



The Power of Conscious Marketing

“Video Training #1: Your Marketing as a Service to Humanity”

Tami Simon, Richard Taubinger, and Kylie Slavik

TAMI SIMON: Everyone, and welcome. I’m so happy to be with you here. My name is Tami Simon. I’m the founder of Sounds True, and also the *Inner MBA*. And it is a total joy to welcome you to this live workshop series on conscious marketing. Joining me is Richard Taubinger-- he’s the CEO of Conscious Marketer-- and Kylie Slavik, who’s the director of storytelling and brand development at Conscious Marketer.

This is the first in our three-part live webinar series. This first webinar is on your marketing as a service to humanity. Yes, how your marketing is a natural extension of you, of who you are and what you care the most about. Our second workshop will be on overcoming tech and social media overwhelm. And then our third webinar in the series will be on riding the current online wave in 2021 and beyond. And in that session, we’ll have a chance to bring you forward and to ask your questions and answers as part of the live format.

Now let me briefly give you an overview of what we’re going to cover today in this session. We’re going to share a little bit about our origin stories in relationship to conscious marketing, and also why we think marketing can help you and your business and how to share your work online if you’re not a self-promoter. So yeah, stay engaged here for those of you who feel like reluctant marketers or people who have allergies to marketing, but yet are interested in bringing forward who you are. This is for you.

Lastly, we’re going to talk a little bit about how to make the shift-- and this is such an important idea-- from selling to serving. Such an important shift that we can make so that we can reach the

people who need what we have to offer. All right, we're going to begin by sharing a little bit about our own stories and to start [AUDIO OUT]

KYLIE SLAVIK: Tami, you're muted.

TAMI SIMON: Sorry about that. Not quite sure how that happened. I'm just going to pick right back up. We're going to start by sharing a little bit about our stories, Richard, Kylie, and I, and our stories in relationship to conscious marketing. We're going to begin with Richard. Richard Taubinger is one of the world's leading digital strategy and launch experts.

His agency, Conscious Marketer, has been part of over 250 online launches, including summits, membership sites, and signature online programs. For many years, I just called Richard my marketing guru. He's helped me so much come into my own voice and power and self-expression. And I'm very grateful to you, Richard, and happy to introduce you now to this audience. Tell us a little bit about your story.

RICHARD TAUBINGER: Oh, thanks, Tami. It's been an honor having the opportunity to work with you and the Sounds True team, which is absolutely amazing. And I guess my own story is, when I graduated college, I did more of a typical corporate role. And I worked in the finance field for over 10 years, and I found myself in Asia.

And I was a trader and did a little bit of private equity, and I found myself kind of living two lives. And I've heard this story, other people tell me the same thing, where they're doing a job during the day. But then at night, I was going home and meditating and doing yoga. And I found that the values I was bringing into one area were different than the values I was bringing in the other, and I knew at some point I had to shift.

So when I came back to the United States, I took a job at Stanford, and I was seeing all kinds of opportunities and things in the field. And one day, I kind of got this download that what I really cared about was people doing their own inner work, like meditation, working with psychology.

And at that point, I had read thousands of books. And so really what happened is I just started to help authors. This was early 2000s, and so the online digital world was just starting.

And for many years, I didn't actually know that I was running an agency, but people would go, "What do you do?" And I would be like, "Well, I help creators and authors and meditation teachers and people like that get their stuff online so they can make an impact." And I was at a conference one time, and somebody was like, "Oh, you run a digital agency." And I was like, "A digital agency? What's that?" And they're like, "Well, you put funnels together and write copy and advertise for them." And I'm like, "Oh, I guess I do run an agency." So it took me a while to figure that out.

And then our focus has been on helping people who kind of really-- they've gone into what they do, like meditation or creating some kind of product that can help others, and they really have an aversion to marketing, in some ways, and they really have an aversion to selling. And they want to present their work, but in a way that's authentic, in alignment with their values.

And so if you look online for trainings and things like that, back in the day, there really wasn't much out there. There wasn't many places to turn because a lot of it was more traditional corporate. So that was kind of our niche, and it's kind of expanded. And I think the world's kind of gone through a big change even in the last couple of years, and so I think the world's ready for more conscious creators, entrepreneurs, authors, artists, healers. The world needs more of us to show up. So that's a little bit about my story. I love what I do. I love helping people get their work in the world so that they can make an impact. So, yeah.

TAMI SIMON: Wonderful. And Kylie?

KYLIE SLAVIK: Yeah. Well, first of all, it's just good to see all your faces. I've been scrolling through the Zoom and just checking out who's here, and it's just wonderful to be here with you. I started out in this wonderful wild world of marketing actually hating marketing, like probably a lot of you do or have experienced, and I was more of an artist. I was a spoken word artist. I did slam poetry, and my whole life was dedicated to my art.

So I'd work any job. I'd work at bars. I'd work in a dental office. I would just do any job that I would feel comfortable up and quitting if I had to travel for poetry and everything like that. And I was investing a lot into it as well. I had a venue, and we were spending all this money to put on these shows and everything, and we weren't making any money.

So after a couple of years of this and running up credit card debt and having creditors call my parents and my aunt and everybody they could get a hold of, I realized that I needed to make a change, that I still wanted to do my art, but I also needed to make some money. And so I started to study marketing. I just figured, whatever I do, if I start a business, whatever I do, I'm going to need to understand how this marketing world works.

