## Show Intro and Aliciau2019s Background

Marketing really shapes the dialogue of what's going on in society and we have power as marketers to shift that rhetoric. Yeah. I've always said I can make, with marketing and my skill set of being in the room, I could make Jews, Muslims, Muslim, Christians, Christian.

Exactly. And all of it is communication. You didn't build your clinic to feel like an employee in your own business. I'm Matthew Calogli, and on Out of the System, hosted by Dr.

Talks, we challenge the broken rules holding healthcare entrepreneurs back. Here from clinic owners, rebels and builders, who are creating bold, profitable patient center practices and doing it their way.

So, why the pink? If I would tell her who you are, and then let's talk about the paint. Yes. Listen, if you were to see me seven times, you would see in pink seven time, but my name is Alicia Munyan and I'm so grateful to be here.

I've been on this incredible journey in life and where I found myself now is a marketing expert who also is a spiritual individual. And it's so interesting because when I first started my journey, I saw it as two very separate things.

But the more I kind of stepped into myself, i was able to embody this overlap and this kind multi-dimensional expression of myself. Which now I'm able serve clients in the marketing sphere, but also having a special angle, which is different and interesting, because a lot of people think These are two different things, but actually there's so much that overlaps and I'm excited to talk about that.

But I am actually a first-generation Guyanese-American. What is that? Guianese. Okay, where is it? So Guyana is in South America and it's actually Indian descent.

So it actually- That's why, okay. Yes. Yeah, obviously, keep going. That threw me for the loop. Yeah, exactly. So I'm West Indian. That's the technical name for it.

But essentially, it's a country that has been comprised of slaves from both Indian Africa. And of course, there's Amerindians who were initially there.

When the British colonized India, they were taking people over from India to work in different sugar plantations throughout the world. So Guyana was one of the largest sugar plantations.

So it was basically a country where a lot of people were forced to go there as indentured servants. And they were also promised better lives, not knowing what they we're walking into there.

That's my ancestors. They worked on farming, sugar plantation, things like that from India. Down around the below, the Argentinian, and the connection to the Pacific and Atlantic Oceans.

Oh my god, that trip must have just been hell. I can only imagine, especially back then, like the resources that were available and how far that journey is.

A lot of people died during the journey. There's a lot records that we're lost from India. Some people don't even know what particular part in India they're from.

It's very deep and rich history. And part of my own spiritual journey was owning my roots and reconnecting back to my Indian roots. Because for example, like a lot of my family, they converted to Christianity and even like Catholicism, but, um, The core of my family roots is Hinduism when you really go deep down.

So, um, you know, I was raised Christian going to church and everything, but then life kind of took me on the spiritual journey where I began to get more interested in spirituality in general, not only just Hindu ism, the concept of past lives and all of this stuff.

And it would, it took. Back to my roots into kind reclaiming what that is for myself. Very cool. Yeah. And this plays out in your marketing and the work that you do with your clients.

Yes. And for the record, those of you that are wondering, like, yes, you are working with one of our clients right now, Dr. Lister, who's in Reno. That's how we met.

We met at one our masterminds. The thing that really struck me about you, and then as we've connected on social media and all of that, is the joy and light that bring into a room and into your work.

which, you know, marketing as a long time marketer. It's, you really are trained to make people feel bad, right? And then, as a friend of mine, Kevin Nations once said, You can't sell heaven unless you have a hell.

Right? So you, in order for people to say, I want heaven, actually demonize the, and you're really accentuate how horrible hell is going to be. And you say the path is this to heaven.

## Marketing Philosophy and Attraction Marketing

Don't get the sense that you do that. No, I don't. So what's kind of your marketing philosophy? And look at it from the context of the work that do in the medical space.

Yeah, so it's interesting because a lot of people are like, focus on the pain points, but I don't necessarily agree that that's the only way that you could sell people into your program.

And I think that a lotta people tend to focus the negative and that how the traditional marketing is. It's like oh you're terrible, you are depressed, your this, too fat, and it kind of puts people in this box.

But the approach that I tend to kind of maneuver towards when it comes to marketing is called attraction marketing. And this is kind a new terminology that a lot of people in the more spiritual sphere are into.

But essentially what this about, it's about you really focusing on the story of your client, on this story who they are and also showing your clients Like, what is potential for them?

How they can step in to the future that they want to create for themselves without necessarily, you know, making them feel bad about a certain aspect about themselves.

It's about helping them see like, okay, are you ready to live? your greatest life where you feel good, you look good where your embodying yourself and you can do that without kind of like all this negative messaging and even body shaming that's out there.

There's so much negativity, especially in the mainstream media where they're showing you like, oh, this is bad and this bad. And you know, it's Instead about framing it in a way where you're helping other people to see their potential and showing them direct results, showing, for example, even in Dr.

Liz's case, it's like she is a testament to her work. She is woman who has embodied her worthiness. She's a woman who has, you know, learned how to balance her hormones and the change and transformation that that has had in her life speaks volumes to the work that she does.

So in that sense, the marketing is her expressing herself to world. It's her showing like, hey, this is me. I just climbed Mount Kilimanjaro at 62 years old.

On top of that, I feel good in my body and I want you to feel And I know we won't talk about it, but I've done some

work in the political space. So I don't want to, I want use this as an example because, you know, think one of the hardest things for Americans is that all political campaigns, they go neck, right?

Because it flat out pulls. Now you're probably, if you remember this movie, it was when I was younger, when was your age. Um, It was called primary colors and it John Travolta was playing a prototype of Oakland.

Like they didn't say it was Bill Clinton, but they made it like everything around it and Clinton persona and I forget who was played his version of his wife and Hillary anyway, and he's running and He's coming from a southern state.

He has a governor. And he was like, I don't want to go negative. I I Don't wanna go to negative and his numbers are tanking and as numbers and taking in his team is like You gotta go negative.

You got to go. Negative. And finally, he goes, fine, we'll go, negative and his numbers go through the roof. He starts attacking. That's kind of the hard reality about marketing and advertising is the reality is going negative works.

How? How do you reconcile that? Because if I look at this purely from a data standpoint, I have 25 plus years of marketing, right? I've been a copywriter.

I worked in 30 industries and five continents like. There's an industry of probably, and I've written copy in the political space. Yes. How do you, how do.

Not go negative. Because it generally works so well. Yeah. I think that there's a line and I that things that are shifting in the marketing sphere now too.

If you look at, for example, social media, I feel has changed the game entirely when it comes to marketing. Oh, absolutely. This is new stuff that, there is no comparative data, even within the last five years.

Every single person that you know has a platform and what they do with that platform is up to them. So when it comes to going negative in a certain way, there's this terminology called punching down, right?

Where you might attack someone or do something and maybe it'll get you a few talking points and things like that. But in the age of social media, it's shifting.

People don't connect as deeply to the negative sphere. Really? I wouldn't believe that it was different. It was the opposite. I would say that now that people have an open conversation because before marketing was very one channeled.

Like you see something on TV. Well, I was telling you what to believe. Yes, exactly. Like you see something on TV, this is what this person's about and that's it.

That's the end of the story. You can maybe have a conversation with your family or your friends about it and then that it, but now marketing has become a network, right?

So you post something social media and all of a sudden there's a comment section and you can see thousands of comments from people all around the world and how they respond.

Without giving you direct examples, I can tell you that I've seen my candidate get attacked. And then with that being said, all of the comments were in support of him because of that attack.

It actually helped him to gain more support. And I can't go into all of these videos. I understand. So is it like sympathetic support? Or is that kind of like the sympathy card?

It was a little bit more like, why are you even going there kind thing? So I would say that it's shifting in terms of the

dialogue that people are now allowed to have with marketing.

