

Intro: Welcome to The Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success and attract an abundance of paying clients to your business. Now, here's your host, Tom Tenaglia.

Tom Tenaglia: Aloha, powered entrepreneur. I am Tom Tenaglia, and you're listening to The Empowered Entrepreneur Show. And today, I want to talk to you about having non-attachment. I alluded to this topic in a couple of the previous episodes and some I maybe have talked about it to some degree, but it's so important. It's one of those things where it can completely change how you go about doing what you do. See, there's a couple of presuppositions, a couple of things that I just naturally understand and make my reality that make things so much easier. They just make things so much easier. I recognize that the universe has my back. It has it my belief. I'm going to peel back the curtain a little bit about on how I unpack this.

And if this is not your reality, I can totally appreciate whatever your reality is. And for some people, if they're my clients, I go, "Okay, try this on. See if it works for you." And for others. I go, "Okay. Then, totally okay." No reality is better or worse than any others. For me, one of the concepts here is I believe that as I came into this incarnation that I laid out in front of me, what are the things that I wanted to experience, and then chose to forget what I asked to experience because sometimes knowing what we're meant to experience might keep us from actually going and experiencing it. But the goal is to get the lessons.

And so if I adopt that reality of, okay, the goal is really the lessons, and I already picked the things that I'm meant to do, then following the path that unfolds... That's why the chart works, the astrological chart works, because then we're following the path that's meant to unfold. We're following the path that we picked. And if we resist it, then the messages from the universe get louder. The way I like to depict it for me is it's like we are basically... It's like we're on a train. I used to explain it as we are the train. And to some degree, we are the train too. But what I mean by that is basically we think there's opportunity or there's choice, but we're stuck. We're on the train tracks because we already set out the path that we're meant to go in this lifetime.

And then the question is just, are we going to get there with a level of ease? Are we going to get there with how bumpy is the ride going to be? And are we paying attention to the messages? Are we paying attention to what the universe is giving us as signs and symbols along the way? And so what does this have to do with non-attachment? Well, if you recognize that you've already picked what's best for you and therefore the universe knows what the better way to go is, then you no longer have attachment to that something has to go a certain way. I mean, I've had relationships break up and I've had some where I tried to hold onto the relationship for so long. And the messages would just get louder and louder to say this one should be wrapping up, but why you might ask why?

Why I would question the... It's like, no, clearly this is my ideal partner what's going on here? And then later I find someone else who it's oh yeah. Yeah. That ideal partner that I thought was my ideal partner, not so much, or maybe it comes full circle and you revisit the ideal partner later and it's like, well, now we're at a totally different place in our lives. Maybe this could work, but being able to just roll with these types of things. And I recognize some of my audiences is pretty good at rolling with those things and where you have to learn is like, okay, picking what are those things you're going to complete, what are those things you're going to do instead of constantly floating around doing a ton of different things. What are you actually going to get done?

And then there's some of the audience that listens to the podcast that now they're always focused on getting things done in there, and they're not aware of rolling with it. The reality of it is it's supposed to be a hybrid of both. It's supposed to be a harmony between those two. It's not one way or the other. It's knowing where to yes, have the non-attachment, but also having an intention for what you're doing. It's not, oh, I'll get into this relationship. And whatever happens happens. That to me, is a bit detached. To me, there's a difference between non-attachment and complete detachment. It's like, do I have an intention for the relationship? Okay. Here's my intention. Do I ever intention for working with a client on something?

Do I have an intention for my program that I'm launching? And my intention for who I think that it would be a great fit for somebody? Yeah, but I have to have non-attachment on whether or not they buy it. I have to have non-attachment on whether or not they choose to go down that path. I mean, there's all these stories that I could share, but basically the theme of all of these stories is the same. It's after going through a situation that the person thought wasn't good, they're able to look back at that and go, "I didn't know these other things that were going to come only if the situation worked out the way that it did." And so it had to work out that way. It had to work out that way.

And then you're able to look back at it and you're like, you may not understand in the moment why is it occurring this way, but when you trust and you have faith and you let go of the attachment to it, then you're able to experience more of what you picked coming into this lifetime a lot sooner. And it's those things that bring about that fulfillment because you may not know what it is you asked for and maybe discovering it. And if you consciously think you know what's best for you, you may, you may not. More times than not, it's are we hearing the messages of what we're meant to take, even if we don't understand why the message is coming?

