
Jaime: Welcome to *Eventual Millionaire*. I'm Jaime Masters, and today on the show, I'm very excited to have Sheevaun Moran. You can check her out at sheevaunmoran.com. She's a master coach, and she's created a program called The Energetic Solution. I am so excited to talk to her today. Thanks so much for coming on the show today.

Sheevaun: Thanks for having me. Excited!

Jaime: Whenever there's something in a bio that says "quantum energy," I'm a fan. I didn't say it out loud because I want you to define it and walk us through some of this stuff. So, tell me a little bit more.

Sheevaun: So, it's kind of like we have the idea of energy as coffee, and Red Bull, and internal drive, and running, and all of those things, and there's actually a client of mine who is a scientist – he says there's almost 99% of our world is unseen. So, there's a quantum aspect of this that we're not utilizing that is from inside of us and around us. I call this "around-us" stuff – the material we can work with. And so, that's kind of a shortened version of what quantum is. I like the idea of quantum because I like Einstein and all that geeky stuff, so...

Jaime: I appreciate that because I absolutely love it too, and I feel like what's interesting, especially the logic-minded people that listen to this show – because I was a programmer before, so we got a lot of logic-minded people – need to be proved by science that this is true, right? And, when we look at science and we look at what we're talking about on the energy side, it feels like sometimes, one side is super woo-woo and one side is science, but they're almost kind of the same. Can you tell us a little bit more about your Energetic Solution in general so we can get context?

Sheevaun: Yeah. So, I'm a scientist. I started programming when I was 14, so I get what you're talking about. Super left-brained, super focused, "Prove it to me. It's not real until you prove it to me." But, my own history – long history, but – got sick, misdiagnosed, nearly died, healed myself. I was like, "Oh, this makes sense the way I've been thinking since I was a little girl."

And, the really interesting thing about energy, and what we do, and how we do things in our own life is we generally have to – we've been taught to generate it from fear and from here, and the woo-woo stuff is important, but what I've done is I've said, "Well, we have the woo-woo, and it's really important" – really, even if

you're skeptical, that's okay. So, whatever your spirituality, whatever your woo is, that's cool, I love it, but we need the moolah. So, I have a brand called Woolah.

Jaime: That's really funny.

Sheevaun: I know. It's true. We actually have – we actually have stickers that people just clamor for because they're so cool. I'm on my phone, so you can't see it, but anyway, because it really signifies the woo stuff, and it doesn't dishonor it, it really blends the moolah stuff, so we really become woolahs. And so, if you're in business of any sort, no matter where you're at, you're a woolah because it's the greatest journey you're ever gonna be on.

Jaime: Okay. Give me more of the strategy of how we do this. So, these are all business owners that are going, "Okay, that's great, and I know that if I potentially use more energetic solutions in my business, I might have better results." It's not just about the tactics, it's about the energy around it also. So, what are some of the basics and pieces that you actually walk people through?

Sheevaun: So, one of the things that is super important for every business owner is say we have – we go to a networking thing. We come away, we've gotten all of these leads, yet we're feeling like, "Oh my God, I feel so drained." We've all felt it, particularly women more so because we've got a little bit more of those assets. And, what has happened is there's an energetic exchange that is out of balance, and the fascinating thing is it needs to come back to you so you can get back on your train, your track, and what you're doing, and get there faster.

So, it's not easy to be like, "Oh, just let them go and let that conversation go," or "Let that opportunity fulfill its destiny the way it's supposed to be," or "Are you pushing too hard or are you not pushing hard enough?" The fascinating, cool part is the more you become part of your own energy, meaning you cut – and, there's some videos I'm gonna give y'all – you cut and disconnect from other people's energies, you actually become more of you, and you actually become a better conversationalist, a better salesperson, a better tech geek, whatever you're doing.

Jaime: So, to me – and, I liken it towards boundaries, also. A lot of people can use boundaries as a thing, but energetically cutting – what do you mean by "energetically cutting"?

Sheevaun: Yeah. So, think about this. I used to go and speak when I was in corporate in front of giant audiences, and I'd go back to my hotel room, and I'd do what I called recovering, from anywhere from 45 minutes to five days depending on what was going on. And, after I got sick and healed myself, I was like, "There's something more." And so, in science, there's this thing called string theory, right? Right now, I'm talking on a string through my – through the earphones. We're talking with a wireless, like an unseen string.

