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Speaker 1 ([00:00:13](#)):

Okay. Hello. Sorry, I know my video's off. Give me one second. Everything. There we go. Okay, boom.

Speaker 2 ([00:00:32](#)):

Oh, and my sound is off. There we go. Goodness, all of my settings were wrong. Okay. Can you all hear me okay?

Speaker 3 ([00:00:39](#)):

That's a lot of baby Yoda.

Speaker 2 ([00:00:41](#)):

Oh, I can't hear you. Hold on.

Speaker 3 ([00:00:43](#)):

Oh, no.

Speaker 2 ([00:00:46](#)):

Okay, try again.

Speaker 3 ([00:00:48](#)):

I said that's a lot of baby Yoda.

Speaker 2 ([00:00:51](#)):

Why are you being goofy? It says Speaker real tech. That's the speaker I need here. Let me disconnect my headphones. Maybe it's being goofy about that

Speaker 1 ([00:01:04](#)):

Even though it's

Speaker 2 ([00:01:05](#)):

Not going through them. It shouldn't. Oh, it was muted, but now it's not. Okay, now say something.

Speaker 4 ([00:01:13](#)):

Check, check. 1, 2, 1, 2.

Speaker 2 ([00:01:15](#)):

Yes, there you are. Hello. How is everybody?

Speaker 3 ([00:01:20](#)):

Good. I'm here on time for

Speaker 2 ([00:01:23](#)):

The

Speaker 3 ([00:01:23](#)):

Amazing

Speaker 4 ([00:01:26](#)):

Surviving.

Speaker 2 ([00:01:28](#)):

Fair enough, fair enough. Happy Halloween everybody. I was going to be in costume and then I got distracted

Speaker 3 ([00:01:34](#)):

Story of everyone's life here. I think

Speaker 2 ([00:01:38](#)):

My family is going as the bingo bluey family. Excellent. So the twins are bingo and bluey. My husband is wearing his bandit costume to work with his tie out over it because Bandit, when he goes to work has a little tie and stuff, and then I have the chili costume and then my 4-year-old was like, I want to be a monster trek. And I was like, that is fair. That's amazing.

Speaker 3 ([00:02:02](#)):

I require photos.

Speaker 2 ([00:02:03](#)):

Oh, for sure. There will be photos. I'll post them in the boxer all the way. As long as we all agree not to share my family photos outside of our little group.

Speaker 4 ([00:02:11](#)):

At some point I want to go as this for Halloween.

Speaker 2 ([00:02:14](#)):

Yes,

Speaker 4 ([00:02:16](#)):

The school admin at my kiddo's school, we rebooted the PTO. So my wife and I are kind of like the PTO now and the admin at the school. She's like, I think you need this. And I was like, thank you.

Speaker 2 ([00:02:31](#)):

I feel seen.

Speaker 4 ([00:02:32](#)):

Yeah,

Speaker 2 ([00:02:33](#)):

There's an entire, so I started an Etsy shop and you can divide it into sections of what everything's about and one of my sections is called, this is fine.

Speaker 4 ([00:02:44](#)):

Absolutely.

Speaker 2 ([00:02:46](#)):

Little bit. Okay, well why don't we dive on in. Let me pull up our module for this week. Okay. Very hidden. I feel like my notion has gotten a little out of control.

Speaker 4 ([00:03:10](#)):

I have too many productivity tools.

Speaker 2 ([00:03:12](#)):

No, well, I'm switching everything over to exiles and that's been amazing. I really like that, but I have so much that's still in notion that needs shifted, so that's a deeply unfortunate job for my VA because I'm not doing that

Speaker 1 ([00:03:29](#)):

A really good idea.

Speaker 2 ([00:03:30](#)):

I know We love her. Thank goodness. Thank goodness for Jasmine. Shout out, Jasmine, if you're watching the replay,

Speaker 4 ([00:03:36](#)):

Because I think I saw on one of your emails or your website, so it was something about system.io as well.

Speaker 2 ([00:03:43](#)):

Oh, I love system io. That's not a productivity tool. That is my website hosting course, hosting email service provider. It hosts memberships. It literally does just about everything, and I've had such a good time with them for sure. Do you guys want to see that?

Speaker 4 ([00:04:05](#)):

Sure. At some point, I don't want to derail things, but yeah.

Speaker 2 ([00:04:07](#)):

Yeah. I can show you the system. I know for sure sometime. Okay. Well, today we're talking about how to sell with your whole chest, which is so hard when you feel guilty about selling. But remember we just went through module two last week about we don't need to feel guilty about selling, but these are some of the more practical tips. This section is like, okay, but how do I actually sell? Okay, first we're going to dig into some of the trauma stuff. So yay, of course, because selling is a it's relationship building and if you have relational trauma, you're going to struggle with selling. That's just straight up.

([00:04:50](#)):

So I put everybody hate sales. It's a necessary evil. If we could find a way to run a business without selling, we would. And I was like, okay, but if you hate selling, does that serve you or your people? Especially if you're still selling anyway, because doesn't that put you deeply out of alignment and engaging in an activity that you actively resent is not going to be a good time for you or your people. I don't think we hate sales, which is kind of radical, but I don't think we hate sales. I think we hate

convincing people to buy from us and trying to earn the sale, and I think that's really different than just straight up selling. So this goes into all the attachment styles. Real quick, quick overview. There is a secure attachment style that apparently lots of people have. I wouldn't know anything about that, but there are some insecure attachment styles and they look anxious avoidant or disorganized, which is when you have both anxious and avoidant tendencies.

