

Jennifer Navarrete: Welcome to the show that shares insights into how you can **Build Your Business Once**.

Thanks so much for joining us on this fine Friday. My name is Jennifer Navarrete, and I am joined by Sherry Lowry. We are talking and delving into how you can **Build Your Business Once**.

Sherry Lowry: Thank you, yes I am really enjoying this. I have been thinking a lot about how these shifts begin to take place to be thinking in terms of an ongoing business and Client base. One that stops and starts, has lurches and surges, then falls back, progresses with those types of changes. I am going to talk today a bit with your support about the whole topic of beginning to make choices after you learn some Life Lessons of what the benefits are in **choosing** instead of taking what comes your way.

JN: That is such a huge lesson, I think we could have sent the entire month just talking about the nuances of **Learning Life's Lessons**. Life is always trying to teach us something, but a lot of times you have the blinders on, like the monkeys, where you see no evil, hear no evil, only because learning those Life Lessons equals change, and us admitting we have made mistakes in our choices. That makes it the first step is identifying they might be a bad call. 'Til you identify that, that is tough. Today's topic could be extremely hostile.

SL: I categorize today's topic which is **Learning Life's Lessons** under the heading of wisdom, the wisdom part rather than straight logic. In my case, it also relates in a kind of cycle between **Head, Heart, Relationship**. It fits in with the relationship between going for opportunities and successful change rather than avoiding change. At some point today we will just barely touch on what I have a theory about. That is we have a choice between what I call "Feather Learning," that is learning with a whisk and whisper, or just a hint or nudge vs. "Brick Bat Learning." That's because, when you don't get Life's Messages when they are gently delivered, they get ferocious eventually in how they are sent to get your attention.

If they have to stop you cold in your tracks to get your attention, they come in that manner in order to get your attention, though sometime the lessons can also just be the light touch of a thought. As we get wiser just the hint, like the Whisk of a

Feather, the wing of a bird that doesn't have to swat you, but you feel the wind going by, that is the kind of Life Learning we want to be moving toward.

What comes next with what happens when life sucks, so to speak, what is the message in that? Do you get the lesson and benefit from that? Or, do you go straight to success because you are beginning to learn differently, and you don't need the lesson?

Then there are a couple of things that evolve out of that. One is problems show up, and the other is the next level of success. I think that was the turning point for me.

I have been in this business for 23 years now of Business Coaching, so to speak. Where the change happened for me was the day I realized the significance this one type of openness to change.

JN: I think a lot of times I am kind of a stubborn gal. A lot of times for me it takes a brick form of lesson for me to pause. Then all of a sudden, I look around and recognize the signal that life has been sending this whole time. I look every time a brick signal comes my way. If I pause to look back, I was getting messages that were getting more and more insistent as it went 'til it actually, as you said, stopped me in my tracks.

What happens now as I learn to recognize what those things are, I am having way less of those bricks. I am not sure if I am at the Feather Lesson stage. I think you have to be in-tune. I try to be at the Feather Lesson stage, but I sure start to recognize when there is a message. I pause and think, what does that mean?

That way I don't get a brick lesson, because those brick lessons are really hard.

SL: That is very true. We are really lucky if they don't come with a diagnosis, because when the body gets desperate, sometimes an organ will begin to fail, rather than just having overall kind of lack of energy. Other things happen that we cannot always stop because we are organic, we are human. And being human, we certainly can avoid some with preventatives but not all.

I know you have done a lot with essential oils. This approach is a real eye opener of a change and one example of trying to be on the way. Like you, I am a huge fan and advocate of essential oils like for 40 years now.

Learning Life's Lessons

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Let me give an overview, I came to this Feather Learning vs. Brick-Bat Learning understanding with a little more subtle and a little less direct set of experiences than related in the One-Pager Handout we now have included on Learning Life's Lessons I have now made of it which is sort of illustrated.

This has been made into a handout to the people who listen or call in later as well as those who choose to join us now. It is called Learning Life's Lessons; I will upload a copy that can be made available.

First of all, life usually comes to us in the form of messages, or occurrences, or happenings, or instances, and what you do with these is first of all, you need to hear them and observe them. That is most important and we can step over them easily.

The first question is did you hear? Did you get? Did you heed the messages?

The message may be alerting you it is time to grow, to change, and to adapt. Often it is to tell the lesson to yourself.

It is to get a clue, or head in a new direction.

Change and pivots are easier, than stop, start, stop start but not everybody is adept to making pivots.

When you don't get the **Message**, you get **Symptoms**, the **Learning Curve** gets higher, there is more **Confusion**, there is an experience of **Overwhelm**, and **Doubt** often follows. What is required to make the point of the symptoms, something out of with them or about them is: strength, assistance, support, guidance, and an extra heaping of caring or of love. As you recall we talked about Tribe earlier, this is where the Tribe can come in.

When the **Symptoms** start to show up. In contrast, when the **Message** is sent to you, and you begin to get it, you may get an immediate **Response**, most of the **Symptoms** then may become **Easier**, and there is more of a sense of **Effortlessness**, just *a greater natural balance* comes into you. It doesn't look like a medium kind of thing, but more like **Peace** and **Calm**. More pleasure, often direct joy. All that is required to have those qualities vs. symptoms is that you have to trust yourself and the situation a little bit.