So, there are strings everywhere. There are strings between each conversation, each person, and they're always communicating something, and in order to disconnect only the things that are not serviceable – meaning not really in your healthiest and best interest, meaning the only thing you don't wanna cut is love. The only thing you can't cut is love, so you cut away the strings so you can get to be like, "I can breathe and figure out which of these leads is most important for me to go next and contact." Does that make sense?

Jaime: Yeah. So, are you physically looking at your list and then cutting things?

Sheevaun: Yeah, samurai sword. At the end of the day, you're in your car, you're at the end of the thing, or you're back at home, and you're like, "One, two, three, cut! I'm out, and that's it." I make everything – so, here's the cool part about me. I take all of these super complicated, ancient principles and I make them super practical for business today. So, it's not like, "Oh, you have to get your mind straight, you have to do some yoga, do some balance."

No, I'm not like that. I'm like, "Yeah, let's deal with the energetics and really get back to running our businesses the way that our – it's going to be whole, it's going to be more fulfilling, and it's going to be easier." You'll find more happiness, and those clients who are dragging you down – you can just cut those negative conversations and be like, "Okay, let's reset." You see what I'm saying?

Jaime: Oh, I totally do because I've done it before, and I thought it was super cheesy.

Sheevaun: Not cheesy.

Jaime: Right? If it works, don't matter if it's cheesy or not, because I used to feel – especially after I'd batch all my client days, and

depending on – I have ideal clients that aren't too bad, but especially a long time ago, I'd just feel so exhausted and so drained, and then I'd try and give to my kids – you know?

And, it was just so much, and someone taught me this, and I thought it was really cheesy at first, and I was like, "Fine, I'm just gonna do it." I don't cut them, I pull them. I pull all my strings, all the cords. But, I was like, "Hmm, maybe that is – I'm gonna keep doing it. All right, good." And then, as it starts to add up – so, give me more of those tips because apparently, that one worked for me. What else do you tell people? Maybe I can glean some more info from you that I can start thinking is crazy at first, but then it works.

Sheevaun: Yeah. So, one of the fascinating things about that teaching is they never allowed it – it's an ancient Chinese teaching, truly, and they never allowed it to be taught because with any good, you can do harm, but basically, you can never cut love. And, the cool part about it is if you only do – and, I'm gonna give y'all six videos, so that way, you have the six coolest things – if you only ever do this one technique the way I teach it, you will feel so much better.

So, one of the other pieces is I have a grounding technique. It's really difficult because you can't see my whole body. That's in the video. Let's do this one. Touch the tip – take your left finger to the tip of your nose and tap three times – one, two, three. It's not little magical stuff, but it's actually a focus technique I used to teach all my corporate clients. The big CEOs who were not being great humans – I was able to get – "We need to get you focused, and tap, tap, tap." So, this got all of those ADD-type personalities – I used to be one, I get it.

Jaime: I have ADD. Keep telling me.

Sheevaun: I get it, I get it, I used to be one – and, it really gets you into the zone. It's maybe about 15 minutes, but really, we have pockets and windows of time that are super useful that are gonna help by this touching of the nose thing, and it helps take all of this chatter out here and get you into the one thing that you need to work on for those solid 15 minutes. And, energetically, what it does is it says, "Brain, do this thing, and you have this window of time, and then you can go off and do your other thing." So, it really gives all of this into one pointed arena, and you can actually accomplish more with less.

Jaime: Okay, by tapping – is it an NLP anchor or something?