And not too long after I made that choice, I got an email from a guy named Max Simon. You may not have heard of him, but his father is the late Dr. David Simon, who was the silent partner in the Chopra sort of empire. And so I got an email from him. He was looking for a content manager. And I thought, "Well, I could probably do that." And so I applied for that job. And many, many hoops later, I had to jump through a lot of hoops, and I ended up getting it. He mentored me, and he taught me that marketing and business could be a force for good. And he was really proving it through what he was doing. He was really helping people in a deep and beautiful way.

Through Max, I ended up working with another woman who one day asked me to write a Facebook ad. And I was like, "I'm not techie." We'll talk about that in the next webinar. I can't resize a photo still to this day. When I have to download software, I get real anxious. So I didn't know what I was doing, and I said I would do it. And all I did in that ad was the same thing I did in poetry. I told a story, I got people excited, inspired, I inspired them. And we did \$1.25 million in sales in 12 weeks. I had no idea what I was doing, like none.

But what I did take away from that is that storytelling and conscious content-- and we'll probably talk a little bit about that as well-- it touches people so deeply. We had women in 30 countries buy a \$10,000 program. And when I talked to some of the people that bought it, they told me, we

bought the story, we didn't even care what you were selling. We loved the story. We related to the story. We bought the story. And what I learned from that is that I could reach more people on the internet than I was reaching in the poetry venue. And I could still do the same thing, but I had more of an opportunity to change the world. And so that was 10 years ago, and I've been really working on that ever since.

I align with Richard so much because we help the same people. We've been helping the same people. And so we got together a couple of years ago and we joined forces, and I've been able to help more people through that as well. And so one thing that I hope that you gather from these three sessions together is that whatever it is that you're doing, you can market in a way that, like we'll talk about, is just an extension of who you are as a person. I've been doing it for 10 years. I've been able to help a lot of people. And I believe in you, and I believe you can do it, too. So yeah, that's a little bit of my story.

RICHARD TAUBINGER: That's awesome, Kylie. And I want to ask Tami maybe to share a little about her story as a reluctant marketer, because you've done that through the years and built up a leading company that basically changes consciousness. And I think you have amassed probably one of the largest spiritual libraries on the planet. So it's this amazing legacy that you've built, but you've done it through marketing. Can you tell us a little bit more about your story?

TAMI SIMON: Sure, yeah. I get a little bit of one of those "most improved player" awards because where I started from was having a true allergy to marketing. And I was like, "I'm a content person. I make meaningful programs that change people's lives. That's what I do. I work on the editorial side of the business." And then we put it over to this other whole department, the marketing and sales department, and they're over there. And that was the way I started for many years. But there were a couple of things that really got my attention.

The first thing that got my attention is that when the people we hired to do marketing would write up their descriptions of the programs we were selling, I was like, "No, they didn't quite get it right. They didn't really understand the core of the program. They didn't quite use the author's

language. They didn't quite represent the real depth. They were trying to solve some pain point out there."

So I would go, "I'm going to rewrite it myself," and then I would write it. And I'd be like, "Oh, that's a lot better. That's so much better when I wrote it." And I was like, "Maybe I should help and work in the marketing department, and maybe this whole idea that editorial and content is over here and marketing is over there is a mindset issue that is actually part of the problem."

And one of the huge things that Richard helped me see is that your marketing is a teaching. It is a teaching, not just the programs that you make, but how you describe them and the way you quote authors. And I started seeing that when we put out our marketing materials, hundreds of thousands of people would read them, even if only a couple of thousand people actually bought the program, so that I had an opportunity in the marketing materials to actually say what I cared the most about because that was going to touch more people than the program itself. So that was a big eye-opener for me, was that this whole notion that I sequestered myself in the editorial department was a problem.

Then the second thing I saw before I really got on my most improved player track was that I saw other companies selling programs that personally I thought were quite inferior to the programs that we were offering at Sounds True, and they were a lot more successful because they were using funnel tactics and other free giveaway tactics and tactics that we hadn't learned at Sounds True. And I was just like, "This is every which way of wrong that a program that's being taught by someone who just took a weekend workshop on meditation is selling 20 times our Thich Nhat Hanh program. This is every which way of wrong."

Tami, you're going to have to learn how to use all of these tactics in a high integrity way, and you can in a way where you're not compromising anything. You have this mindset idea that there's a compromise involved."

So that's what got me involved in learning about conscious marketing, and not just learning but becoming.

And I don't even need to use the word "marketer," in becoming a communicator. And then here's the other thing, the final thing, I discovered: it's fun. I know that may sound a little strange, but it's fun to express yourself. It's fun to share what you care the most about. It's fun to feel like a creator, like a slam poet standing for your gifts in the world and for what you have made that you care so much about.

So that's part of it, is that I actually discovered that it was fun. And that's a big deal, because when you can find something fun and that's part of your self-expression, then you want to do it. And that's why I'm so excited to be able to share this series with all of you. And with that, I want to turn it over to Richard to talk to us more about this notion of how your marketing can actually be a service to people.

RICHARD TAUBINGER: Yeah, thanks, Tami. I love your story, and I love how you're just really embodying and stepping in front of all the things. And it's just amazing to see the growth of Sounds True and all the people that your lives are changing, too. And also, the authors, the authors are probably so grateful because you're getting their work out in the world, too. I think it's like a lot of things in life. It's like the intention you bring into something. And so it's just kind of the question you ask.

