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P O D C A S T

*with*

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Episode 20

Welcome back to the podcast loves. I want to bring a little tough love today that I think is really needed. I want to talk about one of the biggest missing pieces that I see for entrepreneurs who are not yet landed in success. They're in an energy of trying and striving. I'm not there yet. Nothing's working. I'm posting but people aren't buying.

And they just haven't clicked into that flow of, you know, a sustainable thriving business where there is a steady stream of clients and you know that when you put offers out clients are gonna join. I want to give some tough love and it's not only to these entrepreneurs by the way, you can be more established and benefit from this conversation if you feel like your content is just not landing with your audience to the depth that it could land. So I wanna drop something here.

It's come up a lot with a lot of, like I said, entrepreneurs who are not yet fully landed in their business for the most part, but that doesn't mean it doesn't apply to anyone. You can have been in business for 10 years and still need this message because we do get into different seasons where we kind of lose this piece and it's always good to be reminded. What I want to talk about today is passion.

How passion is actually the missing piece when it comes to content that actually hits, lands, and leads to sales. The content that is hot enough that the right clients, when it finds itself in front of your ideal client, they actually jump into your offers. They actually want to work with you, not just be inspired by you or like the pose, but actually enter into a mentorship with you or enter into your offers.

A lot of the time, what I see and observe, and this is coming from conversations with countless clients from programs to masterminds, one-to-one conversations with friends and just what I perceive and observe in the online business space. There's this energy of when we're posting, it is like this chore thing. We don't really want to do it.

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And coming from this energy of what do I have to say to get people to buy? What do I need to say? What's going to sound good? All of this sort of mindset and attitude around content that's very other focused. It's very focused on what's the right thing to say? How do I convince people? And whether you're conscious of it or not, I see it subtly playing out all the time. And there's an energetic to it where it's just not hitting. It's just not hitting and it's just not landing because

they're creating from the outside in rather than the inside out. So what I mean by that is their creation is highly influenced by what they think and things they're assuming and actually assumptions they're projecting onto their audience and onto other people and potential clients and people that follow them. Where it's the seat of their consciousness when making this type of content is outside of themselves. It's on the potential customer.

What do I need to say to get them to buy? What are other people doing? In comparison to what other people are doing, do I need to do it more like this? Do I need to do it more like my coach? Or, you know, it's kind of basically a form of performance, right? It's like a frequency of performance. It's a frequency of contorting yourself and creating from the outside first, like looking outside and letting that dictate what you're creating, what you should say, and even being in that language of should or shouldn't. Is this what I should post? Should I post this? I should post more.

Should I do reels like this? Should, should, should, should, should. Instead of inside out. So starting from within you, the inspiration within you, the passion within you, and sharing that as an outpouring with your people in the world. Your job on social media, if you use, mean, if you're listening to this, you probably use social media for business, but hey, maybe not, who knows? But your job, if you use social media for business, is not to convince or perform, it's not to get people online to like you.

As soon as you start playing in that paradigm, you are, sorry, excuse my French, cock blocking your results. As soon as you start playing in that paradigm, you are disrespecting your gifts, you are disrespecting your potential clients, because you're dumbing down what would actually land and actually benefit them. You're putting on a mask, you're playing a role, you're contorting your authenticity, because you think that you should.

Oath Oracle (04:43.628)

You think that that's what it means to be in online business. And maybe for some people it does. Maybe you learn that from someone or that was modeled to you somehow. But this is soul business. We have soul business conversations here. And what I wanna remind you is that

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you're doing what you're doing as a soul business. So not just a job to make money, but a soul business that is you're part of an expression of your medicine, the vehicle for your medicine and your essence and your expression and...

The innate spiritual gifts that you have are being honored and exalted with this business, right? Ideally. The reason you are even doing this is because you love what you fucking do. What we don't love a lot of the time is possibly the marketing or possibly the fact that you have to, like your clients don't just appear at your doorstep, right? You don't just clock into a job and you have client at this time, client at this time, client at this time. It's different because we're entrepreneurs.

So that's part of this path that we've chosen is helping clients find us, but it's not an energy. And this is where people start really disliking it is because they're bringing with it the assumption that that the need of attracting in new clients consistently as a, especially if you're a service provider like me, that we associate that with convincing. And that's actually optional.