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- Sheevaun: No, it's none of those – so, here's the cool part.
- Jaime: What is it?
- Sheevaun: I've never studied any of that stuff. I've been an energy geek since I was 3, so I would just come up with these weird hacks when people would say, "Hey" – like, when I was in corporate, they'd say, "Hey, I have a hangover. Can you fix this? Hey, I have this problem. Can you fix it? Hey, I'm thinking bad thoughts about these people and my clients. Can you do this?"
- So, they would ask me all these questions, so I'd come up with these cool things. And then, I found that they've been around for thousands and thousands of years, which is awesome. So, this little tapping of the nose allows all of your brainpower to really go here for a really good amount of time for you to really say, "Okay, I got this," and then you can back off. It's really fun.
- Jaime: Great. So, Pomodoro technique is usually what I tell my clients, which is 20 minutes and a timer, blah blah blah, so I'm gonna make them tap their nose first, and then do the Pomodoro.
- Sheevaun: Exactly!
- Jaime: So, how do you not have ADD anymore?
- Sheevaun: Lots of – so, it's not like I don't, it's just harnessed really well in a very – did you ever see that movie *Monsters, Inc.*?
- Jaime: Mm-hmm.
- Sheevaun: So, it's kind of like you see the doors going by in the – it's almost like a dry-cleaner, but the doors are going by, doors are going by, and I had this idea that if I could just open one door at a time while that's all still going – so, I created this whole system, and we actually use that in our own companies – "companies" meaning **Cloriess** and Trello – so that my brain can do its creative stuff, and my strategies and systems, et cetera are really put in a way that makes actually super logical sense once you've gotten it, but we're not trained in school how to have our creative really play with logic, so I actually put those two together. That's how I manage.
- Jaime: How is Trello – now, I'm very curious. I use Asana. We teach Trello and we teach Asana, and I'm wondering exactly what the system looks like because I would love to know how to set it up
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that it would help with the ADD side. Right now, what we do is I just don't let anybody assign me anything until I really have to know it, and then I only have a handful. That's what I do, but what do you do?

Sheevaun: Oh, yeah. So, it's super easy and super complicated, but it's really about how we have the flow handled and the process of start, in process, et cetera. So, we only have seven columns, and I always say I shouldn't have my face on anything at the end of the day, and at the beginning of the day, my face should be on a lot of things, just so I can look, and check, and be quick, and it's just, like, et cetera. So, it's really like the baton, and it's so fascinating how simple it is to run three companies with it, and communicate easily and fluidly, and really get ideas across, and not lose the trail.

Jaime: How does your day look, then? Are you doing a lot of the high, intense work in the morning? How do you deal with especially switching tasks and everything?

Sheevaun: So, my – I get up between 4:30 and 5:00, and between that time to 10:00 is my personal time, and it's my time to write. I've written 12 books, and I write all of our blogs, and I write all of our emails. I have so much information to share, particularly this energy thing because not a lot of people are talking about it in a really good, productive way.

So, I write a lot and do that, and then, I jump into meetings, et cetera, but I'm pretty – I have a couple booked-solid days, but the rest is really about exploring as to what can we do as an organization to get out there and be more of impact, have the proper income, and really streamline? So, is there something easier or better? So, I don't have a lot of tasks, truly. My biggest geekdom is how easy can we make it?

We use Zapier to extreme. We have all of these little systems that have said – we had a meeting the other day, and I was like – to my tech guy – “I have a dream. I have a dream that this and this and this come together.” And, being an ex-coder, I know it's doable. And, he said, “Oh, I think I can do that. I think I just need a few different components, and I think I can give that to you.” And so, that will take three hours off of one of my team's plate, which will then actually take and give me back another 45 minutes.

Jaime: Totally. How do you prioritize some of that stuff, especially with an ADD-like person that has all these ideas, and then, potentially,

in what's going and what's not going? Do you have to reshuffle and prioritize stuff?

Sheevaun: So, based upon energy – energy is my first language always, interestingly, and it has always been. No matter what company I was helping build, no matter what client I'm helping, I'm looking at the energy first to be like, "Where is the energy? In a kink, bungled up? And, is there something here that needs to be addressed, or is it just gonna work itself through?" So, I'm using energy first, and we teach those systems. I'm finishing a book on that, by the way – for businesses, thank God.

And then, the prioritization simply enough says, "Where's the greatest impact in revenue stream?", meaning is it going to – am I going to be tithing? I think Eben Pagan calls it "move the free line," whatever, but I call it tithing. Where am I giving back to the community that is going to help somebody so that eventually, maybe they'll come back to me, or I'll hear from them five years later and be like, "I heard you somewhere, and I know that you're for me, but I'm not ready for you," or "I heard you, and I need to..."

So, what little breadcrumbs can I leave out there that are gonna help get somebody's world opened up? The cord-cutting thing I've been teaching for 20 years. I don't know how many hundreds of thousands of people I've taught that to, but it's out there. Cool. I love it. So, my prioritization is impact, and then, is there a poss – can I make this revenue work for myself and if I'm working with clients?