So I kind of like the word "agenda." So we've all been talking to somebody, and we know that there's an agenda behind whatever they're saying. And sometimes that agenda is positive. It's like, "Oh, this person really wants to help me, or they're just trying to figure out a way to unblock me." And then other times, it's like, "Oh, this person isn't saying something. They have some other agenda behind what they're saying." And I think the thing is, a lot of marketing has some kind of weird hidden agenda to put you in their funnel and all these different weird things.

And, I mean, you are here today-- and in full disclosure, we have a program on marketing. But our agenda here is really just to give as much value so that if you can make a little more peace with marketing and get your stuff in the world, we would be happy. We really would be. So it's what-- the intention you bring in. And I just want to share a few things that you can do so that

your intention is pure intention, and it comes from a place that people will know who you are. And then they can decide whether they want to work with you or not.

One thing you can do is just have an intention to inspire others. And a lot of times, whatever hero's journey you are on, a lot of the people you're helping will have that same kind of hero's journey. And the same with the people you help. As you share stories of people that you've helped and you share that, for a lot of people, they actually don't believe they can make the change or do the thing that you're teaching or giving in the world. And that's one of the first things that they have to believe, is that they can actually make a change in their lives.

So it doesn't matter what you're offering, whether it's transforming their consciousness or meditation or yoga or a product, a lot of people would like to do something but actually don't believe in themselves. And so by coming online, you can inspire, you can show success stories of others that can do it, and then you've seeded this belief that they, too, have the potential to do that. In some ways, that's the first gate of marketing is to help people to see that it's even possible.

The next thing is, by teaching them and by sharing some of the knowledge that you have, then what you are going to do is you're going to show that you have a pathway or that you can actually help them create the transformation that either you've created or that you've created for other people. And so this is kind of what Tami said earlier.

You shift away from marketing, which is almost like a marketing-- or even the worst word is "selling," for many people. And even me, I love business. But especially when I was younger, the term "selling"-- I kind of used to recoil. To communicating, like communicating, and part of that is what could you share, what kind of information or teaching could you put online where that in itself would make a difference. It would actually start them in the process.

And how you want to think about it is, whatever you're presenting online, whether it's a video or a webinar like this one, it's actually part of the product. It's part of actually what you do. It's not something separate. And so it's all one thing versus like, "OK, now I have to get online and sell.

And then once they part with their cash or whatever, then I'm going to teach them the real stuff." Why don't you just start by giving them the real stuff up front and sharing openly, and then they're probably going to want to do the other stuff. But like Tami said, if they don't and you help another 10,000 people or help another one person even, then you're going to feel good and you're going to be implementing change.

The last point I'd make here is, everything you put online, every kind of communication has a consciousness. So information has the ability to change the consciousness of the people you're talking to. So it's a sacred thing. Take it seriously. So when you go on Facebook or you go on Instagram or you're on a webinar, go out there to help people and to uplift people. And if you do that, then it becomes a lot easier. And like Tami said, it can even become fun and joyous and peaceful. And that would be what I would wish for you. So there's some ideas. I hope some of those are useful for you.

TAMI SIMON: And, Kylie, this notion of marketing as a service.

KYLIE SLAVIK: Yeah, I mean, for me, marketing is a service. And I think that one of the things that I like to share with people that they didn't know about me is that I've sat at the feet of so many spiritual masters during my life. I've studied with Tibetan Buddhists, with Sufis, with Hindus and Christians, and all these different teachers. And I did that for my entire 20s.

And then in my 30s, I thought, "I need to take this internal transformation, and I need to put it into a container that's in the world. I don't want to just sit on the mat and meditate, I want to make a change." And so all of the marketing that I do is really an extension of the spiritual lessons that I have learned in my life. And so as Richard was saying, our marketing can offer wisdom and transformation and teachings, and that's what I try to do.

And as Tami was saying, the marketing can touch more people than the actual program. And so my desire is to bring the spiritual wisdom that I've learned in many, many years of study and put that into the marketing so that people feel deeply, deeply touched by what they're reading, by what they're watching. And if they don't buy, as Richard said as well, it's really OK with me

because the people that are meant to be in our programs are going to come and be in our programs. The people that are meant to be our clients, nothing can stop that from happening, right? That's going to happen, or it's not going to happen, and that's it.

So our job is really just to put the content out into the world that's going to move people, that's going to change them. I am only happy with my marketing if I know that somebody reads an email, reads an ad, watches a video, and it's going to change them and touch them in some way. If I don't have time and I have to throw something out real fast and it doesn't hit that caliber, then I'm not happy with that. That's not what I like to do.

And just to even expand on this, Richard and I even were brought together by an Indigenous Maori elder in New Zealand, who is very, very close to both of us, and we didn't even know. And someone knew that about us, and they introduced us because we both know this woman. She's been the most influential person in my entire life. And so even our journey together has been threaded with the spiritual wisdom teachings that, just like what Sounds True puts out into the world, our life and our marketing is centered on that.

TAMI SIMON: Richard and Kylie, let's talk for a moment to that person who says, "Well, the challenge is that I'm an introvert. I don't want to put myself in the front of what I do. I don't like all that attention on me, and I'm not the kind of person who's going to make a video series. I'm not even comfortable with this whole webinar thing. And how do I do this? It's not just that I'm reluctant, but I'm deeply introverted. This doesn't fit me."

