

Transcript Training Class 2: Release Fears and Doubts and Move Into Ecstasy with Goddess Kali

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Laura: Ok. I'm putting everybody on lecture. So we have a good quality of recording. Hi! So, welcome everybody to our call on goddess Kali: how to release fears and doubts and move into ecstasy with goddess Kali. I'm Laura Cornell and this is the 2nd training call for our thriving yoga teaching program and I'm really really glad to be on this journey with you. I can feel the energy growing.

We had a great group mentoring call on Monday. The online forum is really hopping with participation and a lot of you is starting, just starting to reply to each other and support each other and I want to thank all of you, I want to acknowledge all of you who have been able to get in action on that online forum because there's so much support to be had.

And I will go over again on how to get to that forum because I know that some of you are still not quite sure about that. I really want to encourage those of you who are with me here right now to download the module, the guide book that goes with what we will be doing today.

So for those of you who are still learning web lingo, this is called, it's an online forum, there's multiple forums. We use Ning; you can actually use this in your business, there's also Moodle. I like the ning site.

So, this is also what you call a co-branded site because it has two names at the top, the domain name, Thriving Yoga Teacher is our domain, that's the name of this program and it's the name of the website that you've learned about the program on and Ning is the name of the forum.

And I'm going to ask Liz, to go very specifically describe how you can download the guidebook on a PC. The last time I described how to download on a Mac. I really want you guys to get this guidebook; they are so powerful, and there's such incredible, incredible material in them. I'm hearing a little fuzz on the line so Liz, if you know what's the problem, would you call...

Liz: It might just be because I am myself, it might be a little static coming from my phone.

Laura: Ok, great. So I really want everyone to get the guide book and to download it to their own computer to be able to print it if they choose or read it on their laptop if they choose. Could you explain how to download the guide book on a PC.

Liz: Well, on a PC, when you click on the link on the forum that's going to open it in a window on your browser and then you're going to have to click the 'file' 'Save page as' and then you can name it and save it where you want to save it on your computer and then you'll be able to access it directly from your computer.

Laura: Where do they find the button for the file click save as at the top on safari.

Liz: It would be at the top and it depends on which browser. On firefox, it's on the upper left hand corner. On google chrome, it will be on the upper right hand corner but it will be along the top, it will be where you would go to get options, settings, or anything like that.

Laura: Ok, so on a macintosh... Thank you Liz.

Liz: You're welcome.

Laura: On a macintosh, you go to wordsofguidebookmodule2.pdf and you right click, when you right click, an option comes up to 'save link file as' and you can name it guidebook2 and save it on your computer and your file where you're keeping all of your downloads, you audios and the pdfs that go along with this class. It's really a great guide book. If you just regular click it which will be a left click, it will open on the web. I prefer myself to download it as a pdf. Ok. And if doesn't make sense, you can email Liz at liz@divinefeminineyoga.com or even better, post her a question on the forum.

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Laura: Ok, why are we doing that. I just want to say, why... What a powerful module this is and why it's so important that we're here today with this module. God is calling, is the power that helps us to cut through our limiting belief. And these are the beliefs that hold us back in so many ways very often unconscious ways.

So we absolutely, absolutely need to pay attention to this, because there are so many fears and doubts that really are parts of our human condition. Ok, this is something that is part of being human, it's part of our humanity to have these fears and doubts; and for those of us on the spiritual path, we are constantly moving through to our courageous self, to our divine self which is not settled on this limiting belief and fears.

However, we can't just ignore them; we can't just pretend that they are not there. And so, what happens is, in this unit we're going to look very, very closely at the fears and doubts that could be holding you back and that, honestly, every yoga teacher I've ever worked with, every person I've worked with, and even myself, has really found tremendous, tremendous benefits from moving through this.

Because what happens is, when you are able to identify that small thought of the ego that you go with thought of the limiting bliss and release it, you can step into a place of fearlessness, which is our yoga. You can step into that place of joy. You can step into that place of courage. And you find freedom, and joy, and bliss.

It becomes a lot more fun to do your yoga teaching when you're not settled down with a lot of baggage that keeps you small, that keeps you worrying about things that happened yesterday or last week, or a year ago or mistakes you made ten years ago.

When you can release those, when you have a bad experience one day, or something doesn't go well, let's say you go to a meeting and you don't like the response you got, how long does it take you to release that or you still hanging on to it a week later? And what bliss are you missing in that week.

Ok, so we're going to look today on how to just move through difficult spaces, difficult days, difficult feelings, quickly so that you're empowered, you're strong and that you can find that freedom, joy and bliss that comes from true liberation and really step out to serve.

So, the life of a thriving yogini, the life of a thriving yoga teacher, is one of bliss. So if you are not living in bliss everyday, you've got blocks. Ok. So this is where we're going to look, how to let them go. They could be things on the inner plane, inner blocks, or they could be baggage on the outer world.

It could be activities that you're holding on to that you don't need to hold on to, it could be relationships that need to be transformed and shifted.

It could be clarifying boundaries, giving yourself the freedom to do that, the empowerment to do that; and very likely there's inner work and outer work to do to help you move into bliss.

So, I'm just looking at my notes here. Ok. I think we're going to start with the guidebook and looking at the page on Kali. I wanted to talk a bit about Kali and who is Kali and what is Kali all about. I even want to start with the chapter before we get into this material.

So, I'm sure that most of you have seen the images of god of Kali. Ok, she is a black goddess. She is the foremost of the Ten Mahavidyas, which are the ten ferocious, scary, surprisingly dark goddesses. She's the first one of those.

And she's shown with her tongue hanging out, kind of rolling, her eyes rolling back and she wears a necklace of skulls. Ok, there's a picture over there on page 1. Now these skulls represent severed egoic thoughts. Ok, so it shows that this goddess has mastered the Samskaras. She has mastered her small thinking, the small egoic thoughts.

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And her hands are covered in blood, and she is holding weapons also covered in blood. And in this picture, she's dancing on her husband, Shiva. So there's a story about Kali where goddess Durga was fighting, last week we told one story about Durga and another story of Durga.

She's fighting Raktabija, which means seed of blood; bija meaning seed and rakta meaning blood. So every time they would cut the off this theme and Raktabija, more and more demons would spring up from the blood. So every drop of blood was a seed bringing new demons.

And so Durga got very angry and she scrunched up her forehead, and out of her forehead, out of her anger, came goddess Kali, who was even more ferocious, and not so quite common in control as goddess Durga. So while goddess Durga is empowered and strong, goddess Kali is all out there. Ok.

Goddess Kali is not holding anything back, goddess Kali is completely spontaneous, she's not sitting calmly on a line. She's very spontaneously kind of letting loose, kind of think of just cutting loose, just letting it all go, letting her hair down. She has uncombed hair, another thing about goddess Kali.

So the idea was that Kali was that number 1: we can pray to her, we can call on her to help us break through the ego, to help us break through limiting bliss. Another thought of Kali is we can surrender to her, so, when difficult things happen, we can surrender to them as a gift from the goddess Kali, as a message to help us break through to our spiritual power.

So if something happens that feels like it is cutting off our ego, that hurts our feelings, how can we let that go and move into bliss with Kali to a deeper level of learning. Those are the lessons of Kali.

So I invite you, just as we get started or when you sit down to do your own work with this module to ask yourself what limiting thoughts or beliefs are holding me back? What is keeping me from living my vision in the world?

