



Join Us And Hear Spiritual Entrepreneurs
Share Their **Secrets** For Creating A **Successful,**
Authentic **Business**

Hosted By
Kimberly Maska



Kimberly: Welcome, Beth! Thank you so much for joining me on *Mindful Marketing*. How are you today?

Beth: Kimberly, I'm wonderful, thank you so much!

Kimberly: I would love to hear about your personal story behind creating *Raising Clarity*? What was your journey? How did you end up going down that path?

Beth: It's been real interesting like a braid, an interweaving of several strands. I started out as a young woman, got my BA and then didn't have enough money to go back to school. I'm a pretty intellectual person but I didn't have the money to do that, and I'm a real social justice person. So I started out as a *Grassroots* organizer in my early 20s.

First, I went to France, and that's a whole other story which might probably come in later, but I came back home and took a job as a *Grassroots* organizer and immediately had to start raising money. That was just part of the deal, there was no great part of money that was going to get dumped on me unless I dumped it on myself. And within a couple of years, I realized that there wasn't money for one of the prongs of the organizing, and that had to do with feminism. And so I started a women's foundation. I felt, 'Now I know how to raise money I will raise money for what I want, and what was missing in Florida was a women's foundation. And at that time I did what everybody else did later.

And when I started *The Florida Women's Foundation* which was right next to all the other women's foundations and said 'Will you fund us?' And they were almost all local or state wide. There were a couple that are global now, and there was one and still is one, *National Women's Foundation*. There was a national network of women's funds, and earlier on I won a *Young Organizer* award, won some technical assistance from the network and was really lucky to have a lot of support. So, that got off the ground, and it was interesting to notice that I could do that.

One of the first people who taught me to raise money was one of our donors to the initial organizing work. I went to meet with her, and she met with me and was a long standing donor, and I knew she was going to say 'yes'. And as I was leaving, I had explained what I wanted to use the money for; she said, 'You didn't ask me for money,' and I said, 'Oh you are right, I didn't ask you for money.'

And so I had to sit down and ask her for money which is one of the single most excruciating thing that people can do. And it's one of the things that I love now teaching people to do, I am 54 now and was probably 26 at that point when I finally came back from France. And still though, I didn't ever have a lot of money in my personal life. I can raise whatever is needed, I am not at all shy, but I thought 'What is this? I don't have a lot but I can have this idea of abundance, but it is like a stream that excludes me.'

And I turned to a book called '*Money Magic*', and I can explain how I found that book, but I turned to the woman who wrote that book, and she became a mentor and someone I got certified with in money coaching which deals with the whole interpersonal and intrapersonal piece of why people can have huge amounts of money pass them by, come through their fingers and leave, or why they can also hold money but might not know how to use it and when to use it. Deborah works with eight archetypes that are derived from *Yung*, it's just an extremely beautiful work. So, that got grafted in there, that got braided in there, and then my spiritual life really kept prompting me or pushing me to do my work in a certain way, and I can talk more about that but those are the three strands I would say.

Kimberly: Absolutely beautiful! I want to hear more about France as well. I have this affinity for France. Anyone who knows me knows that. When you were learning this information, bringing it in and seeing how other people can use this, what was the turning point where you actually turned it into a business for yourself?

Beth: It's always been a business, and it's not so much that I turned my passion into a business, it's that I turned my business into a passion. I grew up with a lot of not very healthy money attitudes in my family of origin, and there was this idea that you don't do what you love for money. My father grew up really poor, and my mother grew up middle class. Both of my parents were immigrants, so I'm the second generation in this country.