I had no idea why I was supposed to make the offer that I did on that webinar and yet it connected with so many people. I just went with what I thought the offer was supposed to be. And then yeah, I didn't care if they bought or not. I wanted them to buy only because I knew what the program would do for them, but I have to have non-attachment to if they buy or not. I actually just said, "Look, universe, if

I'm supposed to finish this program, deliver it, and this is what I'm going to use to make an impact in the world in a positive way at a scale and still being able to work with people closer than thousands of people in the masses, then people are going to have to buy this. And if I'm not meant to do it, then it'll be something else that I've done where nobody bought."

And I exceeded my sales goal, which told me I didn't set it high enough sales goal. But I thought it was pretty damn high. I was like, wow, it'd be really cool if I hit five figures. And five figures showed up and I'm like, oh shit, I should have asked for six or seven. I mean, there are only so many people in the webinar. I personally invited only so many people, but even people coming into my universe as a client and then taking advantage of some of the other offerings that I have. That was the other thing. I also had non-attachment to how the sales volume was going to be reached.

And if I said it had to be X number of clients buying this product at this price point, it wasn't going to happen because one of those clients called me up and said, "I actually think I should have this higher end offering that you briefly mentioned on the call." I was talking about it about the context of the people that they bring into the program and saying, "Hey, these people coming in, now we have all these other offerings, these things. There's impact that's going to be made at a much larger scale than the person." Heard that and they thought, "Well, I think I actually need that higher end offering that you have," and we got on the phone and we talked about it because I'm the first person that had to tell the person yes or no.

I've turned people down that wanted to buy my higher offerings because I didn't... For at least one of the people that I turned down, it was because they just wanted to make me another thing that didn't get them the result, and I was done with that. I'm like, no. I'm not going to be something that... No. But when I talked to this person, it was, well, here are all the things I've done. Here's how I think your solution can help. And then I looked at it, I'm like, well, tell me about this, tell me about that. I'm like, okay, yeah. I actually would agree with you then. Let's do it. I had non-attachment on that phone call whether it turned into a deal or not. I know what I offer. I know how great it is. I know what it can do for people.

And I also know that I have to meet them where they're at and just say, "Here's an offer." They were people I told about the offer and specifically said, "The offer ends on this day." And if those people go back and relisten to the webinar and they see the offer and they're going to want to buy it, they're going to have to wait. Because when they said, "Hey, I heard you did a webinar," they were just either somebody I thought I, and I did it, or the message didn't go through, or somehow I forgot about them. Whatever the reason, it was like, "Oh, I heard you did a webinar from somebody." I think about it. I'm like, yeah, you know what? This person's also in that same client circle.

I mean, for some people, I had messaged them to reconnect or to see how things

are going, to see if the webinar was even going to be a fit. But if they waited a week to get back to me, they missed the webinar. So then I had to say, "Okay, well, I ran a webinar. You can listen to it. Oh, by the way, I make an offer for it, but the offer expires on this day. So if you want to take advantage of the offer, then just keep that in mind," because I didn't want them to get through the webinar after it expired and they went, "Oh my God, I finally got to the end of it, and I wish I would've known that there was an expiration on this." I want to take away their excuses.

So I just flat out said, "Here's the expiration date on the offer. Go listen to the webinar. Get the content. Find out more about it. See if it's something that's a fit for you or not, but there is an expiration date on it." Oh, don't you want more people in your pro... No. When I scale out, I might have an ongoing offer I might do offers that only open up every once in a while. I'm going to get a feel for that. This particular group, this particular group, I had to say, "Here's the limitation. Not limitation, but here's the end of where the offer is because we're going to go build upon. We're going to go build upon these things." And so for a group that I'm working closely with, I need to be able to take them somewhere. I can't have people trickling in throughout that process.

I'm still in the process of mapping out how that'll work at larger scale, but I'm not attached to the larger scale even. I'm not attached to how that's going to occur. What I've learned is the universe will give me the answer to the question when I'm ready for the answer, and it always answers. In fact, the answer is already there the moment you ask the question. Sometimes the answer comes before you even asked the question too. It's just a whole nother topic, but very fascinating to pay attention to. And I would ask the question, I'm like, okay. I needed a product offering that was going to be priced in between my astrology reading rate and my breakthrough session rate, but I didn't seek out. Well, I'm like, what could I offer for something in between these two price points?