And some of you have already started to think about that on the forum and I want to really acknowledge those of you who have said I'm noticing that it must be my limiting beliefs holding me back. So, see if you can just start to identify what limiting beliefs are holding you back and then, with Kali, imagine yourself without the belief. Who would I be without these beliefs?

And finally, what would my yoga teaching look like if I didn't limit myself in these ways. For example, what a person has posted on the forum about trouble setting boundaries. So what are the beliefs behind that? We're getting into the possible details in a little bit but just imagining what could be holding me back and what would my life be like if I were completely comfortable setting boundaries?

So we're totally okay to say to people, this is what my class costs, this is how many sessions it is, and this is how much time you have, you know, you have a time limit. Whatever the boundaries that you need to set and there was no discomfort in doing that, what would that free up in you? What would that free up in your life? What would that free up in your teaching? Would you feel different when you were teaching your classes when you're completely comfortable setting boundaries?

Ok, I want to invite in the sacred energy of Kali, because this is really a sacred practice that we're doing here. To release these thoughts... before I do that, I want to just give an outline on where we are going today. So you have an outline for our training call. I do want to talk again about the forum, so, just because I know that some people are still struggling a little bit with that and most of you are totally down with that but, we'll go over

the forum again, we're going to do our chanting.

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And then we're going to look in specifics at the types of limiting beliefs that could be holding you back and we are going to talk about Patanjali and how these limiting beliefs fit into the yoga structure and how they relate to our spiritual path. We're going to look into limiting beliefs and empowering beliefs.

We're going to talk about how to find reframes that when you have a limiting belief, how do you find a more empowering belief but even more than that, what if you're so stuck? What if you actually believe the limiting belief? What if you think it's true? Right?

We'll talk about some of the most powerful methods that I know for moving through this and dialogue with living with the present and really one of the most powerful tools I know is called emotional freedom technique or tapping.

So today we're going to learn how to use tapping to enter that kind of stuck energy pattern around the limiting belief and all the feelings associated with it and the thoughts of it. How to deeply enter that so that you can get to the other side like entering a wave.

You enter the wave of emotion, you enter the wave of the thought to release it, and then when you get to the other side that has softened its energy, you can see more of a reframe.

Ok, and I have a volunteer who's going to come on our call, Jenny, who will do some tapping and demonstrate how emotional freedom technique works, so thank you Jenny, I know you're here on the call. We're going to talk about your relationship to time because goddess Kali is also about time and how to really assess the activities you're doing which ones you love, which ones you don't and get ready to release the ones you don't.

And I know some of you last week asked me about what to do if your plate is already full. If you're for example, a studio owner or a teacher who has a full plate then you need to let go of some things. How do you decide what to let go of first?

And the other things is sometimes new teachers are working another job with another income and wanting to know when to release that job and how to let it go gradually; and those are big decisions. So, we'll talk about

those kinds of decisions.

Then, we're going to look at writing your bio and in a way that is not completely related to the unit on Kali because that's not about releasing.

However, I want to, in this thriving teacher program, I want to give you some piece of stepping forward with your marketing that Lakshmi energy every week. Right, so last week we really talked about how to find your niche that is part of your passion, that's Durga.

And we're going to take that your clarity about your niche, your clarity about your ideal clients and the works you did on module 1 on finding the language that your ideal clients will relate to, words they'll relate to. And then we'll weave that into your bio.

And also as you release some of the stuck beliefs about yourself, it makes it easier to write a fun bio. It makes it easier to write a juicy bio that will peak the attention of the reader because you don't want a boring bio, right? Boring is bad in marketing.

And which one you want to pick curiosity, you want to have people say "oh! Wow! I can't wait to meet that person" or "oh. I know somebody who could really use that person's help" or "gee, I wonder if that could be me because that person helped me."

You want them to be curious; you want their heart to be, "whoah!" Right? You don't want them to say "that person is a really good writer, nice yoga teacher, good for them" No.

So we're going to talk about how to do that with your bio and I actually have another volunteer, Maureen, who has offered to, she's very brave to step in to share her in process bio with us and I'm going to help her with her makeover so that we could do that together and see how that works.

Alright. Good for Maureen for stepping through any fears in doing that. Yay! And, so that's our class for today. Before we start with our mantras let me just once again hear, go to the forum. So, just to remind you all how to post, you don't want to miss this incredible opportunity to get feedback from your peers.

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After class today, I want you all to go and post your bio and give each other feedback.

You can add... I think what I'm going to do at the end of this class today, I'm going to add the forum that says, please post your bio here. Ok, put your bio on that discussion post, click on it and then you say reply. I'll say post your bio here and you reply to this and you put reply and then you say as you type in your bio, you say add reply.

There's a button that makes it go live. Ok, and if you're having any trouble you can email Liz or post a question to Liz. Again, good posting karma for our forum is reply to two other people's posts for every request you make for help.

And there's some really good discussions going on here, people have shared what they've learned from module 1 and it's really some great stuff. You want to read this.

You guys are great, you're introducing yourself and you guys are replying. Ok. So go on there.

So, Kali. Just stretch for a moment, get comfortable. [breathes] And the mantra for goddess Kali is on page 1. And you can just close your eyes and repeat each word after me once first. Om. Klim. Kalika-yei. Namaha.

So Om, the cosmic sound is opening our oneness to this beautiful cosmos. Klim is the seed mantra for Kali. Klim. Kalika-yei which means we bow to goddess Kali. Kalika-yei, we bow to her. Namaha, her sacred name. Namaha, the name, honoring the name.

Just repeat those words one more time. Om. Klim. Kalika-yei. Namaha. And bring into mind ferocious Kali, tongue hanging out, wildly dancing on the battle field, ecstasy blood coming off of her hands, blood off of her weapons.

Dancing her frenzied dance, wearing skulls, wearing severed heads, actually with blood dripping down from those severed heads. Small ego being centered. Just chant her mantra. Three times. Om klim kalika-yei namaha. Om klim kalika-yei namaha.

One more time deep breathing in. Om klim kalika-yei namaha. Feeling you've surrendered to goddess Kali. Feeling your desire for divine mother to remove whatever's holding you back. Remove your limitations, your small thoughts. And with you into that open vast vast darkness of

goddess Kali. Oneness of your divine true being. And with gratitude to goddess Kali for being with us today supporting all of us in this journey.

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Turn the page to page 2 and these are all the kinds of thoughts that yoga teachers might have. Can you recognize any of these? I'm not good enough. I can't do that. I'm not smart enough. I'm not earning enough and it feels awful. I'm too lazy.

What if I can't deliver what I promised I would deliver? What if other people think badly of me? I don't know enough. Nobody can help me. I'm too busy. I'm not worth charging that much money. I'll never learn to set appropriate boundaries.

Ok, this doesn't feel very fun, right? The very heavy things you've done. Let's turn the page. And what if you could think these thoughts instead? What if you didn't have those heavy dark thoughts but you had, I am fine just the way I am.

I have everything inside of me that I need to serve the person that's in front of me, even if that's referring to someone else. I can help this person. The goddess sends me the clients I am meant to serve. I'm given exactly what I need to serve this class.

I can take the time I need to prepare. I can take the space I need to set my boundaries. My bliss serves the goddess when I'm doing what I love, I'm serving the world at my best. I am exactly where I'm meant to be.

What if instead of believing "oh, this is taking too long like, it's taking too long for me to build my practice," believe that this is unfolding at the perfect right speed. What if instead of feeling "I owe it to those people who keep that class" we had the sense, I am free to release activities that no longer serve my highest purpose that is no longer serving me, it's okay to let it go.