That is scary for a lot of people. You also need to go to your **Reserves**, that means taking more time, showing up a little earlier, waiting a little more patiently. Assuming it will take a bit more time than you thought might help you get to a turning point, or some place or to deliver or receive something.

You also need more **Space** around you as you need to clear out your relationships a bit to have some extra wiggle-room.

Faith is involved in that, and most of all, there is willingness then you are gifted with flexibility of more options. When that begins, it leads you directly to some aspect of **Success**. If you are hearing and responding to these messages you are offered, you will right away begin to enjoy a sense of relief, some kind of discovery, adventure. When you are increasingly successful at this you will also draw like-minded people who will also help contribute to your life or business and make things easier and easier for you. That is when you will get into *the mode of creating vs. chasing* these opportunities.

I will stop right there and just see if you have any feedback or if you want to comment on your experience with this.

JN: I am sitting here, I know you can't see me, Sherry, but the whole time you are talking I am nodding my head. I am sure if anybody were to look at me they would be thinking, what is wrong with that woman?!

I agree, I have experienced what you are talking about. I didn't recognize it in the way you are talking about it, but if I look back at the last three years of my life, I have thinned out in thought in terms of what I do commitment while out in the world; also the circle of friends I have to take the time to go out and do things with. It is not that I don't care about all of those folks, but I have started to focus in more on me, my family, things that are really priority to me.

That does not leave a lot of time for some of the socialization I did previously. It still leaves time for camaraderie, I also am cherishing so much more this new direction of my life I have given myself space, given myself time, given myself patience. Recognizing I did not recognize I was doing this consciously, so yeah. Absolutely! I love what you are saying.

SL: That is when the Universe starts to get on your side. It is trying all the time, but we have these blockages, you know we have to make time, like the children

in the sand pile. What they are doing when they space out looking into nothing, the parent prods them, says, "Hey! Do something, we are at the park."

Actually what they are literally doing, brain-wise, is multiplying by five the neurons they will use later in life for problem solving, resilience, and innovation and creation. It's better if we don't shake children in the sand pile to get busy to be doing something just because we are there and it took time and trouble to get to the park. We have taken a lot of that away from children now.

Ok, so if you get to the point we have just been referencing, that relates to **Success**, the qualifiers and indicators of that, you have arrived. You get to start again at the cycle, but up above the top of it. If you don't quite **Get the Lesson**, what happens next is the *systems accelerate, frustration, upset, adrenaline*, this is when emotions of the negative type get involved.

This is when intervention of some time where you get advice, get a new type of dead stop, so you have to pivot or change, or you add some **structure** which is interesting and helpful. We will be talking about that for the rest of the month in various ways.

How **structure** can be added in a useful, really helpful way rather than a painful way is good to know. You start to realize you are in enough pain you have to do something differently. That comes back to the whole change idea. If you are still proceeding on course without a map, you haven't learned the lesson even if you thought you did.

You will hear people say this all the time, "*Oh I got that once, I got it, don't worry about that.*" They will pick a new experience for them, it will have a new face, even a new whole set of clothes, or whatever else shows up; it is the same emotional dynamic.

This is the reason people marry the wrong person, over and over again. Some time even the same person two or three times, and the marriage still does not work. Same thing for businesses, staying with the same boss too long vs. making the change in time.

This is not the life most want. It is better to **Learn the Lesson**, better to get the first message, or here is the *booby prize*. If you become a **master problem solver**, you have gotten the master booby prize of life.

Here is what happens, the more we focus on one particular thing, the more of that we will get.

It is proven over and over in research and in our experience. If you don't want to draw problems, quit trying to find them and solve them, and quit being the one with your hand up first to help about everything. There is another avenue to success out there, when we learn that, then we are qualified to talk more about rates, fees, and lifetime Client Relationships, and retainers, and get off the clock, get off the hour.

JN: OMG, if you don't want to draw problems, don't go and look for them and try to solve them. That is such a big teaser. I know myself, and there are a lot of people out there. I think maybe women have this challenge more than men, if men want to chime in talk about this. We want to go in and solve all the problems. In a business situation, in a home situation, a relationship with our kids, we want to solve everything and make it right. We are attracting problems we can solve. Also another thing we are not allowing those individuals to solve problems themselves.

This is a life skill.

SL: Our next session there are two things on my agenda: I want to get to rates, fees and all of that next week. But 'til we get to next week, I have one more thing that goes with this Life Lesson piece.

This is related to **Listening: Listening for the Big Five = Focus; Mindset; Skills and Abilities; and Habits, Practices and Patterns, and finally Energy.** When we learn to listen for one or more of the Big Five, and we learn to really hear more fully, that changes the way we do business.

It also retrofits us from being a Problem Seeker to a Solution Finder.

JN: It is all the way you look at it, the way it needs to be interpreted, to attract what you really want. Thanks so much for joining us on the show.

I cannot wait for the next day, every time, the opportunity to learn and grow. We get closer to that better lesson learning.

SL: I will join you tomorrow.

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JN: Set a reminder for 9:30 in the morning, every morning in November, to listen to the show.

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