Instead of it being a one-way channel, it is a two- way channel. And now deeper conversations are being had, especially on social media. I feel like because of that, a lot more people have empathy when it comes to marketing.

I remember watching Mad Men because, of course, I'm in marketing and you had to watch Mad Man. It was great. This is also when I started drinking bourbon.

Like that looks like fun. And Don Draper's character, his character said in one of them, I don't care what people think, we tell them. And that really was in 1960s, 70s even early 80s.

Not the 80's mentality. When I was coming up and cutting my chops in the late 80, really in early 90s in marketing, it was like, no, you tell, them you research and you'd tell what to believe.

It is really fascinating because there, when I own the erectile dysfunction, We got our best copy. The reason why I went in and met with so many of the patients is because I would get copy, so one of.

That's a fun thing to write copy about. I want to talk about a great market. Let's give men erections for a living. And that's exactly what I did for four or five years.

A lot of really funny stories about it. But I remember walked in. This one of the headlines that we wrote and it was a theme is, and I won't remember it exactly, but the guy said, my doctor just told me this is what happens when you get older.

And I turned that into like a headline and that ad ran for like six months because it really resonated. So when I hear you talk about this two-way communication, this was 2014. There wasn't as much of that two way communication on social that exists today.

But that was our way of communicating. Like, if I wanted to become a really good copywriter, one of the tricks that we developed over at the beginning was we would go look up topics on Amazon, find the books, and we'd read the comments in Amazon.

And we print them out and highlight them like, oh, that's a good one. Because the more I can write my marketing in the way that my prospect communicates, the successful it is.

It sounds like what you're telling me is this gives us a faster track of what your experience is, would you say that is true? What are your thoughts? Yeah, so I basically think, you know, right, marketing is actually stepping into the foot of the person who is your ideal client.

And it's like, how can we achieve that connection? There's multiple ways that we could go. Like, and I think that also with us talking about different niches, it can also slightly differ depending on the niche.

Because, you know, something like what you discussed, that's kind of a more fun, interesting, almost sensational thing, right? Sex sells. Everybody wants more money, more sex, and more power.

Exactly. And there's different ways to go about that. Right. So what do you mean by that? There's different ways to go about that. I mean, in the marketing message.

Yeah, exactly. There was different way to talk about this. Give me an example. With that being said, you know, for example, like in top of my head, just like weight management is coming up because this is something that is like so much deeply out there.

Right? Yes. And by the way, it's been that way for forever. This isn't something new with Ozempic. Exactly. It's exactly it has been there for as long as I can remember.

But there's different ways to go about this, right? Like, are we gonna go on TV and show women like the different fat in their body and be like, you're terrible, and you need to, do this and this.

Exactly. And that's the thing. It's that marketing really shapes the dialogue of what's going on in society.

## Negative Messaging, Social Media, and Political Marketing

We have power as marketers to shift that rhetoric. Yeah. I've always said I can make, with marketing and my skill set being in the room, I could make Jews Muslims, Muslims Christians, Christians.

Exactly. And all of it is communications. So with that being said, I think that a lot of marketers don't necessarily recognize their power and also the detriment of what can happen with.

When I was in high school, it was like a teen kind of advisory group and we covered different topics and one of them including eating disorders, right?

And with that, we were looking at actually, what is the result of this? And you're looking up the magazines, you are looking all of the stuff and you see that coming out with this messaging, like you need to look like this and kind of making people feel psychologically bad about themselves.

you know, that has psychological detriment. And with that power, it's like, would you rather sell someone something because they're feeling in that bad negative energy about themselves?

Or would You rather empower them? Would you Rather empower Them into making better choices for themselves. But so I struggle with this because my 25 year marketing brain, people don't want to be I feel like it's an illusion.

I think most people don't want to be empowered. Most people want power. They want the myth of power, the average consumer wants to believe they have power but they want be told what to do.

I would say that once again, like I'm more of like a new age kind of marketer, right? I understand that. But I love this discussion. Yeah, no, 100%. I think that this is shifting.

Maybe I don't have qualitative data and I wish that we could pull it up and you know I'm pulling it right now. There's a lot of instinctual stuff that always goes on.

But I do feel like this is shifting and even if you look at the wellness coaching sphere like, this a billion dollar industry now People are ready to be empowered.

People already to change genuinely for themselves. There's a whole sphere in the wellness industry with all these wellness festivals that are going on.

All these people who are already actually become better in their lives. I think that this is a huge movement that needs to taken into consideration. So is that empowerment really that they want to have?

Control jurisdiction over their health? I think that it's they want to make better conscious decisions. Hmm. Better conscious. I might think I think there's a lot of unconscious decisions that go on for the consumer because they can't put a finger on where they hurt something.

I mean, it's one of the reasons why I do this, right? We know this about the human mind, so we know that the people mind take so many times to hear a message for them to be able to come to it.

They pound the radio waves in the airwaves and the TV waves during elections. Right. It's why. And by the way, if you really want to, I've always felt like if.

You really. Want to understand marketing, a real close attention to blue because there is no more money at risk.

There is. No more power at a risk than to be the party in Jordan.

I mean, people don't understand the money. Yeah. Behind. Packs in. Alignments. Yes. Again, and I know you're getting a front. We won't go into it, but.

But if you think people just want on the flip side, I know that people turn off the messaging because they get tired of the negativity. There actually is something I really want to commentate on this.

Because of age of social media, the political sphere is changing. If you love people, certainly the polls are certainly all the time because people are bullshit.

And also people. Are showing up in numbers that are unprecedented. If. You look at, for example, mom, Donnie's campaign, I'm just using him as an example.

Like we could not like his policies, whatever, what about policy? This is about understanding how what, he's a genius marketer. Okay. So tell me about it.

Okay, millions of followers that connected with him in New York City that were able to see his messaging by Instagram, by Facebook, pulling out young people in massive amounts of number.

where you have clear, concise, two-way communication. There's literally been videos that he's done where he like, oh, someone says, Oh, Mom, Donnie, can you fill in this pothole?

The next day, he is out there with his cameras filling in that pithole. There is such a difference now that people are able to access this information themselves.

They're able, to fact check, they're. Able to have their own commentary on their platform. Fact checking is, is a loose word. What's facts, right? If you're using TikTok or Instagram to get your facts.

Well, here's the thing, there are legitimate organizations and people who, for example, when someone is making a speech, they'll literally go and research and break down and then, you know, put this video on TikTok where they're talking about funding.

Is the opposition funding? No, that's a thing. That's what you see. So this is great. Obviously, significantly. Exactly. Right. Yes, of course. We've been screwed so many times.

Right? We been lied to by so much politicians. Well, here's the difference about what's happening today is that individual people are having greater power than they've ever been able to have in terms of having a voice.

Before, we would have to rely on mass media, on the media giants to commentate and say this is what's happening, this the messaging, and this what we're talking about, right?

But now, everyone, like I said before, has an Instagram, a TikTok, platform, potential to go viral. These are some people who are not being funded by anyone with no special interests.

They're just genuinely people, who want to see a difference being made and they're making their own videos for fun. There, they might even be monetized by TikTok and TikTok doesn't take into account, whether you're from the left or from right, it counts for how many people you are able to garner on your page, right?

And the point that I was going to make is that these people are now able to have their platform commentate on what's going on and creating a deeper conversation than ever before with giving the individual person power.

OK, I hear all that. Now, let's translate that to a doctor. And as you know, you're at our mastermind, but half of the room Working with you know working with medical professionals.

Yeah, most of them Really are happy in their own little bubble introverted. They don't I have some doctors like Sounds horrible. I can't imagine a worse existence Yeah Why does it work so well?