Will that feel better? I am loved just as I am. I wouldn't be given an opportunity if I weren't ready. I don't have to be perfect, I can grow into this. I can let my students see my imperfections. I can let my students see my mistakes. I can show up just as I am. I choose to focus on people who need my help rather than my small thoughts, my fears and my doubts.

Ok, so those are some examples and I put them here for you to look through and see which ones might be affecting you, right? So these are

some places to look if you're looking for the beliefs that are stuck, that are holding you back.

Another place to look is going through that unit on Durga. And I encourage you to write down any ifs ands or buts that came to you as you were working on Durga.

So if you were really wanting to choose a niche and you heard a little voice inside your head say, "You can't do that" because, right, that's a limiting belief, write it down. Or when you were wanting to claim your gift, saying this is really what I'm good at and you heard a little voice that said, "Oh that's stuck up. You sound stuck up", that's a limiting belief because the goddess loves to own her gifts.

It's not egoistical, it's power. It's clarity. It's service to own your gift. So if there's a fear in you that it's not okay to own your gift, write that down as a limiting belief. So a very good place to look to find your limiting belief is go through that whole unit on Durga and see, can you fill out every page in that guidebook with joy and love and bliss and strength and courage.

All right, and if there's any place you notice your heart shrink, that's the place to checkout. That's the place to write a limiting belief and we're going to work on releasing it. Ok, so that's the first place to look for limiting beliefs.

Some other places where you can look for limiting beliefs is to notice where you're stuck. What have you been knowing you need to do that you haven't been able to move forward with, what if you've been wanting to move forward with that you haven't been able to.

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I worked with a client very recently who wants to start teaching and who's curious. I've never done this before, right? But once you start teaching in a corporation, you would like to pick up the phone and call that corporation, but you know, it's like the phone weighs 800lbs.

You haven't been able to do it. So what are the limiting beliefs behind that where it could be, I don't know what to charge. It could be, I'm scared that they'll think they know. It could be, what if I teach the class and nobody likes it. Those are limiting beliefs that could make it very hard to reach out. So write down each one of those type of beliefs and we'll work on them. We'll tap on them, and do other things we need to release

and move through them.

Ok, what about the example that I used a little bit earlier where someone said I'm afraid to set boundaries with my students. The limiting beliefs behind that could be something like, people won't like me if I set boundaries, my students might disagree with me and I won't know what to say.

Another limiting belief might be, I'm a yoga teacher so I'm just supposed to serve, I'm not supposed to have needs and the boundaries are about my needs. Another limiting belief might be, my students' needs are more important than my needs. Ok, so find out what's going on inside of you that is holding you back and write it down.

Another way to find a limiting belief is if you have a bad day and you're feeling bad about it. Notice what the thoughts are, what are you telling yourself. You go to a meeting, and you find out that they're not going to pay, as this is a recent example from a client.

They're not going to pay as much as that studio as you feel it's fair, it's really unfair to you and you're really upset that you drove all the way to that studio. What are some of the beliefs that make that really upsetting?

One of them is, I can't believe I wasted my time driving to that, you could be mad at yourself, you could be blaming yourself. It could be a judgment about what that person is charging or paying. So that could be that is a really bad, unfair person and I can't believe they're charging that much.

Now on one hand, we might all agree that it is unfair, and you might, as Durga, choose not to work there. But there could also be some energy to release around the judgment, through a mental and virgin posture which we are going to teach today.

Or let's say you go to a networking event, where you want to... Maybe there's a gathering of yoga teachers in your area and you want to meet some and maybe find a place where you can teach or workshop and you come home and you're exhausted and you're just feeling, okay, excuse my French, crappy.

So what are the thoughts behind the feeling? It could be, I didn't do a very good job at that or I'm never going to learn this, I'm never going to know how to market, or wow, I was feeling so shy when I met that person, I should've asked for her contact information and I was too afraid to ask for her contact information.

So that fear and that moment would have been a limiting belief. I'm afraid to ask for her contact information. Or maybe another limiting belief might be, everyone here knows how to network..except me or everyone here is the right kind of yoga teacher and I'm the wrong kind of yoga teacher or everyone here knows people and I don't. That could very well be a limiting belief making it un-fun to be there.

Another way to find limiting beliefs is to imagine the goals that you want to accomplish. So, what do you want in your life or in your yoga teaching? And imagine yourself stepping into action to accomplish that goal and if you hear little thoughts at the back of your mind saying you'll never achieve that because that's a limiting belief.

Or if you imagine that moving towards that would be unpleasant or scary, or boring, that's a limiting belief that can be shifted. So, potentially talks about limiting beliefs kind of as deep grooves in our consciousness and the word that's used that is parallel to this is Samskara. Sometimes samskaras come from previous births, sometimes they come from wounding and injury and we use the word trauma a lot in the west.

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And come from trauma in this lifetime, from painful experiences that happened in our childhood or our adulthood, right? And they create grooves in the mind and then all sorts of things constantly or hook up to this groove. Feelings, thoughts, memories, stories, and the groove can become very established and next is Samskara.

And Patanjali talks about them and he says that true knowledge, true knowledge. The bliss of true knowledge. When we experience bliss of true knowledge, previous scars are left behind, and new ones are prevented from sprouting so the more we take time to live in our bliss state, to find our bliss state, the more that some scars will be softened, the more it would be easy to remove them, to move through them, the less stick they'll have.

This is why working with our limiting beliefs is really a deeply spiritual process. And isn't it wonderful that the things that it takes to be on our spiritual path also will help our yoga business and will also help us become better yoga teachers; it's great that those two things come together.

And Patanjali talks about the kleshas or the veils that prevent us from seeing the radiance of the divine self and some of this relates very well to the kinds of limiting belief we often have so one of the veils is innocence of our divine nature.

So the more we know our divine nature, the fewer samskara would be born. So that innocence of our divine nature is avidya. The next one asmita, undue trust in an individual self, this is believing in our small self too much.

So when we as yoga teachers believe that we are the doer, that we have to do it when we personally identify too much, it becomes very hard to progress, to grow, to expand, to thrive, to live in that blissful ecstasy state. When we understand instead that we are not the doer, the goddess is moving in and through us to release the small self, it becomes much easier to do the thing that seems scary.

Another one, I love this, excessive avoidance of unpleasant experiences. So for example, picking up the phone, and calling a place where you might want to teach a class could be an unpleasant experience because if they say 'no' to you, that could be unpleasant.

And if you avoid that activity because you might get a 'no', that is excessive avoidance of unpleasant experiences. We want to be able to tolerate the fact that we might get some 'nos' in order to get all the 'yeses', like you're going for the yes, so that we just don't have to care about the no's that come along the way.

We have to not worry that there will be some, it's not really pleasant to have someone say no to you but it's part of the journey, it's absolutely part of the journey. And so being willing to step out there with the goddess in a big empowered way and say, you know, there's going to be people who don't want what I have to offer and that's fine.

They're not my ideal clients. That's not my ideal place to teach, it's totally fine, it's okay, and being okay with the small unpleasant experiences will enable you to move much more quickly through them, to the place that is going to say yes to you, to the studio that is going to pay you what you would like to be paid, that feels good. Right?

So one more thing I want to say about the small self and the fears is that this happens to all teachers whether you are a beginning teacher or a very experienced teacher. This is not something you get over as a newbie and never comes up again.