What I see it as is I'm here. I have my gifts. I have my passions, my things I love. I studied astrology for almost 20 years before ever getting paid any money for it just because I loved it. Most of my clients, whether they are musicians, physiotherapists, tattoo artists, painters, singers, or other astrologers, human design readers, gene keys coaches, love coaches, writers, podcast coaches, so many different types of people that I've worked with, even people who have careers in corporate, in high positions, even in people that are rocket scientists at SpaceX. I've had clients from that field.

Regardless of where they're at, if there's someone who is strong in their purpose, usually they were doing that for free. They were learning about that out of passion because they desired to, right? There was a spark of desire and a spark of passion. I do what I do because I love what I do. No one's making me do this. No one is making me be on social media. No one is making me walk this path at all. So as I always say, I've probably said this in other podcasts too, if you're gonna choose it, choose it all the way. When we instead are begrudging about it, like, why do I have to do this? I don't even wanna do this.

and then the energy we bring to it is, what do I need to say to get people to buy? Well, you can't be surprised that that doesn't work because you being in a lukewarm energy in terms of your passion is going to create a lukewarm result. It's gonna create lukewarm sales, right? If you're like, I don't know. So the thing is that when you are truly lit up in your passion, you want to talk

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about what you do, especially when you know that the people you're talking to are interested in what you're doing.

And sometimes it doesn't feel like that on social media because when we're starting out or we haven't established that connection, that interconnected web that connects us with our clients, we haven't felt into it. It hasn't been developed or cultivated. It hasn't been established. It can feel like, well, do people understand me? Do people like this? Of course, and that's natural. We all want to be liked. We all want to be seen.

But the thing is that what social media is offering us is a space to share the broadcast and emanation of our signal, our signal, the unique way that I channel my work with astrology and business that makes it different from other people. I don't have to try and be different from other people doing this. I am already different. I am already different because I'm me. So when I bring my passion to it, when I bring my essence to it, when I remember that I fucking love this,

And then I bring that to not only my content, but sales. So when I'm doing a launch, when I'm making a sales page, if I'm not feeling it, if my consciousness, like the place of my presence and my consciousness is very in my head where it's like, what should I say? What should I say? you ever like when you're doing what you love, you usually don't have to think of what to say, but we start plugging into this like other paradigm or dynamic when we start bringing it into content creation or creating sales pages.

And that's because of our own personal hangups. It's because of assumptions we're making. It's because of things we're projecting on other people. It's because of a chip on our shoulder from not feeling understood. It's because of past bitterness and resentment from being overlooked. But the real truth is the people that are meant to be your clients are already out there and they don't have to be convinced to like you.

So when you're spending your precious time and life force energy, trying to be liked with your content or trying to say the quote unquote, right thing with your content and you've left yourself, you've left the seat of your power where the spark of the love that you have for the thing that you do resides. Don't be surprised that your soul aligned clients can't fucking find you because your signal is muddled by all of these, this like field of projection and these assumptions and these hangups that we're bringing into it.

When you can clear that through even just connecting with the flame, connecting with the flame. By the way, guys, this whole transmission that I'm giving right now was inspired from the Star

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Stream, which is my membership where I do channeled audio transmissions for business content sales in alignment with the current astrology. And so I'm speaking this under the energy of an Aries moon. But this is timeless. This is timeless advice, but the Aries moon really highlighted it for me.

Of when you can actually be so passionate about what you do. yes, you're speaking to everyone on the internet and a lot of people aren't gonna like it. But the reason why you're even sharing on social media at all is for your clients to find you. You create content with the assumption that your clients understand and your clients and future clients, that they understand that they like the way you express and that they wanna hear more.

and you're free to just express from the place of, love what I do. And even when it comes to sales and sales pages, some people are great with this in content and then get tripped up in sales and sales pages. But the thing is, if you were really backing your offer, if you really knew that this is going to be so life-changing, this is going to help someone have a shift, this is going to help someone have aha moments that shift the trajectory of their lives, because we're gonna do this, we're gonna work on this together. I can't wait to share this with you.

When you share the excitement of I'm about to lead this journey with people who already want it. So not people you need to convince. They already want it. They already resonate with you. They already vibe with you. They already respect what you have to say. They already value you. You're not needing to seek to be valued. Your ideal clients already value you. But if you don't move like that, if you don't speak like you know that it's valuable and that to the right person, it's not valuable to everyone.