Why in the medical space? But why does that work? So well in weight loss or regenerative therapy? So going into this and it's the same reason why it is working in the political sphere is because it more relatable than ever.

People feel connected before, like even for myself remembering like 20 years ago, a doctor was always behind an office. A doctor was always, you know, behind a wall where there's only a certain level you can connect with them.

But now with social media, it's very different where you have the opportunity to actually connect them as a person. And depending on what that doctor is selling and what their services are, that genuine connection will lead to a sale.

So walk me through what, how would you coach? Let's say I'm a doctor, let's see him in regenerative therapy. orthopedic surgeon, IV personality. How would you coach me?

So I would first start by asking you what your story is. And I think that is key that a lot of people are missing. Why is the origin story so important?

Because depending on if you're able to actually connect the storyline to what that person is doing and usually you can't. I found that doctors are some of the most passionate people and typically they've had their own stories in their lives that have led them down that path.

It's not easy to become a doctor. No. It takes years and years of work and you have to have some sort of passion and drive like most of the time I would say 90 percent of The time people are driven by their desire to make a difference and make it change in something that they're passionate about And tapping into that passion is what makes the difference in marketing So origin story is up is is key.

What else what else are some key components to making this stuff? I would say with going on top of the origin story, what is the, how can it relate back to your niche?

How can relate to the service that you're providing? And then kind of looping them back into that rhythm. Because once you understand like, okay, this is my story and like you know, I've been on a personal journey of healing myself and this is what I want to do for other people.

That's what steps people in where then you're able to actually look at the flip side and say, okay, stepping into the shoes of my client, what do I share with them to help them step into that sale?

I find this topic incredibly fascinating because I pay very close attention. Like I don't pay attention to I don't pay attention to like political campaigns or I didn't really pay intention to, you know, like we've got a big election in Los Angeles where I live of Karen Bass, the incumbent who screwed up during Al Said's fire.

And now we got our version of Mondami. I can't remember her name anyway, and she's like leading my tentacles. Like the social Democrat is like leaning.

It's pretty much a foregone conclusion she is going with, right? So, but what intrigues me is what intrigued me most about people is how on one hand, They can vote for socialism, communism, but on the other hand, want so much.

I find that incredibly interesting because if you look at like, if we look the history of say, socialism communism I'm going to lump all those together because and it's essentially the same.

There's very little personal freedom that are involved in those and yet in There's an interesting dichotomy to me. It doesn't compute. And I guess my question to you is, how is it that people don't recognize in marketing, whether it's that or healing and doing it outside of the insurance base when people are saying, I want everything covered by insurance, why is that that will be able to toss aside one thing in order to have the other when it comes to their

buying decision?

I understand what you're saying. And I think this kind of goes back to what we were talking before. People crave relatability. like good for the community?

Is that what you're saying? Yes, exactly. If they believe that this person is a good community leader or good person to connect to, they will throw away the conventional belief that, you know, certain limitations.

How do I frame this? Yeah, yeah, I'm unpacking this. So basically, when someone is so relatable, they're able to convince someone that this is the best thing for them.

And, you know, old conventional thought sort of put certain concepts into a box where people are now willing to move past that to have a good, genuine leader.

Mm hmm. It's interesting because when it comes to marketing, the most interesting man in the world comes up to my head, you know, that guy who sells the beer, right?

He's such a personable character, and people don't necessarily care, like, does this beer taste good? Like, is this good, they just see him and they're like oh, he's a cool guy, I relate to that, let me buy and support his beer.

Well, in politics, one thing that they really look at is likeability. Yeah, exactly. And what most people didn't get a whole lot of airtime on. is when people are always like, I can't believe Trump beat Hillary.

One, people underestimate Trump all the time. This is not an endorsement of him. You always have to put this out there. No, Trump's not, no, not saying that.

I'm just, you don't really watch. you're not going to learn. Well, there's a reason why he won. Because, well, Hillary was not very likable. Didn't matter that she had the pedigree.

It didn't that matter she has the resume. The people that liked Trump liked him more than people liked Hillary The thing that is like, that you can almost parallel Trump and Mamdani is that they both are such strong.

Okay. Personal characters. Yeah. Because they hang out. They're like they have. So, okay, back that up a second. What is it? What are you, what is the Mamadami's doing that?

Is that how you pronounce it, Mamandami? Yeah, What does that he's that Trump was doing, the people aren't seeing the crossover? They're actually very personable characters.

If you look at Trump's history, and he wasn't a political, I actually… I've met Trump a number of times. When I was in the golf business and I in Atlantic City, we ran the Trump golf tournaments.

I met him probably 10 times, he's unbelievably… And I have met Clinton. Okay. So it's about shifting minds, right? And connecting and showing yourself, like displaying yourself in a certain way.

This also, by the way, relates back to the doctor marketing, Right? It's like the personable characters, the personal people who are able to present themselves.

Like people kind of look at things and then they don't look as much into the details.

## Storytelling, Relatability, and Doctor Branding

Sometimes, you know, they want to see a strong leader, a song person that's telling them this is the right direction. Right. And then the direction is right or not.

They want somebody saying this is the Direction that we're gonna go exactly and when we are speaking in general

large numbers of people, right? It doesn't matter.

I don't care what you if you have to have a believe you got a double downer Which is important for the doctors to hear and understand, but yeah, so keep going So the similarity between them both is that they have such deep conviction.

They have deep belief in what they stand for and they are both masters of the art of showing up. With that being said, Trump was a TV personality. Trump as a character.

Like this was, a little bit before social media became such a big thing. But it was like right around then, right? But he was on TV. A lot of people knew him.

And a lot people say this now, like in the political sphere, not a career politician. It's like, we want a person who's not doing the thing, you know?

And then it's interesting because relating this back to the doctor. I was just going to say, so relate this to back the doctors. People want doctors who are able to feel like they're talking to their friend, like, they are talking someone that they know their story, which is going back to what I was saying about the storytelling actually being a huge part of marketing.

And if you look at Instagram videos and what's trending, like when people share their stories and people's share like in depth about what they've been through those transformations, that's really what captures people in and their attention and.

top of that having like a strong character where they're like, oh, what is this doctor gonna say today? I've seen like different You know doctors that even do those talking head videos where then commentate on what's happening and like and it's because it like almost like unconventional.

Mm-hmm It's something that's unconventional and stands out to them. And they're like, oh, wow, my doctor's talking to me, like on TikTok. They're doing like a little thing.

Like, you know, that makes them so much more approachable. That's what people want to feel. What Trump and Mamazzani have done is making them feel more approchable, You have to, and I tell them, I'll tell the doctors all the time, like, well, Matt, i'm not an extrovert.

The reality is, is I'm a hermit. Like, if you look at my human design body graph, imma 2-4. I don't know if your done working. Oh, manifesting generator.

Yeah, so no, Im a human generator, human designer, generator emotional authority. But I am a 2, which is a Hermit. So I like when I, you're my second interviewer.

I'm going to go back to the hotel room and I'll be like Hermione for four hours. I am done. But I love this. So not necessarily a traditional extrovert.

What people don't realize is there is a front-facing man. There is not. there's a part of me that never leaves the cave that I don' share. And I learned this from my mentor, Kennedy.

Before we even, then we were just sending emails and fax messages. But you, I have learned to curate, carefully curates the part that I release to the public versus part of me that, and it's not hidden, it just, you know, It's the one that goes with Christine to see Wicked Lessons.

Yeah, exactly. I don't post pictures of her going, even though it was WICKED LESSONS. It was phenomenal. Cute. Love the theater, love being here in New York.

Broadway. Um, like I'm not posting pictures of where we go. I don't post pictures. Of our vacations that we take and

the places that I talk about it to my core clients.