So, what happens is every time you up-level, the limitations come back. Sometimes the same limitation needs to be released and lesson needs to be learned on a deeper level, this time it's a different limitation. But the bigger the game you're playing, the bigger you're being in the world, the more you're stepping into your divine self, the more you would need to work with your shadow and release it.

So if you're a new teacher, it might be showing up in terms of fears or difficulties getting started with your first class or setting those first beginning boundaries. If you're really stepping into your fullness in a way you're getting ready for an example to offer your yoga teacher training.

You might be having feeling like, who am I to offer a yoga teacher training or if you've been doing privates for a while, now you're ready to offer them in packages that have a higher investment level and more bonuses, it might be feeling fears about that, who am I to charge that much?

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Or if you have a teacher training or you have a really deep program that you've been offering but you're not getting it out in a very big way, and you're not getting very much response. What's going on there? What's the block there?

It could be that you are afraid to really do the networking or that there's some block around really, really, like doing the partnering, and doing the empowered lakshmi gifting marketing that it's going to take, find the people who are just waiting for you, waiting for that training so that the training is a small training, but you're really reaching the women or men you're meant to serve.

So whatever level you're working at, wherever you're a little stuck, is where your work is.

Ok, let's see how we're doing. So here is the next page, page 5. To more really common areas in limiting beliefs, go ahead and look at these, these will give you some ideas, and Jenny, I'm going to call you in just a minute. So everyone, let's look at page 5.

These are disbeliefs around money, fear of failure, fear of success, self worth, marketing sales, creativity, passion and believing you're obligated. And Jenny, I'm going to see if I could find you on the phone and unmute you. Actually no, one more thing, Jenny go ahead and see if there's a block in one of those areas you like to work on. I'm going to come back in

just a few minutes.

Let's go on to page 6. So, these are the message of transforming limiting beliefs. The first one, and this is really the simplest one, you can do this any moment, is a dialogue with present, this is actually, we kind of went over it on the guided visualization from Module 1.

And what I love to do is when I have a limiting belief if I could just offer it on the other of my heart to the goddess. I get quiet, I take a breath, and I say, look at this limiting belief, what would you like me to know about this?

And often I would hear a response, that tells me the reframe, that tells me the way to think about it that is more empowering so, if I'm saying, wow I just wrote this email to my list and I'm getting ready to send it and all the sudden I'm scared to hit that send button. I take a deep breath and I will just tune in and say, divine mother, what would you like me to know about this?

And as I calm and send it, very often what will happen if I will just get a clear picture of why I need to send that email. That there are women waiting for this message. And I thank the goddess for that. Clarification, I thank the goddess for the grounding that I perceived from that message take another few breaths, open my eyes and hit send. It's like, take the action and it's not the fear is gone.

So this is something that I really want you to get, you don't have to remove all of the fear and you remove enough to act. Can you remove enough to step forward?

The Bhagavad Gita, there's Krishna, is so terrified to step into the battle that he gets depressed and sometimes this is what happens when we're so terrified that we stop ourselves and that could lead to depression. So he was depressed, he had this long conversation with Krishna, about why this was his yoga, why this was his Dharma to step forward and why even though his actions would be imperfect, I want you to get this, your actions will be imperfect, right?

And that's okay. That's really okay. They're still your dharma, they're still your own right path. And so, can you step out with Krishna into that battle field, step out with Durga, with the power and love of Durga. So that's the method 1, method 1: dialogue with loving wisdom, presence.

And the second one is emotional freedom technique also called EFT or tapping, here's a photo of yours truly. And I'm tapping right there on the outside of my eye which is one of the points for tapping. So in tapping, we're taking that stuck energy which that has been holding thoughts in place and we're allowing ourselves to go a little bit more deeply into it. [0:45:00]

While we tap, energy meridian points in the body. This is like holding a yoga pose for an extended period of time so that the energy builds up when you hold one pose for a long time and then heat builds and the energy builds, sometimes emotions will rise, thoughts will rise and it can be released.

This is very similar, you're going to enter the wave to a feeling and a complex and the set of feelings associated with that belief. And as we enter them and then tap on a different meridian, there's a flow it releases. And as the strength around that thought diminishes, you are free to pick a new thought that is more empowering.

I want you to turn to page 8 and here are the tapping points. First one is front of the head, and you're going to lightly tap with your finger tips, it doesn't matter if you use right or left hand and then you're going to lightly tap the eyebrow, so again, it doesn't matter if you use right or left hand you're going to come back, you're going to do multiple rounds and tap on the other side, you can even tap on both eyebrows.

I like to tap on one side and maybe the subsequent round come on the other side. Just light tapping and not hurting yourself. So there's the eyebrow where the eyebrow is coming in to the nose, there's the side of the eye that I was doing at the photo, and you're tapping on the bony ridge, at the side of the eye. Then under the eye, there's the bony ridge there. Find the bony ridge and tap on it.

And then under the nose, and it's a pretty quick tapping I'm doing. Tap. Tap. Tap. Tap. Tap. And then, under the chin, this is in the cleft of the chin, I actually have a deep cleft to pull my lip, my lower lip in. Tap under the chin. Then there's the collarbone, so just tap under the collarbone, and then under the arm, about 4 inches under the armpit, where your bra strap would come if you're wearing a bra. Ok. So those are the tapping points, let's go back to page 5. And I'm going to go to the phone and see if I can find Jenny.

It's nice to be here with you all let me see, Massachusetts. Let's see. Jenny?

Jenny: I'm here. Can you hear me?

Laura: I hear you great! Hi!

Jenny: Hi.

Laura: How are you today?

Jenny: I'm fine. Yeah, I'm a little nervous but I'm fine.

Laura: Totally, you're in the right place. That's exactly why you're here. And thank you so much for being brave enough, Jenny, to be my volunteer and to step in and demonstrate this for everybody, it's like, it's really a great service that you're doing. And I hope it's helpful for you too.

Jenny: Thank you.

Laura: Yeah. So has anything come up today while we've been going through this different limiting beliefs. Are there any limiting beliefs that you're aware of that you'd like to work on?

Jenny: Yes, I get something that's a little bit around money and a little bit around failure and a little bit around marketing so can I say a few sentences to you that pull in all the three of those?

Laura: Let's see, we might want to write them down separately and do one at a time or if they might really be overlapping, and this is a great point for everyone, when you're doing tapping it's good to write down your beliefs and we'll go in a little bit into the handouts and where the place I've given you here.

What I do is, on my journal actually, I keep a list and if I'm tapping I'll write down the limiting belief before I start tapping. It's one sentence and sometimes I'll have 2 or 3 sentences. I do this in the mornings before meditation and tap on them one at a time and sometimes they'll shift but it's actually good to start on smaller beliefs and work with one at a time. But let's see what you've got. What do you have to work on?

Jenny: Ok, what I wrote down was, what if I can't really build a viable business for my gifts and interests. I won't be able to market, I wouldn't be able to get enough clients and enough money, so, I think building a viable business is the big bucket and everything else kind of falls into that.

Laura: Clients, not having enough clients and not having enough money.

Jenny: Sure and my marketing, you know, I'm just not going to be able to do this marketing.

[0:50:00]

Laura: That's just great because I just call it the marketing thing. Right. So, you know what Jenny, this is so great and I'm going to guess, if I were to say to everyone on the call, who's listening, who also has this issue, go ahead and press star 2 just for a moment, so I can see you.

I'm going to guess that a lot of other people have this, just press star 2 if you can totally relate. Okay. Hands are going up to what Jenny is talking about, star 2. 5, oh my goodness, 6, people can relate Jenny, so you're not the only one.