There's a lot of people who don't value astrology for sure, right? A lot, a lot. And that's fine. I make my content for the people that do. And I make my content for the people who resonate with me. I don't, I'm not out here trying to make people like me or make them resonate with me. I am speaking to the people who do resonate with me. Even if out of my audience of 42,000 people, 3,000 have been paid clients. There's been over 3,000 paid clients in my offers from programs to master classes to one-to-one.

So that's a small percentage so far, right? I'm pretty sure most people that are following me on IG are not gonna become clients. So it doesn't matter how big that group is. I'm not going to cater to anyone who doesn't already value what I do. I'm speaking to the people who do and other people are there too, right? Other people who might not value it to the, maybe they do value it, but not to the extent of.

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Paying for an offer, entering into an offer. Maybe they love astrology, but they're not an entrepreneur. Cool. They're there. They get to enjoy it. Awesome. I love to receive feedback. I love to feel that. But ultimately, why I'm even speaking in my podcast right now is for the people who already resonate with me, the people who are already excited about these topics, and I'm sharing something I am really excited about. And when I share, when I write, when I'm writing a sales page, when I'm making content,

I feel it in my heart. I feel it in my solar plexus. Sometimes I feel it in my womb space. And of course there's a lot of third eye activation and stuff. But the thing is, I'm not out here trying to forecast and have my consciousness overly attuned to everyone on the planet to think, what would they like? What is so and so doing? What do I have to say to get them to buy? What should blah, blah, blah, I'm tuned into the fire within me that loves what I do.

And if I can't feel that, then it's my job to get back in touch with it. If you're not feeling it as you are writing, if you're not excited about you writing about your offer, you cannot be surprised if people aren't excited to just jump in on the day that you announce it. It's funny because some people have an entitlement that it's like, well, I posted three times, I posted four times this week and no one bought. it's like, and just posting alone does not entitle you to clients.

If you're not feeling the excitement for what you do, if you're not feeling the value of what you do in your body as you're writing it, people aren't going to feel it either. And not only that, but the people that would be right for that offer, the people that do resonate with you and would understand you, the people that do value what you do and who you are, they will have a harder time finding you because you're basically wearing a disguise of what you think you need to do.

And it all comes back to a belief of, do you believe that you get to be loved, chosen, provided for, honored, valued, respected, just for being who you are, just for who you are. Just for who you are. And yes, are very, very, very high top of the priority list in terms of our values and businesses we're creating value. So we're not just getting paid to just do nothing and not offer anything to our people. But it's not that you need to change yourself in order to be valued by your solo line clients. Your solo line clients will already resonate with you.

You just have to help them find you by boldly, courageously, and consistently sharing your magic. If it doesn't feel like magic, if it feels like you're just regurgitating stuff, just trying to put something together just to get an email out, just to check a box, you just cannot be surprised

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that that doesn't activate people into joining an offer with you. You cannot be surprised that that doesn't translate into a six or multiple six figure business.

Your passion for what you do, which is why you are doing this to begin with, is the secret sauce. And anytime, let's say you're like in the middle of a launch and it's not going well, or like it's a challenging time, or it's been really, really low in sales, and then that can dampen our energy, we need to move that and alchemize that for ourself so that it doesn't contaminate when we go and make posts.

And we need to get back to the innocence and the power and the purity of the love you have for what you do. That's why you're doing this to begin with and find the excitement again. Dive deep, dig deep and find the excitement again. Because if you're feeling it in your body and you go make a post in that energy, I don't care if there's typos on it. I don't care if it's the most basic, like graphic design or whatever. I don't care if it's a screenshot of your notes app. That could do so much better than a highly curated overly thought out posts that you poured over for so long where you were trying to say the right thing.

Because people look to leaders, not people who they're not going to respond to you being in an energy of, I'm trying, I'm trying to be liked, I'm trying to be seen, I'm trying to get people to buy. It's not attractive. What is attractive is someone who loves what they do. We all know that we've all had the experience even if someone's talking about something you don't care about like let's say they're talking about model trains or something, if they're passionate about it, it's attractive. It's cool. I'm like, that's awesome. I love that for you.

And then that person's gonna keep talking about their model train obsession. And then they're gonna meet more and more and more people who totally get them and who are so glad to meet someone like them because their signal was clear. They're not trying to pretend to be something that they're not.