[\(00:05:52\)](#):

So let's see. So an anxious attachment usually involves enmeshment, codependency, trouble giving people space to themselves. And an avoidant attachment typically looks like avoiding conflict, hyper independence and being what some people might call flay. And then a disorganized attachment is you want to feel close to people until they want to feel close to you, and then you panic. It involves a lot of push and pull and usually a pretty unsteady sense of self. So okay, what does this have to do with sales? You are in relationship with your followers, with your community and with your customers, and whether or not you think of these as relationships, your nervous system thinks of them as relationships and you are likely to show up in sales relationships the same way you show up in familial, platonic and romantic relationships. Let's go through business and how these things show up. If you're more of an anxious kind of person in your relationships, you might obsessively check your follower account likes and reply to messages from potential customers right away. Even if it's like three in the morning, you might rewatch your videos to try to imagine them from the perspective of your followers and customers, and you have pretty much no boundaries with your clients. You answer dms constantly. You email people constantly. You feel like if you wait, you might lose the sale.

[\(00:07:19\)](#):

Then we've got avoidant. You post and ghost a lot, right? You do not interact with people in the comments. You're just like, here's my thing, take it, leave it. I don't care. You avoid answering your dms for days, maybe weeks, very avoidant around the inbox. You also might avoid pitching your one-on-one offers because if someone were to buy it, that would mean you would have to engage with them and you're like, I don't actually know that I want to do that. So you tend to avoid pitching. And then we've got disorganized, which you're going to see lots of the above. But for example, you might obsess over your follower account, but when the numbers actually go up, you stop posting for a while. You're like, oh, nevermind. I don't know that I want that. You might create all kinds of offers where you're super involved and then you struggle to actually show up in those offers or you're a total workaholic because if you feel like if you're consistent, then the business will have to be consistent to. So some of those controlling tendencies of I can force this relationship to be what I want it to be.

[\(00:08:22\)](#):

So basically I just wanted to go over this because if you have attachment wounds, there's a very good chance they're coming up in sales, and if you're not actively dealing with that, then it's dealing with you. It's going to be the one at the wheel. And we don't want our wounds at the wheel. We're not going to dismiss our wounds. We're not going to try to get rid of them, but we want to tend them. We want to take care of them. We want to try to heal them. So that's why you don't like selling. Let's dig into why others don't like it when you sell. I have a couple of categories here. Let's talk about the randos, right? So just random people, I am begging you to ignore these people. If someone has never bought from you, if they do not follow you, but they're leaving outraged comments about your sales tactics, you are free to block those people.

[\(00:09:11\)](#):

Please, I am begging you to block them. They are not your ideal client. They have no investment in you or your business. They know nothing about you and they're just mad. Let them be mad. Allow them to hold that themselves. You do not have to carry that with them. You are allowed to block random people who are mad at you full permission. Then we have followers. So sometimes our followers don't love it when we sell for a couple reasons. It could be the way that you're selling. So they may want you to be

more transparent. Let them know, Hey, this post reel, et cetera is going to be selling to you rather than sneaking in at the last minute, which is something I've done for years, and I am starting to realize that my people don't love it and I'm not sure I love it.

[\(00:09:55\)](#):

So there are ways to be a little more upfront about that. It could also be because they just expect your labor for free and they resent having to pay for it. This is partially the internet has entitled us to believe that we are entitled to people's time, attention, and labor for free. But it could also be because you have kind of trained them to expect your knowledge, wisdom, and help for free. So I found this in my own business where I was like, why will no one pay me? Why will no one pay me? And my coach was like, do you ask them to pay you? And I'm like, well, no. They won't pay me if I ask. And she's like, do you think they'll pay you if you don't ask? I'm like, okay, fine. But I think I kind of trained my people to just expect tons of information and research and hours of work just for free, just basically I gave it to them for free. And I'm not saying you can't give stuff away for free. I think you should, but you want to make sure it's always with the expectation that this is a business. This is a business that I'm running.

[\(00:11:01\)](#):

So yeah, it's good to provide value for free. It's how you build authority and let people know that you know your stuff. But if you never sell outright, then people will resent you when you do. So what this means is that if you're currently doing this stuff at the beginning, the sneaking the sales in or just not doing it, you're going to go through a transition period where you're going to lose some followers and people are going to be mad at you. And I just want to prepare you for that. And it's okay. Those people are allowed to be mad. That's fine because they've gotten used to one thing and now you're offering another. I think now these people are not allowed to be rude or belittling or anything like that. Again, we scroll back up, you block those folks, even if they are followers, it doesn't matter. No one gets to be rude to you in your house and your social media is your house. Imagine someone walking in who's never had a conversation with you before and telling you you can't put that pillow there because it personally me and it's like, okay, well maybe get out.

[\(00:11:57\)](#):

So anyway, you have every right to block whoever the heck you want. But I do think it's a little different with followers compared to random people. Then we have other leftists. This is one that tends to sting a lot more. Like are they right though? And I think this comes back to the attachment wounds a little bit where it's like, well, other people are right and I just have to catch up. And a lot of autistic people have this mindset. Other people are right, and I just have to catch up because that's how we perceive social cues a lot of the time is like we're just trying to catch up with everybody, and this can intersect with our leftism and stuff. So some leftists believe it's wrong to sell anything, to participate in capitalism in any way. They believe the only way to tear down the system is to detach from it entirely.

[\(00:12:45\)](#):

And I do know leftists who refuse to charge for their services and they operate solely from donations. And I think that's an amazing model. I think that's beautiful, and I do think that that's where we're headed in the bigger picture, but I don't think that's where we're at now for many of us. And I also, something that helps me too is that this particular leftist, I know they do not come from a place of abundance. They have slept in their car because of their decision not to charge. They're not operating from a cushy pad or something. But the only reason I've been able to donate to them to help support their cause is because I charge for my services. Does that make sense? So it takes all types to make the world go round.

