

# **The Conscious Business Telesummit**

## **The Nuts & Bolts to Your Online Business**

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**Adela Rubio**

*Conscious Business Telesummit Host,  
Conscious Business Strategist and Mentor™*

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Adela: Thanks everyone for coming here for our final call for the Conscious Business Telesummit. This is Adela Rubio, your host. I say this about every one of my speakers, but I really am excited to have Nina East here. She is someone who I have really admired for a long time and I actually got to meet her this past October when I went to a business conference for women entrepreneurs. She has got a wonderful new brand. She's so talented. She has done so many things but I'm very excited to share with you one of her latest projects. This is what happens with entrepreneurs is that they're always in action and movement. The topic of our call today is Your Personal Growth is the Heartbeat of Your Business.

My friend Nina, my new friend Nina, I've know Nina for quite a while. As a student I knew Nina. I actually met Nina first at Coachville when she was doing coach training. Her classes were one of my favorite classes, along with my other buddy Julia Stewart, and another one I've got to name is Barbara Sundquist, because I really love her too. But Nina, I just loved her energy. She was very laser like and very open and I found myself, especially when you're a beginning coach and you're adding a new skill set, there is a lot of uncertainty that you feel, a lot of self-doubt. That kind of stuff totally disappeared on my calls when I was on Nina's calls. Her presence alone really radiates a kind of presence that really has you showing up fully as you, which is quite a magical experience. So thank you, Nina. I don't know that I've ever told you that, but there you go.

Nina: Thank you. I'm honored.

Adela: Nina has done so many things. I just found out recently that she also designs blogs. She can just do everything. The most exciting thing that she is working on recently is this Personal Growth Princess. She is a personal development expert and her website provides self-help book summaries to smart, sassy women. She has developed an international reputation for showing business owners how to incorporate personal growth systems into their businesses so they can experience the victory of success with fairytale-style fulfillment.

It's really interesting, Nina. Thank you for being here. Princess was never one of the those things that I thought was a label that fit me, and yet when I came across your Personal Growth Princess, I remember when we were in Arizona that you were showing me some of the summaries that you were working on and the whole idea, and I just remember feeling this sparkly energy around it.

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Because I know that many of us have felt around this whole personal growth thing, we were talking about this earlier this week that it sometimes can feel like a never ending journey. You've really tied in some really cool ideas here with how personal growth is essential for conscious business owners, so I would love for you to start off just with that. Why is it important? What's so key about personal growth for conscious business owners?

Nina: Sure. I'll say first that personal growth is the never ending journey. Anyone who is feeling that, you are accurate. The thing I hope you will begin to feel is that it is or can be a lighthearted never ending journey. It doesn't have to be this monkey on your back weighing you down and using it as an opportunity to beat yourself up that, "Oh my gosh, I'm not doing enough personal growth" which is often where people go.

I know that this idea of personal growth resonates with conscious business owners, which is probably why Adela, you and I both spend so much time in those circles. What I like about conscious business owners is that they really get that success is not enough, that's it's not the only thing but that it's really about success and fulfillment. I know that resonates with people on this call.

My guess is or my experience has been in talking with many clients and customers and I'm guessing there's some similarity for folks on this line is that even so, even though that resonates with us and fulfillment is important when things start getting stressful, and often that means less fulfilling, conscious business owners actually feel it more. They feel it more in their bodies, in thought processes, in their emotions and in the way they make decisions. They are affected by it more than what you might consider to be a traditional business owner. That's because we know what's possible. We know how important fulfillment is as a part of success and a part of our lives and we're doing work, theoretically anyway, we're doing work that is really meaningful or we want it to be really meaningful.

Fulfillment becomes a really critical piece of that and personal growth is part of that way that you ensure that you are moving toward fulfillment or that that's always on the table. That's always part of the equation when you're making decisions, when you're forming joint ventures, when you're creating new products, that personal growth and fulfillment are always on the table or at the table in that decision making process.

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Adela: I wanted to point out too, because I'm a member of your Personal Growth Princess and one of the things that I loved in something that I saw on your site is that this personal growth, really the context of it is not that there is something wrong with you and let's fix it, right?

Nina: Right.

Adela: It's more of a personal evolution.

Nina: Yes, exactly. Part of the beef that I have with this personal growth industry, the personal development industry, is that so much of what I have seen out there is really geared toward the 'you need to be fixed' model. Even if the material itself isn't really saying that, if the material is coming from a place of 'you're whole and we're going to build you even to be more whole' the marketing that goes with it is a fear based 'you need to be fixed, read this one book and take this magic pill' and you'll be great. Life will be a fairytale at that point.