But I know post that out of, Hey, look at us in this beach. And I think the social media discernment is really important because I. Some people, and this is like something I had written down that.

Talk about is that a lot of doctors have resistance towards social. Absolutely. Because they're afraid of what they can post and what can't post, they are afraid to be judged.

Okay, so how do you deal with that? How do coach them through that. I would say moving past the fear of being judged is often what leads them to the greatest abundance.

Yeah, but that's easier said than done. No, a hundred percent. And that's part of the journey. That's why they hire us, right? How do you, okay, so aside from telling them that they have to make this shift, like what kind of work do we do with them to get past?

So, actually, this is where I actually incorporate the spirituality into this. Like, I tend to do meditations with my client to help them step into their power, because actually what it is…

Like Future Self? Like what are you doing? Yeah, Future self is a huge one that I do. So, so there's actually sometimes even deeper things that have happened that create those blockages.

So I might even do some regression work because I'm actually a licensed hypnotherapist where maybe a doctor has a preconceived notion from when they were a child that oh I can't have fun and I Can't go out and i can do this thing and that's Reflecting and how they show up in their marketing and they're not even realizing that that actually Oh mom told me that I need to go study and be in the books all the time and then I?

Can show people who I truly am mm-hmm we You've been to one of our masterminds yes and I do a lot of like these one, the Dominion Path days where they come in and we reinvent their business in a day.

And invariably we wind up spending time talking about this. I had a client in, obviously I won't use up, change some, I'll get kind of the gist of it, but I want, because I wanna reveal.

But basically, she was having a hard time keeping staff, okay? Well, when that conversation continued during lunch, realizing that it's growing up, that wasn't around, not sure who dad was, all of these things.

And what we recognized is we took, we came back from lunch and we did some meditation and that was actually driving it. She was hiring people on her team that weren't qualified.

So therefore she would have to jump in and do the work gave her her sense power power and control and that she was proving her work because she can never feel like she So when we like literally the meditation that you can done she went She goes how the leap did that just happen?

How did you get me there? And I'm with you because the spiritual the gentleman we just had in we were talking Dr. Refai he was talking about this easis on top And we are constantly running this epigenetic coding.

We don't even know is like, we don' even remember. I didn't remember for 56 years, 57 years of my life. Some of the things that were going on in my house and going, Oh, that explains.

Are you getting into that kind of depth of bubble with people? Yeah. Why? So my background actually is that when I was about 20 years old, I went on a really deep journey of healing myself.

And I, was at the point where I actually suicidal in my life. I had been through a lot of childhood traumas and I at a place where was very blocked in everything.

That led me on a very deep spiritual path where I connected with a mentor who actually taught me about somatic

energy healing and going into my past and learning about things that were blocking my own life.

And I saw the instantaneous shifts that happened with this work. Okay. So tell me, tell the listeners, what is somatica? So what is it? We're like, let's dive into this.

And if you have any science, cause you know, yeah, exactly. Well, here's the thing. Okay. So somatic energy healing, right. I think especially in the context of like hypnotherapy and things like that, it's about going in.

mentally to the spaces where you might have a mental blockage. So this is kind of interesting to like talk about this like in a medical sense, right? Because there's different spheres of reality, there is like the physical sphere, like we could feel our body, but the most tangible kind of connection I can make is, you know, when you've experienced a deep heartbreak and immediately it physically hurts.

Yeah. So this is a somatic pain. This is something that is intangible. It's something inside of yourself. When you're able to actually, through meditation, go into that pain, You're giving it a shape.

You are giving an object. By going in, I'm giving a color. I am giving shape, so when we do a meditation we say, where is it living your body? Exactly.

what color is it exactly what shape of it is jagged exactly exactly okay so once you're able to kind of create this tangible object from it you then recognize like oh this isn't an isolated pain this is actually something that i can physically almost feel that I can come to terms with and I can actually dive deeper into this space and i can recognize once you're in meditation where this actually resulted from and what are the different components of that so when you're doing these sort of healings with people, it's a very mental process, but it is interesting because a lot of people who even think, like, there's no way I could do that, that's too woo-woo, this is actually a really deep psychological process that is much easier than people think because if you've experienced a heartbreak, you know that pain, where that So it's just about tapping into almost like another layer of reality, which is the mental layer, Which is also tied to the spiritual layer as well.

I mean, Jesus said, you know, um, have the face of a faith of mustard seed, right? He moved mountains. Um, he, I can go through all kinds of scriptures from lots of different disciplines that talk about the, in a way, the power.

Exactly. So when people say, does it feel a little woo woo, I don't even want to put that language out there, because to me it's not woo woo. It's actually kind of like the stripped down, cleaned version of really, let's just focus on the teachings of Jesus.

Now whether or not you're, and I'm not saying you have to be a Christian or being religious, cause I am certainly not religious. Which means return to bondage.

The Greek of that means, return. And I certainly don't classify myself as a Christian. Now, I like to follow the teachings of Jesus. Sounds like a pretty cool thing.

I would have loved a hug. And plus, we'd always have wine in here. It'd be like, here's this water, just kidding, it's wine. Great guy to go to college with.

But it's not woo woo to me. To me, it is really with the purity of the teachings. Like if you think about it, God forbid you have a family member who gets cancer.

What are you going to do? You're going pray. You are going manifest. Manifesting in prayer to is the same thing. It's just different words. I would bet, and I don't have the Greek in front of me I'd bet the greek and the latin mean pretty close to the damn same damn thing I'm asking for somebody to intercede on my behalf.

Exactly. Right? I am asking a different result than what everybody else is telling me is possible. So yeah, I don't think of it as woo. I think if it is, what's happened is we've created a language around something because we don' want people, people powers don''t want peopl to use it because it's so powerful.

Yes. Does that make sense? No, 100%. I completely agree with that. And even when you talk to psychologists, psychiatrists, there's similar aspects of these sort of teachings that they do as well.

Give me an example. Do you know any right off the top of your head? Um, I like, for example, dialectic behavior therapy. I'm pretty sure dialectics behavior there.

So this is like kind of talking people through reframing the ways that they speak. so for. People with borderline personality disorder, people who have sort of like different fragmented ways of thinking where their emotions are displayed in however they're coming across and it's actually emotionally hurting them.

There's this book called Buddha and the border line. Buddha and the border. Yeah. All right. I believe that's what it's called. There's more. You know what, Alicia, you've just given me more books to put on the stack because I don't have enough to read and I'm never home.

It's interesting. Only there's only about 27 on a stack. Yeah, because I had a friend who was actually had borderline personality disorder, and I was learning about this with her because she was one of my best friends.

And in this, like, it's a lot of mindfulness therapy that goes into this. So it is interesting because this is something like when you're talking to psychologists, psychiatrists, you expect them to be in the medical field and that's that.

But there's so many different layers that there is overlap that comes in. So in this context, they're actually teaching people about mindfulness, about stopping their thoughts and then reprogramming themselves to speak in a particular way.

Reprograming their thought patterns when this is going into the concept of neuroplasticity. It's interesting because in mindfulness there's literally studies that have been done and I wish I could just But there's studies that have been done that show that, you know, when you start to think in different ways and more positive pathways, it literally reframes your brain.

It reframe your mind. And there are different neural connections that are formed and that's what neuroplasticity is. So it's the way that we think that you think is something that's just in the mental sphere that actually goes in to alternate your brain physically in a way the neural pathways are being fired.

So I had this situation come up for me about two and a half, three weeks ago. And what happened was something happened in company and I missed it. Now I didn't fully miss it, like I started seeing it but I did not act on it You know that anybody listen as a company, you know, like there's things that you you start to notice something with an employee or kind of like a trend happening or something like that or whatever it is.

And you know, I'm very intuitive and I spent a lot of like I am very tapped in, right? And I was just like, yes, this isn't going right.