[\(00:13:36\)](#):

Oh yeah, that's right here. It takes all types to make. Yeah, it's profoundly true. So I make enough money to donate to people like this. So when other leftists tell you that selling things is wrong and inherently capitalistic, please remember that capitalism is inherently exploitative and extractive, whereas your

business does not have to be. So how to stop hating sales. I love inner child work, EFT, tapping parts, work therapy, coaching. These are all really great tools for healing attachment wounds. You want to establish boundaries with people who don't like the fact that you're selling. You can let them have their feelings and you can have your own. And then also you want to examine the way you're selling. Ask if it's working. Does it make you and or your people feel good and just make changes as needed? Sales is an experiment, right? We're always playing with stuff and the stuff that worked last year is not going to work this year, and that's okay. That's part of the agreement when you get into business is just like I am agreeing to constantly change, which is part of why I think ADHDers tend to make such good entrepreneurs because we love the novelty, whereas a lot of other people don't love the novelty.

(00:14:47):

All right, so next we're going to identify your sales beliefs. Sorry, this is a module by the way. This is a long one. So what are your beliefs when it comes to sales? These are some common ones that could be negatively impacting your sales. So why should people buy from me? There's probably somebody better out there. I should give this stuff away for free. Charging money for it is exploitative and I'm a bad person, or I'm bad at sales. No one wants to buy from me because I'm really bad at this. So let's just unpack this and if you have ones that relate to you more, feel free to put them in the chat and we can unpack that too. So if you've got a negative sales belief that's impacting you, please feel free to put it in the chat. So why should people buy from me?

(00:15:30):

There's probably somebody better out there. This changed my life when I was like, yeah, probably. Yeah, definitely. Almost definitely. There's somebody better out there. You are so right. There's 8 billion people on earth. The odds that I am the best at literally anything is unlikely. And that's okay. You might be the gold olympian of your niche, but you might not be. And so why in the world, and this is where the black and white thinking can come in. If you're not gold medalist, why does that mean you're trash bronze is still hella good, right? That you're still better than 99.9% of the population, and that's okay. That's totally okay.

(00:16:10):

So just because there's someone out there objectively better than you does not make what you do useless. It's not a binary boo binaries. There's a million shades of this works for me. Or plus what's best for one person may not be best for another, right? Think of, okay, I think Amy Porterfield is the number one marketing podcast and has been for a decade, and her stuff is fine. I don't hate it, but it definitely doesn't sit with me as well as my business coach. Faith Mariah and her podcast ranks, I don't know, probably 300 or something, and I have binge that shit. It speaks to me. So what's best for someone is not going to be best for somebody else. So there's that. Plus maybe someone needs to hear the way you talk about it, your perspective. Maybe they need to hear it from a fat person. Maybe they need to hear it from a queer person. Maybe they need to hear it from a person of color. They just need to hear it from you. And your lived experience informs what you have to say. Also, you're never going to get better without practicing gold medalist practice for hours a day every day. So my question is, what about you? How much are you practicing sales?

(00:17:25):

So then we've got objection number two, which is I should give this stuff away for free. Charging money is exploitative and I am a bad person. So my immediate response to this is, you are not a bad person. You may have done bad things, you may have made bad choices, you may have even done harm, but you are not a bad irredeemable heinous person. You're just not So evil exists. We know that. We know many people who engage in evil things. I just don't think selling digital products online is one of them. Okay? I don't think so. I disagree. Let's save the word evil for war crimes. Okay? Yeah. Can we disagree on that? As for exploitative, that's more complicated. It's definitely possible to exploit your people through sales, but if you feel that you are being exploitative, if this really sits with you and you're like, Ugh, then I want

you to sit down and outline your entire sales process, and I want you to highlight the parts that feel exploitative, and then I want you to get rid of 'em.

[\(00:18:26\)](#):

Done. And I've had to do this. I'm not saying this as like, oh, you're going to do this, and then you're going to find out there's nothing exploitative in there. You might, which is great, but I've done this and I've been like, oh no, that actually really doesn't sit with me and I'm not going to do it anymore. But sometimes what we do is instead of actually taking action, we get swept up in the guilt and the shame. Remember, shame freezes us. We get swept up in the shame of it all, and then we don't actually fix the problem. We keep selling that way, and we keep feeling guilty. And it's like, what if you just changed the way you're selling so that it's less icky? And I know this is hard. It means acknowledging doing harm, and that doesn't feel good, but it's better than continuing to do harm. So finally, we have, I'm just bad at sales. No one wants to buy from me. I'm bad at this. Again, the answer to this one is probably, and that's okay. Very few people are naturally good at sales. There are some of us, and that's fine, but very few people are naturally good at sales. I know that I am not.

[\(00:19:28\)](#):

So you might argue that we were never meant to sell things to each other, but rather to work in collaboration. So why not see sales that way? What if sales could be a collaboration instead of viewing yourself as a shitty car salesman? Because that viewpoint of yourself as not helping view yourself as an elder, an oracle, a leader. Did you know that most leaders who do their leadership for free are financially supported by their community? So a good example of this, at least for me, I grew up Catholic as priests. Priests make almost no money, literally definitely not enough to live off of, but that's because the congregation gives money to the church, which pays for the priest, housing, food, and more so that they don't even have to think about money. Can you even imagine a world where you don't have to think about money? Like what the fuck? Right? That would be crazy. But they don't even have to think about it. Their basic needs are met automatically so that they can focus on their knowledge, wisdom, and expertise that they're providing their community. So how in the world is this different than being financially supported by selling your knowledge, wisdom, and expertise? You have to value what you offer.

[\(00:20:40\)](#):

If you don't value it, nobody else is going to be able to, and that doesn't mean that it's not valuable. It is, but you've believe it first. Then we have beliefs about your products and services. So if you're going to sell something in integrity, you've got to sell something good. The thing is, your stuff might be good, but it might not be, and that's okay, but you'll never know if you just assume your stuff is trash. You've got to believe. If you believe your products are bad, then why in the world are you selling them at all? Pull that stuff from the shelves. But you might be like, oh, my stuff is bad. My stuff is bad. But then when I said, oh, pull it from the shelves, you're like, oh, well it's not that bad though. Okay, well then let's stop waffling. Let's just believe in it already. So tips for believing in your products and services.