I have a problem with trying to tap into using people's fears and their already existing feelings of inadequacy as a way of trying to get them to do something. Now I know that that is a motivating force and I know that marketers for eons have been saying that that's what you need to tap into, but I think there is a way to help people recognize where they want to improve without making them wrong or worse, because of where they are right now. It's really important to me.

Adela: I think it also points to, this is a great point that you're making here, is that conscious business owners respond more to possibility than they do to fear.

Nina: Mm-hmm. My guess is too that I'm guessing that your folks would agree this way, my opinion has been for the ten plus years that I've been running my own business is that starting and running a business is the most powerful personal growth seminar you will ever go to.

Adela: Oh yeah, oh yeah.

Nina: It puts you to the test on every area. It pushes all your buttons. It will bring up all the potential feelings of inadequacy, not just the ones that are already there but any potential ones that haven't surfaced yet. It will pull all of those up and that's actually what's beautiful about running a business and it's also what freaks people out. I have not seen any studies on this, this is purely my conjecture, my hallucination about what's going

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on is that most businesses do fail in the first however, three to five year if you hear different numbers, this usually explains that they didn't have the right skill set or they didn't have enough capital when they got started. I suspect that is what is at least as powerful an issue, if not more powerful, is that they didn't have personal growth integrated into everything that they were doing, that they weren't taking care of the inner stuff that was effecting all of the outer decisions and the other skill set building and all of that, and that that is what contributed hugely to the business being a failure. All the people I know who actually attend to their personal growth, their businesses aren't failing.

Adela: Absolutely, absolutely. I totally agree with you, a ton substantiated on my end, too, but my tagline and my sig line in my email is *What would be possible in your business if you mastered your inner game?*

Nina: I love that.

Adela: Because that is what comes up so what's wonderful is hey, yeah, we get to get our work out into the world. This is awesome but we also get to become completely different kind of beings from being on this adventure of a conscious business.

Nina: Yes, isn't that great?

Adela: It's so awesome. It's terrifying too and there is no one that I talk to, and I'm sure you've run into this too with your clients, Nina, is stuff comes up all the time. In your business, things come up all the time, all the time. It's so interesting because I was reading; I was loving the *Think Big*, Michael Port. I love Michael Port, too. *The Think Big Manifesto*. It's not that the ideas don't come up. There is a quote in there where Michael was talking about that he doesn't have small thoughts, small thinking isn't going on. It's how he relates to it that makes a difference. It's the choice that you make. I think that also points to the success or failure of your business. Anyone who has a business is going to be challenged on many, many levels but it's how you engage it that makes the difference. That's what you're talking about in this why personal growth is essential.

Nina: Yes, you're right. Anytime anybody is building a business, or as I like to think of it, building a joyful empire, maybe I should say joyful kingdom since it's a whole princess thing is that there is always lots to do. There is always more to do than you can ever possibly get done, right? That's probably true of life but certainly true of business.

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When it's a conscious business that is doing meaningful work, work you really believe in, it becomes even more pressing that there are always things to do because we care passionately about what we're doing. It's more than just a business. Even when we have a great support team, it's easy to be over-involved in areas that are really better left to others. Instead it's like we can keep building our own stress level just because of who we are and what's important to us in running our businesses. While I think people who aren't conscious business owners may have the whole ignorance is bliss experience, it weights heavier on us and it doesn't have to. We can have a different relationship with it.

Adela: Yes.

Nina: That's what I'm really trying to help people find is that different relationship. Quit doing things the way you thought you were supposed to be doing them. Find your way that really resonates that allows you to grow into the best whoever, whatever, you want to be.

Adela: Yes. We've been talking about some of the things that happen when you're building a business. What are some of the common and significant mistakes that conscious business owners make?

Nina: First of all, full disclosure, I've made all of these so I am not in any way judging anyone else for having made them. In fact, I'm actually glad I've gone through this because it has really generated some great stuff for me. Probably I would say the biggest mistake that people make is to not integrate personal growth into their business as an equal partner at the table in their business. If not in their business, at least in your personal life.

For conscious business owners I know there is always a weaving together of business and personal, we're not one person in one area and one person in another. But when we don't integrate it, the result is that we get burned out, we find ourselves hurrying all the time, this perpetual state of being behind and the stress that goes with feeling behind happens when we don't have it fully at the table with us. It gets to where like three years down the road, we're wondering, "What in the world was I thinking? Why did I start this business anyway? Ugh! What a nightmare?"