And I couldn't up with something I could get behind. But a series of events led me down the path where I ended up looking at building Rise Above Your Chart. And when I'm like, what am I going to charge for it? And I looked at a number of different factors, I'm like, okay, here's what I think it would be charged at. And I completely forgot that I had asked the universe, what could I put in between these two price points? And then I looked at that price and I went, "Oh my God, this fits right there in the value ladder." If I had a value ladder, which is basically incremental offerings, I basically... Step two of the red ladder is actually the reading. Step four was the breakthrough session.

And then I solved it with step three of Rise Above Your Chart, taking somebody up to increasing their lifetime value by buying more at higher price points kind of thing. And you might say, "Well, what's step one?" Well, I didn't even know that there should be something cheaper than the reading. And so I'm currently in the

process of exploring that because I had asked myself, how do I attract these other audiences, or I'd ask the universe. There's a couple of other avatars that I have for this program. And one of the ways to attract one of those avatars has to do with putting something at a price point even cheaper than the reading. And it's not just a price thing, but it's also where are they at. They may not know me yet. They may not know some of the people that I work with yet, but I asked the question.

I had non-attachment to the value ladder. I just looked at what I had, brainstormed one day, and I'm like, I can't get behind this value ladder, so I'm just going to keep doing astrology readings right now. And then piece by piece, I built... It's actually a five to six step value ladder, but I built it with the second step, then the fourth step, then the third step, then the first step. And five and six are there on paper and will be built out as Rise Above Your Chart scales. It fascinates me, but basically the less I tried to have it, the less I tried to just figure it all out on my own and the more I just kept moving forward, the easier it became and the more awareness that I would have to what those steps were along the way.

And so in everything that you do, just consider whether you're attached to it or not. The crazy thing about this is you also have to be unattached to whether or not you're even attached. I mean, yeah, you have to be unattached to whether or not you're even attached. I had no attachment to having no attachment. I just went in there with no attachment. Not even thinking, am I attached or not? I just said, okay, whatever, and the sales took care of themselves. The sales are an outcome. They're not a driver. They're not a driver. They're an outcome to everything that came before it, and they're a representation of the results and the value that your customers expect to achieve.

It's always interesting when I had to sell something that's more on the esoterics. Selling astrology stuff is... Well, I mean, astrology wants to be very abstract and high level and marketing wants to be very specific and very concrete, so I have to explain the examples. I can't just say Rise Above Your Chart per se. I have to say what that actually means. I have to give them examples. I mean, patterns, what kind of pattern? Oh, well. I ask them, okay, what's a pattern that goes on? What's something that you run up against. They give examples of sometimes people are really energized to do something one day and the next day they don't even feel like getting out of bed. And then the following day they're like, ah, okay, fine, whatever.

And before you know it, a whole week goes by and they wonder what the heck they did. Okay. Well, how would you like to step out of that cycle? Rise above your chart. How would you like to be in touch with your purpose, connect with your purpose? Well, that's so big picture. But here's the thing with the marketing principle about getting specific on those things. It only has to be as specific as your target market needs it to be. I think I've said that in previous episodes too. It's not like it has to be so specific that it's as if you could hold it in your hand. But it needs to be as specific as your target market needs to be. The classic test that I always use

is can you film it? Can you put a camera on it?

If you were to make a movie or a short film about this, how would you demonstrate what you just said? And yeah, I mean, I can't demonstrate living your purpose, but I can ask you to think about what are the things that you're doing when you're living your purpose? Who are the people that you're hanging out with when you're living your purpose? What's the impact that you want to make when you're living your purpose? Because everything that I do is individualized. And so I can get you thinking about those pictures. Because if I were to make a film, a video, on you living your purpose, I would have to ask you those questions. For some people, it could be traveling. For some people, it could just be hanging around with the family. For some people, they could just be working with clients.

For some people, it could be creative exercises, whether it's making a course or doing a designer or whatever. For some people, it could be in front of large groups presenting, right? If I were filming it, I would have to ask you, what's it like when you're living your purpose? And you can say, "Well, am I marketing toward any particular avatar within that space?" Well, yes and no. I mean, I tend to market toward entrepreneurs, so the people that come to me for astrology are either entrepreneurs, identify with entrepreneurship, want to become an entrepreneur, or want to work with clients one-on-one, or do work with clients one-on-one. That's the majority of the people that come to me.

And so I do like to identify as the entrepreneur's astrologer. It's one of those things where I could explain, what does it mean to use astrology in your business, and that's actually one of the avatars that I'm working on building out. As you know, The Empowered Entrepreneur Show is connecting the two worlds together, the empowerment world and the entrepreneurship world. And so the people who I go, okay, this is going to help you rise above your chart, here's examples of what these things mean, those are more of the people that come from the esoterics and come from the empowerment side. And then we're going to go into the astrology. And I've gotten people that we dive into the astrology and they go, "How do I use this with clients? Or how do I use this to get more sales?"