RICHARD TAUBINGER: Yeah, I mean, I kind of identify probably more toward the introverted side. And so I could just share that for me, what's helped me to kind of get out there a bit more is-- and I've used this analogy before, you've probably heard it before, Tami-- but it's kind of like if you're a doctor and you have medicine, and you know that you can heal somebody with that medicine and you decide that you're not going to give the medicine because you're afraid to get online, it's kind of like you're withholding medicine that somebody needs. And so we all have something we can give, and the Tao, the universe, God, whatever, has gifted you

with some way to serve. And so I feel it's like an obligation for myself to give my act of service to the world.

It can also come from seeing other people, like you said, Tami, that are out there with maybe-- it's like somebody else has a medicine, but maybe it's half as potent and they have 100% more people. It could come from looking outward and going, "This isn't right. I have this system or I have this method or I have this teaching or meditation," or whatever you do, that could really help people.

And there's a difference. Sometimes I use the term "hiding versus humility." Sometimes we convince ourselves that we're being humble and we're not having an ego, and that's why we're not going online. But actually what it is just we're just hiding a little bit, and we're actually succumbing to our own fears of being judged or being accepted or what will people say. And so that's a little inner turmoil. I'm not saying that that's easy. It's something we all have to go through to get our work in the world.

I'll just say one other thing here, and it's really about what you value. And I would say that you can share the successes you have with people, and that people go, "Oh, that person knows how to do what they do. OK? And you can even share scenes of your life, and people are like, "OK I kind of like that person." So you've got two checked boxes.

But if you don't have the third check box off, then people won't trust you. And this is really important. And the third checked box is they need to know what you stand for. They need to know what you value and your principles. And they can know that you're the best in the world, and they can even kind of like you a little bit. But if they don't know what you stand for, if they don't know what your "why" is, then they're not going to trust you. And I know people that I know have the authority, and I know I actually kind of like them as a person, but I'd never work with them because I don't have the same set of values that they have. There's a lot of internet marketers act like that, actually.

And so what I would suggest to you as an exercise would be if you start to share more about what you care about in the world and your value systems. So one of the values in our company is what we call “care deeply.” And so I can tell you story after stories about how we care deeply about what we do and how that shows up in launches and client interactions and customer service.

So I can start to tell stories about that, and then you would get to know, oh, these people actually care about the people they’re serving. And then you can know something about me. And so you can kind of list your values, your principles, and you can think, “What stories could I tell online? How could I share bits and pieces so that people actually get to know me?”

And here’s another interesting thing about this, and the big thing in marketing is you need to be different. You need to position yourself. Well, guess what? Your internal value system is something that’s completely unique to you. It really is. And when you share this, it’s like a vibrational field. I’m not getting too woo-woo here, but we have to go there. But it’s literally like you’re projecting your presence. And when you do your values, people get your energy right away. And then they know, they know whether they want to work with you or not.

And this final point would be, this turns on the law of attraction. And then all of a sudden, people are attracted to you, and it’s natural. And it also turns on the law of repulsion, which is my favorite new law that I’ve kind of come up with in the last year or so, which is it pushes away people who aren’t aligned with the values and the principles that you stand for.

And then you attract the right tribe, and then it just naturally pushes away people who are like, “This person’s a little too woo-woo, or this person isn’t hardcore enough.” And it’s OK. We all have different people we want to serve. So there’s no value judgment, per se, there. It’s just you want to attract the people who are right for you to serve. So yeah, so there’s some thoughts, Tami.

TAMI SIMON: Yeah, Kylie, I'd love to hear more what you have to say for those introverted people out there who say, "Being a social media 'woo-hoo!'"-- that's not me. How am I going to do this thing?"

KYLIE SLAVIK: Yeah, I'm so painfully introverted. I'm really shy. I probably don't come across as that, but I've had a lot of practice over the years of teaching and training and things of that nature. So essentially, I'm just going to expand on what Richard said. He touched into what we would call your why. And some of you may have heard of the book by Simon Sinek, *Start with Why*, where it really talks about people don't buy what, they buy why.

And so one of the things that I've kind of hung my marketing hat career on is telling stories. And I started that way as a poet, and I ended that way as a marketer. And I don't see it ever changing. That's kind of just my thing. And one of the things that people really love-- and I think if you're as introverted as I am, you might like this also-- is that when you tell stories online, they are not about you, they are about the person that you're speaking to.

So the first thing is, when you are deeply, deeply connected to your "why," it will drive you through the hard times. And so for me, I'm extremely driven, and I'm extremely driven because of the purpose that I really believe in of why I'm here and what I'm here to do. For example, watching the comments and watching so many of you say, "Thank you, this is such a mindset shift or this is such a powerful breakthrough," that's a huge part of why I do what I do.

I'm speaking to 1,000 people right now and potentially more, and that's really hard for me. But I'm doing it because I feel deeply connected to why I'm doing it. And so if you are connected to that and you go out there and you start to share those stories of why you're doing what you're doing, they're about your audience. My why is about you more than it's about me.

I've been given this internal drive to do something. And one of my friends said this so beautifully. He said that "if you have a calling, there are people out there calling to you-- otherwise, you wouldn't have the calling." And so that's a really beautiful thing to think about

when you're kind of shy and you don't want to get up and you don't want to shoot a video and you don't want to make a social media post.