Jaime: I know you work with a lot of clients, too, so can you give me some stories of – especially because the frazzled entrepreneur that has things getting thrown at them at all times, and don't lead by energy, and might be a bit drained, potentially – besides doing the cord-cutting and the nose-tapping thing, what do you have people walk through, and what's the beginning and the end of what it looks like after working with you?

Sheevaun: So, the wildest thing that confuses most people is I actually focus on getting people financially free first.

Jaime: Free first? Okay, so, not frazzled, but financially free. In what way? Tell me more.

Sheevaun: So, I always – there was a beautiful soul I was talking with

yesterday who – ex-corporate, finance geek something, and she was off – somebody had her doing off this other crap, and I was like, “Oh, no, no, no. This is the avenue I need you to go. This is the avenue that your soul is telling you, that has been pointing you in this direction, but everyone is telling you to do this other stuff, and you’re following what they’re saying.”

And so, what I’m teaching folks is to find the path of least resistance to their greatest income stream soonest, and that’s – some people call it alignment. I call it you’re doing something that you don’t know that you’re doing that is totally connected with what you’re here to do. Now, we just wanna teach you to monetize it.

Jaime: Oh, okay, so, greatest income – so, it’s not like I know that my greatest income stream could potentially be washing 100 cars a day – I’m just making this up, whatever the action is – and you go after it, but you hate it, but it’s the greatest income stream. It actually has to be aligned with your strengths or whatever you’re here to do.

Sheevaun: Yeah. So, you’ll be surprised. A lot of people are super surprised that what we come up with is to be like – so, I’ll give you an example. You asked for stories. I gave you one of that woman, and we put her on a track of “Okay, these are the kind of people you’re looking for,” and she’s like, “That’s so confusing. That sounds too easy.” Yes, that’s the point.

Another woman, who is a branding gal – she does branding and marketing, and she was beat up in the branding world, and she was doing all of these other things, and I was like, “No, this one ninja space is you. Go and create that whole platform and message, and that whole schematic that is the essence of everything that’s about the company, in the company, out of the company, the clients” – it’s not unusual, but she couldn’t see it, and she wasn’t even close to it.

Often, we’re doing a bunch of little things around it, and we’re not actually learning how to get the revenue to come to us, and that’s a big, important piece – to come to us in a way that is our greatest ally, and we have to learn to break our habits of how we ask for money, and ask for money in a very new way.

Jaime: Tell us more about that, because money coming to us is what people want, but...

Sheevaun: Yeah, that's a long conversation, but right now, let's just take it and back it up to as simple as I can make it. So, if you're worried about what they're thinking, you're not going to be asking for money in the right way. If you're in their head about what they're doing, there's no way that you can be in your own business, doing and asking for the sale or the money in a way that is whole and true for you. It's impossible.

Some people are really good at "I'd rather give it away." That's a really big thing, particularly for newbies in the first couple years, and my rule is you'd better not be giving stuff away because you're setting up a history of – if you give it away, then people are gonna assume it, and then you actually end up without any energy. So, if you're giving your stuff away – so, think about this energetically, y'all. If you're giving your stuff away, you're actually giving all of your energy to them, and you don't have anything back.

And so, that little dollar exchange – that little monetary exchange – is...we'll say creator's way of saying, "Yup, this is how we do goods and services, and this is how we actually help each other have more energy." So, if you can think of it like that – start with the cord-cutting and that – you're gonna actually have better asks. So, there's a lot more complication to it, but start with those two.

Jaime: Yeah, I have so many questions. I wanna dig a lot deeper. I went back to – oh, at the beginning, I didn't charge anyone. I couldn't charge anyone. It was horrible. Even my coach at the time told me to charge my best friend \$25.00 for a month of coaching. You know what I mean? I was already stressed out anyway with the little kiddos and all that fun stuff, and so, if you told me that back then, I would have been like – I didn't have enough confidence in myself. I needed to prove it to myself first before I could ask for money and get results. What would you say to people that are going through that right now?

Sheevaun: Well, the cool part about it is I actually don't focus on the confidence, I focus on something that is way more important, and it's really about what is the value – what can I do that is going to serve somebody? So, when I left corporate – very high-paying corporate job – I had my income completely back within the first nine months, and it's not like I was trying, but I really just went with the intention and the idea of I'm sharing something, and there has to be something that is shared back, and it can't just be for free.

