



Transform Your Business Training Call

Learn How To Serve More Clients & Make More Money Whilst Doing What You Love

Kimberley: Hello sweet hearts, and welcome to this Transform your Business Training Call.

Let me ask you this

- Are you struggling to market your business or take your business to the next level?
- Are you feeling overwhelmed with all you have to do?
- You'd love some support and you're wondering what Business Mentoring can do for you, your business and your life?

If so, you'll love this business training call. It's designed to inspire and empower you to grow your business, serve more clients and make more money doing what you love.

So welcome to the call. I'm Kimberley Lovell from www.KimberleyLovell.com and for those of you that don't know me, here's a little bit about me. I'm a Transpersonal Psychotherapist, Intuitive Coach, Theta Healer, Trainer and Holistic Business Mentor and I work with heart-centred entrepreneurs, coaches, healers, therapist, trainers and authors helping them to monetize their magic, live their purpose and do what they love whilst making fabulous money transforming the world. I'm so excited to be sharing this complimentary Business Training Call with you all today.

I'm interviewing one of my amazing successful Platinum Clients, Jenny Lynn. Jenny Lynn is a Transpersonal Therapist, Trainer, Author, Supervisor and Mentor embracing the mental, emotional and spiritual aspects of health and wellbeing. She works with therapists helping them grow and embody the changes they wish to see in their clients, clearing their fear, and walking their talk so that they too can become leaders of authenticity. As a result of their experience with Open Mind, many students of Jenny's Open Mind Training have developed highly authentic and successful careers in the disciplines of counselling, psychotherapy and hypnotherapy. To discover how you too can benefit, take a look round the resources on <http://www.theopenmindtherapist.com>

Jenny and I have been working together for just 3 months now. I love working with her and Jenny is getting some amazing results, so I wanted to give you a little more insight into the mentoring process, my mentoring programme and also to highlight the amazing work that Jenny is doing. I know that you're gonna get great benefit from this training, so let's dive in.

Kimberley: Welcome Jenny and thanks for sharing your process and insights, I'm sure this is going to be a juicy call and really helpful to others. Can you describe your business before we started working together and some of the challenges you were facing? What was happening in your life and business and how was that impacting you?

Jenny Lynn: My business was working before we started together but it was bobbing up along a glass ceiling. I could see the other side but I couldn't get there. I knew I had blocks to stepping outside of my comfort zone and paradoxically it was getting more and more uncomfortable staying there. So I had great ideas and lots of energy but a lot of it was just getting dissipated by not knowing where or how to focus and not being able to value myself and the impact my work could have on the world if I just could get out of my way and allow myself to grow.

Kimberley: You've mentioned a couple of challenges there and I think they're challenges that many heart centred entrepreneurs face. There's a big split in the collective unconscious between money and spirituality, so there's a conflict that goes on for lots of women in the area of charging what they're worth. They have this huge desire to help people and yet they struggle to charge, they overdeliver or undercharge, and sometime both. I know this was something that I did for many years. It was a tough lesson for sure and something that I love to help women overcome.

What made you decide to work with me?

Jenny Lynn: We'd been in contact a few times over a few months and I'd interviewed you too. I had watched your business and knew that that was how I wanted to work. I'd taken lessons from some of the big name online gurus but only their free stuff.

Kimberley: Investing in mentoring is something that many women entrepreneurs struggle with for all kinds of reasons and you can only learn so much from the free stuff. So the personal mentoring or programmes is really where you dive deep and get the transformation, implementation and accountability that you need to make the big shift. Can you share a little bit about your decision making process and how you decided to invest in yourself and your business?

I had invested in a business coach in a smaller scale and it had helped me but it hadn't helped me deal with my own demons to growing. So I knew I needed to invest in someone who I could trust was going to be able to help me cross through an energetic portal and step into my power. I trusted that you would be that person so I made the leap. It took me a while to commit because I

knew, that if I did, I would have to be prepared to make it work. So I was ready to take action on anything you suggested to make it work for me. I had to get in that place where I had invested enough money with the right person and I was determined to get a return on it, not just financially but developmentally.

I notice now if I automatically go into that 'I can't afford it' place, I can hear myself doing it and I stop. My next question to myself is, 'if I invest, what will it return?'. This for me is a big energetic shift away from lack and fear and into looking for an active return on any money I spend.

Kimberley: Many women I know are concerned about investing and getting a return on their investment. I know that's been an issue for me in the past and it's one that often holds women back. I know I made a couple of investments that didn't work out. I didn't have the right mentor or programme for me. So it's really important for me to feel aligned with my mentors and my clients. As a mentor I aim to support you in getting a return on investment as soon as possible. You've had some amazing results Jenny in a very short space of time. Would you like to share some of the results you've achieved so far?

As a result of shifting, and releasing a lot of fear around having money, I immediately realised a client I was already working with had kept asking me for an intensive route to their issues.

Kimberley: Of course we had a quick start with a VIP Day, would you like to share what happened on your VIP Day and the impact that had on you and your business?