So to give you an example of how this is about your audience more than being about you, which I personally feel like helps with the introversion, is Scott Harrison is the founder of charity: water. And he has a beautiful, beautiful origin story, and I love it, and a beautiful "why." And he tells it on his website in a video and also in writing. And he talks about how he used to be a party boy because he was trying to escape his feelings, and he was in the clubs in New York City and just all this kind of stuff.

And then one day, he just got to this place where he was like, "I made a vow as a kid to help people. I wanted to go into medicine. What am I doing with my life?" And he had this turning point, and so he volunteered. I don't remember what country he went to, but he volunteered to go to this country as a photographer for free with these journalists who were doing all these stories on the conditions over there. And when he got there, one of the things that he saw was children drinking water out of a lake with mosquitoes and getting malaria.

And so that was his turning point. That's when he said, "You know what, I have to do something about this." And he started to build wells, and he started to do all of this stuff. And what he ended up doing was putting GPS coordinates on the well so that people could actually see where their money was going because he realized people didn't want to donate money if they didn't understand, believe, and know where their money was going.

And so he's been able to build something like-- I don't remember the amount of wells. I feel like it's a really big number. And when he shares his story, he's sharing his back story not really to talk about himself, but to emotionally engage people in being a part of the mission of getting clean water. He wants to get clean water to everybody in the world. And when he shares that story, it's not about him at all, it's about who's listening.

And my own why story is, really, I was sitting in a retreat one day, and this guy who was leading it, he said, "You know, you only need 5% of the population to change consciousness, to tip the

consciousness on the planet.” And so I thought that sounded great. I got my calculator out, and I was like, “How many people are in the world, and how many people is 5%?” And at that time, it was 380 million people. And I thought, “Well, let’s get to it, guys. 380 million, that can’t be that hard. Let’s do it.”

So when I wake up in the morning and I don’t feel like talking to anyone and I don’t feel like getting on Zoom and I don’t feel like getting on that Zoom call, I have that number in my mind. And I’m like, “If I can touch 100,000 and they can touch a couple hundred thousand and we grow this critical mass, then I can make the difference that I’m here to make.” And so when I talk about that, people feel invited into my world, invited to what I’m doing. They don’t feel like it’s a, quote unquote, “program that I’m selling.” They’re like, “Oh my God, I want to be a part of that mission.” And so when I talk about that, it’s really not about me, it’s about you.

If I can teach you storytelling, if I can teach you how to get your message out there, how to touch people, then I can overcome my own introversion because I’m so on fire for this purpose that’s been given to me. So if you are really introverted, I do believe that connecting to that vision, that mission, that why, can give you great content for the internet, great stories to tell, and also help you overcome “I don’t really want to be doing this right now, I don’t feel like it” and all of that kind of stuff. So that’s my perspective. That’s one of my perspectives. I could talk about this all day. But I wanted to give you something that you could actually go out and do as soon as this call is over. So hopefully, you will.

RICHARD TAUBINGER: Well, first of all, I want to say Julie has posted into the chat-- “You all are awesome-- that charity: water, 44,000 projects in 28 countries.” So that’s amazing.

KYLIE SLAVIK: That’s amazing.

RICHARD TAUBINGER: And I love your vision, Kylie. It’s why we work together. Tami, would you be willing to share a little bit about your why and kind of what gets you over the edge that you overcome and on camera? Because [INAUDIBLE].

TAMI SIMON: Oh my. Oh my. Yeah, you may not all believe this, but I'm also an introvert. So here you have three introverts talking about marketing. From an early age, based on my own experiences of meditation practice, I touched something that is so huge and benevolent that pours through me, that pours through all of us, and I gave my life to it.

I just gave my whole life to it. And I said, my whole life is about sharing spiritual awakening, and I will do everything and anything in my power to introduce that to as many people as possible, whatever it takes. Whether it's through practices that people can do on their own, whether it's through introducing them to great teachers who have transmission power, whatever it is, by whatever media necessary, that's what I want to do. And that was since I was 21 years old, and Sounds True has been around now for 36 and 1/2 years. So that's what inspires me.

I loved doing it from behind the curtain with all the teachers up front. This is back when I was my "I'm not a marketer, and I'm not a public person either. I've got my headphones on. I'm in the back behind the curtain. Nobody can see me. I'll let the teachers take all the bullets, so to speak, in the front. They can take all the criticism. I'm just some anonymous person back there."

And this brings me to, Richard and Kylie, something I want to talk about. Because when you said this comment, is it humility or hiding in terms of our challenge around getting out in front in marketing, I had to admit to myself at a certain point that I was hiding. I was hiding. I was hiding behind. And I was hiding really because, truth be told, I'm thin-skinned as a person. So I'm not only an introvert, I'm sensitive. Yeah, I'm thin-skinned, and I don't like criticism. The law of repulsion, it works. There are people who are repelled by me coming forward and sharing what I care about. It's true. I've seen their comments anonymously in all kinds of forums and things like that, and it hurts.

Now, I've had to grow a much thicker skin, thank goodness. But what I'm curious about, Richard and Kylie, from you, for people who, truth be told, they're hiding because rejection hurts. And when you put yourself out there, and you want to reach however many tens of thousands, hundreds of thousands, you will get rejected, how do you work with that? Help us get strong.

RICHARD TAUBINGER: Kylie, do you want to go first, or do you want me to give it a go?

