

**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

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. I had never networked. I knew nothing. That's how I came to the starting line.

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, maybe I should stop apologizing for just being a therapist."

That's what I was doing. You need to remember this. This is why all of this work today comes out. It's from this painful part of my journey. I had a huge, huge, huge gift and I was not owning it. In fact, I was *apologizing* for it.

I would never tell clients, but I would go in mind or to my colleagues, like "Ugh. Yeah, I'm pretty good, but I never worked in a corporate environment." I felt like I didn't earn my stripes because I was "only a therapist."

So in about 2007-2008, I figured "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, "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? It didn't come easy because I couldn't see a way; I couldn't find it. "Yeah, that's cool. I'm really good at this, but... ugh." I couldn't find a way.

I'll share more about how I found the way. I'll be really truthful here. Some of my coaches and mastermind partners have had to kick me in the pants numerous times, saying, "Stop saying you're a marketer. Yeah you're good at that, but you're flipping brilliant at the mindset stuff." But I couldn't see it. I couldn't own it.

I was in my own journey, and then I was seeing almost every client I would coach would say to me, "Well, I spent \$10,000 in so-and-so's program, and I spent \$5,000 getting a new website, and I just had a sales page written for another \$8,000, and I'm studying social media." But they weren't making any money, or if they were, it wasn't really enough to offset the debt they were creating.

What I discovered: it's like building a house on quicksand.

So I started looking at, between the mindset stuff and between the mistakes people are making, I came up with this concept called Inner Marketing. What I realized is if you don't have the foundation, it's kind of like building a house on quicksand.

There are a lot of people out there that are brilliant at telling you marketing strategies and social media, and how many e-zines to send and what numbers you should do, and how to build your list.

But I will just tell you this. If you do not have the things I'm going to talk to you about today, if you don't have the inner marketing piece down, you're wasting your money.

I got so sad because so many of these clients I just loved. I had so much affection for these people that have come to me, and they would be on their last dime and it would be hopeless. They would be so frustrated and start feeling like losers because they put all this time and all this money in buying the darned blueprints that people are selling.

And please hear me: I'm not trashing those coaches. But what I'm taking a stab at is it's not right to just sell a blueprint and not really understand the person's uniqueness. That's what this call is about today.

Let's get rolling. I want to show you the Big Four to turn you into the rock star that you are. Here are the four components that we're going to be speaking about today.

1. **Find Your Magic.** Some people would call that branding or positioning. It's that thing that makes you magic.
2. **Master Your Mindset.** That's that inner game stuff. That's the little voices that we have in our heads that say, "Come on; nobody's going to buy. You? Really, who do you think you are?" or "You cannot charge that much," or "You? Really? Be a speaker? Come on."
3. **Perfect the Message.** You have got to connect with your audience with the right messaging.
4. **Maximize the Model.**