I'm like, okay, so they're already chomping at the bit to get the business side of it and get the entrepreneurial side of it. Perfect. Then the value ladder... First offering that I talked about that will be priced... That I'm currently evaluating, that will be priced cheaper than the reading, is something more for those who are more on the entrepreneurial side, but they don't know anything about the empowerment. Those are the people where I do have to explain tangibly what can astrology do. I mean, I look at astrology, I help people close deals they weren't able to close because I look at the astrology chart and I'm like, okay. I mean, this guy was like, "Hey, I tried to sell this thing to this person three times. They kept wanting to talk to me about it, but they kept not buying."

I'm like, okay. I looked at the chart, looked at his char. Not the customer's chart. I looked at the... Sorry. I looked at my friend's chart and I looked at the universe chart, the transits. And I said, "All right. Next time you go in, here's what you do." He did it. He closed the deal. I'm like, all right. I can't guarantee it's going to happen every single time, but he fully believes that it was the astrology that helped them achieve the deal. Now, that could also play into why it worked for him, and I'm not going to get into all of the... You got the placebo effect and all that stuff too to factor in, but I'm looking at the energy of it going, here's what I think you should do. And so I got to explain it to people, it's like it makes sales easy.

I had somebody the other day, he said, "Can I get on a call to talk to you about whether or not I should have an astrology reading with you?" I'm thinking to myself, I don't do that, but what's his reality? What's his purpose for asking that question? I'm like, all right. His purpose was because he had some questions he wanted to answer. I asked him, "Feel free. Share with me your questions, and I'll get you whatever answers you need to be able to do the analysis to decide for you if it's right or not," because that's the kind of person he is. He gave me his questions. I gave him the answers. He was good. No problem. I had no attachment to whether he bought or not, but I also didn't want to push him down the... I didn't want to push them down the don't buy path just because he was asking questions.

But I also didn't know... I mean, I had a pretty good idea. I know this guy for a good bit. I had a pretty good idea that he wasn't just asking to hop on the phone to waste my time. He was asking because he was genuinely curious. So yeah, the people who go, "Yeah, yeah, yeah, sure. Let's set up some time and talk," but they're not actually serious, no, you got to weed through that. I just had to him, "Well, send me your questions and I'll answer them for you." And that was his reality. Some entrepreneurs have encountered the yeah, yeah, yeah, let's set up some time, and then they get through these presentations and the person doesn't buy. And so if somebody goes, "Well, can we just talk about it on the phone," some entrepreneurs are like, "No, I don't operate that way," and they shut him off.

And it's like, well, that wasn't what the person was actually asking. And so you can use astrology to figure out what is that person actually asking? How do you navigate that? For that particular person, if you know your intention for the question or for the response and then you know their intention for the question, you can figure out what's right for both of you, and you have no attachment to how it unfolds knowing your intention and their intention. I want you to think about that and the things that you do. Think about, do I really have no attachment here? Am I okay with letting it unfold this way? You still want to set an intention, but the attachment is more along the path of how it would unfold. The intention is more along the what you're intending to unfold.

I had an intention that I wanted the webinar to make an impact and to also get sales, but I know in attachment to, whether or not they get the impact or whether

The Empowered Entrepreneur Show

Episode 054

<https://empowerdentrepreneurshow.com>

or not the sales remain. And I'm just, here's what I really want to know. My real intention is, am I supposed to keep going down this path? I'll know by the people that show up based on the amount of people I invited, and I'll know based on the sales that were made. And pretty much everyone that... I think everyone that I invited showed up and those that couldn't make it said, "Hey, I can't make it. I have a conflict. Will I get the recording?" You know what I mean? So I figured, well, that that's a plus. Then people bought that's a plus. Okay. I guess I'm doing it. Sweet.

But it came from non-attachment. It came from opening my heart and connecting with them in the last episode, and then having non-attachment. Go put that to use in your business and let me know how it ends up working for you. You can always contact me right on empowerdentrepreneurshow.com. And if you want to know more about the Rise Above Your Chart program, go to riseaboveyourchart.com. And with that, *Aloha; a hui hou*. I'll talk with you again soon.

Outtro: Thank you for listening to The Empowered Entrepreneur Show.