

# 2022\_06\_21 - LYL Offer Creation Retreat - Introduction - Aud...

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## SUMMARY KEYWORDS

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 00:00

Hey, everyone, it's Michelle and it is January, January to June 21 2022, it is the first day of summer probably, I think is usually the 21st. Right? So the longest day of the year, and here in Calgary, that means a lot, because it stays until like nearly 11 o'clock or something like that. So I love these long summer days, here lived by the summer by the equator, it won't mean so much to you, but up your Canada, like, I love those summer days. All right. So this is our offer creation, create your offer. Retreat. And here's what we're doing today, we're just going to do a brief meditation, we're not going to start with of awesome, we're just going to do seated meditation in a minute, because I want to share as much to save as much time as I can for workshoping and actually building out your offer. So we'll do a brief meditation of to hear some wins. Not many announcements today, but a couple of reminders about what's here to serve and support you. And also, just to let you know what's coming up. So then, I've had you off reading The Science of Getting Rich and working on your vision. We have our quarterly planning call this a great time for vision next week. But I wanted to spend a few minutes at the beginning, connecting up and asking you about the science of getting rich and asking you about your vision. Yay. Hang on, hang on. Oh, my goodness. In addition, Tony, you've got a different one position. Okay. So we'll do that. And then I'll tell you some things about offers. And my aim is because sometimes, you know, we just get blocked on it's like, oh, I don't know what to offer. So I'll just wait for a year or two or three. So let's just get that out of the way. And I want to keep it as simple as possible. Because often, when we learn too many complex things, we get caught in the details of it, and we don't actually do it. So it was my whole effort has been to try to simplify the best I can. So it's not coming across as simple. You guys like, let me know. And we'll simplify, we'll boil it down to the, you know, the most important things for you. And then just some time, a lot of time to as much time as we can to workshop, your actual offers. So we build it here, then remember, it doesn't have to be once and done. But we want to do it good enough, then you can ask on the q&a calls. And we'll have we'll be seeing each other on Thursday as well. So there's even ask questions there and just but you want to be I love what you said Diane yesterday is like right, it doesn't have to be all figured out to get out there and offer it. Thank you for that. If I want to say one thing, in this offer creation retreats like it's that so thank you for saying that yesterday. And yeah, reminder about support this week has inspired action. So that's our agenda for today. So let me see, let's start out just with a brief. And this usually I say turn your video off, but it's just going to be a brief seated meditation for centering so that we have as much time as possible for your offer. So but we want to be present and we want to breathe so sit in a comfortable position with the heart

center open so often we're like in computer slow to meet you. So the shoulders are back and down. But it's not a military thrust out with your chest is just the heart center is lifted, the sternum bone is lifted, right? It comes from what one of my yoga teachers calls the dashboard of the back so shoulder blades. Imagine it's like the sturdiness of a dashboard. They come into the back. The bottom tip so the shoulder blades come into the back and the opening of the heart center comes from the back. Are you understanding my words? Do you feel that yeah, fantastic. And then softly closing your eyes. If you're wearing glasses, I suggest you take them off. That helps that inward journey. Sit with the feet comfortably on the floor, legs not crossed, arms not crossed. So uncross your arms across the legs. The hands can rest comfortably, somewhere about mid thigh in a place where the elbows hanging directly beneath the shoulders. Chest open, shoulders back and down. Lifting through that dashboard of the back and then imagine a golden string prying the crown of the head to the sky. Feel that lift that comes all the way through the sideways through the side ribs, and all the way up so that there's a lift Ignis, there's two opposite actions, that grounding of the feet, the grounding into the sit bones can even feel groundedness in the backs of the hands, grounded



04:33

and from that place left. On or grounded, we can extend left up to the sky and then let go of whatever came before or what's coming later in the day be present.



04:49

When we're seated in this upright position, that breath flows more easily. There's space for heart and lungs to do their work.



04:57

So just feel the breath watch the breath take his time for yourself any thoughts arise just thoughts will nature of thought.



05:29

As soon as you notice it, just gently release it. So unimportant right now.



05:34

Return. Return to the breath relax the tongue relax face, Cha Smith forehead, watch the breath with these last couple of breaths, the mind is receptive in this quiet place. From the intention for clarity, for alignment for ease and joy through your heart's desire in this moment, form that intention. And then slowly, slowly have a nice thank you. only takes a couple of minutes, you can be right at your desk, pause, close your eyes. How are you feeling compared to before? What do you I'm feeling more centered? It's good. Good, good.