That kind of goes back to the businesses failing in the first three to five years or so. When it is integrated, that doesn't happen so much. Part of the not integrating it is ignoring it and part of it is just having it feel totally separate, like that it's not related to your business at all. It's this thing you

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do on the side because it brings you personal edification or something, that it's not directly connected to your business and it really needs to be. That's what I found, that it really needs to be and by not doing it you're making a pretty significant mistake.

The flip side of that, because I tend to operate in the extremes it appears, so either not integrating it at all and maybe even ignoring it altogether is another mistake I see people doing is really using their personal growth opportunities as a distraction. They buy the books, they love hanging out at the bookstore, reading through the back covers or the inside flap, they buy the book, bring it home, best of intentions but never get around to reading it or read the first little bit of it and then don't read the rest of it. It stacks up on their desk or beside the bed and at some point that pile becomes like an albatross as opposed to an encouraging pile.

This is another way people do personal growth as a distraction is that they go to all the seminars for personal growth. I am a card carrying personal growth enthusiast. If I could do anything, it would just be to go to personal growth seminars all year long. I love those.

Adela: Me too.

Nina: I bet a lot of people on the call today would feel that way too. The problem is if you go to these personal growth seminars and don't apply what you learn, it's just entertainment. You might get an insight or two but if you don't really apply it, it truly is just entertainment. That is fine and it's a distraction. Entertainment is a distraction. If you really want to use it as a way that is going to serve you in your business, you're going to find ways to actually learn to apply it, build systems in place.

I also see people signing up for any teleseminar related to personal growth. They go and they're on the line, yet they're multitasking while they're there so they are distracting themselves from the distraction itself. That's a challenge. Everybody can forget that I said that when I launch the Personal Growth Telesummit. You're going to really want to do that one so make sure you know about it.

I guess the other thing kind of tying in there with this distraction piece, which I think is such a huge one is that people do a lot of talking about fulfillment or personal growth but very little putting into action. I know that there is a lot of emphasis on being instead of doing and I agree that being is essential, but what I have experienced is a lot of times people say that because they are afraid to do. Often it's in the doing that you'll learn about

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the being. Doing personal growth is different than doing your 500 item long to do list. Actually getting into action on your personal growth is really critical. Otherwise again, you're just using it as a distraction.

Adela: Yes. The way that I talk about it to my clients is that I say that your doing should arise from your being. Otherwise it's just a nice trip, right?

Nina: Right. Your being is part of your identity so if part of your identity is you are someone who you love yourself where you are, you're perfect as you are and there are things that you would enjoy being different, you have to actually take action on those and they aren't coming from your sense of identity of who you are sort of coupled with who you know you can be as well.

Another thing that I think that people, I don't want to say goof up on because I don't really want to put that kind of label on it, but one of the other places people have a tendency to let themselves down in personal growth is by not being really clear about their conditions for satisfaction. That phrase 'condition for satisfaction' is one that I got from Sherri Britton who is one of my coaches, I've also been her coach, she's been a really great support colleague and she talks a lot about conditions of satisfaction. What is it that really represents fulfillment to you?

Many business owners think about what represents success but not so much about what represents fulfillment or when they have, when times get tough, things get stressful, what gets put by the wayside? It's the fulfillment pieces that get put by the wayside. They keep trying the next thing, again without being really clear about what they are really trying to accomplish, so I see a lot of wheel spinning, lots of money spent, you might say wasted, lots of guilt and frustration and disappointment too. When you're not clear about your conditions for satisfaction, what represents fulfillment to you, it's almost like you have set yourself up for failure. Set yourself up and by failure I mean to feel worse about yourself, which of course amoebas out into every other part of your business and your life.

That's all getting kind of heavy. The last mistake that people make is by being so serious about everything, particularly about being serious about their personal growth. One of the things behind the whole idea of Personal Growth Princess and the lightness of the Princess brand and the words that we use, it's very light, it's very playful, is that we want to help people take themselves a little bit more lightly because when you are so

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serious about your personal growth, you often end up triggering significant downward spirals. That doesn't mean the issues that you're dealing with aren't serious, it doesn't mean you're not going to have some intense insights and breakthroughs, but you can approach it from a different perspective. That's part of what, you know when I talk about the solution to some of these problems that people are having there are some real specific ways to approach your personal growth that are going to make a difference in how you do it and especially how it integrates into your business. So, I'm talking a lot.

