

Last name spelled wrong! We will verify by conducting a search.

Therese:

Hello. Hello. This is Therese Scully of happyinbusiness.com, and I am delighted to have you here. Thank you so much for taking the time to come to this call. ~~And I do have to say that it was supposed to be a webinar, but I'm having some technical challenges with getting the slides up, and ugh. So I do apologize. I put so much time into these slides and what I'll do is, I will just sent them out later, because they're really good, and I know a lot of people are visual learners. So I do apologize for that.~~

△ — This is not needed in the transcript!

Speaker said Mary Perry

But I want to welcome you to The Inner Game of Marketing. I'm calling this call "Discovering Your Uniqueness, and Having the Mindset to Market and Sell that in a Big and Bold Way." ~~And so I just want to, right now everybody is on mute. I just want to say thanks again for coming to this call. And let me tell you what you can expect. I am going to have some pretty cool tools. And so, I wonder if Katie Couric could sing a song about that for real.~~ My Pretty Cool Tools.

" would change to "here are?"

Since the call already took place, we don't need this for the reader.

Anyway, I'm going to give you some tools, because it's great to say, oh here's some concepts. But I want you to be able to walk away with specific things that you can do. ~~So I expect this might go a little fast. This might feel like water from a fire hydrant, perhaps. But at the end I expect you maybe to be a little confused. Now that's kind of funny. Why in the world would I want you to be confused? Because that means you're considering some new concepts. Sometimes confusion is a good thing, because it leads you to do the big, deep dive to get to that inner marketing place.~~

~~I want you also to be free to ask questions. I love interaction, and so on the left side there, please, please shout out where you're from. I see Mary from the Netherlands. Hello Mary. Thank you so much. I like Mary's work. She's a fabulous marketer. So, feel free throughout the time, go ahead and send a question. Send a shout out. Ask for clarification. And hey, you can send some love. Like you can say I like what you're saying Therese. And being real is the deal.~~

we start sentence here.

This is Tania. We would verify via search engine.

~~You know, I will be real with you. One of my, hopefully part of my branding is that I'm pretty transparent, and I will tell you the real deal as I see it. And I want you to be real. We've got one person that is going to be a case study. One of my clients is coming on, and she's going to share some of her story, and the process that she had been on because I took her through this inner marketing journey, and she got some amazing results. I'm going to introduce you to Tanya a little bit later.~~

Not needed

~~But be real. If you want to ask questions, we'll have some time and space for that. Okay, so I want to talk now about my journey. How the heck did I get here? And what I have to say about that, is that, some of you will know me; some of you might not know me, is that I started out as a psychotherapist. Now, okay, that's kind of a weird like, what the heck are you doing business~~

↑ filler word. we take this out.

Rice???

Rice coaching school???

Speaker said "life coaching school?"

coaching? I've even asked myself that. ~~And~~ the reason why this is important to you is because in my journey, I've hit the roadblocks and the stumbling blocks and ~~kind of~~ discovered some solutions. ~~And so I will tell you,~~ I started out as a psychotherapist. I have a Master's degree in counseling, was in practice in my own business for about ~~twenty five~~ ²⁵ years. In 2001, I went to Rice 03:54 coaching school. And that's not a big jump really, from being a therapist to a life coach. ~~is~~

Speaker decided to say something else. We remove it.

we take this out

That's not a big deal. ~~And in~~ ⁱⁿ 2005, I got one of those what I call, ~~you know,~~ divine appointments where there was this crazy magical coincidence where I ended up buying a chapter of a local business, a networking development group called Shared Vision. So here I was, I had been a psychotherapist. I knew nothing about how to run a business. And I just can't believe that. I knew nothing with a capital N. Zero, zip, nada. ~~I went from least...~~ They just loved me. The owners just thought I was cool.

They clearly didn't vet me, because I never would have sold me as a franchise. I'd be really honest. I would just sell me the franchise, because I didn't have a business background. I was this lovey, touchy little therapist, knew a lot, had a great heart, but I thought EXCEL was a spreadsheet. ~~You know,~~ I had never networked. I knew nothing. So that's how I came to the starting line here. ~~You know?~~

~~And~~ after a few years of finding my way, and just investing tons and tons of time and energy and money in the whole deal, and getting coaching and mentoring, I finally said, wow, ~~you know,~~ maybe I should stop apologizing for just being a therapist. ~~Because that's what I was doing. And that,~~ you need to remember this, ~~this is why all of this work today comes out. It's from this kind of painful part of my journey, and that I had this thing that was a huge, huge, huge gift, and I was not owning it. In fact, not even not owning it, I was apologizing for it.~~

"only a therapist" we don't type out the word "quote?"

I felt like

~~I would go in my mind, I would never tell clients, but I would go in mind or to my colleagues, like "ugh, you know I'm pretty good, but you know I never worked in a corporate environment," so I felt like, I don't know, I didn't earn my stripes because I was quote, only a therapist. So in about 2007-8, I kind of figured well, maybe I'll just focus on marketing and business growth. Yeah, that's what I'll do. And in about 2008, some of my friends and some of my colleagues started saying, you know, I have worked with all the big hitters in the coaching industry, and you would know their names if I told them to you.~~

"And I'm sorry, Therese, but I'm getting much better results from you because of your mindset stuff." And guess how long it took for me to own that? So, it didn't come easy because I couldn't see a way, I couldn't find it. ~~I couldn't like~~ "that's cool, I'm really good at this, but ugh. I couldn't find a way. ~~And so I~~