Very good, what if I can't build a viable business, I'm not going to be able to do this marketing thing. Good. Alright. Is that it or it does that include the three pieces?

Jenny: Well, the other piece would be, I'm not going to get enough clients and therefore I'm not going to get enough money.

Laura: Ok, good. So, here's how we're going to tap on this. I think we're just going to jump right in and you have nailed it right on the head and I want everybody to hear, you can unraise your hands, just press star 2 and unraise your hands.

Jenny, you've done brilliantly and I want everyone to get this that you've gone right to the core and right for the feeling, I can feel that you're in it. A lot of times people would talk about it with a little more distance and so, we're just ready to tap. The rest of you are muted so I'm going to encourage everyone to tap along. So, what's going to happen is I'm going to make some guesses for Jenny if we start this and Jenny, you should feel free to change any of my sentences in any way that you like to make them really fit your situation, to make them feel true for you. Okay?

Jenny: Okay.

Laura: So you don't have to copy what I say but I'm going to say something that I recommend that you repeat it or make it your own and then those of you who are listening on the phone or those of you who are listening to the recording, go ahead and tap along and we call this borrowed benefits.

Okay, you can borrow Jenny's benefits from this tapping exercise. And I'm just going to do one more which is not in this handout, one more tapping point and this is the side of the hand, could you make a shift, it's where you would be hitting if you did a karate chop. You make a little shift, kind of on the pinky side and the pinky finger wraps around the side of your palms.

We're going to tap a karate chop and we're going to start there, with love and acceptance and, everybody go ahead and start a karate chop. The karate chop point. The picture from your handout comes from Pamela Bruner, who is my mentor and we sometimes use the karate chop and sometimes don't. It's not in that picture. So chopping on the karate chop. Are you there Jenny?

Jenny: Yes.

Laura: Okay. Even though I'm scared I won't succeed. I love and accept myself completely. Even though I'm scared I'll never figure out this marketing thing, I'm open to a new of seeing this. Okay. What have I gotten myself into? I don't know if I can do this. I don't know if I could build the business I want.

I don't if I could build a business. I might not be able to do this. On the chin, this is really scary. Under the collar bone, I feel really scared. Under the arm, I am so scared about this. Karate hand, I want to do this. Eyebrow, I know I love yoga teaching. Outside of the eye, I know I really love to teach yoga. I know I'm good at it.

Jenny: Even though I'm scared I won't succeed. I love and accept myself completely. Even though I'm scared I'll never figure out this marketing thing, I'm open to a new of seeing this. What have I gotten myself into? I don't know if I can do this. I don't know if I could build any kind of business. I don't if I could build a business. I might not be able to do this. This is really scary. I feel really scared. I am so scared about this. I want to do this. I know I love yoga teaching. I really know I love to teach yoga. And I know I'm good at it.

[0:55:00]

Laura: Under the eye, but I'm afraid I'm not good at marketing. Under the nose, I can't even say the word marketing. I have to call it a marketing thing. It looks like a beast. Marketing is a beast. Front of the head, I'm kind of afraid it's a beast I'll never tame. Eyebrows. I'm afraid it's a barking dog or a biting dog, I'll never tame.

Outside of the eye, I'm afraid I'll never get good at marketing. Under the eye, I'm afraid I'll never build my business. Under the nose, I'm afraid I won't succeed. On the chin, I'm afraid I'll fail. Under the collarbone, and when I think about failing, the worst part of that is, ok Jenny, what's the worst thing that comes up for you when you think about failing?

Okay. Under the arm, I could lose my faith in myself. Crown of the head, right now, at least I think I'm good at yoga and teaching. Eyebrow, but if I'm not good at marketing, eyebrow, maybe I'll just feel like a total failure. Under the eye, I don't know if I could stand that. Under the nose, I don't know if I could stand not being able to learn marketing.

Jenny: But I'm afraid I'm not good at marketing. I can't even say the word marketing. I have to call it a marketing thing, like a beast. It looks like a beast. Marketing is a beast. I'm afraid it's a beast I'll never tame. I'm afraid it's a biting dog I'll never tame. I'm afraid I'll never get good at marketing. I'm afraid I'll never build my business.

I'm afraid I'll fail. I'm afraid I'll fail. and when I think about failing, the worst part of that is not knowing what I'm for, feeling like I thought this was the thing that I'm supposed to do with my life and being afraid that not being a good marketer somehow makes me not a good yoga teacher. I could lose my faith in myself.

Right now, at least I think I'm good at teaching yoga. but if I'm not good at marketing, maybe I'll just feel like a total failure. I don't know if I could stand that. I don't know if I could stand having to learn marketing.

Laura: Okay. So do you see that.. you're doing great Jenny. Do you see that the core belief is shifting? Or it's working on shifting, it's started with I'm afraid that I won't be able to learn it and now it's like, I don't think I can stand it.

Yeah, it's fine. It's a different belief. I think the intensity on the first one has come down a little bit. It has come down a little bit. This happens but as you release as the intensity of the first one comes down, then a new one comes in, so we're now in I don't know if I want to learn marketing, I don't know if I can stand it.

So let's go with this, but I don't want to lose track on the first one so I'm going to go with this one right now.

I don't know if I can stand to learn marketing

Jenny: I don't know if I can stand to learn marketing. Actually you know, I think it's about promotion. So I don't know if I can learn to promote myself.

Laura: And what's the worst part of promoting yourself, Jenny?

Jenny: What if I'm not all that? What if I'm not that good?

Laura: Okay, I'm not going to ask anyone to raise their hands but I can guarantee you, you are not the only one feeling that way right now. This is good work. Okay. We're going to keep going.

Jenny: What if I'm not that good?

Laura: Okay under the collarbone, What if I'm making it up when I say I'm a good yoga teacher?

Jenny: What if I'm making it up when I say I'm a good yoga teacher?

Laura: Under the armpit. What if in promoting myself I have to exaggerate?

[1:00:00]

Jenny: What if in promoting myself I have to exaggerate?

Laura: Crown of the head, what if I had to stand there and give a talk and tell people that they should come study with me. [Laughter]

Jenny: What if I had to stand there and give a talk and explain to people why they should come study with me? [Laughter]

Laura: Eyebrow, what if I had to ask people to come try a private session with me?

Jenny: What if I have to ask people to come try a private session with me?

Laura: Outside of the eye, aah.

Jenny: Aah.

Laura: Under the eye, that's scary.

Jenny: That's scary.

Laura: Under the nose, how do I know I'm any good?

Jenny: How do I know I'm any good? [Laughter] People have told me but maybe they're lying. [Laughter]

Laura: Okay, chin, people tell me I'm good.

Jenny: People tell me I'm good.

Laura: Under the collar bone and sometimes I even think I'm good.

Jenny: And Sometimes I agree, I think I'm good.

Laura: Under the armpit but then sometimes I'm not so sure.

Jenny: But then sometimes I'm not so sure.

Laura: Crown of the head, especially when it's time for marketing, I'm really not sure.

Jenny: Especially when it's time for marketing I'm really not sure.

Laura: Okay, eyebrow, when I'm just with a client, I love it.

Jenny: But when I'm just with a client I love it.

Laura: Outside of the eye and actually I know I'm good.

Jenny: And actually I know I'm good.

Laura: Under the eye, but then I'm looking at a sea of faces of people I don't know.

Jenny: But then I'm looking into a sea of faces of people I don't know.

Laura: Under the nose and I don't know if I'd be good with that.

Jenny: And I don't know if I'd be good with them.