There is an idea that you should do what you are good at, so if you are good at languages, you should be an interpreter. Well, I am an interpreter, I am fluent in French and translate books, and have a whole career as a translator, but that's not what I do with *Raising Clarity* except that I do translate in different languages for people. I translate money, I translate spirituality all the time because I work with people across all kinds of spiritualities and people who have no spirituality at all. I wrote a blog post on that, and that was really fun to write. I gave myself permission to weave my passion and my business together, I started doing what I was really good at that nobody else wanted to do which is to teach people how to ask for money in a really empowered way as long as they are serving other people. I don't work with people who aren't serving other people, I just don't. That's just not part of my deal. I gave myself permission to bring conscience into that, into money. Money coaching was the beginning of a turning point thinking, 'Oh, there's a bigger story than just being a good fundraiser.'

And then the spiritual piece for me which I often refer to as a contemplative piece be-

cause that's something that everyone can at least sense into and can feel... I thought, 'There is something here that I'm allowed somehow like my spiritual guides, my teachers feel like it's okay to be super calm in the middle of money which is usually kind of a rat race, in the middle of mission which is a critically important mission, in the middle of being extremely self-organized and self-initiating which I also am, I got that gift, that's just something I came in with.'

Kimberly: You said you turned your work into your passion, and sometimes we forget that or we get lost in everything, but it's such a beautiful thing. I love that we are talking about money because I find in my **Mind Body Spirit** community with my clients and the people that I speak with, money is something that holds people back. I want to touch a little bit upon a couple of your concepts of how people can release that because for me it ties into marketing. I find that a lot of clients will hold back on marketing because they don't really want to sell, don't want to put their services out there for money and do it for free but then they can't pay their rent. I want to talk a little bit about your idea of how we can change that thought process just a little bit so that we can then be comfortable with marketing who we are.

Beth: Let me tell you my first cut on it and then see what you think. For me there is an inner and outer process to that. And there is almost always an inner and outer process. Some people come to me and have one down but don't have the other. Some people have neither. And so I'm going to assume that the answer is for someone who has neither, and what we want to talk about is both: the inner and the outer.

So for me, I really had to do the hard work of looking at myself and see where I am turning away from money, and this has given me an incredible sensitivity. I'm pretty psychic, and that's another piece of the contemplative thing that by quieting down I often really come to accept that. In terms of the eight archetypes of money coaching, I can really sense now why people have a money blocking. I felt like I always could but now it is real vivid. Everybody who has a money block or a money hoarding issue, which I also want to stress is pretty key, can do that inner work. And then there is the outer work which is hard sometimes, and you just have to practice.

This is going to be a reveal... I used to be an art model, and art models take their clothes off in front of people. They don't have sex with anybody, they just get drawn, and that's what I did, still do it, and have done it since I was a young woman because I was on financial aid when I was in college, and it was my best job on campus. I remember the first time I dropped my underwear in front of a bunch of frat boys, and the teacher was wonderful, he was a friend, and there were a lot of people I knew in the class, but it was pretty terrifying. That's what it feels like when asking for money - like dropping your underwear in front of a bunch of frat boys. The thing is that the frat boys were about 40 times as uncomfortable as I was.

I have limited experience teaching people to ask for investments but I sense that it is the same, but I have not personally because I always worked in the non-profit sector until recently and I'll ask for an investment, but I have a feeling it's the same - the

person needs to take a leap and make a commitment. And I really get that because in the non-profit sector, you are always asking people to commit to something that compared with the for-profit sector is completely intangible: helping orphans or saving whales or stopping pesticide use or whatever. You are asking someone to take a big leap and often give you a boat load of money, and it may be more money than you've ever thought about having in your life, that often happens. We are perfectly capable of asking for much more money than we actually have which flies in the face of some wisdom about fundraising. So the cool thing about it is that the other person is 40 times as uncomfortable as you are.

Kimberly: I have only heard of that but it is uncomfortable, but we build our confidence. So, who is your ideal client and what do you do in this business and marketing perspective? How do you go about that client to build your business?

Beth: I hope this is okay but I pray to be guided to the right people. I intuit my New Year's plan every year and change my approach, and we are coming up on my New Year's plan which is a *Fall Equinox* because I believe it is nature's New Year, and it is the right time, not that there is only one right time, but it's the right time to start new projects.