When I returned from my VIP day with you, I realised I had been short changing this client by keeping them in a weekly pattern when they wanted to work intensively. So I made them an offer and after some negotiation we came up with a plan. That happened within days of returning from you. It gave me a boost to get myself moving

Kimberley: Yes women are always asking where are the VIP clients. Truth is, they're all around you. They're just waiting for you to step up and create the package or programme that they need.

Jenny: On my VIP day you showed me how to relaunch my CFS course as it really is my signature work. You gave me some insights into how to package it up and how to offer a system where, before, I'd insisted there was no system. You also showed me how to go about a VIP day, how to market it and sell it. How to build rapport with my clients and support my prospects in committing to their dreams and goals as I did with you.

Kimberley: We've actually accomplished quite a lot in a short space of time together. We've done a lot of work on time management, productivity, pricing, and leveraging your expertise. You've been through the Sacred Money Archetypes programme. I think this has been a big shift for you in terms of really owning your value and charging what you're worth. This is an area that

I love working in and one that I feel many heart centred entrepreneurs are challenged with. Can you share a little bit about your journey with the money stuff.

I realised that the money stuff was attached to a very traumatic time in my life when I was at University, had been disowned financially by my parents and became diagnosed schizophrenic. That experience was deeply traumatising and set up an internal dialogue with myself that insisted that without money I would die. The message I received at that time was don't take any risks financially or you'll be destroyed. That was confirmed many times over by my family's approach with me. The irony is I'd taken many risks in so many ways: relationship, giving birth to my daughter, divorce, career change, house moves, but it had always been within tight financial parameters. Being a mum had then become central to my life and I felt even less inclined to risk our stability for what I saw as aspirations that might take me away from home. But it was a struggle to try and do my work which I feel has such a huge mission when I was limiting myself in so many ways. So my internal conflict was creating blockages: ups and downs in my business that I simply didn't need. Those ups and downs seem largely to have gone. Because now, when I get stuck, I know there are answers. Before, my fear stopped me from looking for them.

Kimberley: You'll be amazed how many times I hear similar stories from women. It's totally different for men. As women we're not taught to invest in ourselves, we tend to put others first and ourselves last.

Kimberley: I'm a very hands on coach/mentor with my platinum clients as you know. I create bespoke programmes tailored specifically for you. I support you with copywriting, sales pages. You have a lot of connection and accountability when you work with me. So I'm curious what has been the biggest benefit of mentoring with me so far?

Biggest benefit of mentoring has been firstly knowing you are there to bounce issues off when I need to. Then of course, it's been the accountability and the kicks up the backside that you have given me!

Kimberley: Yes, I'm known for loving kindness a la kick in the pants.

Jenny Lynn: My habit is still to be unfocussed and a bit distractible. It's one of my gifts in my work as a trainer, mentor and writer, but it doesn't serve me well in the organisation of my business.

Kimberley: Yes, you're an Alchemist like me, and so many other transformational coaches, so there are all these ideas and visions that need to be grounded. The focus, organisation and structure was something that I had to learn. I'm naturally intuitive and right brain, very creative but without the left brain organisation and structure nothing happens. I know that since working with me, you've also taken my advice on outsourcing and have hired a couple of people to help you with different aspects of the business. This is an area that most women find really difficult. Allowing ourselves to be supported and

you know what it's vital. We can't do everything ourselves. You need to know what and where to outsource, but at some point you need to let go of doing everything and create space for you to work on your business instead of always being stuck in it. That's a huge trap for a lot of women entrepreneurs. Go on Jenny you were talking about the benefits of mentoring.

Jenny: So essentially, the kicks and the accountability really do help me stay focussed. I'm aiming to be my own best friend with this the more I get used to doing it. I wrote on a piece of paper 3 goals and as I've been focussing on them over the last few months, each of them is coming to fruition. One is a money goal, the next is a travel goal and the last is a book writing goal. I was invited to talk in Switzerland just last month for a tidy figure and I also started writing a book in November. And the money is taking shape nicely.

Kimberley: One of the reasons why I love working with you, is you're an ideal client. You listen, you implement and take action, I love celebrating your results with you. I can feel your excitement when you were emailing me about your first VIP day client and then around the speaking gig and wondering how much to charge and how to negotiate. People often get anxious when they start applying new strategies, and I've loved supporting you in that process of owning you're worth. What would you say to other women who are considering investing in a mentoring programme?

What I would say to others is that you need to get real and look at your options. Ask yourself if not now, when? Also, how scary can it really be? You know, you have choices and you have to choose to step into your uncomfortable place to experience growth. God, I know that so much from so much of the work I've done on myself! It was just this money thing represented another big step forward for me.