Laura: On the chin and I don't know if I can help them.

Jenny: I don't know if I can help them.

Laura: Under the collar bone, so am I lying when I say I'm good?

Jenny: So am I lying when I say I'm good?

Laura: Under the armpit, I really don't want to lie.

Jenny: I really don't want to lie.

Laura: Crown of the head that feels awful.

Jenny: So it feels awful.

Laura: Eyebrow, that's the kind of marketing I don't want to learn.

Jenny: That's the kind of marketing I don't want to learn.

Laura: Outside of the eye, so it's really important to me that I can be honest in my marketing.

Jenny: So it's really important to me that I can be honest in my marketing.

Laura: Under the eye, but the truth is I love to teach yoga.

Jenny: But the truth is I love to teach yoga.

Laura: Under the nose and the truth is I know I'm good at it with the right clients.

Jenny: And the truth is I know I'm good at it with the right clients.

Laura: On the chin, I wonder if I can accept the fact that I don't have to serve everyone.

Jenny: [Laughter] I wonder if I can accept the fact that not everyone has to think I'm great.

Laura: Under the collar bone, I wonder if I can accept the fact that some people are my ideal clients.

Jenny: I wonder if I can accept that some people are my ideal clients.

Laura: Under the arm, and I'm really good at helping my ideal clients.

Jenny: And I'm really good at helping my ideal clients

Laura: Crown of the head, that's why they're my ideal clients.

Jenny: That's why they're my ideal clients.

Laura: Eyebrow and my ideal clients love me.

Jenny: And my ideal clients love me.

Laura: Outside of the eye, they love me so much.

Jenny: They love me so much.

Laura: Under the eye and the truth is I'd like more ideal clients.

Jenny: And the truth is I'd like more ideal clients.

Laura: Under the nose, I'd like more clients I can really help.

Jenny: I'd like more clients I can really help.

Laura: On the chin, I'd love to be teaching more yoga.

Jenny: I would love to be teaching more yoga and having more private clients.

Laura: Under the collar bone and the truth is I know there are a lot of people out there I could help.

Jenny: And the truth is I know there are a lot of people out there I could help.

Laura: Under the arm and a lot of them have not met me yet.

Jenny: And a lot of them have not met me yet.

Laura: Crown of the head and partially up to me to help them find me.

Jenny: And it's up to me to help them find me. I need to stop hiding.

Laura: What did you say?

Jenny: I need to stop hiding.

Laura: Yes, as long as I'm hiding, they can't find me.

Jenny: As long as I'm hiding, they can't find.

Laura: Outside of the eye, I really want to help my ideal clients.

[1:05:00]

Jenny: I really want to help my ideal clients.

Laura: Under the eye, I'd really want to help with... Jenny, do you want to say who you want to help?

Jenny: So sure I really want to help particularly women who are struggling in addiction recovery.

Laura: Yes, under the nose I really want to help women with addiction recovery.

Jenny: I want to help women with addiction recovery.

Laura: On the chin, I want to help women with addiction recovery more than anything in the world.

Jenny: I want to use yoga to help women in recovery more than anything else.

Laura: Yes, under the collar bone because I know how much it helped me.

Jenny: because I know how much it helped me.

Laura: Under the arm and I'm grateful to the person who helped me find yoga.

Jenny: Oh and I'm grateful to all the people who helped me find yoga.

Laura: Crown on the head, so many little angels along the way.

Jenny: So many little angels along the way.

Laura: Eyebrow, who brought me where I needed to go.

Jenny: Who brought me where I needed to go even when I didn't want to go.
[Laughter]

Laura: Okay, eyebrow how many angels have guided me on my path?

Jenny: So many angels have guided me on my path.

Laura: Outside of the eye, I wonder if I can be that angel for someone else.

Jenny: I wonder if I can be that angel for someone else.

Laura: Under the eye, I wonder if my showing up and giving a talk...

Jenny: I wonder if my showing up and giving a talk...

Laura: Under the nose, makes me an angel for 1 person in that audience.

Jenny: Makes me an angel for 1 person in that audience.

Laura: On the chin who will thank me for the rest of their lives.

Jenny: Who will thank me for the rest of their lives.

Laura: Under the collarbone for giving them hope and changing the course of their addiction.

Jenny: For giving them hope and changing the course of their addiction.

Laura: Under the arm, I wonder if I could be that angel.

Jenny: I wonder if I could be that angel.

Laura: Crown of the head and I wonder if part of that angel is standing in the power that I'm a good teacher.

Jenny: And I wonder if part of being that angel is standing in the power that I'm a good teacher.

Laura: Eyebrow, I wonder if I could see marketing as being an angel.

Jenny: I wonder if could see marketing as being an angel.

Laura: Eyebrow and I wonder if could just be that angel looking for the people I'm meant to serve.

Jenny: And I wonder if I could be like that angel looking for the people that I'm meant to serve.

Laura: Under the eye, I wonder if I could become successful at that.

Jenny: I wonder if I could become successful at that.

Laura: Under the nose, I know I want to be successful at that.

Jenny: I know I want to be successful at that.

Laura: On the chin, I want to be other people's angel.

Jenny: I want to be other people's angel.

Laura: Under the collar bone, I wonder if I could be okay with the fact that not everyone sitting in the room is my ideal client.

Jenny: I wonder if I could be okay with the fact that not everyone sitting in the room is my ideal client.

Laura: Under the arm and accept that as slightly uncomfortable thing to me.

Jenny: And accept that as something uncomfortable but true.

Laura: Yes, crown of the head so that I can be a powerful angel.

Jenny: So that I can be a powerful angel in the right circumstances.

Laura: Eyebrow and I wonder if I can take what I already know about giving those talks.

Jenny: And I wonder if I can take what I already know about giving those talks.

Laura: Outside of the eye and what I already know about being that angel.

Jenny: And what I already know about being that angel.

Laura: Under the eye and open myself to learn even more to be a better angel.

Jenny: And open myself to learn even more to better.

Laura: Under the nose, I wonder if it's okay to learn what I need to learn to be successful.

Jenny: I wonder if it's okay to learn what I need to learn to be successful.

Laura: On the chin, and I wonder if can acknowledge myself for all the incredible steps I've already taken in that direction.

Jenny: And I wonder if can acknowledge myself for all the steps I've taken in that direction.

Laura: Under the collar bone and know that it's a journey with Durga.

Jenny: And know that it's a journey with Durga.

Laura: Under the arm, she's walking right next to me.

Jenny: She's walking right next to me.

[1:09:58]

Laura: Crown of the head, Durga wants me to succeed.

Jenny: Durga wants me to succeed.

Laura: Eyebrow and with her guidance I'm willing to walk the journey.

Jenny: And with her guidance I'm willing to walk the journey

Laura: Okay, stop tapping. Take a breath. I'm afraid I won't succeed. How strong is that now?

Jenny: Less so, maybe 5 on a scale of 10.

Laura: Okay and I don't want to learn what I have to learn to market, it looks awful. How strong is that?

Jenny: Oh maybe like a 3 maybe a 2.

Laura: Okay. So good, that was good. Tell me a little bit more about the I'm afraid I won't succeed and what is making it still a 5 talk to me a little more.

Jenny: Oh, I think it's more about the logistics of feeling so new having just relocated and still not feeling that I've got the right network and connection.

Laura: Yes.

Jenny: It's a lot less about, "Can I go out into the world and present my material?" I think this has helped a lot with those fears.

