

**This is what a turnkey transcript looks like*

Therese: Hello, this is Therese Skelly of HappyInBusiness.com. I am delighted to have you here. 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."

Let me tell you what you can expect. I'm going to have some pretty cool tools. I wonder if Katy Perry could sing a song about that: "My Pretty Cool Tools."

I'm going to give you some tools. It's great to say, "Oh, here are some concepts," but I want you to be able to walk away with specific things that you can do. This might go a little fast. This might feel like water from a fire hydrant, perhaps. And I expect you maybe to be a little confused.

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.

Being real is the deal. I will be real with you. 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 has been on because I took her through this inner marketing journey, and she got some amazing results. I'm going to introduce you to Tonia a little bit later.

I want to talk now about my journey. How the heck did I get here? Some of you know me; some of you might not know me. I started out as a psychotherapist. That's kind of weird. What the heck are you doing business coaching? I've even asked myself that.

The reason why this is important to you is because in my journey, I've hit the roadblocks and the stumbling blocks and discovered some solutions.

I started out as a psychotherapist. I have a Master's degree in counseling, was in practice in my own business for about 25 years. In 2001, I went to life coaching school. That's not a big jump, really, from being a therapist to a life coach. That's not a big deal.

In 2005, I got one of those, what I call, 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.

Here I was. I had been a psychotherapist. I knew nothing about how to run a business. Let's just capitalize that. I knew nothing with a capital N. Zero, zip, nada. 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