Adela: No, no. These are all great points. I think that one of the reasons that I think we can spiral is this thing and you've been talking a little bit about this distinction between success versus fulfillment, which I think is really important. I think we've been trained to look at success as some end point. When I've got these four or five criteria, I will know that I have made it.

Whereas fulfillment to me is more of an ongoing present moment by moment experience which when you take the time to come to know and clarify for yourself, what are those conditions of satisfaction for yourself? That's a totally different way to approach it. I don't think I've heard this like this before. It's different, success versus fulfillment. Can you say a little bit more about that?

Nina: Sure. I'm not trying to paint the picture that it's success versus fulfillment. I really believe in both and that you really can have it all, you might just not have it all at the same moment.

Adela: Right.

Nina: I think you can actually with success and fulfillment, you can have them both at the same time. I think with success there is a conflicting awareness about success, so there is the idea that many people operate from that once I get to this point, once I make this much money and once I have this many people on my list, once I have this many clients and customers, I'll be successful. They have a condition for success. They've defined it but once they start approaching that, it changes. Once you've gotten, say if I have 1,000 people on my mailing list I'll be successful and as you approach 1,000 and you're realizing you don't actually have the kind of success you want yet. You start thinking, "Well really I need 5,000 people on my list to be successful." So in a way it has an end point but the end point is constantly changing.

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Adela: It's always moving.

Nina: Yes. On the one hand, that can be really exciting if you're goal oriented and you love a challenge and the hunt of it all is really fun and you can approach it from a lighthearted type of way, from that kind of perspective. But it can also be debilitating, God I'm using heavy words, demoralizing was the word that came into my mind. It can weigh you down whereas fulfillment, on the other hand, when you know your conditions for fulfillment, they are not usually based on what you have, not necessarily based on having 1,000 or 5,000 or 10,000 people on the mailing list or having revenue of \$200,000 this year or this month or whatever. Fulfillment is usually based on feelings, what it is inside for you based on meanings for you as opposed to things that are outside.

I've actually named my years because that inspires me and for me, the year of 2010 is the Year of Fulfillment, so obviously you sense the theme going on here. One of my bold goals for this Year of Fulfillment is to be absolutely inspired on a consistent, regular basis. Now that's not tangible. That's not something that would mark success necessarily because it's a feeling. How do you know when you have that? You do know when you have that and it's a feeling of fulfillment that I get. I'm not saying that anyone else needs to have that as one of theirs but for me it's a feeling that I get that it means more to me than the goals that I have set around dollar figures.

Actually, part of the way that I set goals around dollar figures is in order to provide me with a sense of fulfillment so part of my identity is that I always give away 10% of what I make. A lot of that goes to the Animal Protection Society because that's one of my passions but there are also other places that it goes as well. My identity is that I give away 10%. My goal in terms of dollars is that I want to give away \$25,000 this year so that means obviously I need to generate \$250,000, I need to net \$250,000 in revenue in order to meet my goal of giving away \$25,000. Either way, whether I hit that goal or exceed it or fall short of it, I will still give 10% of what I make and feel fulfilled by having done so. When you focus on fulfillment you don't cheapen the result that you get.

Adela: That's a great example. Yes. The same thing for me at first when I first did my first telesummit, part of it was as a business model, that was a very stressed out telesummit, by the way. I was very stressed out. I can't tell you how stressed I was during that. Then I said, "You know what? To heck with it. What's really important to me, money, yeah we all need to

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make money but I really want to create connection and community.” That was my fulfillment piece so I got individual emails from people, I make sure and I respond to as many as I can. There may be a couple that slipped through but really almost 99% of emails that are sent to me, I do respond. It has made such a difference just releasing and opening up to the satisfaction of what it is that really moves me. I’ve actually even become more creative, gotten more ideas, made more money in different ways than I originally suspected that I could make. It’s really interesting how when you focus on the fulfillment that it actually ensures your success.

Nina: Right. You’ve been a living model of that because there have been lots of things with telesummit series, lots of things even just working with me that have come up that could have thrown somebody, but you have been so much about, “You know, we’re going to provide great value, I love you, this is going to be fantastic” that it’s coming from a place of, yes, you’re focusing on creating a place of community, creating a place where people can be fulfilled versus I’ve got to get every single detail right and it’s got to be done five days in advance and blah, blah, blah, blah, which is what a lot of people get into.