## Spirituality, Somatic Healing, and Mindset Work

There's something not right and couldn't put my finger on it. And sure enough, came back from vacation and was kind of revealed to me our trip down the West Coast, what it was.

Then I spend about 10 days re-litigating and re prosecuting in my head, as myself, which made me angry. Now, anger is a much thicker environment or resonance.

and joy, peace, right? I mean, think about it when you're angry, it's like you are moving through like cold glasses, you know, like it is hard to move, everything just seems like a lot more effort when your angry.

But when in a place of joy and enlightenment or happiness or whatever it, things are a little freer, we dance, spin faster, don't care what people think, were at a festival and were spinning around and everything is fantastic, And what it did is it made me realize most people are spending a huge amount of time.

Relitigating and reprocessing the past over and over again after the judges. Okay. And they keep going back and they might not even recognize it. They don't recognize that which creates a thickness of viscosity to your present day reality.

Now, I'm sure somebody's listening to this. This sounds like woo woo. It's not it's science. Think about yourself. If you just think about this stuff in terms of like your experience of yourself, and you think, oh, when I'm angry, what does that feel like?

And you're like, Oh, yeah, it does. It feels like things are trying to move through glasses. Exactly. And the goal that everybody, everyone, I don't know anybody.

I've yet to meet anybody who's not looking for a better life. They're looking for more happiness. They are looking their own version of heaven or nirvana or enlightenment or whatever.

Everybody here has something that they're doing that, they do in order for them and their belief to make their life a better place. Right? Exactly. It's just a function of whether or not those things are actually proven tools.

And one of these things, and I know there's plenty of studies about how you frame things. How you look at things? Yeah. What do you say to people that are like, well, that sounds to me like you're not confronting the heart of harsh realities.

It sounds like it's actually the deepest work you can do. Okay. You got me intrigued. So let's unpack that. So it's interesting because like a lot of people see me and they're like, oh, you're so fun.

You're, so light. you are so bubbly, right? But this, when I said to you that I was actually suicidal at one point, like I saw your face like change, and I'm like…

A lot people do. But it doesn't surprise me. Because you were like exposed to that as well. Right. I am not surprised and i am surprised. They can be both in the same center.

Exactly. Keep going. And here's the thing, because also you're in this conscious space in a way, like, so you understand the depth of that, right? But on the lay level of the average person, they don't understand that some of this work, we're like oh we are manifesting, doing somatic healing and this.

It sounds all light and fuzzy and bubbly until you sit in on one of those sessions and you literally see all of the dark night of the soul right this dark years yeah exactly so you know in order to emerge as your lightest being as you're most embodied self you must go through that journey of letting go of all of those layers and naturally being a human being we're faced with suffering we are faced depression we were faced some of hardest things that you know, reality can give us.

Isn't it interesting that we're all trying to create some form of better likeness, meaning we spend so much time trying get our physical bodies lighter.

Yeah. Right. But yet we don't spend any time making our energetic minds. That's the thing is that people don't realize that it's tied together because, and I think the number one reason is our bodies are tangible, right?

People see, oh, like they look good, they like this, but then when you do this in a work, no one really physically sees that, you could have gone on the deepest, most emotional forgiveness journey and then show up looking physically the same the next day.

But I would say there's a difference, but not everyone knows that. My clients have noticed. The book I've done in the last two years, my clients. Yeah.

So my client's had been with me for like three, four years. They're like, you're a bastard. Like, we like this version. No, 100%. But here's the thing.

You know, the people who know it, for example, if you lose 100 pounds walking down the street, someone will notice like OK, they looked like that before and they look like And the energetic difference sometimes is very subtle where only like your friends or family can like really recognize that.

And I think that's the difference of appeal. Um, work that you do is actually more important in some ways than the physical, but the fiscal gets more attention because you're able to see, Oh, that person lost a hundred pounds.

So that looks like this now. How does the energetic relate to getting plans? That's so funny. Cause I was literally energetic. Well, you know, Because we're connected energetically, right?

Okay. So I'm doing this energetic work. This is, this is soft squishy. Yes. It's difficult for people. Like I don't want that. I want the tangible things.

Yeah. And I tell them all the time, give you all of the changeable things you want. You might get 10% out of it. Might get 20%. Yes, but 99% of my. Need to do some kind.

this Is what I would say. it's you won't see it until you try it, But the moment you. Try it you, won' t want to stop. You'll see at the second. So here's the thing.

I remember when I did my first energetic session with someone and it was, I want to say I was like 21, 22 years old. And when I stepped out of that session, one of the number one things was that I was dealing with a lot of family trauma.

Was it ancestral or current or both? It was current. OK. It were things that happened in this time frame. Exactly. So the moment that i stepped of it, I literally saw the person I did the healing for right after, and they literally said to me out-of-nowhere, you look different.

And like, I didn't do anything different. I actually had tears streaming down my face and then I had to clean up and go in. And then literally they said to me, you look different and I was actually trying to like get an apartment somewhere and no matter what I did like Every time I got a deal and offer, it would fall through.

Right after I did that session, the next week I gotten an apartment offer for the exact budget that I set for myself. And it was the perfect apartment.

It was a perfect department. Looked out on the water like exactly what I wanted, like literally to the T what i described and within my budget and everything and it is very spacious.

Its really interesting I've had doctors in sessions, in meetings with and will do one of these meditations. And my, uh, then director of coaching would be there as well.

And we would, they would come out of it and we'd both look at each other. Yeah. They're like, I feel so much differently. I wish you could see. You know, when we'll do the medicine work, we see that like people will change it before our very eyes.

It's really fascinating. it's like the layers. Like the exoskeleton of their hard self or hard protective self falls off. I feel like especially as a doctor, right?

Like they have to put this armor on and there's all of this stuff. Like, they're not allowed to be vulnerable because they are the healer. And that's the thing with that sphere is that you're getting a lot of people who've studied for years and years, and they had to shape themselves and create this discipline.

But it's like to take that shell off. right? And to actually do that inner work, they don't realize that that could actually be the thing that makes their business.

And I've even seen in certain cases, I have done a session with a client before, and then literally right at the end of

it, They'll get a text. Oh, i just made two sales or something like that.

All the time. Happens all the times. I could go on. i've got a couple of stories on this, right. The one that I would probably use the most is So, um, well, Christine and I started seeing each other.

I moved to Charlotte and she didn't want me living in LA. Like it's big city. It's like 13 million people. She's, like, too close. So I don't watch you know, I'll take some thought about living.

In San Diego. And I was going through sticker shock of what it costs. Southern California. So I want to been Scottsdale running a house furnished, right?

Sippin I was there probably eight days a month, probably 8 days in LA. And so we're going for the next 15 months, we've gone through this process and I'm like, where we get what we realize and we want She's like, I'm not leaving L. A.

because she's an actress. She was like or we can move to Manhattan. I like the West Coast. No offense to your hometown. Oh, listen, travel for 80 percent of my life.

So especially when the cold wind comes over. And so we were looking at all these places in California and I had had a couple of sessions where it came out saying move in meditation and somatic work.

And I wasn't paying attention to it. And finally, what happens, we thought maybe oh hi, you'll have out, which is about an hour and a half to two hours from LA.

Oh, that'd be that might be a compromise. It's a little bit quieter. We said we looked up too small. Were driving out of Ohio. Like we're just going to find a place in LA driving.

Out of oh, hi. Her landlord's texted and said, Hey, the unit next door to you. is opening up and it's bigger and has an ADU parking on the side. Oh, we used to live in it.

It's the owner's side, so it was much nicer, right? And we wouldn't have looked at it the next day. This is it, it is perfect. That's it! It was right there, under your nose the whole time.