Last year, what I was guided to do was offer a public speaking for free, and I'm a pretty quiet person but am a great public speaker, so I went out, got four very different gigs, and blogged about them. When I do speaking, I try to speak at my edge, I try to do training at my edge especially if it's for free. If it's training for a particular close colleague, I will design it exactly the way they want it, and a lot of times it is the same basic fundraising or money coaching stuff. I try to teach with my edge because I find that I am more appealing if I am more humble and open.

So that's a place where I find my ideal clients, I position myself in places where people are doing work for others, and I make it clear that I have both the inner development willingness to do the hard work with them inside and what I firmly believe in - being very disciplined and organized including the time; and I teach what I call time sculpting which is time management. I'm a fundraiser and am not at all shy helping people get over asking for money and very carefully structuring who they ask for, how much, when and then blog an annual calendar, for example.

Kimberly: We will have to talk more about time sculpting. So, you're finding these clients and then directing them into what you do. Is there a certain way that you (I hate to say the word 'convert' them) are selling to people? How do you make them in a client?

Beth: Conversion has a religious overtone that I kind of enjoy playing with, conversion is an interesting concept. I don't want them to just believe in me, I do need them but if they don't have trust in themselves, they have to have trust in me as in a way like a therapist: you project on to a therapist until you are strong enough in yourself, and a good therapist gives you that confidence in yourself back. That's what I aspire to

do. I never want people to be dependent but I do want them to believe that it's possible. For example, not to compromise any principles that there is no scarcity, there is scarcity of money, and there is no scarcity of ways to ask for money. You and I both have this thing about taking the 'icky' out of marketing, and I have a [Facebook](#) group, *Promotion With Integrity*, and we talk about that there is always another way, you don't have to promote your work in a way that makes you want to throw up, you just don't.

So I think some slowly and some quickly gradually get converted to this idea that these things are possible, and that I can teach them those things, and they become soul colleagues. They join what I call 'my corner of the beloved community,' they go in and out of being clients, and I found that it works much better for me if I hold that framework than if I think of them as clients or not clients. They often come in as friends, I tend to love everybody which might sound corny but it's true: I love the people that I know well, and I love the people that I just meet too. When I just start talking to them, I just fall in love with their hearts. And so I'm not interested in them just being my client forever because that works against the independence that I want to foster in them, but I am interested in staying in touch and referring them to each other and weave in community with them.

Kimberly: That's beautiful. I love soul colleagues and might have to borrow that. You spend so much time with them and become friends with them, and it's more than just 'Oh, you are my client,' it's more like, 'No, there's real connection.' So, are you using social media to market your services and what you do? How do you use it?

Beth: I was told that I really needed to get my butt out there by a wonderful woman named April Silver. April Silver is in New York and is a sort of spiritual impresario but also PR – super great PR consultant in New York. She was offering introductory hour, and I had blogged about her stuff and took her up on that. She is such a woman of integrity that I thought I know she is right, I've got to really deal with more than just republishing my blog on [LinkedIn](#) and *Facebook*, there is something that I've got to do there.

And so, I sat in meditation and in a contemplative practice it doesn't really need God, and it works for a lot of people, and in that meditation you just watch emotions and thoughts arise. I was more open to the guidance and through the guidance to create a group on *Facebook* myself, and that was the group that I just mentioned. And that has really been a terrific place for me to dabble and paddle around and help people bring other people in who also feel like 'icky' in marketing. It's about 80 people, it's not teeny but it's definitely not huge, it's open and that brings me into *Facebook* a little bit more. I'm very resistant because it's really about mind, time and intention, so I want to be really careful with it.

And then one of the ways I met Zoe was through a *LinkedIn* group that I found out about after April worked with me. I said okay, 'Let me find out where some of my soul colleagues are hanging out on *Facebook*, let me find out where they are hanging out

on *LinkedIn*, that they really getting value add up.' So, I found a couple of neat *LinkedIn* groups as well.