Adela: For me, just the connection and being able to enjoy being with you is much more important. You relaxed, me relaxed having a good time, we’re going to deliver content and great value for everyone. It’s great so that folks can see that what’s really important. To me that’s what’s really important. It’s a relationship and listen maybe next time the planets will align and whatever. This isn’t a one-time gig. A relationship, a connection is an ongoing adventure. I think this is one of the things too for conscious business owners. God, how many mistakes have you made in your business, Nina?

Nina: I actually don’t make very many.

Adela: That’s right. You’re perfect. I forgot.

Nina: Actually what I do is I discover new ways of doing things that I call my mistakes.

Adela: There you go. Me, I just laugh and say, “Oh well. Hoo hah.” The thing is that those mistakes actually do inform you.

Nina: Absolutely.

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Adela: They really do inform you.

Nina: Sometimes they are really big ones that bop you upside the head because you weren't paying attention earlier. It is funny though, our perspective. How we frame things that has everything to do with what our experience of what that thing happens to be. It makes me think that one of the structures that I use or systems that I use in my life is every morning I draw a card, and I have a bunch of different card decks, angel cards, Abraham Hicks cards.

Adela: Got his cards.

Nina: Recently I got a new pack of cards, I can't remember what it's called and the box is in the other room, but it's from Michael Beckwith who runs the Agape Center in Southern California. The card that I drew for yesterday, which I decided is also my card for today, the card is *Worry less, live more*. What he said on the back of the card is, "Worry is like paying interest on money you haven't borrowed. It pays no dividends except more worry." I tend to be a worrier so for me that's a really powerful thing. The idea is that the quality of your consciousness is your priority. Oh, I got goose bumps. The quality of your consciousness is your priority and personal growth is a fundamental piece of that.

Adela: Yes, because everything will flow from that. That's that lightness that you were talking about earlier. It's the quality of your consciousness. Consciousness is fluid, there's movement, there's lightness, it changes shape and form according to the circumstance, it's dynamic, it's alive. It's exciting.

Nina: Yes, it is. He also and most people aren't saying having your quality of consciousness be at X level as the priority. We're saying the quality of your consciousness is your priority so that you don't have to strive to a certain level of consciousness in order to be doing it right, in order to be successful at it. I really like this notion that who we are is more than enough and the quality of the consciousness is the priority, not the level of the consciousness indicating our value.

Adela: Oooh. That really landed very nicely. Thank you.

We've had a couple of questions and it's actually one of the questions that's on my list here and something that you talked about earlier on the call about those of us that really love personal development, personal growth and we go to the workshops and we read the books. This is from

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Patricia Drake Scott. She says *What about the person who spends so much time in the seminars and actually read the books, but doesn't apply it or spend enough business building.* What are some of the practical strategies for implementing this stuff in your life, Nina?

Nina: That I would say is also very common. That's where it moves into the distraction piece being the issue. I like to think in terms of systems and practices designing your environment, I know that was a phrase that was en vogue a couple of years ago, but designing it so that we take care of our personal growth in a way that serves us and that we do this almost in spite of ourselves. Part of the reason that people get caught up in personal growth to be extreme, they become personal growth junkies, personal growth addicts. Just like any other addict, they are avoiding something else. It's incumbent upon someone in that situation that they have to somehow, some way, through friends, intervention, light bulb moments, whatever, realize that what they are doing, while it feels good and they are probably doing some good things with it, it isn't serving them in the long run if it is keeping them from being effective in their business, which they are called here to do.

First I like to talk about, I have couple of keys that I talk about that people can do to help design their system. One is to integrate it completely into your business and who you are, which means having very compelling reasons for why you're doing the business that you're doing, obviously having a vision for it. That is a fundamental that we start with. Having a compelling reason so that there is not a question that you're going to focus time and attention on your business.

The same is true for personal growth. You have to have compelling reasons why personal growth is important to you and if it helps to think about how it helps the bottom line, then go for it. If it helps to think about that it enriches you and makes you resourceful in working with your clients or customers, then use that. Whatever the reasons are that work for you, use those reasons.

Then identify areas of focus in your business or in your life or actually both. I think of these like categories of focus, areas of focus, areas of things that you need to be attending to in order for you to be living this life of fulfillment. They become part of your conditions for satisfaction. You can call them whatever you want. It might be that in your business one of your categories is marketing and another category is on handling the money, another category, oh gosh I don't know, could be having

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something to do with the kind of work that you're actually doing. You can also have really fun names that go with them. For my marketing piece, my category, I actually make everything an identity because I do more when something feels like an identity. Mine is "I am the attraction expert." Now I don't market myself as an attraction expert, I'm not teaching people attraction, just me and myself doing my marketing. That's who I am when I do my marketing.

