is, I love the *Celestine Prophecy* - is not well written. He's not the best writer in the universe, but energetically it's so profound that it caught on. So if someone's telling you you can't do something, you're not a good writer, you don't know how to do this, you don't know how to do that, it's all crap. The reality is, if you are congruent with your gifts and you feel the energy of how it's going to support your customers and you feel that you deserve to have a fair financial exchange, all of it will show up.

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Even if the first iteration isn't the best, and the most beautiful and the brightest, it doesn't matter, get it out there. All your ducks don't have to be in a row to get it out there. My first website sucked, my 2nd website was a little better, my website right now is terrible, but I'm changing it now, I have the financial means and the professional help to change it.

Adela: Yes, the thing is to get into movement. That really is it. Your gifts, they want to be in movement, they want to be engaged.

Jennifer: That's right, that's right here on the planet.

Adela: Exactly and the more that you use them, the more that they show up, and the more that they expand, actually. We could keep going but we have to move on to your offer. Tell us about the offer that you've got for Conscious Business Telesummit folks.

Jennifer: I did a 4 day workshop in February of this year called "**Healing Life, Healing Business.**" The idea was to take these two aspects that are very strong in my life: I'm a very good business person and I'm an entrepreneur. I was vice president of strategy, so I was a business strategist for large companies in corporate America: Microsoft, Canon, Pioneer and so on.

I've also been a healer for many years and I wrote the book, "**The Big Book of You.**" So I took these two kinds of diametrically opposed aspects of my life and I created this 4 day workshop, called "**Healing Life, Healing Business.**"

We recorded this on 30 CD's and 16 DVD's. There's also a streaming video, just for those who can't afford the DVD's. Now the streaming video, I have to warn you, is not as great quality as the DVD's. the streaming video is streaming video, it's not the best quality in the world, but you'll get the information and it will be up indefinitely.

We created a product out of it, it was such a huge success. There were a bunch of people that came; all of them have had tremendous shifts and changes in their business as a result. So the idea was to do kind of what I did today. The first 2 days were about healing the obstacles to your business, healing the obstacles to

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your gifts. A lot of the stuff we talked about today, we go into more detail, a lot more detail, a lot more processes and meditations and things that occurred through the workshop, that allow you to go way, way deep and clear a lot of stuff.

The last 2 days are very practical. The last two days I teach you a little bit about how to do the teleseminar model that I did, how to use social media, how to put together a blog, how to put together all the different elements of the marketing piece. It also goes through my Credibility Branding system of healing and how to leverage communications to your advantage.

Don Osborne was someone I brought in as a speaker to help me teach the very fundamentals of online marketing. Brilliantly taught too by the way. So easy to understand and we even had a volunteer put together a blog on the spot so we could show you how to do it. So very practical and yet all the way through we talk about the energy of healing.

There are crystal bowl ceremonies, I think there's a soul song and some toning that I do as well. I do sound vibration healing, so all of that is part of this. There are also several guest speakers including Dee Wallace, she was amazing. Dee Wallace is, she's also a member, and most of these people are also part of my Masterworks Healing Membership site.

Dee played the mother in the movie ET. She is an amazing speaker. We had Sandra Lemieux, who's an amazing speaker, she talked about the wheel of life and how you show up from a personality perspective. Mary Hall walked us through EFT and then, of course, Don Osborne was an amazing speaker for the more practical online aspects.

He teaches for several of the leaders in online marketing, he's actually a facilitator and trainer for them. So what he taught you most people are paying \$2000-\$3000 for. He walks you through it in an elegant easy, easy way, I was just blown away by how easy it was.

That's the special offer and it's called "**Healing Life, Healing Business.**" It's three different products: 30 CD's, 16 DVD's or a

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streaming video. If you get the CD's, I have to warn you that the visuals will be missing, which is a bit of a problem. There's all kinds of free gifts that go with it too, you get the Credibility Branding book, which is a PDF. You get a bunch of free audios as well that were given away at the workshop. You also get a bunch of links for technology that's off the shelf right now that you can use to start and support your business.

Adela: Wow this is the healing and the business in a box basically, it's everything.

Jennifer: Yes, you got it.

Adela: And there's a great offer too, if folks are interested in that, you can go to <http://consciousbusinesstelesummit.com/healinglife> and there's a special coupon code, ADELA, that expires next Tuesday.

Jennifer: I'm kind of freaked out that I'm even offering this, because the products right now are at rock bottom prices.

Adela: Yes, they're really inexpensive Jennifer.

Jennifer: Really inexpensive to start and Adela twisted my arm and asked me to give you all an additional \$100.00 off. So the CD's alone are almost at cost for me.

Adela: Yes, so folks are going to have to grab this quick, thank you Jennifer, this is a really super generous offer. Thank you so much Jennifer and folks. I recommend that you check it out.

Thank you everyone!