[\(00:21:32\)](#):

Learn to see your self-loathing for what it is, which is a tool of oppression. It's a lie. It's a mean-spirited lie, and you are free to ignore it. Ignoring your self-loathing does not mean you are ignoring your faults or flaws or your humanity. It just means you're refusing to hate yourself for being human. Shame is not productive. It doesn't encourage us to take action. So we need to let that shit go. If you've done something wrong, feel crappy about it, fix it, and move forward. Okay, you got this. Fall back in love with your products and services. Spend some time just going through your products and services again and just fall in love with them. How cool are they? And this is especially true for A DHD entrepreneurs because things tend to lose their novelty over time. But if you can find a way to reintegrate or interact with them again and just be like, oh, wait, this is really cool.

[\(00:22:27\)](#):

This is really good. I'm proud of this actually. It'll make it way easier to sell. And this leads me to the next one, which is make updates. As you grow as an elder, oracle or leader, you're going to learn more and you're going to be capable of making your products and services even freaking better. And so you want to take the time to do this. It's going to be really hard to sell something you made five years ago when you knew a hell of a lot less, right? Like, okay, this would be so much better if I just took an afternoon and updated it. So just do it. And I say, just do it. Well, that's not always the best vibe, but find a way to take the time to update it because it is important and it will make it easier to sell down the line.

(00:23:12):

So then we have beliefs about your customers. So my husband says that I have something called a trauma translator, which is where he says one thing, it goes in my brain and my trauma translator is like, oh, he hates me. And then I have a discussion with him based on what the trauma translator told me rather than what he actually said. So there are times in our discussions where he'll say something, I get really quiet and he goes, okay, wait, what did you just hear? Because I want to reiterate, this is what I just said. And I'm like, oh shit. Okay, fine. We do this with our customers a lot. Stop assuming they don't want to buy. Stop assuming that they're broke. Stop assuming that they hate you. Now, this doesn't mean don't take their opinions into account or their life situations into account, all of that.

(00:24:04):

But you got to stop making assumptions that the only people you could possibly sell to is the lowest common denominator you could sell to anybody. You could sell to Obama if you want to go for it. I don't know. Sure, assuming the worst all the time is a result of the self-loathing. We've already covered. Why that's unhelpful. But when we project that self-loathing onto others, when we pretend we know that other people hate us, we're taking away their agency and frankly, being a little bit arrogant thinking, we know what everyone's thinking all the time. What if they love us and they just don't buy? Because they literally had no idea we were selling anything because we were so scared to sell that we haven't done it in three weeks. Stop blaming your people when it might not be them at all. Your people don't owe you sales. I know this is a hard one because it's like, but I work so hard for them and I get it, but they don't owe you sales even if they love your stuff and consume every last piece of free content that you make. So this is a hard one for me. I definitely find myself in resentment land where it's like, I make so much shit for you guys. Can you please just buy the \$67 course that will change your life? Dear God, why is this so hard?

(00:25:19):

But this is a boundaries thing, right? This is me and my disorganized attachment, right? Begging, begging, begging for the love, the appreciation, the money, and then when it comes, that course I just mentioned is not finished. Why? Because I got bored because I didn't want to engage with my people. So it's not fair. It's not fair to beg and beg and beg and then not deliver necessarily. Or even if you do deliver, your people don't owe you that, even though it can feel like they do. And if it feels like people owe me something for how much I'm doing, maybe you need to do a little less. That's possible. I don't know. So it's not super fair to be upset with someone for consuming content that you willingly created. If you want to make less free stuff, then make less free stuff. If you need to sell more, sell more.

(00:26:15):

But that's you. Keep yourself in your business and let other people take care of theirs. So some ways to change your beliefs, write down what you want to believe, then write a bridge thought that'll help get you from where you are to where you want to be. So if the current thought is like, people should just buy from me because dear God, I make so much stuff. This is just stupid. Just buy from me already. If that's the current thought, but that's not super helpful. The thought you want to have is, I love selling. Selling is easy. People buy from me all the time and I'm really grateful. But that feels like bullshit because it's not true. Then you need a bridge thought that helps get you from one to the other, something that's a little more neutral. So it could be something like, I dunno if you're going from people should just buy from me and they're not to. Everybody buys from me and it's great to, I trust that the people who need what I have

to offer will buy from me eventually. That's a good neutral thought that you could potentially use. And then you just practice this bridge thought every day until it starts to feel easy, and then you start practicing the more positive thought.

[\(00:27:19\)](#):

Okay, how to sell. Yay, let's talk about it. So how do we do this? So the main things are being yourself, both attraction and repulsion and being transparent. So being yourself is a weird one because I think especially for neurodivergent people, we have lots of different versions of ourselves, but there are some practical things that you can do to be yourself in a way that will help you, excuse me, sell. So buying from an anonymous logo versus buying from a human being that and trust. The only time we tend to trust a logo more is if it's a big brand. And even then a lot of time that leads us to be like, I bet they're not very ethical though. So a lot of times one of the biggest benefits you have as a small business owner is your personality. So don't be afraid to use it, right? So for now, let's be a person. Okay? So I think the self is a lot like the particles in those physics experiments where they change the moment you observe them. So who we are changes, it shifts, it flows. It's iridescent. So when I say be yourself, I don't mean be a caricature or try to be the same person day after day. I mean, take a deep breath. Ask yourself what you need today, how you feel today, and what you have to give today, and then show up just like that. No more, no less.

[\(00:28:48\)](#):

So being yourself in this way means you're going to be inconsistent. A hundred percent. Consistency is one good way to get sales, but it's not the only good way to get sales. Another path is authenticity, curiosity, persistence. And then you've also got to trust that who you are is enough for your people. We talked about letting go of the deservingness narrative. There's no singular version of who deserves to make money, and we all deserve wealth and security and joy. So some practical tips for being yourself. Wear clothes that feel like you every day, even if that leads to wildly different outfits each day. Looking like yourself will help you show up yourself journal every morning or as early in the day as you can manage and just brain dump. This is, I get this from the artist's way, the morning pages and stuff. She suggests writing three pages every single day, every morning. I can't always do it in the morning, but I try to do it most days. And it really is helpful because it's like you just notice the patterns that pop up. You're like, oh, I wrote about this three days in a row, apparently this is on my mind.