When I'm handling the money part of the business, whether it's working with my accountant, or paying my taxes or paying out commissions, affiliate referral fees, I'm the financial guru when I do that. It feels good.

Adela: I love that.

Nina: It makes a difference what you call yourself.

Adela: Really, because I can see how this would tap in different aspects of energy that you may not even think you have.

Nina: Yes, exactly. Exactly. With each of those, I also have to tell you, one of my identities is that I am the techno savvy stunt women. This relates to doing my blog set up, handling my own crapola. Stunt women, stunt people know that they push the limits but they also know what the limits are and they wear safety gear. When I'm doing technology stuff, if I don't know what I'm doing I get help and I back everything up as my safety gear. You know?

Adela: Yes, yes, yes.

Nina: That whole identity really helps. Then within each of these categories or areas of focus, and of course personal growth needs to be one of those. Mine is emotional juice, is the name of my personal growth category. Then I talk about having what I call the Fulfillment Four which are four things that if you were to focus on these on a regular bases, you would automatically be moving toward your vision in this category or in this area.

For example, a vision that I've got for myself around Personal Growth Princess and the difference I want to be able to make, the kind of people's lives I want to be able to touch, so some of my little Fulfillment Fours, the places where if I spend my attention here, it will automatically move me in that direction, one of those areas is having delighted, delightful members. If I do something every day to delight my members and to attract delightful

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members, make them feel more delighted, that's going to be moving me in the direction I want to go.

Another one of my little fulfillment areas I focus on is having kick ass content. I use these kinds of words deliberately because they make me smile and giggle.

Another area I think is really cute is having sparkly fairy godmothers which are some women who have been invited to really help me with some of the ways that we're really spreading this movement around the globe.

It's having areas that you're going to focus on, having within those areas your Fulfillment Four, the four things you can do on a daily, weekly basis, and that by focusing on them you are moving forward in your vision, and that is what allows you to really help it focus on fulfillment rather than just success.

We talked about knowing your conditions for satisfaction. That would certainly be part of the system. Having questions that you ask yourself on a regular basis. Everybody already has questions they ask themselves on a regular basis. Whether they pay attention to them or not, conscious business owners probably pay more attention, deliberately designing the questions in way that they're going to move you forward and the question itself can change your inner state when you ask it.

A lot of questions are *what do I want? What do I really want? Why do I want it? Questions sort of like that. What could work in this situation? What is working?* For me, one of my playful questions is, "What would a princess living a fabulous life do in this situation? What would she decide? How would she approach it? Would a princess having a fabulous life have an office that looked like mine happens to look right now?" Well, no, she really wouldn't.

It guides me in taking action because again, there is an identity piece that's tied to that. Those are some of the things I would say that can help people design their environment. I guess the other one that I would say, we talked about taking yourself a little bit more lightly being one, but the other one that I would really emphasize is for people who are overdoing it on personal growth or spending a lot of time there, reading all the books, going to seminars and not necessarily applying it in a way that works to support their business growing, is to actually do it in bite size portions. Do it in portions you can digest and apply because to me, by definition personal growth includes the application of what you're learning. Finding

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ways to find it more likely that you'll follow through. Set yourself up for success.

That's actually where this whole idea of the Princess Project came from, helping women have access to material or information in small, bite size portions, so that they have time to actually digest it and think about it and then begin to apply it.

Being part of a community is all about personal growth. Finding a way to build personal growth, experience it into your life, into your business, in sizes or measures that are actually doable for you. I'm all about stretching but I'm also all about let's be realistic. You can stretch yourself so far that you run out of money so let's not do that. Finding ways where you can make it easier for you, whether that's book summaries, whether that's committing to reading one book a month or one book a quarter maybe and applying it whether it's joining a Meetup Group that is focused on personal growth, personal development. I don't know what would work for people without knowing them but finding some of these ways that you can chunk it down, make it reasonable, make it understandable, too, for one thing.

Plenty of personal growth books aren't really understandable. Many aren't well written, too, unfortunately so we try to screen all of those out and make sure we get the good ones. Make it so that you are more likely to do it.

Another piece of that I would say is when you're looking at your budget, I'm hoping business owners have a budget that they've set out for themselves, a budget of what they are expecting to bring in in revenue and what the expenses are, and that at least there is one line item in their budget for personal growth. As a business, they invest in their own personal growth. If you're not planning for that from the beginning of the year or whatever the beginning of your cycle is, you're less likely to do it or you're likely to do it in ways that that aren't financially responsible.

