

Hello Love,

I so appreciate you supporting me on this journey to create something new and start a new business. It has been daunting, overwhelming and exciting and scary to move from just dreaming about this to taking inspired action. I have days where I question whether I really want this, but the answer keeps being YES, it's worth the effort.

It was so comfortable to just think about writing and teaching online vs. actually taking scary steps to be a newbie again and learn new stuff and make something happen. I remember my voracious appetite for learning healing techniques and how passionate and excited I was to learn every kind of modality I could find back then.

I feel like I'm now coming into that space of awe and excitement with writing and producing a blog and podcast. I'm learning everything I can get my hands and eyes on, which shows me how little I know and how far I have to go.

One thing I struggle with is finding the balance between my Virgo rising perfectionist side that wants to wait to offer anything til it's purrrrrfect vs. my earnest desire to learn to be a craftsman at something new and I want to craft something wonderful, something that will stand the test of time and be work that I can always be proud of putting out into the world.

Either way, I see this is going to be a long haul. My work is so far from being ready but I am chipping away at it every day and I have attainable goals that I'm checking off, bit by bit.

Ok, so I've gotten clear on who my ideal customer is and why I want to serve them. First and foremost, I want to come back online and offer products to support healers (including massage therapists, energy healers, professional healers, health care providers, mothers, givers, nurturers, people helping and serving the world in some way) These are my target audience when I ask myself who I want to attract on a large scale?

But, who I will start sharing my work with is my clientele, who are largely in the same category but some are people who need help learning how to take care of themselves and need reminders and information to help them help themselves feel better.

What I'm into/What lights me up and makes me want to do this:

- *Helping People Make Their Lives Better Through Self Care
- *Empowering Every Individual To Access Their Own Unique Healing Ability
- *Providing Professional Support and Personal Development for Healers
- *Developing Healthy Relationships and Communities through Energetic Awareness and Safe Communication

Here's what I have accomplished so far:

I have crafted 9 blog articles and made outlines for the same amount of podcast shows, so far. I have taught myself how to navigate GarageBand efficiently enough to at least record my podcasts and I have all the equipment I need to record. I have done several test podcast recordings and have my first real interview scheduled for Monday Feb 26. I will have to find a podcast professional to insert my intro music and make the podcast clean with editing, in order to submit to Itunes. This seems like money well spent to get on Itunes and then I can learn to do

all production of the podcast as I go. Until then, I think I should outsource this work and just focus on recording good content and doing great interviews.

I have 5 interviews lined up through March and these interviews all correlate to blogs I've already written. I plan to release a podcast and blog on the same topic at the same time, probably once a week once I get going. However, I have researched that it is advantageous to release a LOT of shows in the first week to help your ratings, so that is something strategic I may consider and will be able to do it that way, if I choose to, because I will have enough completed shows by my launch date.

I have bought my podcast music rights, have purchased a logo for the podcast and a logo for my website, I have purchased the Audonic Wordpress theme for podcast and blog and purchased a photo shoot for the website so far. I am currently paying a company called WP Tangerine \$183.00 a month to build the wordpress site. I know this is probably more than I would have to pay, but they give you an hour of work a day and right now, it's going slowly, but ok. I want to learn how to do it myself and I'm just slowly having them enter things as I create them. I'm trying to not get in a hurry and still give myself deadlines to stay focused.

So, I still need to pay someone to edit and polish my podcast episodes, once I have a handful of them done. My goal is to be done with 5 and send them off to be shined up and submitted to Itunes by mar 31. In the meantime, I will polish up my show notes and blogs so that I have some good content ready to release.

The article that I will launch with is all about cost effective self care and how to not get overwhelmed with making healthy changes. This blog and podcast is a reminder of all the things we can do to make ourselves feel better that don't cost a dime. It's called: **Feeling Good is Free-12 Free Things You Can Do To Feel Better Right Now.** This will be a solo podcast where I will say a little bit about why I'm doing it and hopefully get my clients excited to hear more and tune in to the next one that explains why I've changed my name, so I'll do a teaser for that one at the end.