Kimberly: I always tell everybody to find what resonates because it can be so overwhelming, and this person tells you it's this way, and that person tells you it's that way, so just find what works. The *Facebook* group idea is really nice, and you are probably the first person I have spoken with that's really talked about having a *Facebook* group to get them interacting on *Facebook*. That's a great way to do it.

Beth: I'm surprised! It really is lovely, and it's a great way to do my brand. I'm doing all this stuff that I should have done, and it's coming very naturally. I'm like, 'That's why people say you should do that because it's very natural, very interesting.'

Kimberly: Are you actually allocating advertising dollars for what you are doing on social media at all?

Beth: I don't advertise, I do invest money, and this gets back to how I meet people. I meet them face-to-face. But how on earth do I live in a town of 800 people and meet those people? I am great on the phone and love being on the phone, I used to do radio, I have a good voice, I teach on the phone. Thank heaven for the internet and the telephone! But how do I meet people? I invest money, and people might think this is foolish to be going to conferences where my way is not paid. I am not paid as a speaker to give these talks, trainings and things that I blogged about before - four gigs that I got this year. And that was part of the guidance, the intuitive guidance was to not worry about not getting paid.

So I invest money in those ways which I constitute my advertising budget, and there are fun times for me. I make sure that I'm in a decent hotel, it does not have to be a super fancy as I do love luxury and have written about that. I will definitely take myself to a luxury hotel that is gorgeous for an overnight, and I get an incredible amount of creative work done there. So that counts but I don't advertise.

One of the books that really confirmed for me not to advertise any longer is called '*The Seven Levels of Communication*'. I don't know if you know that book, it was written by a real estate professional, Michael Mayer. He's totally revolutionized this stuff and it was all that I knew from *Grassroots Fundraising*, but how do you do relationship building? It's very much about relationship building, and he doesn't advertise. I thought to stop advertizing, so I don't but I would be very interested in what works for other people.

Kimberly: I'd like to point out that the investing in the conferences is key, and people forget about that and only network locally. But you really take the time to do it and have created a budget for it so that it doesn't hurt you, you put that as part of your reinvestment in your company. It's key and I know this personally, I'm going to a conference this weekend. You've got to be connected with people, and the relationship you build are invaluable.

Beth: You can be the first person they take, they can refer you through that and they can say, 'Oh, I met somebody, and she is absolutely amazing!' It just carries so much weight.

Kimberly: For you live events, are you capturing any leads while you are speaking live?

Beth: Yes, definitely! I have like 'convert, convert, convert' brazened on my forehead when I am speaking, I just become a live wire and am reaching out to people like a radio frequency. I want to beam out to the people who are on my frequency, that's all I want. I don't want everybody, but I want to be around more and more people who are on that frequency. So that and then friends and referrals. It's usually one to create separation in a way. I have people join the *Facebook* that I don't know, I have the people get on the website and find the blog that I don't know, and that is the point of broadcasting to *LinkedIn* and *Facebook*.

Kimberly: It's the connection, and you really can't replace that with anything. So how are you distinguishing yourself from other people in your field? Do you have who I call complimentary instead of competitors? Do you have people that are saying the same thing? Do you talk with them as an affiliate? How does that work for you?

Beth: That was one of the earliest decisions in terms of my branding. There are tons of great fundraisers, and a lot of these people are the right person for somebody else to work with. I need people to be willing to do the inner work as well as the outer work because I honestly can't figure out how people can have more money if they won't change inside, unless they have done the changing inside and there in this skill set they don't have which I have. So there are tons of secular fundraisers, and I know where to find them. There is Social Justice Fundraising, there is just a network of different people who I went to speak to this summer.