07:09

So just a couple of announcements. This week we have we don't have our what will be is as of next week, I guess our usual q&a call for sales and offers. Because we've got three and a half hours together today. Any questions you have bring them here, and also ask them here. And then also we have our half day retreat or letting go retreat on Thursday, our usual or most oftentimes slot from 1230 to four Mountain Time. And in these leaps that we are all taking together in the love your life journey. There's much that needs to be let go of old ways of doing things old habits, old limiting, limiting beliefs, ceilings that we have inside us, we don't even know we have they the way we do things because that's the way we've always done them, then we keep getting the same results. Well, lots of things to let go so we can make space for the new. So that's a really important call on Thursday. And I tell you since the last time I taught it, I've learned a lot about letting go. I promise you. That's going to be our deepest ever. I know it just is. So I'm super excited about that. And I've been teaching that for many, many years.



08:25

Many, many years.



08:28

Yeah. Marie started in 2010. And at least since then, and this will be the deepest ever I know. Then on Friday, we have our office hours. And office hours are different. We stay on Slack. And there's the office hours channel. And you ask a one sentence question. It's really good for clarifying your question. I tell you, I am not that skilled at this. I'm getting more skilled, because I want to ask three things 10 things at once. So learning to ask a one sentence empowered question is a great skill in and of itself. Even if I gave a lousy answer, and I won't I'll give you my best. Even if the answer meant nothing, forming that question will take you hugely forward. So that's on Friday. And again, all those dates are there in your inbox, or in Slack, we have many ways to be in touch now. So that's a reminder of what's coming up this week. And then next week, our quarterly planning call. We've not done this before, lots of new things. I don't think ever. So that's next Thursday, great place to bring your visions and your intentions, right. So planning, intentions, vision, these are all related different words sometimes have a different slight different resonance, but that's a great place to bring any vision questions, along with our q&a call on Monday and so on and so forth. Right. All right. So those are the announcements wins. Oh, I would love to hear I heard one briefly before we started the recording. So Dan, love to hear it.



09:59

So I've created an outline for my six month program for moms and children's. Yay.



10:07

That's so good. So good. It's right there. It's right there for you. And when you combine that with what you said yesterday, about, you know, oh, it doesn't have to be all perfect doesn't have to be all figured out to go out and offer it. You have the keys to the kingdom. Just go do it.

Just go do it. This is so brilliant. Thank you, Diane, beautiful. Other winds wanting to be shared? And yeah, Mary Kay goes quick. It's like me.

 10:34

Well, I just get thrilled every time I teach my clients and, and I was really aware of less is more, which I teach all the time. But I myself was more when I just want students to keep they keep learning faster than then almost I can keep up with them. They're like, I haven't taught something and they're, they've got it.

 10:56

That's so great. I love it. Right. Okay, less is more. My clients are amazing. Like, I can hear you saying that they, they're going so fast. And that's the joy of high ticket work too, right? I mean, it forces in a good way, it makes us to be our best.

 11:15

The horses did that, too. I mean, they they've done that, but they're doing it even more good. They're like, a step ahead.

 11:26

And then, you know, that feeling we don't want to be, you know, the smartest in the room that everybody went like, when we're around people, including our clients, including our animals, right? And I know you get that. I mean, you get that better than I do. Clearly, Mary Kay, I know Annamaria, you get that deeply. Right. So how wise are the beings around us are. And then when we are going, wow, you know, here's my next level, here's my next level, let's go. That's a great way to live on the planet. Opens, openings happens so quickly when we're on that cutting edge. And again, working in high ticket just simply does that because people are invested, they show up as their best and, and they there's something that you do that they really, really want that really makes a difference to them. And such a great place to live Mary Kay, thank you, and less is more. And I know that like you say you know that and you teach that. But do we always do it, you guys know that I don't always do that I just want to give you all this stuff. Less is more, less is more or less is more. And one of my mentors. I just heard him saying last week, he works with a lot of seven and eight figure companies and they go in and fix stuff for the companies that aren't working and they have content, what they do is usually they get rid of half of it. Even though it's all good stuff. I remember, you know, like less, less, less, less. And when we're creating an offer we often think got to stuff more in gotta create value that's coming from small self, you know, oh, simplicity, and less. And we talked about this on the q&a call yesterday. All I'm trying to get across in 20 minutes of my signature talk is that stories are everywhere. If everybody I want everybody in the room to know that, but they know that it's going to change their world. simplicity. Simplicity, less. Thank you, Mary. Kay, what a beautiful in any other winds blowing up wanting to be shared?