[\(00:29:56\)](#):

And then find your sweet spots for sleep, caffeine, and movement. You don't want to get too much or too little of any of these because it can completely throw off how you perceive yourself. So experiment a bit. Find the hours of sleep, the cups of coffee, find out what is right for you, and then stick to it. Okay, let's talk attraction and repulsion. People love attraction. They're like, yeah, I'm going to attract all the people, but when I say repulsion, people are like, no, no, but you got to be a magnet if you want to attract an inherent part of attract is repulsion, right? It's a package deal. So you can attract everyone if you want, but it's going to drive your conversion rate a k, A. How many of those shiny new followers actually buy from you into the ground? How do I know? Because I did this, my conversion rate was really bad and in fact is still pretty darn bad. I'm still in the process of learning to repel, right?

[\(00:30:55\)](#):

It's hard to actively, purposefully repel people. It's so counterintuitive, especially with that attachment trauma. But followers, likes, these are all vanity metrics. They look good. And if you're looking for brand deals, then they are important because brands find them important. But if you're just looking to do sales, they don't matter. I know someone who's made, I think \$3,000 in the past, oh, 45 days with a whopping 97 followers on Instagram because she's a genius, because she's a marketing genius and she's really good at what she does, and she attracts and repels. She is for her people, and she is not for anybody else. So it's so possible you don't need the big shiny numbers. So how do we attract the people who want to buy

everything you've ever made and repel the people who expect everything for free or want to pick a fight or like you, but don't want to buy from you?

[\(00:31:50\)](#):

So being yourself should help a lot, but here's some more tips. Work on your copy. You want to pretend this is one of my favorite exercises. Pretend you're a fly on the wall inside of your ideal customer's home and you want to observe their actions. Do not try to guess how they're thinking or feeling. Just watch what they do and then write about that. So an example of this is when I'm talking about my executive dysfunction program, I don't say, do you feel so overwhelmed when you look at the laundry and you don't know how you're going to get it all done? And it just feels like the Sisyphean task and all this stuff. I don't write that way. Instead I'm like, Hey, are you really sick of your clothes smelling bad because you left them in the washer for like three days? Yeah, same.

[\(00:32:40\)](#):

It's a little different. It's a slight shift, but it makes a really big difference. Tip number two is you can always cast a spell on your social media. I absolutely did this, and it actually really, really helped. I'm into the witchy stuff. If you're not, that's totally fine. But you want to just set intentions for who you're calling in and the kind of people you welcome into this space and the people you are going to lovingly turn away. I actually have that. I'm happy to give it to you guys. It's like a freebie and stuff, but I have a free spell that I put together for your social media. The difference I saw was actually really stark. I used to post about the difference between therapy and life coaching, and I would get a lot of really aggressive, mean comments about it. And this last time I did, I got so much support from therapists in my audience who were like, yeah, no, you can't do what I do, but I also can't do what you do. And we compliment each other and that's great, and I recommend my people to you all the time, and it was crazy how different it was. Then stop engaging with content. You don't want to see. Stop reacting to rage bait. Stop arguing with haters. Just stop, block, move on. Let the algorithm and universe know what you want more of by engaging with that rather than wasting your time trying to win over people who are against you from the start. This will help heal attachment when stuff.

[\(00:34:07\)](#):

Okay, we're coming up on the end. Here we go. Transparency. So this one is close to being yourself, but it goes a step further. It's basically being yourself out loud and allowing people to see what you stand for and being really upfront about that. Let's see, where are we in here? Okay, so I think we need to let our sales be sales instead of trying to disguise them as entertainment or education. I'm not saying you can never teach people things and sell to them at the same time you can. I think that's a great strategy sometimes, but you don't want to fall into the trap of being educational or relatable all the time and hiding your sales at the end of posts. First of all, a lot of people don't make it to the end, which means they miss out on something they may have really wanted to buy.

[\(00:34:56\)](#):

And second, people don't love feeling hoodwinked by posts that say that they're one thing and then turn into another blocking people as soon as I see their shitty taker. Rage bait. Yes, Caitlyn, absolutely. I'm not saying you need to put a bright orange sticker on all your sales posts announcing you'll be selling to them, although you could if you wanted. I'm just saying being clear is almost never a mistake. So how to make more sales sell more often, boom, done. Make your posts reflect you rather than imitating someone else who is successful. And then if sales is your goal, focus on that. Do not focus on the other shit.

[\(00:35:35\)](#):

So homework, here's a good place to take notes. Share your biggest takeaway in the group box. I want you to sell something before you move on to the next module, and then pick three of the bullet points throughout this and try to act on them. So that is the homework. There we go. So yeah, that is module three, how to sell with your whole Chest. I'm super happy to answer questions or offer a little bit of

coaching around sales, or if I said anything and you're like, wait, I don't know if I agree. That's totally fine. This is a good space for rupture and repair.

Speaker 4 ([00:36:17](#)):

I struggle with deprogramming, toxic mindset stuff that I imbibed before. I think I mentioned that. I started out in the financial industry working at a big insurance company, and they made us run these sales scripts over and over and over, and they're so toxic and they're so awful. And because of my ADHD, and I'm so goddamn good at playing the role, playing the part and being what they want me to be, they literally gave me Oscars awards for being the best at the sales scripts. And I hate them. And I hate them. So

Speaker 3 ([00:37:03](#)):

They're little Oscars because you were acting.