KYLIE SLAVIK: Sure. I'm super rejection-sensitive. I cringe when anybody criticizes my work. And I don't have this as much as I used to, but even on teams, we work with a lot of different teams because it's an agency environment. And even if someone sent my work back and was like, "I don't like this one word," I would just-- "Ugh, I spent so much time on that one word. Why don't you like it?"

But one of the things that I realized about a year ago, I started to get a little bit less rejection-sensitive in the last year. And one of the things that I told myself and that I've been telling other people-- and I really truly believe it-- is that if I'm not getting criticized, if I'm not getting told things about me that just aren't true but are painful to hear, I'm not helping enough people. Because for every 100 people that you help, there's going to be one to five people that get mad at you about what you're trying to do.

And so I started to realize if I'm not getting picked on or told this or told that-- we run ads. We have this beautiful quiz that we're running ads to, and the comments on there sometimes are so mean. And I see them, and I'm like, you know what, we're really just trying to help people, so it's fine. But I just started to realize that most of the time what people say is about them and not about me. And if it truly is something that I did, if I transgressed something, if I did something that was wrong, then I take ownership for that and I make it right with that person.

So it's kind of like finding my way through-- is this something I need to take in, is this not? And if I do, how can I make it right? And if it's not, just deflecting that it's more about that person and really looking at, if I'm not getting this in my life, I need to step up my game a little bit. So hopefully, that's helpful. I feel it. I really feel that. I was very thin-skinned when I started this work, and I think I've grown in that area. But it's painful for me.

RICHARD TAUBINGER: Yeah, I think a lot of the people we serve, they empath. You can't care deeply and be disconnected, right? And so I talk about a term that I call "digital armor."

And so it's kind of like you need a couple of layers and boundaries. And the good thing is, when you're leading with deep beliefs in your why, that's part of the protection.

And then, I mean, we counsel people and work with a lot of people, but it is true. Do you want to not give your work in the world and share it to the 95 people because of the five people who gave you a negative comment, who don't even know you and actually don't even care about you? So you just have to keep putting it in perspective that you're here to serve a specific group of people.

And then for the hypersensitive, you can outsource the comments and stuff to other people in customer service. I actually recommend that, especially when you're in a launch, because things like that can derail your motivation. So the number one thing as a content creator, as a conscious entrepreneur or a conscious healer, creator, you need to protect your confidence.

And so that means having mentors around you that support you. It means having partners. It means having clients that love you and love you back and can give you feedback. And so you need to protect your confidence. Because if your confidence goes down, then it's going to affect all the people you can serve, and that's not fair to them.

It's kind of like-- I don't know, I'm a parent. I have an eight-year-old and a 13-year-old daughter and wife. And so if I come home in a really bad mood because of all the things and I bring that energy into my home, then I'm taking that negative energy and putting it into there. So I have to kind of clear myself before I come home.

So it's the same thing. If you're hosting online and giving your gifts, you've got to focus on the amount of people that are giving you positive feedback. You focus on the transformations that you're creating. And you have to kind of take all the other stuff with a grain of salt and realize it kind of comes from the territory. And a lot of times it's coming from people that you shouldn't be working with anyway, and so they're kind of self-selecting. And Facebook makes it really easy to unfriend them or ban them or just realize that they're not part of the people you're meant to serve. So, yeah.

TAMI SIMON: And just one other thing I want to share here that is vulnerable for me, but I think it's important, is that one of the things that I discovered in terms of coming out from behind the curtain and coming forward and continuing to step forward was that there was actually trauma work that I had to do as a person. And I said, "Oh, it's about marketing, it's about this, it's about selling-- I don't like selling." I mean, I had all this other kind of thing that I was naming, but it wasn't really about that. It was about my deep inner work that I needed to do to have the kind of capacity to feel hurt if I was rejected and to be OK. "I'm OK. I know how to do this. I know how to go through this."

So it was a deep inner journey for me. And I know sometimes we think about conscious marketing like it's some business skill that we have to develop. But I would go so far as to say, I think the inner work that enables us to be a truthful conscious marketer might be the most beautiful gift that comes from engaging and taking this on is that you really get to grow as a person, and that's tremendous.

RICHARD TAUBINGER: I've always said that one of the most transformational things is to post regular videos. If you can start to do that and you haven't done that, it takes a lot of courage. And it's a very powerful thing because you have to really, like Tami said, you have to kind of do that deep inner work, and then you're showing up in service of others. So you're doing it not only for yourself, but other people. But I think that's an amazing point that you brought up there, Tami. It literally is an accelerator for inner growth to actually show up online and market yourself.

TAMI SIMON: Now, there's one other question, Richard and Kylie, that I want to make sure that we get to, and it's an important area to discuss, which is, I think a lot of people who are focused on service work of various kinds-- I've seen some healers writing in the chat-- when it comes to money, it can be awkward to say, "And here's what I'm charging for this."

And I even notice when I'm given scripts and I get a chance to adjust them, and there's a part of the script that says, "And the price for this program is yada, yada-- and if you register at this

point,” and I notice it’s really hard for me to say “the price of this program.” Doesn’t matter if the price is \$49 or \$4,900, I can’t quite get the words out about the actual price. And I think this is an edge for me to get comfortable kind of claiming what I’m charging and putting that out in the marketing materials. And I wonder if you can both talk to that and how we get better at that.