And so when I got clear about like what I wanted, and I started to visualize, okay, what would this mean for me in my life to be in LA, which to a lot of people makes no sense in the late 50s to move to LA.

um in the taxes and the cost of living and all of that but when you start to follow there's a lot of do you find like a Lot of things that people do to the outside world don't make a whole lot Of sense.

Yeah, what do You say to people like that of like? That doesn't Make any sense that doesn' make any logic. Why would you do that? You're following your heart I feel you're Following your soul part of That spiritual journey is taking complete ownership of your path.

Whatever that is What is the ownership if your So I would say it's when you're fully able to trust your intuition and trust her heart where you are being led to.

That's really hard to do. How do you get to that? A lot of people's hearts are closed off. Especially the doctors. They don't even know they have intuition.

something had to lead them, first of all, to begin with on that medical path, right? So it's like trusting that same nudge, trusting, that nodge that inherently, because we're animals at the end of the day and instinct and intuition are almost like two sides of same coin.

It's where is your instinct leading you? Even if there's no evidence at that point, but you know that something Waiting for you is not the greatest Yeah, when you make those moves and it makes no sense thing, but my college

buddies are like, what are you doing?

Yeah Why are here like I don't know but that's where the most successful people come from right? I can't say people who can trust that voice because the people tend to live, you know, sort of like the average life.

They're like, oh, I'm just going to get, a nine to five. I mean, to do this, play things by the book and that'll be that, but the people who think outside of the box, the, people were able to trust their intuition, who are able go on that journey.

The risks are greater, But the rewards are also greater. I think the risk is greater to stay where you are and not listen to voice. I don't think that risk it great to make these decisions.

And if you the risks is great for me to move to LA, I mean it's a two way door, like I can go there for a year or six months, or I could be there three months ago, and I hate that I couldn't move somewhere else.

Exactly. There's nothing that ties me there. That's the thing though, people lean too far into the fear of consequence. So I heard this said at my mastermind last week.

And I'm going to attribute this quote to Jeff Bezos. I, that's what the guy in the room equated Marcus did. So I don't know if this is Jeff said this or not.

He goes, there's two types of doorways. You said there're two way doors. you walk through, you make a decision, and you walked through. If you don' like the decision you can always walk back through it.

Yeah. And he said, then there are one way door. In one-way door decisions you go through and like you have to go outside, walk down the steps, go all the way down before you even go to another room and make your decision.

and that really crystallized it most of the decisions that we make in our life are two-ways doors, but we think that they're one. Mm-hmm. Okay, like, okay.

So let's say I decide to move to manhattan. Let's see Christine's like let me to Manhattan. Hey, let us move Manhattan No, we try it out. See so okay, so let say we sign in your lease.

It doesn't work out We don't like it so we move. Yeah, you're like. Oh, it's a big giant pain in the ass I'm like not really really that big exactly. That's not it.

Not a giant pin in he asked him It's going to be asked a Chinese thing. There's lot of other things that are bigger giant paint Right? You hire somebody to come in and pack.

They, you know, they pack up the house. You can pay people to unpack. Yeah. And pay to people come and clean. you can make it as streamlined and as clear as you want.

Exactly. and in our world, because we own the business and because more entrepreneurs, so let's say it's going to cost 15,000 or 20, 000. So we just go sell something for 12. exactly.

To pay for it. Like, there's always ways. There's not a big, it' not big deal about it, but here's the thing. Your resourceful. And I finally so and I feel like like in the general sphere people who aren't in this self-development Industry or who are interested in self development don't really see that Like they think that when something happens to them, that's just the end all you know, they give up you it's um, I You know in our pyramid of what of our values in The bottom we have valor which is The center, we have love on the top.

We have doing the left-hand side of it. And we had transformation. The reason why we add valor and transformation in the same level is you can't have transformation unless you have courage.

You can have current transformation, they go hand in hand transfer for you to transform. There's a great book. It's

called the comfort crisis. My daughter gave it at Thanksgiving in 2024. Yeah.

Just right of Thanksgiving. Cause we did Thanksgiving and Christmas together. She's got a mom, she has to go see him. And she gave me that book and I read it over that December.

And I was like, Oh my God, I've created a comfortable life. I can make this decision. Can continue to be comfortable. Probably wind up in Florida. Um, and.

No, no, like I got to go do the uncomfortable thing and that was moving out West and it just. There's I think people mistake comfort for success. Every person I know that has.

Unbelievable success or passion or whatever an athlete. They're making themselves uncomfortable every single Yeah When you do energy work How do you view comfort and being Think about it at all.

Do you think about courage? Like what do when you when do that kind of work? What kind comes to you? It's interesting because the deepest transformation comes from when the client is uncomfortable at one point in the session.

And then when they lean into that dark place that they don't want to see, that's where the transformation is waiting for them. hosted these sessions to a point where, you know, me personally holding that space, I always know that the results are waiting on the other side.

Like I never personally feel like, okay, this person can't get to the end of it because you always can. You always And I've seen it in so many circumstances with the most devastating things.

And it's like when you're able as a space holder to be able to give that belief in that person of regardless of how dark that space is for them in their life, that there's something waiting for him on the end of that.

That assurance that you have in yourself will bleed in to them. So. When you were in your early 20s, when And you were going through this depression. Is it safe to say depression and trauma?

Okay. Were you going in with this philosophy or was this velocity revealed to you during that process? There was no option. I went in and it was either for me.

It was like, I either do this or that's it. You know, what does that say? Yeah, like I was really suicidal, you know? And I actually wrote a nine page suicide letter.

What? That's so funny. No, I literally… Suicide notes can only be a page. That is the thing, right? Like I was just internally going through so much and it was like handwritten, of course, but…

Is that therapeutic for you to write that nine page suicide letter? I think it was at the time, but it also like a very big reality for me. It was like, okay, this is either it or I have to choose to fully commit myself and jump into my healing journey, which ultimately…

That's a pretty broad spectrum. Like most people wouldn't be that either or. Yeah. Most people would want to do it incrementally. Why are you always that kind of extreme with everything in your life?

Um, well, here's the thing. I feel like I live in the wide spectrum of life. Like I, you know, actually one of my goals in life was to travel to over 30 countries before the age of 30, which I did.

And like I was always ignited to like, you know, do something with my life. But at the same time, like when I went through that depression, it felt so stuck and I felt like that's it, I couldn't do it.

And there was so much piled up in me that I literally couldn' see past the hill. And what had happened was when I was walking out of a psychologist's office, they had given me all of these prescriptions for different medications.

It was like Lexapro, it was all these antidepressants, and it's like a whole list. And they were like, all right, this is it, like you're going to, you know, just going take that medication.

As I was walking out, I bumped into my philosophy professor, and she was holding in this hand, this book in her hand called Peace is in Every Step by Thich Nhat Hanh.

Peace Is in every step? Yes. Okay. And this is a book about mindfulness. Um, And she had said to me, Oh, um, i don't know why, but I feel like I should give you this And she gave me the book and I remembered like taking it.

And I was like, no, this is the answer. Cause I. Like almost like a TV show holding. I wasn't college at that point. So I want to say it was 20. Okay.

Yeah. Because here's the thing you're at such, um, so many different pathways that you could take. If you. Solid in a foundation in yourself.

## Reframing Comfort, Intuition, and Business Growth

with your own self-care and your self love, like you could just get lost in it. I can't imagine being 20 with social media. Yeah. Social media… Right now, I mean, it would be…

When I was 20, It was just like getting a little bit more up, you know? But I remember I actually was bullied online too. Yeah and like people like especially in our college there was like this thing where you could like write anonymous comments and then it would be like almost like Twitter and pop up on the feed and there were certain things that had come up like just about me because I was actually one of the only people of color that went to my college.