Speaker 4 ([00:37:06](#)):

Exactly. Exactly. But I lived in that space for about four years, and it's so hard to get that out of my head that every time I feel like I'm verging toward that, what you said about practicing sales, it's one of those things where it's like it's just off enough of one of the distasteful things because the trainer back at that shake company was like, professionals practice and nobody, professionals don't wing it. And I hated him so much. So there's some healing there. There's some healing there, but I hated that so much. And so trying to, I guess distance myself from that while realizing that, no, I can't walk into every appointment, then completely wing it. Practice wing. Yeah, this indeed. Thank you, Caitlin.

Speaker 2 ([00:38:06](#)):

Yeah, I think especially as our businesses grow, we do need systems and we do need things that are easy to repeat. And I think what could be helpful for you is to make two lists, like what I hated about the sales scripts and just specifically what about them you hated? And then make another list that's like what actually really worked for me from the sales scripts. Why was I so good at it if I hated it? And because you may actually want to use sales scripts, but ethical ones, ones that align with your values, and that's fine. There's nothing wrong with the scripting isn't the problem. Although obviously we want to have wiggle room for people to be people including ourselves, but the script is not the problem. The problem is the aggression and the dismissal. The invalidation. The gaslighting. That's the problem with sales scripts.

Speaker 3 ([00:39:13](#)):

I would love to chime in. I monetized my eating disorder. I was a beach body coach, and I was deep into the MLM scripts every single day, add five new people every single day, start five new conversations, talk to people, and it was very, very unhealthy for me to basically have to be like, Hey, I added you. Let's get to know each other. Join my weight loss group. Disgusting. I look back on that and I'm like, that was such a horrible time. What was positive about it was that I met really great people. I met some of my best friends when I was just on adding sprees, but I feel the same. Anything that starts to feel like that scripty thing, oh, I'm just talking people and meeting people in the hopes that one day they will buy my thing, it shuts me down because I don't want to be gross like that. And even though intellectually I know all this stuff, I've been in the leftist business space for a while. It ain't my first rodeo, but it's just, I think including the attachment wound stuff. And this was a very smart decision because that really is where that self disgust comes from, and the shame of having participated in such a harmful industry is still really there for me. But anyway, I just wanted to relate to Aton and share that selling can definitely suck, but it doesn't have to suck.

Speaker 4 ([00:41:06](#)):

I really appreciate the attachment stuff too. Again, there are so many times, Megan were you start listing things. I'm like, are you spying on me? Are you just reading my life out here? It was like the very first time I got diagnosed with A DHD at 37 years old, and my psychiatrist was like, oh, honey, no, you don't have OCD. You've just given yourself it to control the chaos. You probably did. And then she just narrated my entire young life, and that's stop it. It's weird. Yeah, it's intense.

Speaker 2 ([00:41:40](#)):

Yeah. I am glad the attachment stuff helps. I'm glad that that's in there. Also, real quick, can we just raise your hand if you've participated in doing harm in some way when you've made sales? We've all done it. I just want to remove some of that. Yeah. Okay. Georgina's in here too. I want to remove some of that weight and that shame for you, Caitlin, of like, oh my goodness, I did this and that. There's no coming back from that. I think sometimes it can feel that way, but there is, right? We're all people. We're all just doing our best out here, and I want to give so much love and grace to past Caitlin who was in the throes of an eating disorder and just surviving. That's it. That's all that you could have been expected to do. And I'm not saying that that negates the harm done, but it puts it in a context that makes a lot of sense.

Speaker 3 ([00:42:35](#)):

Yeah. The most harm I was doing was to myself. Exactly. I wasn't making millions. I sold things to, I don't know, maybe two dozen people and they're fine. So I definitely think that the worst casualty of that experience was me.

Speaker 1 ([00:43:01](#)):

Yeah. I

Speaker 4 ([00:43:02](#)):

Think that part of the challenge is holding ourselves to personally holding myself to an obscenely perfectionist standard that is completely unattainable because I look back and same thing, I look at things I did in my very early time in that financial industry, and I look at things that I sold to people or things that people bought from me, and I'm like, X, Y, Z wasn't inherently bad, but it wasn't the best possible solution because now I know so much more, but it's just, it's frustrating because there's no time machine, and how could I know after being an insurance agent for two months that this existed? And so having that grace that to go back and to forgive past baton, that's tough.

Speaker 2 ([00:44:00](#)):

I think this is probably one of my biggest problems with the left, and we'll talk about this more in the last module, but one of my biggest problems with the left is that once you make a mistake, you're dead to people. And I understand that impulse. I don't want to vilify that impulse either because I get it, believe me, but I don't think that that's what's going to move us towards collective liberation, because the truth is we make mistakes. The truth is that people are people not machines. And I don't know, it all starts with ourselves and starts with being able to look in the mirror and say, yeah, you really screwed up and you're still a lovable, decent, worthwhile human being, and you deserve to take up space and make more mistakes in the future. And that's scary. That is so scary. It's like, no, no, no. Okay. I can forgive myself for this past mistake with the caveat, the addendum that as long as I don't make anymore, it's like, oh, but that's not how this works at all. So yeah, I think that's a big part of sales is knowing that you're going to screw up.

Speaker 4 ([00:45:19](#)):

The repelling thing was very, that hit me. That really resonated with me because I think that is something that it's trying to drive myself down to the lowest common denominator to make myself appealing to be the McDonald's cheeseburger that everyone needs. But no one loves a McDonald's cheeseburger. I mean, when people think of if I want a gourmet, my last meal I feel

Speaker 2 ([00:45:51](#)):

Like is not going to be a McDonald's cheeseburger. I get it cheeseburger.

Speaker 4 ([00:45:56](#)):

So I think that trying to get myself out of that mindset, out of that, I have to be tolerable and palatable to everyone and just say, flip the table on that. I think that's something that I hadn't really thought about before because of all the stuff with the sales funnel. Throw as much chum into the sales funnel as you can, and eventually money pours out the bottom.