Laura: Yes, so Jenny I know that there's more work to be done here and I'm guessing that the next piece for you if you're going to have to deal with there's too much to do or I'm too new because it's very true that you have just moved to a new part of the country and it takes time and so there could be - you could use some tapping on, "If I don't succeed in 3 months, I'm a failure rather than giving it a time we realistically can take.

Does that make sense?

Jenny: Yes. I thought it was really great when it went from a 10 to a 5 so... [cross talk]

Laura: It is great. Yes there's more work we need to do here. We did a lot to release the first layers of it and we did a lot to release the, "I don't want to learn marketing" to transform into I'm an angel for my ideal clients when I market, right?

Jenny: Yes.

Laura: That was the reframe that we got to. So that's good and this whole piece of it is too big which it can be very big when you move so tapping on that and finding the reframe for that feeling of overwhelm of how much there is to do when you move to a new place.

So, write down some of the beliefs that are making it painful for you to be new in a new state and tap on them and then report on the forum some of the reframes that you get to. Report what comes to you, okay?

Jenny: Okay.

Laura: Okay, thank you, good job.

Jenny: Thank you.

Laura: Yes. I'm looking at the web cast here and we have a comment from the net in Riverdale, "Hi Laura. Once again, thank you for such a great program for us teachers. I don't know if this is fear or perhaps an insecurity that I have but I find that I am absolutely great at reflecting journal and writing my goals." Great.

"However, when it comes to actually taking what I've written and putting it into action is where I get stuck, yes. I've worked with coaches on reinventing myself and did so many exercises in the pass to my find my passion but I feel stuck and putting it all together and making it happen."

Great, so what I'm going to recommend is visualize yourself with one of those things that you feel stuck on and what are the fears? Or is that you think it would be boring to take that step? Is it you think it would be scary? It would be unpleasant or is there something scary that might happen once you have taken the action?

See if you can find those fears, put them on the forum and do some tapping on them. Okay, so thank you Jenny so much for being our volunteer and I know that people are going to be thank you also when we have a huhs from this call.

I want to draw all of your attention to page 7 here the limiting beliefs self-assessment. So, here, what I'm going to encourage you to do is like for example with Jenny for number 1, she might have written down a limiting belief I have is, "I'm afraid I won't be successful."

[1:14:58]

Laura: We did not get to the total reframe for that yet. That would take I think more – this is a very deep one it would take more time with Jenny and I'm really curious what she comes up with as she does more tapping but the second belief she had was that we did get to a reframe for it was a limiting belief I have is I'm not going to enjoy learning marketing.

It looks gross and awful. I'm probably not putting into that in your words Jenny someone could go back and listen to the recording but the reframe we got was when I learn marketing I learn how to be an angel for women with addictions.

I learn how to reach my ideal clients that was the reframe that we got to. So write your limiting beliefs on here and as you tap you will get to the reframe, okay? When we do our mentoring call on Monday, we'll have time to do tapping with more of you.

So bring your limiting belief and we'll see if we can get you to the reframe. Try this yourself and see what reframe you get to, then write down the reframe. Sometimes the reframes comes to writing in the beginning and sometimes you need to take more time with it. Now what I want to do is I want to talk about the bio and I want to be sure we get that in, the personal bio makeovers.

So I'm going to see if I could find Maureen on the phone system. Maureen, can you perhaps raise your hand? Let me see. Maureen there you are. Hi Maureen

Maureen: Hi. Am I on?

Laura: [Laughter] Thank you for coming up to talk. You are on. Yes. So what we're going to do with Maureen is I'm now on page 15 in the guide book. So go ahead and come follow along with me folks to page 15 and

Maureen is being an empowered fearless goddess to share her in-process bio with us and I'm sure this is a little scary because we don't usually like to share our unfinished work with people, right?

We want to share it when it's done, when it's perfect and she very graciously sent this to me. Maureen is one of my private clients and so she sent me her bio which she just is creating a flier for a talk that she would like to give at a community college on healthy happy aging.

So this is a bio. She sent it to me and then I said a few comments to her. So what we're going to do is we're going to work on this together. First version, I'm just going to read this quickly.

Maureen Farnsworth is a registered yoga teacher with a national yoga alliance and an occupational therapist. Her experience as an occupational therapist was in the area of cardiac rehab and mental health. She spent 14 years as a career parent of 2 boys, homemaker, community and church volunteer.

Okay I think I'm going to actually shorten and not read the whole thing. The last sentence she said she offers the wisdom of personal experience and education to empower women through yoga toward greater health and happiness as they age and redefine themselves during the third phase of life.

Okay, so what I want to say about this bio is that Maureen is starting with her certifications and her experience and you can start with your certifications and experience often it's juicier and more inviting to start with your passion and who you serve and the results you get them.

So I encouraged her to move her bottom sentence up towards the top and the other thing I said was that the bio was written a little bit more for a perspective employer and not so much for her ideal clients.

So I encourage her to write to an ideal client. So then Maureen rewrote it in a much more personal way so here's the rewrite at the bottom.

Maureen Farnsworth is a registered yoga teacher with national yoga alliance and an occupational therapist. She offers the wisdom of her personal experience and education to empower woman through yoga toward greater health and happiness and the third phase of life.

Maureen started her yoga journey at the age of 40 and found herself experiencing a female midlife crisis. She couldn't seem to find the feisty

questioning, exploring and full of wonder person she used to be.

She was depressed, had developed arthritis and was experiencing symptoms of perimenopause. Feeling poorly directly affected her ability to serve her family and to experience a sense of purpose in life.

[1:20:02]

Laura: She would herself, "Is this it? What now?" Yoga became a healthy way of nurturing herself that led to better health physically, mentally and spiritually. She had found strength, flexibility and balance in her body and her life and then she goes on...

So, there are even 2 more paragraphs. I'm just going to shorten here a little bit and what I read so we have time to talk Maureen.

So I pulled out some of my favorite words and phrases, okay? One of the things I want to say is first Maureen to you that on a flier, you want a pretty short bio. I think this is a little longer than we are going to want in a flier.

So one of the things you want to know is that on a website you can have a longer bio. This might be a good length for a website. On a flier, you want about a third of this, possibly half of this, somewhere between a third and a half of this only.

So we're going to need to cut quite a little bit. The other comment that I have is you really did go into the personal in this one which I think is great and some of it I think would be more appropriate in person talking to people either in a class or in a talk and not so much in your bio.

So, when you get into, she couldn't seem to find the feisty questioning, exploring and full of wonder person she used to be. She was depressed, had developed arthritis, okay? That was great and juicy material for if you're talking with an audience.

Maureen that has experienced depression or has experienced aches and pains, that would be great perhaps to weave into your talk. I went to arthritis and yoga helped me heal my arthritis. That could be very inspiring but unless that's the main thing you're going to be getting at is you know healing arthritis or healing depression, it might be a little too many details to put into your print bio file.

Does that make sense Maureen?

Maureen: Yes, I felt like it with I got way too much information because I don't know how to zero in with what should happen there,

Laura: Yes and the truth is this is great because it's better to have too much than too little. You can always cut. So it's great what you've done and it's great to have that. I'm going to take some of the pieces out of it now with you and I'm just going to weave them back into your talk. Is it appropriate for your people?

I pulled out some of my favorite words and phrases from what you wrote so far. I think registered yoga teacher is a great credibility point for you because you're certified that would make you trustworthy and you have this additional credentialing that you are trained as an occupational therapist. I would definitely include that.