Kimberley: Oh Money is huge, it's such a great mirror for us isn't it. How we do money is how we do everything. It's certainly been a great teacher for me and I'm on a mission really to help women transform their relationship with money. I have a couple of programmes where we dive really deep into the money stuff. As a platinum client you've completed the Sacred Money Archetypes I think I remember you're the Accumulator and I know that one well, cos that's one of mine. The accumulator likes to have money, but they're driven by the fear that there's never enough and so that's what they actually create, more work, not enough money. So the accumulator needs to learn how to create more grace and ease, and allow the money to flow. Once you stop focusing on not enough and start focusing on the flow you turn it around and that's exactly what you've done. Go on Jenny,

Jenny: I would ask people to evaluate their lives. It is a journey of awakening when you realise the time is now! For me it took for me to realise that my daughter was growing up and probably wouldn't need me much longer and I would have 'sacrificed' myself for her. I realised that I would have modelled for her a woman who was living in fear of branching out and having money! That's not much of an example for her to follow. So I knew I had to

demonstrate to her how to be proud of yourself and stand tall with the whole money thing.

Kimberley: I love that, as women we're often juggling stuff and it's easy to make excuses and hide behind our fears. I love that you spotted yourself in your excuses and sabotage and took action in the face of your fears. It's something that I regularly have to do. You see people often get confused between their intuition and their fear, they think that if something is for them, they shouldn't feel fear. Here's the thing, whenever we step up to an opportunity there will be a certain amount of fear or is it excitement. but the ego leads through fear, whereas your intuition speaks gently, softly to guide you. Your intuition speaks through your heart, through synchronicity. So if we're paying attention we follow our intuition and then we have to overcome the last hurdle our ego and it's fears. The ego gets a bad name, but it's simply trying to defend us, just going about it in the wrong way. The ego carries all our limiting beliefs of who we are, and what money is.

I'm so grateful that you said yes to your dreams. You've got some very important messages and work to share with the world.

You're doing some amazing work that I think is highly valuable in the world and I'm glad to be a part of that. I work with a lot of healers, therapists, hypnotherapists and coaches as you know amongst the other business modules I also teach about Niche. The training that you're offering is highly niched, yet at the same time, offers personal development and transferable skills. Would you like to share a little about your programme as I'm sure that many of our listeners would be interested.

I've been working with clients with Chronic Fatigue Syndrome/ME for most of my 13 years as a therapist. Within a couple of years, having had some deep insights into this condition, I started training my local GP's and colleagues in how to treat it. These trainings went on for around 6 or 7 years until I laid that course to rest in 2009. Now I'm relaunching it on 19th March 2014 as an audio course so that I can reach people around the world in any country.

<http://theopenmindtherapist.com/resources-work-with-jenny/the-5-step-open-mind-method-audio-program/>

My work is not finished on this front. My insights into the ME/CFS puzzle have helped many therapists profoundly develop their careers. Many have become supervisees and have studied with me further, joining my mentorship groups. Because what I teach is about the human condition. It's about our deepest relationship with ourselves and our environment. It's about how the body responds to 'wrong thinking' and 'wrong living'. That can create CFS/ME or it can create panic and anxiety. All of these so called, diseases of the mind - and in fact body - are all interrelated. They have been splintered off into various syndromes and symptoms because it suits western reductivist thinking to be able to categorise and then treat them with drugs. But in fact, this splitting just complicates the understanding of the human condition. It makes symptoms appear to exist from nowhere and it reinforces the idea that

we are victims of chance. In my Chronic Fatigue Syndrome work, I demonstrate how deep self knowledge puts the power to heal back into our hands. And it shows how we are really all just one whole entity and that what affects one system will affect others. It cannot be any other way. At least that's my contention.

Kimberley: Oh I'm definitely there with you on the mind, body, spirit connection, as you know I've trained a lot of people in Transpersonal Hypnotherapy, and do a lot of work and training in intuitive healing, the mind, body, spirit link is so powerful and illness is one of our greatest teachers. I love that you're sharing this work in this way. Would you like to tell us about your forthcoming CFS Training call?

Chronic Fatigue Audio Training with Jenny Lynn

My preview call is on thursday 6th march but registering for it will enable you to get the audio replay link. Here's the registration link:

<http://theopenmindtherapist.com/2014/02/26/mental-and-emotional-roots-of-chronic-fatigue-syndrome/>

there's also a video interview on this page which will give you a flavour for who I am and how I work.

Thank you Kim for the opportunity to share my breakthroughs with you and your audience.

Kimberley: You're welcome sweetheart I'm hoping that we've inspired and empowered lots of women here to step up, and get the support they need that was my intention and if you're a therapist looking for a niche training in Chronic Fatigue then I highly recommend Jenny's work it's really the cutting edge in helping clients break free from CFS and ME.

Business Breakthrough Special Offer with Kimberley

Complimentary Business Breakthrough Discovery Session with Kimberley

Kimberley: I hope that you've found benefit and been inspired by some of the tips and strategies we've talked about today. I'd love to support you further if you're wanting to take your business to the next level and know like Jenny that you need support. I'm inviting you to apply for one of my limited complimentary Business Breakthrough Discovery Sessions to get clarity and breakthrough on your biggest business challenges. Simply drop me an email to kimberley@kimberleylovell.co.uk and I'll forward you a questionnaire to complete, we'll then schedule a time to connect via phone or skype and see how I can help you.

Wishing you all much love, and many blessings x