13:20

Well, I didn't realize it was a winner until Mary Kay she shared so I'll share the win that I just realized I had the less is more, because i Tomorrow I'm co teaching a little intro a little workshop for parents. And so my partner in this and I were going through you know, okay, I am what are we going to talk about. And in talking it through with her, I said, we have to stop. Just give this this is golden. If they get this one tool, it's everything. And the other stuff is nice. And we'll put it there but this thing because if we keep talking, we're gonna lose them. So we have to stop. So when you said the less is more. Oh, that's that's what I was doing. Okay, great. So



14:21

thank you for that. You guys will watch me forget this too. I will forget. And then just call me back to simplicity call me back to simplicity. I just want to share everything with you know, your long courses and what a story is, what's the most important thing you guys need to know? Like, what's one thing in 30 seconds, you know, like just what's the shortest and simplest route there and then also be gentle with yourself because the first time we do something, we're always going to over deliver. We're always because we just want to give we want to give me one to give. So when you watch yourself doing that, don't worry. It's okay. It's a process. It's you know, remember process versus product. The final product will be simpler and simpler. simpler. And the, the process of getting there just be with it, be with it be with it, you know. So, like the stages that we have the simplicity of those stages took months of work. Simplicity and really years because it's built on everything we've done in this company since 2010. Come into the search coming to simplicity as a process. And thank you for that it beautiful. Yes. Yes, yes, yes. You know what, Annamaria, I would love to hear when you might not have had one in your back pocket. But since the since everybody here, the ones who really are live, it's like, there's always a win. And it doesn't have to be grandiose, it could be like, I got here today, it can be anything.



15:44

Well, my my biggest win I think not I believe is you know, the Michela was having a little bit of a stumbling block, talking to my partner about selling the farm. Yes. So I did. I did talk to him a little bit about it, but he's a little bit like the one to hear it. So what I did was I wrote a letter stating, simple, very simple, stating the reason that you know, is it just me wanting to move forward, me wanting to follow up on my dreams want just transformed my life. So just just very simple that way, and also very grateful about all, you know, the time that we had the farm for 30 years, like the best business partner ever, in a way of honesty, integrity. Respect. But I think the time for me, it's, it's to go. So the title of my letter is my time to leave. So this is my when my date and my time to do that is tonight tonight is to send to send my my letter



17:07

Annamaria. So glad I called for your win. So beautiful, and so inspiring. And so heartfelt. And so coming from love and gratitude, I love it. And what a beautiful way to do it to send a letter i So, you know, I'm seeing that the hearts here and you know, we're with you, this is so beautiful. So thank



17:30

you. I was I was afraid I was was holding back for a while. And I said no, I, you know, I, it's important for me to do these, and I already made a decision. So how much longer do I need to wait, I don't need to wait.



17:49

So, yes, we know that something is aligned for us do it now just do it. Now do it now do it now. It'll either be it doesn't usually turn out exactly the way we want or exactly the way we expect. It turns out some way, sometimes way better, sometimes way different. So you know. And it's either what we call a successful or slow learning experience. And then we go on to the next phase of whatever it is right. But to have the courage to actually do it, to follow your heart's dream of what you actually want. You know what, we're here on this planet for such a short time.



18:24

So when we think I, yes, I was, you know, a lot of things can can happen, really. But I think that not doing a change, that would not be good with me. I would just not want to not be a change. Like I was getting nervous and afraid. But I was also getting desperate. So I said no. It's more important to me, it doesn't matter a change. If something doesn't work. Well, you do the next thing. So I am aware of that. Like I know that and I said, but what is important for me is to is to leave. I'm sorry. That's my dad calling me. I'm sorry. There's a lot of problems in Ecuador. The country? So I'm sorry, he of course.



19:08

Of course, of course. And you know, yeah. Thank you for being here. And if you whatever you need to attend to the recording will be there for you. Okay, whatever you need. Yeah. Like, thank you. Thank you for that beautiful when I love it. All right. And Blessings to you. And your family, right? Yeah, yeah. All right. So what beautiful wins. Oh, my goodness, oh, my goodness. This is such a powerful, powerful community. So I want to actually I'm going to try this out and I got me to to have it stopped flashing at you record not record, because I'm going to see if we can put recordings in in little chunks for you. So we'll try it out today so that if you're accessing trying to access one part of it, you can more easily so I'm just gonna try it. And so sometimes you're gonna see me stopping