But the edge for me was coming out as a contemplative and saying, 'There's actually a really strong relationship here, if you won't do the inner work I can't work with you, I can't tell you how to get more money because I don't know.' The way I have learned to do it is this way – to have this incredible abundance to align myself with it and remove anything out that is not in that alignment. That's been huge, and just this year I did a session called *Fundraising As Self-Development*, and it was a huge leap for me, I had done something around the edges of that the last time that conference was held. But this time, I did a guided meditation with people. There is no profiting because there is no particular path to the divine or even the inner self that I'm interested in pushing on people.

But I hold the space, and I do work in a dream time or guided meditation, and I did several of them, I had two hours with these folks, and the room was pretty much packed. People came and went, but that was also part of the conference - the people could come and go, and that was really challenging - holding space when people are coming in and going. Usually I'm used to an audience that's sitting right there with me,

or usually on a phone which is great because there is no visual. I am so used to no visual that I have people close their eyes when we are face-to-face. People participated beautifully, and I didn't need to worry that they had a preconception and that this is all 'hocus-pocus' or this is all silly. The people who self-selected into that room were the right folks, and they are very receptive. And that's how I distinguish myself from other folks.

Kimberly: Do you have a book?

Beth: I don't, I think some day I will, and it may be based on the blog posts. Right now, my blog is the place that I write. I'm also a philosopher, so I give papers, and there is going to be some writing coming out of that on *The Beloved Community*. I published books as a translator but that's different.

Kimberly: What has been your biggest challenge in marketing?

Beth: Really understanding my own niche... I had a branding study done, and that was a huge investment speaking of advertising. I used social science methods. He talked to my clients, and at that time I referred to them as clients, and he said, 'You are a fine fundraiser, people get that but what they get from you is clarity.' That kept coming up over and over, and it was a window to talking about the spiritual or the contemplative peace in a very direct way, yet a soft way and not a pushy way.

And it's true, I'm disciplined and organized, and I help people get more disciplined and organized and remove the obstacles to that. That was probably the turning point for that and that's why I use to call it *Bringing Money to Light*, but I don't think that was clear enough. It wasn't clear enough to people that I wanted to SEO my website, for example. I said, 'I don't know how to talk about what I do well enough, and now I feel like I'm just getting that niche even more clearly and putting some more flesh on those bones.'

Kimberly: Vern nice and clearly but again: you are raising clarity. If we are not clear on who we are talking to and what our message is, it gets all jumbled up. So that is such a key part of marketing your business to know that you are attracting the right people.

Beth: And that we are clear inside ourselves. I find people can be extremely bold, and they ask for anything they need especially because they are serving other people. We can learn to ask for anything if we are clear and strong about why we are asking inside ourselves. And I guess my experience is that as soon as I ask, I get it. That's just the way it is for me.

Kimberly: So, as an entrepreneur, do you have any kind of software or anything that you use that is incredibly helpful to your business and what you do?

Beth: My word processing software, blog software and email software. I love my date book but it's not my software, it is a paper and a pen. That's my way...

Kimberly: If you want to write, put it in a date book! I love that.

Beth: That's it. I even blogged about my date book. I don't care how you use it but just do something, you can use *Google* calendar if you want. But the killer is when you have a calendar, you have a bunch of different calendars, and that to me was not a good thing unless you have one integrated calendar.

Kimberly: Yes, I try to automate everything from [Evernote](#) to [Basecamp](#) and *Google*, and they all integrate.

Beth: And that's fine, but I worked with somebody and said 'Show me your calendar,' and they have five different calendars. And I said, 'How do you ever know if you've gotten everything done?' I know when I'm done, I'm a recovering workaholic, so I have to stop working, and I'm totally serious about it. I have to stop working or I would never have any time for my child and would never have time to meditate. So, there was a moment when I was like, 'You can't even see all your calendars at the same time, you need to integrate them.'

That's what I would need to see if I was going to work with somebody. There is one place where you can get to feeling like crossing something off and then at some point where you are actually done for the day. There may be way more time than you even wanted, it could even be scary to know what to do with the time. Let's look at that, let's reveal that. Let's pull the covering away from that and see what we are doing with time.'