Like it was 90% a white college and people just, you know, for the most part I had a very pleasant experience, but there were people who were actually, not nice.

So that also added on to like whatever I was going through emotionally. But when I received that book, I took it and I have the book in my left hand and the prescription on the other hand.

And I remembered feeling into it. So I actually never ended up filling the prescription and I ended reading this book and it was all about mindfulness.

It was about neuroplasticity, it's about meditation. And it is about tuning into the moment where you might have like an inherent dislike for something, but reframing your mindset to actually enjoy that experience and become more present in your life.

They use the example of washing the dishes. Okay. So we have this preconceived notion that we hate washing the dishes. Like you'll go up to you and you'd be like, oh, I don't want to do this.

I enjoy washing. Yeah, but I'd rather do that than laundry. Christine does the laundry and I'm like I'll take care of the kitchen. That's so funny. In this book, right, it talks about how at some point in your life, you actually had to decide for yourself that you hate, washing, the, dishes and ever since that moment, your brain is programmed to say, the dishes.

Kind of like a doctor would be about posting those social media. Exactly. So what it does is it encourages you to reframe your mind to pause when you have that thought of negativity, to posit and clear the thought and be like, okay, this is a neutral experience.

I'm just going to go in and I am going see what this like. So then when you're washing the dishes this time, you pause your thought and you notice how the warm water feels on your hands.

You notice, You think about the amazing meal that you had. Do you think the next meal you are going to have?

You'd think of the fact that actually have running water.

you start to reframe the way that your mind is speaking rather than I hate this experience to let's stop and like actually see what we can appreciate in this moment.

And by consistently doing this, And that's the thing, it has to be consistent. It's not just an overnight thing. You'll soon realize that going into that experience, you have less negativity associated with that.

Experience, which can be bled into different experiences, including posting to social media, and including having difficult conversations with your client, Including, You know, wherever else.

While you were saying this, so I, I grew up in Chicago. Deep dish. A lot of things about Chicago. And in Chicago, it's like you're trained to hate me, right?

It's just part of it. I lived out in central Jersey and southern New Jersey for like five years. That's been a lot time up here in the 20s. We come up quite a bit.

Then I've lived all over the eastern part the United States and I live 23 years in Charlotte. I would be like, I'm going to New York for four days, but people are rude.

It's not really starting. Right. I don't like it. And so Christine, about four months ago, let's go to Europe. So we fly in on Saturday. We've already been on the road and we get in.

On Saturday and you know, travel for me is not my first class. That's how I travel. And we get to the hotel and she's kind of sad and like, you're not happy here, right?

I'm like no, I don't like it. People are rude. Places are loud, it's compressed. And I made a decision. The decision I make was, what if this was my first experience?

and instead of rushing around To get to places like Christina. I'll be what we were walking or staying down with you And so we're walking a lot. And I'm like she wants to walk really fast.

Like let's just walk we slow I go baby. How many to be 59 in six weeks? You realize is you get older. You don't know how much time you have. So instead rushing that through into everything Why don' we just enjoy it?

So we've been doing that. My experience, first time ever in New York, it's been phenomenal. I'm like, I would come back here. No, like I am not saying I'll move here, right?

But like you, so I hear you saying this is, what if I just like washing the dishes? What if just enjoyed the honking? what If I, just enjoy the people swearing?

But here's the thing, you're shifting your perspective. Yes. Because you might not even call in. that energy around you. In general, people can say, People in New York are rude and that's going to be what you attract.

Right. But if you shift your mindset, maybe you might attract a really nice New Yorker who's like, Maybe I'm attracting the rude people. Yes. No, and I've noticed this, I am like really running into some really Nice New-Yorkers.

Exactly. It's been really hard. I´m a Newyorker. You're a new Yorker, you're very nice. you´re not the prototypical New york. That's true. What I want people to take away from this is, Our, we actually have dominion over our environment.

Our environment doesn't have Dominion. And what I'm hearing you say is, I can. I think that washing dishes is a beautiful example. It's just about every night.

Sometimes I'm like, let's get this done as quick as possible can. But I take immense joy in taking something that was messy and cleaning it up. Yeah. Like, and the joy of that, right?

It takes me five minutes. There's two of us, you know, dirty kind of dishes. Or I grilled some steaks. Because I do the cooking as well. It is really amazing for people to realize that we can, even at 58 years old, I can completely reframe I don't, I talked to my friends who, you know, my college buddies who are one just turned 60 and they're so stuck in how they believe and how the thing.

Yeah. And, Gunnar, if you're listening to this, You know I love you brother. Like, that's, and he's like, he'll tell you, He's I just want things this way.

Okay. I appreciate that. But to me, there's so much more joy of like looking at something for the first time as like a little child. Wow, let's look at the excitement of that.

Yes. That's the difference between a limited mindset and a growth mindset, right? So a Limited Mindset is when you just, you know, settle for what you're used to.

You settle, for you, know the average of, your flow. But when your in a Growth Mind Set, You're like, okay, what can I learn today? How can I keep expanding?

How I can keep growing? And having that approach to life can change the entire way that you experience this reality. Do you think that, is it safe to say that your an all or nothing person?

That your all in kind of gal? Yeah. Okay. So you're probably a lot like me, you have a, there's first gear and there is fifth gear. Yes. There's like no, let's see what two and a half feels like.

Exactly. Do you think that that mentality and the way that you're wired contributed to your season of depression because it was an all in? I would say it an interesting mix of things.

And I'd say that because my soul slash spirit wanted to do so much more and I was being held back, it almost felt like constricted in a way. That's the best way I could describe it.

It's like I almost knew that I was destined to do all these things and I had all of these visions But like the way that you know, I even self-sabotaging myself The way I treated myself, the traumas that i experienced were so deep that it felt like i was trapped And even growing up, I always used to watch the travel channel.

I was like the president of like three different clubs in school. Like I, was doing all of this stuff, but then I didn't feel like it was leading me anywhere.

And I think that also was the source of the depression where I still felt stuck in this like old reality and I wanted to be somewhere else, But my mind wasn't yet there.

But the moment that I. Was able to open myself up and you know, kind of make movement. That's when things like really unfolded for me. And then I was like, Oh, this is great.

So is that Costa Rica? You said something about, tell us about Costa Rican 23. How did that impact? Yeah. At the age of 23, you go to Costa Rico. how did That impact your marketing?

Yes. I actually, I bought a house in Costa rica at the Age of 27 years old. But the way that let's go. Yes, Okay. The way that that started actually was I began working for a nonprofit organization that did work internationally in different countries around the world.

This was actually so when I graduated from college, I studied political science and then I immediately stepped into the political sphere and I was working.

For these different elected officials, little bit. I learned a lot, you know, and also to the point where I sort of went in with these like, rose-colored glasses where i was like oh everything's going to be like this, everything is going be great, it's easy to do this stuff and then you see the reality.

The rose colored glasses become like a circle. Yeah, exactly. And then going through that, I actually, you know, in 2016, when Hillary Clinton lost the election, that was a huge point for me because I realized like I put in all of this work to help with this thing.

And, then all, of a sudden, like your job, everything is lost, and that's the nature of political work is that you could put it in. One day, one day you're looking at real estate in Washington, D. C.

and you convince you are going to win. By midnight, we just lost. Exactly. And you're in this room with all of these, you know, political consultants and everyone is crying and every one is like, everyone's lives have also been altered and then also what it meant for the country.

So I went back to my roots, which was like my desire to travel, my desired to make an impact. I started working for this organization called Cross-Cultural Solutions that actually did health projects internationally and taught children English.

My first assignment was Costa Rica. And then going there, it really opened my eyes. I was like working in these impoverished countries and getting the opportunity to connect.