I don't think you know took it out of your second one. I don't think to say where you work as an occupational therapist unless you're going to be doing cardiac, specializing in cardiac patients. I'm not sure that those 2 things where you work are as important.

I love the word wisdom you might want to weave that in here, greater health and happiness, I like that. Maureen started yoga at age 40. I thought this was good because since she wanted to work with seniors or people in the second half of life of third half, the fact that you were not in your 20 something when you started yoga will make them feel that they can relate to you. I think that's good.

Physical, mental and spiritual health, I like that phrase. She had found strength, flexibility and balance, I like that. Yoga has given her more energy and zest for living, that's good but when we rewrite this, I wouldn't put the 2 sentences together because we're using the word life too much.

We have to pick which one we want. Positive, you had the word positive so something like positive spirit is coming to me for you and harvest wisdom for the world. So your last sentence here, she hopes for the health and happiness will inspire them to join her in adopting a more positive third age identity and be able to see aging as a potential for harvesting of wisdom of the world.

So here's the thing about that. You've got some good pieces in it but it's a little bit too much and it's not the way people talk. Okay?

Yes, you want to be to do your marketing the way people talk. It should sound conversational and this sounds philosophical. You don't want to sound philosophical. You want to sound like a regular person that someone relates to and they go, "Oh me, I want that."

So I wanted to ask you, are you specifically aiming to talk with women?
Maureen: Yes, I guess so, yes. I mean I want to work with women.

Laura: Yes, I would check when you both talk to the head of that center to setup your talk because even if you don't say women in your bio and your flier you will still probably get 90% women if it says yoga because that too comes and so you could put it in there. Where did you put it? Let's see.

[1:25:07]

Laura: She hopes for the health of happiness of women. The reason I say this is that the guy at the center who's setting up the talk might want it to be open to men.

Maureen: Sure and I think that - should I ask him that?

Laura: I would ask him and it's I think if they want it to be open to men then I would do it without naming gender and you will still probably get 90% women.

Maureen: Sure, okay that seems easy enough.

Laura: And here's another big question for you and this is something for people to really get. You used the phrase third age and I know that you like that phrase and my question to you is do your people use self-identify as third age or is that going to make people say, "What does she mean? Huh?"

Maureen: Do you want me to answer that or just reflect on it?

Laura: Yes.

Maureen: Which one?

Laura: Answer.

Maureen: [Laughter] Okay.

Laura: Do they say I'm in my third age?

Maureen: No but you know what here's my thought on that part of my thing is raising awareness within this age group that a new identity does need there needs to be a new paradigm. There needs to be think of it like you know I need to define that for them sort of and kind of like when you introduce maybe divine feminism. That isn't a word that the general public doesn't use either and so yet you had to introduce it as a concept as a something to tap into.

Laura: It does.

Maureen: So part of it is leading people to awareness of that.

Laura: Okay, great so then that needs to become either the title of your talk or the main content of your talk that you are going to help them embrace the challenges of aging, reframe aging as a positive experience that can be seen as a third age or that could be seen as where you gain wisdom and health and happiness as you grow older rather than deteriorating as you grow older but I wouldn't just...

Maureen: Yes.

Laura: So I wouldn't just kind of weave it into your bio without really - you need to really name it and you need to actually use words that your own people are going to use. So like for me when I started with the word divine feminine, divine feminism let's say 6 months ago. I actually used a lot of words that women already used like women, healing and empowerment through yoga.

Maureen: Okay.

Laura: So I was using a phrase that is already common and that resonates with the women that I wanted to reach. So I think for you it would be healthy happy aging and then if you could weave in the third age as your talk, seeing it as empowerment but I wouldn't - a positive spirit as you age gaining a positive spirit as you age, okay?

Maureen: I get confused on that. It almost seems like that's a whole like you said big thing. I don't know. I may get confused about that. So what you're saying is get different words that would clarify what the third age is?

Laura: I think you need to build a bridge from where they are and what they would already resonate with to where they want to go. We're going over just about 2 or 3 minutes here I want to finish up with a possible draft for this and then we'll put it on the... You and I can put into the ning site so

that everyone can see it.

Maureen: Okay.

Laura: So I'm just going – actually this is on the recording so we're getting a transcript of it. I would start with Maureen Farnsworth is passionate about helping women or you could about helping let me see how I would say this...

Maureen Farnsworth is passionate about helping women learn to live healthy and live to live with great health and happiness as they age. Maureen believes that the aging process can be a powerful time of wisdom where we harvest the wisdom that is needed for the world.

[1:30:13]

Maureen is a registered yoga teacher and an occupational therapist. She is available for private lessons and group lessons at XYZ yoga studio. She started okay, I would put in the middle here I wasn't looking down.

Maureen started yoga at age 40 and quickly found that yoga became a healthy way to nurture herself and to build physical, mental and spiritual health. She now loves to bring the strength, flexibility and balance that she has found through yoga to others as well.

Maureen: That sounds great. Where did you interject that?

Laura: I'm just speaking off the top of my head here. We'll get the transcript of this in a couple of days.

Maureen: [Laughter]

Laura: Yes and then what I'm going to do is when I get the transcript, I'm going to move that those 2 sentences up a little higher for you.

Yoga, I love this piece, yoga has given her more energy and zest for living. The one piece that I don't feel good about that I just said is about the aging. You know Maureen I'm going to be honest with you I think of it as the second half of life.

Does that resonate with all the people? Do you really want to call it third age?

Maureen: Well, it is the second half of life because it's really the audience that I really want is from 40, 40+ and I think 3rd age is I think probably as more narrowly defined as once you're 60 because there's a lot that goes on in transition between 40 and through your 50s and then 60 is really sort of the harvest and so I used sort of see it as I also want that audience because they think that you're working on this between your 40s and 50s so maybe people when they get to 60 check in, cash in.

Laura: So Maureen, are you willing to go with the second half of life?

Maureen: Yes. [Laughter]

Laura: Okay, I think that would work better for you in the long run than third age even though you know you can weave in some of the concepts from the third age book that you love so much into your teaching but I wouldn't use it in marketing.

Maureen: Okay.

Laura: So if I read you about the piece about whom your ideal client is. Maureen Farnsworth is passionate about helping women in the second half of life to make this time of life, the best time of their lives to find ways to age with help where they get healthier every year and they're happier and they're harvesting wisdom for their life and to others that they love. That's one possibility.

Maureen: That sounds good.

Laura: Okay. I think that needs some tweaking. I would like you to once we get the transcript on this to take what we've written and see what is your real passion because you're going to need you know what are you real passionate about?

It needs to come from your own words but I think we've gotten some good pieces of this bio here and we'll get the transcript and we'll get it to you and you tweak it to find those core words that are really your passion.

Maureen: Yes, that helps a lot, find those words into sentences.

Laura: Okay.

Maureen: Thank you.

Laura: So I recommend that the rest of you do this. Write a bio that is too long, okay? And then go through and highlight your best words, highlight the strongest words. Go back to the page on the union with Durga and highlight the best words from your client testimonials, highlight the best words the transformation your best clients have had.

Highlight the best words that you've gotten and highlight what you most long to bring and give to your best clients and weave those in to your bio, okay?

So I'm going to be posting on the forum about today's class and I look forward to talking with you on the group mentoring call on Monday. We'll have time for more tapping.

We may have time to do one more bio feedback on Monday and I look forward to hearing how it goes for you in writing down your limiting

belief and working on the reframes through tapping and I send you all so many loves and blessings. I'm Laura Cornell and Namaste.

[1:35:09] End of Audio