Speaker 3 ([00:46:22](#)):

I love repelling people, and I love how easy it is to repel people by just being a fat person who has opinions and isn't the most engagement I get on my YouTube shorts is people being like, well, I'm not going to listen to you fat. And I'm like, thanks for the engagement. Get lost. They just want to come in and negate what I'm talking about because I have a partially shaved head because I'm queer because of this, because that the other day on threads, I was talking to some guy who thought Kamala Harris was the radical left, and I was like, can I have some of the drugs only?

Speaker 4 ([00:47:02](#)):

Yeah, right. Holy shit.

Speaker 3 ([00:47:04](#)):

And he went to my profile and came back and was like, what's genre queer? Because I say that I'm a genre queer editor and coach.

([00:47:14](#)):

Nice. And do you know what scripture says about people who use they and them? And I just went like, no, tell me. It does not bother me. I know this guy's not for me. I know. And I just happen to have the time and that day to be like, we're going to pretend to have a conversation with this man, but I used to just get in Facebook comment fights for the dopamine of it, and that's not worth my time anymore. I simply must go. So it's very easy to repel people when you aren't ashamed of your values, but you also have to put those values very much to the forefront, not Campbell's soup. You're some really bougie soup that people who love that bougie soup are going to be like, I always buy this brand of soup. No, we're not bland here.

Speaker 4 ([00:48:10](#)):

I want to be a dungeons crab bisque.

Speaker 3 ([00:48:13](#)):

Yes.

Speaker 4 ([00:48:15](#)):

Unless you're vegan.

Speaker 3 ([00:48:19](#)):

I have a complicated relationship with veganism.

Speaker 4 ([00:48:24](#)):

Yeah, I understand. Oh, that's awesome. I wish I had that energy to engage like that parenting and doing the business thing along with all the neurodivergency is, it's so draining. I used to be the get on Facebook and start arguing with somebody, but I just don't have anymore.

Speaker 3 ([00:48:47](#)):

Yeah, that's fair. You got to handle your needs.

Speaker 4 ([00:48:52](#)):

So I'm a little jealous, right?

Speaker 3 ([00:48:56](#)):

They're few and far between because I'm tired too.

Speaker 4 ([00:48:59](#)):

But you are goals.

Speaker 3 ([00:49:01](#)):

Thanks.

Speaker 4 ([00:49:03](#)):

I think that's where, with the repelling thing, that's where I kind of struggle in that creating the image, the marketable image again, and I don't know if being in the financial industry is, it is different, but it's not. I mean, it's still sales, it's still marketing, it's still all of that. I have piercings and I have one tattoo, and I want to get more. And your boomers who have all the retirement funds right now don't always care for that. And it's challenging because I do feel like there is that niche market set of, for the real big wins there that I do worry about watering down myself. And I think that's where I've got to kind of find a line. I don't know. Thoughts.

Speaker 2 ([00:50:08](#)):

Give me one second. So there are approximately 76 million baby boomers.

Speaker 1 ([00:50:21](#)):

Let's see. And then I'm looking

Speaker 2 ([00:50:28](#)):

For hold on, party affiliation by generation. There we go. Because I just want to show you the numbers because even if it's a small number, there's a lot of people. You know what I mean? So let's see. Alright, that's annoying. Give me, yeah. Pew Research Center is always free. We love it. I love

Speaker 3 ([00:50:51](#)):

Pew Research Center. Pew Research Center is cited in my book a thousand times.

Speaker 2 ([00:50:57](#)):

Oh, same. So, okay, you want to work with, look at these numbers. Look, 9%, is that right? 39% of 76 million. Let's see if we can do that math. So 39 over a hundred x over 79 million. So 79 million times 0.39. So that's 30 million people.

Speaker 4 ([00:51:30](#)):

And some of those are in Ohio,

Speaker 2 ([00:51:32](#)):

Some of those are in Ohio. Yes. Ohio is much more blue than it looks because of all the gerrymandering.

Speaker 4 ([00:51:39](#)):

I kicked gerrymandering. I am not that guy, but I almost kicked over a sign the other day in somebody's yard that said, vote no on issue one to stop gerrymandering. And I was like, this what? It's

Speaker 2 ([00:51:55](#)):

Just a lie.

Speaker 4 ([00:51:55](#)):

They're brain. They're just

Speaker 2 ([00:51:56](#)):

Lying at this point.

Speaker 4 ([00:51:57](#)):

Completely short circuited, which is no surprise.

Speaker 2 ([00:52:00](#)):

No,

Speaker 4 ([00:52:00](#)):

But fuck yeah.

Speaker 1 ([00:52:05](#)):

Yep.

Speaker 4 ([00:52:07](#)):

Oh yeah. It's funny. I live in, sorry, Georgina, this is Ohio chat little thing, but that's true. We're all in Ohio except Georgina. I live in Bowling Green because I followed my wife to BGSU, and we live in Bowling Green, which is a college town that is fucking surrounded by cornfields. And it's funny because Bowling Green is super liberal, but the county is Republican and it's so weird. It's so bizarre because there's definitely a strong leftist community in Bowling Green itself. But you take one step outside city limits and you start hearing the banjos. It's crazy.

Speaker 2 ([00:52:51](#)):

I went to school at OU in Athens, which is such a unique place to be because yeah, the college is very liberal. Most colleges are, but the town puts the college to shame. The town is leftist, the college is liberal. Does that make sense?

Speaker 4 ([00:53:08](#)):

Wow.

Speaker 2 ([00:53:08](#)):

The town is just Appalachian hillbillies who've had enough with the fucking government. It is amazing. It is a beautiful place. Seriously. I love Athens so much has radicalized me.

Speaker 3 ([00:53:24](#)):

When were you at OU?

Speaker 2 ([00:53:26](#)):

From 2012 to 2018.

Speaker 3 ([00:53:31](#)):

Okay. You might have been a freshman when my boyfriend's friend group was seniors.