RICHARD TAUBINGER: I can start this one because I think a lot about this, and I counsel a lot of people I work with. Notice I say not consult but counsel? So it’s something that if you’re a conscious creator, it’s important to realize there’s a lot of shifts in beliefs we have around money. And then other people have a lot of beliefs around money, too. So I’m just going to give three ideas, and the first is that just make sure whatever you’re offering really overdelivers.

So I know if you give me \$100, and I am going to deliver, say, \$1,000 worth of value. If I know what I’m offering has a 10x kind of ROI and I really am giving deeply of everything I have and then giving you systems, then if you do the work, you’re going to get this result, then I feel, at the minimum, it has to be equal. But I always like to do it over. So it’s like, OK, it’s 5x or 10x the value. It just makes it easier for me because I know that what I’m offering relative to maybe what other people are offering is such a better value. And so that helps me.

The other thing I’d say is, what I’ve seen work is the more people pay, the higher the price people pay, the more committed they are. And so generally, people that get comped a program or get something free, they very rarely even log in because they don’t have anything in the game. And so the more money you can charge, the higher level of commitment and follow through you will have from people because that’s just human nature. It’s not always the case, but I would say 98% of the time that’s what happens. And so realize that the money you charge helps the people to show up.

Let me give an example to land it for you. If you have a gym membership and you’re paying \$47 a month and it’s online, OK, how committed are you going to be to going online every day to show up for that gym membership? Probably weak, actually. That’s why gym memberships don’t have everybody come to the gym.

If you pay somebody \$100 an hour for a personal session, are you going to show up for that session in the gym? 100% I'm going to be there. I have actually a session today at 4 o'clock. I'm going to show up. So it's just you can kind of see that as you pay more, your level of commitment goes up dramatically. So realize it's actually in your best interest and the person that you're selling to actually charge a higher price, really, just for a commitment level.

And then the last thing I'd say is, if you're used to underselling yourself or not charging enough, just realize that people will judge you based on whatever price relative to other people. So if you're the lowest in the market relative to other people, you think you're doing the person a favor potentially by saving them money. But in a lot of cases, they look at what you do, and they just judge you based on your price. Then they go, "Oh, this person must not be as good as the other person." So just realize that that's the case.

I don't know a lot about wine, but I'm a little bit like that when I go into the wine aisle. I know about the range I want to choose. And I know if I go below it, it's probably not going to be a very good wine. And if I go above it, well, I'm hoping it'll be a good wine. But truth be told, it might be that the bottom shelf wine is just as good as this other one for some other reason, but I don't really know, right, because I don't know wine. And so in your markets, you have this pricing thing where people judge you based on price. So it's just another thing to consider. So there are three quick ideas.

TAMI SIMON: Kylie?

KYLIE SLAVIK: Yeah, I love that. I used to be really uncomfortable with money. That's why I was running up credit cards and things like that, because I didn't have any. And I didn't have any because I was uncomfortable with the idea of it. I had a very unhealthy relationship with it. And when I started to get more comfortable with it was when I started to see and feel and experience the results I was getting for people.

And what I am pretty sure of-- I don't know most of you personally. I do know some of you. But what I feel pretty sure of, because you're here, is that you are very committed to the actual work

that you do and that people do get results with it. And so what I've discovered over the years is people don't pay me because I'm a copywriter, they don't pay me because I'm a storyteller-- there's millions of those types of people out there: they pay me because I get them results. And if I stopped getting them results, they would probably stop paying me. And so I can charge people in proportion to the results that I'm getting.

Because people don't pay for a product. They don't pay for a service. They pay for a transformation. Tami, you're talking about the courses that you sell, and it's like, people don't buy a course. Nobody wants to take another course. But people want the transformation that that course offers. And so when they see that, they're like, "Oh, cool, I want to get really good at meditation, I want to get rid of my headaches, I want to find love," or whatever it is that a course might be selling. People are paying for that result, they're not paying to have a digital download on their computer.

So I think if any of you have this issue, which I see in the chat some of you do, some of you don't, then take a piece of paper out and write down every single thing that happens for your clients or the people that you're helping, or even if you're selling a product-- I saw someone ask about that-- "What are the results? What is the transformation that people are getting with that? And how much do you think that that's worth it to somebody?"

I remember when I had a relationship coach say this to me, because she charged quite a bit of money. She said, "You know what, working with me is like 10% of the amount of money that a divorce would cost." And it's true. It's so true. And so when we really believe in our value and we really understand on the linear granular level what results people are getting from working with us, then we can charge in proportion to that. And I think we're doing a disservice to our clients and our customers if we don't do that. I really believe that today. So yeah, that's my two cents.

TAMI SIMON: Wonderful. And I'll just share a couple of things also, to answer my own question, but that has made me feel comfortable with an ecosystem where, yes, there are high-priced items, there are low-priced items, and there's a lot of free teachings and free value as well.

And we have scholarships and a non-profit at Sounds True. And so what's helped me is to build out a whole ecosystem where I know, for example, through the podcast that I host every week I'm giving away absolute the best transformational teachings with a new author for free.

And yeah, we have 150 people who work at the company and need to get paid. We need to charge for some of our programs as well. And I love the beauty of the ecosystem approach. I can lean into that and feel comfortable. And I think actually, because this live workshop series on conscious marketing, the medium is the message, we have three hours of free content where we're playing all our aces. We're not holding back. It's not like, "Oh, wait, we'll give you that in the course." No, I mean, we're answering these questions. We're telling you what we have.