Adela: Yes. This is an important piece because as we were talking about earlier on the call, there is no separation between you and your business. There is none and so as you incorporate whatever tools, programs for your own personal growth, your own personal evolution, that ensures the evolution and growth of your business.

Nina: Absolutely.

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### **Adela Rubio**

Adela: Absolutely. Can you tell us a bit about the Personal Growth Princess program?

Nina: Sure. I could talk about it for hours.

Adela: We've got about ten minutes, seven minutes.

Nina: I know. I just have so much fun with it. The idea is that it is geared toward women. We do actually have men who are members. It is geared toward women and the tag line is *Self-help book summaries for smart, sassy women* and some of the men who have joined us have said, "We are smart and sassy so we want to be a part of that." It's really very fun, lighthearted, very all inclusive.

I guess I can talk about features and functions or benefits. Where this all came from is that I was struggling with all these mistakes that I was just talking about, that I have been a personal growth junkie for a long time and I will honestly admit that I was one of those people who would go to everything, apply bits and pieces of it but really once I got back to my life, life kicked back in and I didn't apply things and I wasn't satisfied with that. The whole idea from Person Growth Princess came from that, creating these bit size access to personal growth and being really deliberate about it. Setting it up on a schedule so that people are getting it in consistent intervals so that they can follow through again maybe in spite of themselves. It's like the environment is designed for them.

It's a membership program. I call it a membership program; it's really a subscription program. You're subscribing to a year's worth of book summaries and then small bite size personal growth tools. If your members, if they signed up, or your participants, if they signed up for the bonus that is offered as a part of this Conscious Business Telesummit, they see an example of 19 personal reflection exercises, personal growth exercises specifically for conscious business owners. It's those types of tools that people would see. They get one book summary a month, as we grow that will probably increase to between two and five summaries, but here in our founding states it's one book summary a month. There is an interview with the author which is a powerful, powerful interview. I've had authors tell me, "I've never told anybody that in an interview before." Or "No one has ever asked me that question." What that allows the member, the listener then to do, they get the information even better. They understand where this author was coming from when they wrote this section trying to get us to do such and such. It takes on more meaning

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and again that makes it easier to apply. There are also transcripts of those interviews. I know sometimes people are better readers or prefer to read versus listening all the time, but you can also download it to your iPod or your computer or whatever and listen to it as well.

Then there are other bonuses that are a part of that. There is a class that I did that I do not offer anymore but it's called *Why You Really Don't Get Things Done*. When I was offering it, it sold for \$97. You get the recordings and the transcripts to that and it really gets to the heart of why you don't get things done. It's not what you think it is. It's not the same old thing.

Every month you also get some type of tool or worksheet or assessment that gives you some additional insight about yourself and a way to immediately begin applying that. And everybody also gets a bonus and surprise when they sign up. They get a little Princess welcome kit, welcome basket that has some really fun princess goodies in it.

The thing that it really does other than making sure that you are sticking to your personal development is that you save a lot of time, obviously, if you were to read one personal growth book a month, I don't know how long it takes people to read, it might depend on the book, but to read it and then reread it and to go back and look at your notes and to think about how you play it, you're spending hours and hours doing that, if you're going to do it right.

With a book summary, where you get the meatiest points that the author is trying to make combined with the author's interview where he or she gives you that insight that will help you apply it faster. You can read the summaries in twenty to thirty minutes. They are usually eight to ten pages long, it gives you critical steps that you can start taking action on right away, and combining that with what the author has also given the insight on, saves you a ton of time and you get to still do the personal growth. To me that's a pretty exciting thing. Also you're going to be saving money if you're not buying the books and having them just pile up with dust by the side of your bed. It's like the Cliff's Notes version of a book

Adela: Yes. For example, the one that's up there this month, I've been meaning to read it. This is what happens, especially when you're in business. There is reading books that you enjoy and then there is reading books that are part of your professional, personal development. That was one of those books that is on my list so I gotta read this book, I gotta read this

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book, I gotta read this book. It's so wonderful to be able to go in there and get the key points and get the juice of the book and get the content of it and be able to apply stuff. I've already gotten quite a number of things that I got out of the notes this morning, I actually went in and I read it. It was so quick. It was so wonderful. It was an easy read. I didn't get a chance to listen to the interview yet. Those are the kind of things you can just download to your iPod and you can listen while you're driving or something like that. That's how I like to do that kind of stuff. I do that quite a lot.