And I like, wow, these people are happy. These people who have nothing still find joy in every day. It was a big reality contrast for me. You know? Because we spend so much time marketing here telling us you're not happy unless you have X, Y, and Z.

Yeah. They don't have marketing to them that says you should have Y and X. Exactly. And, uh, you know, it's really fun. This stage of my life in the late fifties, um, hard to believe I'll be 16, like 13 months.

Um, but you really do have a very different perspective. Just realize that like the things that you thought were unbelievably important, they're not important.

Exactly? And you're just like, You almost, I joke a lot. I'm like once you realize it, the video game, Yes, no, you chose your avatar like from a you know from analogy I use You know, if you want to debate that you can debate, but like if just from up coping mechanism like You, know Really like for the most part most of our earn as a friend of mine said we're all just extras in somebody else's main chance Right, like we think our stuff is so important.

So here's my here. Here's where I want end this day So let's say you have a functional medicine doctor comes to you tomorrow. They have no online presence What do you do with them over the next?

How do get them to a place that? Step one, I would start with like the meditation session with him and I will get really deep with to begin with, to really see the direction that we want to take one capturing their story to identifying if they have any existing blocks.

That is going to pass through their story and identify if they have any existing blocks. You do that through the meditation? Yes, exactly. It's a mix of meditation and somatic healing.

We'll do one together one day. Okay, cool. I'm doing that. Exactly. Do it on the pound test for all I care. Next time you're in LA, you can come by the house.

We'll hang out. Yes. So essentially, I step them in because first, when it comes to marketing, You want to get people down to the roots, right? You wanna start with, what is their core?

So through that, usually what I do is then go into creating the strategy where I'm like, okay, this is where that person's at and this where we want them to be.

So basically packaging out their story, how can I relate their stories to what they're selling? Have them step into the shoes of their ideal client. How can we use that story to connect to who that client is?

putting themselves in that shoes saying like, okay, if I was Jane Doe and Dr. Bob is selling X, Y, Z, what are the steps? What is the messaging that I need to use?

Getting clarity on the hash it all out in a Google document. I'm actually mentally doing this right now. Okay, I understand. And then kind of looking at cross-channel strategy.

What is your website going to look like? What are your social media going look and what is you email marketing going like and how do these all connect in the network together?

So are you doing, in your services, are just doing the social and the email? Are you running ads for people? I personally don't run ads, but I've worked with ads teams before where I even advise them.

Like my role is communications director, marketing director. So I come up with a strategy and then like, um, especially for ads because it requires more oversight.

I tend to splice that out to different people, I have done it before, it's not my favorite. Yeah, no. Running ads is kind of a… Because you need people on it to actually look and see what's not performing well, renegotiate, exactly.

And I have a life. But on top of that, having the strategy is the central point of all of this stuff, right? Because, you could be running ads, but if it doesn't connect to your social media or doesn' t connect your email, it's no going to serve you.

you know, all of it needs to be a cohesive sort of like umbrella. You know marketing has changed so much. I think about my first time really marketing was probably 1992 or 93. i remember back then.

Were you even born then? 93 Good to know. Let's see, I was out of college. So it's probably 23, 24 years old. I mean, it was just out-of-the-womb. Yeah.

And it, and I know, like, there weren't the resources that exist today. Now you can swing a dead cat and you learn anything about anything. The thing that I always tell everybody with regards to market and generating leads.

The purpose of marketing is to make sellings and advertising is, to making selling superfluous. What that means is there shouldn't be any hardcore selling by the time they're sitting.

They should be making, they should, be ready to, make the decision. Because most people, when they think of selling, They think, of like, you want floor mats with that?

Come on, I'll give you the Z-bud, right? And that's not what selling is at all. Selling is actually about eliminating the people who are not the So you have all this marketing and our social media, you're running ads, content, podcasts, books, whatever it, by the time somebody gets in front of us and they meet with Christine, it's really a process of, are you really fit?

And then when they sit down with, with our person who's an enrollment person. It's really like, here's how it works. Is this a fit for you? If it's not great, if it is not, great.

Right? Like there's no high pressure sales. I think that that boundary also as of saying no to the people who aren't your friends is the most important.

It is. The most powerful thing in the world. Um, and this is really hard for people to think, cause we'll get new people like how do I get them to buy?

Yeah, it. Not about how you get him to by, It. About how. You make your process so beautiful. that when they walk

in the door, they feel like they're meeting Elvis.

Exactly. That's what it should feel Like. Yeah. Okay. And when They can finally grasp that it's how do I squeeze every dime out or I lost that sale? How do we get them back?

how Do we reengage them? That same after the fish has jumped off the hook and you can't see the Fish when you're fishing. How am I going to get that fish back?

Exactly. No, you've got to put more bait back in the water. There's more fish in this sea. You've gotta put bait in. And it's about calling in aligned clients, magnetizing in that aligned client.

Anything else you want to say? Like any? I know we've talked about that a lot, but like, is it visualization? Is it meditation? It's a little bit of all of it.

And I would say, like, when you really know the core of your business in the same way that you said, these are my core values, you don't want a person who doesn't align with those values.

You have a certain, based on your story, base on what you've been through, the sort of strategy that your company has along with your core This adds up to who your ideal client is and knowing that is the most important and Empowering thing that anyone can do for the business when I first started I had a rule we get on the phone and I would do this thing with a doctor and be like You know, dr.

Smith nice to meet you. I'm Matthew globally dumb Do you want me to call you Dan or going to tell you miss dr? Smith what? And if they would say you have to come a dr Smith, I will literally say this phone calls You'd be like, why?

Because if you're going to pull the hierarchy thing on me, it ain't gonna work. I'm just as good at my day job as you are. And they would be, like… Oh Sometimes most of the time you're like, well, okay, that's it, right?

Yeah saved me 45 minutes on a phone call exactly So how do people find out more how did they get in touch with you if they want to inquire about working with?

You I know this will drop probably in about two weeks for more recording So you can be knee-deep in the middle of political season, but that'll end the second Tuesday of November Then I'll be available then you'll Who knows?

But you could still get in touch with me anyways. So my Instagram is at Alicia Munyan. And that's spelled A-L-I-C- I-A? Yes, M-U-N-E-Y-AN is the last name.

Then I'm also on Facebook. Yeah, and I have a website IntuitiveMarketingMind.com. IntutiveMarkettingMine. Yes. You are working with one of our clients.

When you're at the mastermind, people enjoy talking with you and you are always dressed in a beautiful vision of pink. Why the pink? Why you always pinking?

I feel like that's my aura color. That's your aura colors? Yes. What? That is not one of the chakra colors. I guess it is. It is now. It's a combination of all seven or nine of them, whatever one you want to subscribe to.

But you know what's interesting? I actually took a class called colorism about what colors you wear and things like that. And it's really about how you can express yourself and who you are.

And there's so many different ways that you can do that. And for me, like when I wear pink, it's like a color that gives warmth, gives magnetism. There's many ways you could present yourself, including being a doctor.

Do you want to show up with a little stethoscope? It's a beautiful color on you and it is memorable. Thank you. Yeah. So it looks great. Yes. Alicia, thank you for coming in.

I appreciate it. Thanks for come on out of the system. Thank for sharing your insights. All right. Alright, everyone, check her out. Um, thanks for comin' out o the System.

And, uh, we'll be with you next week. We'll have another guest. Who knows who it's gonna be. Someone amazing as always. By the way, you can get our book by going to MavericksProfitSystem.com forward slash the book that's outo theSYSTEM.

Check us out, like us, love us. Like and love her as well. Bye. If this episode got you thinking differently, hit follow and share with someone stuck in the system.

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