And there's so much to share here. There are so many teachings. There's so many tactics and strategies and ways to go deeper into this. For the people who are really interested and want to make that deeper commitment, they can buy the course. But in these three hours, we're going to deliver absolutely as much value as we can. Which does bring me to one final question-- and then we'll wrap up-- and that has to do, Kylie, you talked about how transformative it is, transformative, when people connect with their why and that they can bring that out in storytelling. Do you have some ideas to help people who are like, "I don't know if I quite have named it or articulated it yet?"

KYLIE SLAVIK: That's a really good question, and no one's ever asked that to me before. And so I would say, if you aren't clear on what it is, then look at the work that you're doing and look at the results and the transformation that people are getting, and ask yourself, why does that matter to you? Why do you care? Why do you wake up in the morning and get excited to do the work that you do? What's the purpose of it? How does it help people?

And then I would say there's a personal why and there's a global why, and the personal why, as I just said, can be found in what motivates you to get up in the morning and do what you do. And the global why is, how does your work relate to what you want to see change in the world? What is the contribution that you want to make in the bigger global ecosystem? To borrow your word, Tami, of "ecosystem."

And so for me, my smaller why is I love telling stories, and I love helping people tell their story because it helps them help more people. And that global why is more about how storytelling can support transforming the consciousness of the planet. And so my guess is that your smaller why, your personal why, does attach to a larger why as well.

So if you don't know what it is, I would just start with the transformation that people have when they work with you and why that lights you up and why you care. And just do a free write about it. Just don't filter. Just write as much as you can about that, and I almost guarantee that the why is in there somewhere. So hopefully, that gives you a thought of what you could do if you're kind of stuck on it.

TAMI SIMON: Richard, anything to add to that?

RICHARD TAUBINGER: Just I saw a comment pass through that was kind of like, "There's so much stuff out there already, is there even room for my thing to get out there?" And I would just say that I used to think that I needed to influence millions and millions of people. And I still hope to do that, and I'm in the process. But I came to kind of this space where I was like, "Well, look, if I could help one author really get their work out in the world and that person can help 10,000 people, or if on this webinar I can help one of you overcome a block and then you can go out and help another 10 people, then that's OK."

So sometimes I think we have to think the why has to be this gigantic thing, which-- Kylie's help 300 or so million. I love that. Let's do that too. But also, don't overwhelm yourself. Just like, "Hey, today, I'm going to help this one person or this one child," or whatever it is. And I think that's enough. So sometimes I think these micro whys, maybe that's a thing, a micro why. Find a micro why and go with that for now until your bigger why appears and you get the download. But it may not be there right now, so pick a micro why.

TAMI SIMON: I love that.

KYLIE SLAVIK: Amazing.

TAMI SIMON: Well, our second workshop in this free conscious marketing series will happen a week from today. It's on overcoming tech and social media overwhelm. And then our third session will be on the 30th on riding the current online wave in 2021 and beyond, and we'll have a live question and answer session as part of that. This is all in preparation for a larger conscious marketing course that will happen in October. So you can stay tuned. We'll be offering more details about that.

And also, if you're watching this video and getting value out of it, please share it with your friends. It gets the word out about all of our power to use our true voices to make a difference at such a critical time in human history. You can also leave a comment below. And if you want, share a key takeaway or insight that you've had. That's wonderful. And now to end, Richard, Kylie, any final comments? Give me something.

KYLIE SLAVIK: Yeah, I don't know if we want to drop a link into the chat for folks who are interested in checking out the Power of Conscious Marketing, but I will say, I was scrolling through. I saw your faces. I saw some lights go on, and it makes me so happy to have spent this time with you. I think you're all incredible. And I really hope that in these three webinars, you can get something that changes the way that you get your work out into the world and help people.

RICHARD TAUBINGER: Yeah, and I'm just extremely grateful that you spent the time with us here. And the world needs more conscious creators to just get their work into the world and to help. Now's the time. You'll probably hear me say that on every video we do here. So I'm rooting for you to get your stuff into the world, and I hope we've given you one or two ideas you can use today. Thank you so much.

TAMI SIMON: And the note that I'd like to end on is something I learned recently, which is after doing one of these webinars, I was sharing with a mentor that this part or that part could have gone better, but I hadn't prepared this or whatever. Something wasn't quite right. And this

mentor said to me, “You know, Tami, people don’t need more perfect. They need more authenticity. They need more real. They need more heart. Just be yourself, be real when you talk to people. That’s what our world needs.”

And I thought, “Oh my God, I can do that. Is that all I need to do? I just need to be real, be myself, talk truthfully?” And she said, “Yeah, that actually is the type of medicine we all need right now.” And I’m saying that to you too. So when you go and you share your why and you start experimenting with making videos of yourself, be real. Keep it real. That’s what we need. And the other thing I saw in the chat, “Thank you for helping me be brave”-- it’s time to be bold. It really is. It’s time for those of us who care to grab the microphone and be brave, be bold. So thank you all. Thanks for being with us. Hope to see many of you a week from now for our second part. Thank you.

KYLIE SLAVIK: Thanks, everyone. Thank you, Tami. It was great.

RICHARD TAUBINGER: Thanks, Tami.

KYLIE SLAVIK: Bye, everybody.

TAMI SIMON: Thanks, everyone.



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