Kimberly: That's such a key point, and we get sucked in. You mentioned that you need to take time off, you go free of technology, and that is so important in what we are doing because especially as an entrepreneur and building a business, we get so caught up in all of it. To be able to breathe and take that moment is so key.

Beth: Because we are our business, there is no juice otherwise, and we become like an empty well. *The National Black Women's Health Project* was founded by a woman named Byllye Avery, and I think she made that expression that that black women get to be the empty well because they are constantly giving to other black women but I get what she is saying and really appreciate that metaphor. As entrepreneurs, we are the well, we are giving, and we are juicing everybody else so that they want to work with us.

Kimberly: Absolutely! So, where do you see yourself going from here and continuing to build out your business and you portfolio?

Beth: This is coming up on my New Year plan. I am getting the details on a plan, I am going to be doing some work against racism and building *The Beloved Community*, and I have no idea how that is going to make me any money but I do have faith that it's all going to build together. This is the first time that I'm taking on the organizing projects. In years, I've sort of moved away from organizing at one point because in my heart I couldn't figure out what was the most important thing. And at the time when I was a

young woman, it came to me that we were against everything, and I thought, 'No, I need to figure out what I am for.'

And many years later, I am for *the Beloved Community* which is an expression Dr. King didn't coin but he used a lot. I have enough space, time and money in my life to devote myself to a project, and it is going to be a non-profit. I'm very interested in what happens in this country about racial justice after Obama leaves office. For example, I'm not the only one so far who is talking about it, but I'm going to find some of the other people who are, and we are going to meet and talk about the future of that – the future of racial justice, post-Obama time, and I am going to keep writing on *The Beloved Community*. And that didn't sound like a marketing strategy but I feel like it's going to bring me out into the world more. I have a hard time just speaking about my practice, but I know that I am my best advertising.

If I get myself out there and model the qualities that I teach to others, that's going to actually be a great marketing. I trust that, and my guides are always right. If I can listen to them, they are always right. The *Facebook* group is still pretty new. I'm going to keep on experimenting with different offers: a telephone retreat, the *Fall Equinox* retreats, more public speaking, more teaching and more personal relationship building... global and local.

Kimberly: Any last bit of advice you would give to somebody who is about to start a business, maybe having a little money blockage with the fact that they want to create a business to get paid for the unique ability?

Beth: Yes, '*Money Magic*' is an amazing book and is self-contained. You wouldn't need to do any money coaching and could do self-money coaching, that's what I did initially. There is a test that you can take to see if you have negative money archetypes that are doing the talking for you and running the show. It is really common in our culture that the closer you get to your unique ability, the more precious it is to you and the less you want to sell it.

And so getting real clear about what might get in the way of how you could market your unique ability, look at the inner and see what's going on. How can you still protect it like your baby but still allow other people to enjoy it? And then also on the outer by removing any blocks to asking for what you want. Be super clear about what you want and why you want it so that you are in alignment with yourself, can be really strong, ask for it and then know what you are going to do with it and then do that with it. So it's very important to keep your word to the people who support you. Keeping your word is huge to me. To me, your word is your wand, that's why magic happens because I keep my word.

Kimberly: I love this: your word is your wand. I've never heard that and that's should be put on your *Facebook* page. I like that.

Beth: It's not my phrase. I feel like I didn't make it up but it is a wonderful phrase, and it's true!

Kimberly: If my listeners wanted to reach you, where would they find you?

Beth: They would find my website raisingclarity.com, and in my email address and phone number are on top of every page. They would just reach out to me. Some people find the website confusing, but I think it's really fun. I'm looking for a designer who can satisfy me to streamline it and simplify it. Everything is on there, the blog is on there, and they can subscribe to the blog for free. There are tons of great tools on there. Like you, I wanted to be useful to people, so I give away the work there.

Kimberly: Perfect, thank you so much for your time. This has been wonderful and a great information. Thank you so much!

Beth: Thank you Kimberly! This has been lovely.