Next article and podcast I will release are all about the spiritual significance of our given names and how to utilize the hidden power locked in our birth name and our chosen name. I will give my story of why I have changed my name and give helpful information on how to find out the energetic meaning of your name and what to do with that information. I have 2 interviews lined up for this podcast that will take up small segments (Issac Oliver and Sundara) so people can hear first hand what it's like for someone when they change their name and why they did it. I will give helpful numerology tools and some easy links.

This may end up being two separate articles because it's pretty lengthy, I'm trying to decide whether to put this all together or not. I feel like it might be good to keep it separate for people who are interested in me vs. people who just want helpful info. So, if I do two articles and podcasts: it will go something like this:

Why I Changed My Name and Your Name Is A Big Deal-How to Activate the Power of Your Own Name

Next episodes and articles include:

23 Years in the Healing Room-What My Clients Have Taught Me

Make Your Next Massage The Best Massage-9 Things Your Therapist Wants You To Know

The F Word: Food! Healing Our Bodies with Food (*this one is still a work in progress and so near and dear to my heart because I see all these brilliant, educated people in my practice who have no idea what to put in their mouth. This won't be about nutrition as much as about developing awareness of what you put in your body and how it makes you feel. The clients I'm interviewing have healed miraculously by just taking responsibility and becoming aware of what they eat and how they feel.)

(I have two interviews lined up for this one.)

Why I Took a Three Year Break From Social Media

How Big is Your Circle? How To Do a Social Detox

7 Ways to Get The Most Out of Your Energy Healing Session

Moving Beyond The Chakra System-Why I Removed My Chakras

So, that's what I've been working on and I'm pretty excited about these offerings. One of my big challenges with the podcast is: who do I hire to help me fine tune the episodes for iTunes? I'd like to have someone in place soon so that as I finish what I can do, I can send the rough recording to them and they can edit.

My other biggest challenge at this point is this: I sure would like to have my first ebook done before I launch anything, so that if I draw some interest to come to my site and read something or listen to something, I have a product they could actually buy. I just don't know how far out I am from completing an ebook to sell. My first ebook is: **Be Your Own Healer**. My question is-should I wait until the ebook is ready to download and I've outsourced the editing and layout along with figuring out how to sell it and have it download from my site (all of these things are quite overwhelming to me at this point) before I launch my podcast and blog **OR** do you think I should launch the podcast and blog before finishing the ebook so that I can start to develop an email list with people ready to purchase my book, when it finally comes out? I am not clear on this part.

The chapters in **Be Your Own Healer** include:

A Love Letter to Healers and Health Care Professionals

(why we need them now more than ever, how we can help them to help us)

Why This Book Was Written

What This Book Is Not

What is Healing?

You Are Your Own Best Healer

Dispelling Fear and Disempowerment

How To Use This Book

(Becoming Fully Resourced to Take Care Of Ourselves and Feel Good)

The Healing Power of Breath

(breathing exercises)

The Healing Power of Movement

The Healing Power of Nature

(research on green hour, forest bathing, etc)

- " Your Mind
(keeping a thought journal)
(careful and intentional media and entertainment)
- " Water
(how to clear and charge water)
- " Relationships and Community
- " Smiling
- " Laughter
- " Your Voice
(mantra, prayer, affirmation, spells and why they sometimes work)
- " Gratitude
- " Meditation
- " Sleep
- " Self Massage
- " Sunshine
- " Grounding
- " Your Environment

Understanding Your Energetic Anatomy

- " Energetic Presence

Be Your Own Energy Healer

- " Plants
(aromatherapy, plant spirit medicine, herbalism, flower essences)
- " Food
- " Gemstones
- " Animals
- " Planets

My Healing Journey

One Healer Per Household

A Call To Action

Another ebook I want to create after **Be Your Own Healer** is a smaller one called, "**So You Wanna Be a Healer?**" A guidebook to answering your heart's call to heal and serve. This book has a quiz called, What Kind of Healer Are You? and delves into real life FAQs about how to make a living as a healer with practical career advice.

So, This is where I'm at and where I'm at energetically/spiritually speaking is that I go back and forth between being scared about doing this and being confident and excited. I could use a session for support on breaking through any blockages I have to be visible again, having a voice, making a difference. I want to make sure I'm clear before I offer any of this stuff to the world.

Thanks so so so much for your wisdom and presence.