If folks are interesting in this, they can go to [www.consciousbusinessstelesummit.com/princess](http://www.consciousbusinessstelesummit.com/princess) and check it out. There's a button if you're on the webcast, there's a button on the left hand side that takes you right to the page and you can check it out. If you like Nina, if you like her style, if you're ready to get your personal growth in bite size bits, and I'm sure you're going to have a community with this, right Nina?

Nina: Yes, yes. We'll definitely have that. We're going to wait a little bit on that because we want to build up the base a little bit more. We want to design that community deliberately by having the community actually design it.

Adela: Nice. Nice. I know that probably what you offer now is very different than what it's going to be when all the bells and whistles are in it because this is kind of you're just launching it right now.

Nina: Yes. This is the founding stage so anyone who joins would be a Founding Princess. The price is currently \$97 a year to join, you get a book summary every month, you get the audio interviews with the authors, you get access to additional tools and resources and you can see the breakdown on the website about what the costs actually are and what the values actually are associated with those. What I want to do, Adela, with your folks is the book this month for March is the *Think Big Manifesto*, bestselling book, *the Think Big Manifesto* by Michael Port. He is a strong advocate of Personal Growth Princess. He's sort of princess-like I think. What I want to do for your members, if they click on your link we'll be able to track that they're part of this program, I'm going to send them an autographed copy of *The Think Big Manifesto*.

Adela: Wow.

Nina: They'll get the summary of course. Then they can also read, go to the book and read it and obviously be able to see how powerful the summary

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is in connection with the book. In case they want to apply more of what's in the book because thinking big is what conscious business owners are all about and big having many different definitions. I wanted to be able to provide that to your members because I know it's going to mean ever more to them.

Adela: He had these distinctions around partnering that I thought were fantastic. It's a wonderful treat. I know that's a limited offer because you don't have an unlimited number of them. How many is that?

Nina: I've got between 20 and 25 books left right now. What might make more sense, actually now that I'm thinking about it, because I'm actually headed out of the office almost as soon as we get off this line, and won't be back in my office until Monday afternoon so I won't be around to answer questions if people have them. What I could do for your people is say that if they join by midnight on Monday, I will make arrangements to get additional books and send to them.

Adela: Okay. Fantastic.

Nina: That would be the limited time piece.

Adela: By Monday, midnight, folks need to decide if they want to take up Nina on her offer. Fantastic. Again that site is [www.consciousbusinessstelesummit.com/princess](http://www.consciousbusinessstelesummit.com/princess) and just hop on that link and take a look and see if it's for you. You'll know if it's for you. You know what that feels like by now.

Nina, thank you so much for being here today. This has really been wonderful.

Nina: Thank you.

Adela: It's been great to have you here. I'm sure that you will come back because I know that you are up to great stuff and there's going to be even more stuff going on with Personal Growth Princess.

Nina: Absolutely. Can I just say one more thing?

Adela: Yes.

Nina: Since I know that not everybody on the call is a woman or necessarily thinks of themselves as a princess, I would say still go and make sure you download the bonus that comes with being part of this telesummit. It is

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not written in princess language. It is written in conscious business owner language so it will apply regardless of gender or princesshood. I would just encourage people to get that even if they don't think Princess is for them, get that because that's going to be a really great tool.

Adela: That's a wonderful bonus. Folks, the bonuses, I created an easy URL this time, the bonuses are at [www.consciousbusinessstelesummit.com/vipbonus](http://www.consciousbusinessstelesummit.com/vipbonus). So that's where the bonuses are. By the way, I send these links in every email in the evening, so if you missed it, if you didn't hear me say it, just check one of your evening emails when I do the recap and the replays. They're all in there. Someone else asked me for the link to purchase the series. If you go to the schedule page, it's all the way at the bottom. So [www.consciousbusinessstelesummit.com/schedule](http://www.consciousbusinessstelesummit.com/schedule). That's also in every single email in the evening. I know that we scan because email, we try to get through them really quickly. Again the link for Nina's program is at [www.consciousbusinessstelesummit.com/princess](http://www.consciousbusinessstelesummit.com/princess).

Thank you so much again, Nina, for being here at the Conscious Business Telesummit.

Nina: My pleasure.

Adela: Thank you. I'm going to unmute the lines so that folks can say goodbye. Thank you everyone. Goodbye. We'll see you later on today.