So I really wanted to share that because I think a lot of people don't go deep enough into the passion and into the emotion when they are specifically on social media. Usually when they're in their offers, it's great because like, you're sharing with a client, you're in the flow, you're in a transmission, it's a safe container, you know that they really want it because they've paid. But the thing is assuming, what can shift this is assume that your clients that you haven't met yet do really want that in your posts on social media as well, you just haven't met them yet.

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And even existing clients, that's how you nurture them. Being the same person on social media that you are in your offers, that brings a sense of coherency to it. And that's something that I really love. I've met a bunch of people in person that have recognized me and come up and said hi. Many times I travel, living here in Montreal even. I often, almost every time, get the feedback like, you're exactly like you are online. And I really love that feedback. I'm like, that makes me feel so good.

Because we don't, there doesn't need to be a mask that you wear on social media. Your ideal clients will find you more easily without the mask. And then what brings the heat, what brings the magnetism and the attraction is you actually feeling it deep in your body, feeling the excitement, feeling the power of your work, feeling the power of the modality that you do, why you got into it to begin with. And when you're writing sales pages, feeling the depth of being able to help people create this transformation and those results.

If you're not feeling it, they won't either. So this was inspired from what I shared in the Star Stream membership today. We are in business energetics season in the Star Stream. So this is my membership. Highly recommend if you resonate with my work, if you resonate with my way of expression. It is a space where I drop audios most days of the week. Some weeks it's every day, some weeks it's a little less, depends on what's happening astrologically,

Because it's a space where I drop very practical, actionable, precision business strategies, sales and social media prompts, leadership and healing pieces as well, magnetism, rituals, energetics, mindset stuff, all in alignment with the current astrology. And we just started Pisces season as I am recording this and Pisces season is business energetic season inside of the star stream. So it's kind of like a mini program for each astrology season where we're focusing on different themes.

So we just had Aquarius, which was the season of revolution and innovation. And then before that we had Capricorn, which was a legacy season. So each season is like a mini program in itself where you will get to have these very actionable steps that you can action on right away without this huge investment of time because there are audios that are between 10 up to 30 minutes for some of the full and new moons where it goes a little deeper. And you learn exactly how these planetary activations, new and full moons are activating your birth chart.

So you're gonna learn astrology at the same time without even studying. Like it's very cool. And we have some new features. my God, do I wanna announce it on here? Okay, I'm gonna announce it on here. We have a brand new feature. I just announced it just before recording this

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to the membership. It's called the Cosmic CEO Astrology Calendar. So this is a calendar you can add to your iCal, to your phone, to your computer where it has the major astrological aspects and new and full moons, retrogrades, et cetera, and a little written insight there for business moves that you can do on that day.

So the days that are really great for money magnetism for sales, the days that are great for doing inner work and subconscious stuff. And in the star stream, there's longer audios about these things, but having it on the calendar is just very fast and very convenient. And it also speaks to some more minor aspects that we might not have an audio about in the membership.

I invite you to join the membership as a podcast listener. You can try it for half off your first month and you will also get to join us for the monthly sole business call where you can ask me direct questions and get my direct guidance on business and our spiritual paths and leadership and magnetism, sales, money, shadow work, content, messaging, all this stuff. You can ask me anything in these calls. And then we also have a coworking call every month, which is another new addition where we vibe together, often listening to lo-fi Afro beats or whatever music is inspiring me and we create together.

I would love for you to try it out. It is the most accessible way to work with me for business. And if you resonated with this audio, just imagine getting audios like this almost every day of the week in precision alignment to the current astrology and knowing how that activates your chart. yeah, love the space so much. Thank you so much for listening to the podcast.

I really feel so passionate to bring this. I know that from the beginning, passion was really something that set me apart from others. So know that no matter how things change algorithms, this, that, know, all the various changes in the world, when you're passionate about what you do, it will stand out to others. And if it's too much for someone else, who gives a fuck because that person's not a soul aligned client for you, right? Just like we need to stop contorting ourselves in dating.

It's very similar, a lot of parallels with dating and business. Just knowing that you're not here to convince anyone or audition for anyone, you are just here to find your people and to help them find you. And that's what social media and marketing is for. It's to help your people find you. They already value you. They already value the thing you do. They already want the transformation. You're just helping them find you by shining your signal and passion amplifies the signal. OK, I'm going to stop right there. Thank you so much for listening and I'll see you in the next one.