Speaker 2 ([00:53:40](#)):

Oh, yeah. I probably had very little to do with them then, but especially I was deeply into the Catholic scene in college. So

Speaker 4 ([00:53:50](#)):

We've all grown in many ways. Exactly.

Speaker 3 ([00:53:53](#)):

For Christ. Yeah. Okay. Anyway, every time somebody's like, oh, you. I'm like, okay, let me see if you knew all these people. We have a very leftist friend group, mostly comprised of OU alums from their time there. And then people's wives and husbands have been brought into the friend group.

Speaker 2 ([00:54:18](#)):

Yeah, yeah.

([00:54:20](#)):

I love it. But yeah, when it comes to attracting and repelling, though, what you were saying a ton, sometimes we have the energy to be an active participant in the repelling, and sometimes we need to do more passive repelling. So it is possible, like Caitlin's saying, just put yourself and your values out there in a really visible way and boom, repelled. But I also think there's a way to, what are leftist boomers struggling with that? Conservative boomers are not, and just make content about that. That's how you'll attract your people, and you'll automatically repel the conservative boomers. You don't give a shit about that without starting arguments necessarily. You don't have to invite argument. Obviously, a lot of argumentative people will find you anyway. And like I said, just block those people. You don't owe them your time.

Speaker 4 ([00:55:13](#)):

Yeah, I love it. So good.

Speaker 2 ([00:55:20](#)):

And also, this doesn't just have to pertain to social media. I decided yesterday that I'm done with social media. I'm just done except for YouTube. I'm just done. There are lots of ways to run a business without it, especially considering my business is relatively established, so I have an email list to work with. I have all this stuff to work with. So there are other ways to attract and repel through your pitches to be on podcasts or your pitches to be part of summits or your applications to be in bundles or there are all kinds of ways to attract and repel. It doesn't have to be socials, because in my experience, socials tend to be a bit of a cesspool, and I'm tired.

Speaker 4 ([00:56:06](#)):

That's more than fair. I saw you post that in the Neurodivergent clubhouse, and I was like, yeah, yeah, respect.

Speaker 1 ([00:56:14](#)):

Yeah.

Speaker 4 ([00:56:15](#)):

And that's when I look at with the wedding industry. The wedding industry runs on Instagram, at least in northwest Ohio. The wedding industry runs on Instagram and Venmo, which is utterly insane. And it's fascinating when different demographics utilize different things. It's a whole thing. There's a very stark line between a lot of very cracker white bread couples use Venmo, but a lot of multicultural couples, biracial couples will use Cash app. And it's so fascinating to me that different demographics use entirely different payment platforms. And that's so interesting to me that somehow the marketing segregated in those ways that those different folks. But it's funny because I'm like, fuck, man, because Venmo for Business takes like 1.9%, but Cash App takes like 4%. Jesus, PayPal. PayPal takes like 4% too.

Speaker 2 ([00:57:14](#)):

PayPal's absurd. Yeah, it's a whole thing. PayPal.

Speaker 4 ([00:57:16](#)):

But it's funny because Venmo is through Venmo's owned by PayPal,

Speaker 3 ([00:57:21](#)):

The illusion of choice. Everything's an illusion. Everything is nonsense. Cuckoo banana crackers, and I hate it.

Speaker 4 ([00:57:33](#)):

Yep. Everything's owned by Nestle,

Speaker 2 ([00:57:36](#)):

Basically. Yes.

Speaker 3 ([00:57:37](#)):

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Which try and boycott Nestle in this house. And so seeing that DiGorno Pizza Pizza had a Nestle logo on the back, I was like, wow, I'm so sorry, Brandon, you can't eat DiGorno anymore.

Speaker 1 ([00:57:49](#)):

Yeah.

Speaker 3 ([00:57:50](#)):

And he was immediately on board. He was like, shit, Nestle in this house.

Speaker 4 ([00:57:58](#)):

Do you follow, I'm going to get this wrong. I believe it's Hank Green.

Speaker 1 ([00:58:03](#)):

Yeah.

Speaker 4 ([00:58:03](#)):

The one who's not the, well, they're both published authors,

Speaker 2 ([00:58:06](#)):

God dammit, Hank Green had cancer. He's the science communicator. John Green tends to be more of the literature guy, although he does a lot of history and really, really hates tuberculosis.

Speaker 4 ([00:58:16](#)):

Yes, he does. Yes, he does. I followed them and Hank posted a, I forget if it was a short or a full video one day, but he talked, his goal is to get rich enough to give it all away. And he talks about now they have millions of dollars of income coming through all these different businesses they have. But he is like, but I take a decent income for my family to survive. I think he put it around like a hundred thousand a year, which for a family in Montana is not crazy. And I give the rest away. And I was like that.

Speaker 2 ([00:58:46](#)):

Well, and what I like about the Green Brothers is that they've always done that because every study shows that the way you behave when you have middling income, not poor poverty, that's a totally different ball game, but middling income is the way you're going to behave when you have tons of income. And they have always given a shit ton of their income away. Always

Speaker 4 ([00:59:06](#)):

A couple of the good ones.

Speaker 2 ([00:59:07](#)):

I have a hard stop at 10. Thank you. Right? Yes. Okay. Goodbye, Caitlyn. Good to chat with you. Okay. Yeah, it is 10. So we are going to skedaddle here. I will see all on next Tuesday for our Voxer chat. And yeah, any last questions? Any last thoughts?

Speaker 4 ([00:59:32](#)):

Sorry for Bogarting conversation, Georgina.

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Speaker 5 ([00:59:36](#)):

No, it's okay. I actually don't really have much to say. This module was very interesting, but it's like it makes my mind go into denial. It's on that edge where it's like, oh yeah, I can see myself there. And at the same time it's like, Nope, that's not me. So yeah, it's just been really useful to engage with the content this way.

Speaker 2 ([01:00:00](#)):

Oh good. I'm so glad. Okay, well happy Halloween everybody, and I will see you next week.

Speaker 1 ([01:00:09](#)):

Bye.