And, I already knew that essence – I knew that from having helped build five companies – I just didn't know it energetically, and I didn't know most people don't do this. So, I was very clear of "Okay, well, therapists charge this and doctors charge this." I actually went and paid a doctor in cash. I wanted to pay a doctor in cash and find out how much doctors charge. It was \$285.00. I was like, "Oh, well, freaking \$300.00 an hour? That's totally a deal!" So, you really have to go and prove it rather than try to get the confidence, in my humble opinion, because if you can prove it, then the confidence starts coming.

Jaime: Well, it's a catch-22. It makes it very difficult, especially when you're not good at what you do. If you've done it before and you at least know that you had such a high level of skillset beforehand, it seems like then it's easier – did you already have the confidence? Not the confidence to charge, but the confidence in the skillset.

Sheevaun: No. I was doing woo crap before it was cool to talk about it. I was talking about energy and bioelectric magnetic fields.

Jaime: That's awesome – which is true.

Sheevaun: It is accurate, but that's how I was talking at the time, and people would be like, "I don't know what you do, but things miraculously happen whenever you do what you do, so I want more of that."

Jaime: Tell us a little bit more about the synchronicities that can line up when you actually line up the energy because I think that's the thing that – people just assume we're a world of grit, and doing things that we hate gets us money, or we hustle, or so many other pieces to this culture that we have. So, tell me a little bit more about how you can do it with joy, like you were talking about.

Sheevaun: It doesn't mean – okay, so, let's back up and let's talk with the grit, and the hard, and the hustle, and so on. That's actually Industrial Age. If you think about it, it's Industrial Age, and it's when we were out building houses, steel mills, and all of these other things, and thread, and yarn, and all of these things. That's the Industrial Age. So, those words are from a time that actually doesn't exist anymore.

So, we're in an Energy Age because we have wi-fi. When I first started this, we didn't have wi-fi, so I didn't have an easy way to say that you can talk to somebody in your head on the other side of the world. Now, you can actually talk to somebody in your head on

the other side of the world! So, really, what we've done is we've taken all of these concepts that are esoteric, and we're now outsourcing them into technology. And so, it's like – okay, where is it that somebody has a desire to get their message out there, yet everyone has what I call “pooped on their party” – family, friends, teachers, blah blah blah, “That's stupid, that's silly, that's wrong”?

I always say if you really, really feel it – meaning sense it in here, and it doesn't make sense to anybody else, but it's just like “I gotta go and do it,” I always say do put your fingers in your ears, go “La la la la la,” and find somebody to help you get it, and monetize it first. Most people build a website, an Instagram, and all those things first. No, no, no. Learn how to monetize it first so that all those things are secondary, and we can just jam on getting you ahead and out there more.

So, if you can do this out of “I want to help somebody because I needed help somewhere,” it's gonna get you started, and it's actually gonna leave breadcrumbs as to what your alignment aspect is. I happened to find it being pushed into it. I always sensed and expressed and tried to figure out why everybody didn't see and talk and understand things that I could see, and I just didn't say anything. And so, my own near-death after having – when I was in the middle of building one of the companies was like, “Oh, I get it. People don't think like me.” I didn't understand.

And so, we all have our own unique way of thinking, and everybody wants to put us in their box. I always say you have a sphere of influence that you actually – that is unique that you're here to do, and share, and give, and get money from, energy from. It's supposed to be a great exchange. You have something. That is exactly why we're all put here, and now we just tap into that. It's a little tap, and then a little, tiny tap, get the energy back, get the energy sorted out, clean up the poopy thoughts, little tap ahead.

So, I call it the upward-trending spiral rather than what most I've seen out there teaching is, “This! Go, hurry, fast, yay! Get the car, and get the this, and do the this, and push, push!”, and then, big collapse energetically. And, a lot of those folks come to me to fix them.

So, I teach “Let's teach this, okay, great,” and then you swing down a little bit, and then you go up again, and then you maybe swing down a little bit, and then you go up again, and it continues to build on each other so that you have a long, sustainable set of

income and skills that you can continue to build from, or grow into something else, or sell, or go and find that next thing that you wanna do. But, it doesn't ever has to be hard, like the Industrial Age.

Jaime: How do you get people to figure out what that is? Besides hiring you, how do they figure out what it is for themselves? Because if it seems so innate that they don't notice it – that's why they'll buy a million programs, I'm assuming, and they get advice from this person, and that doesn't work, and they get advice from this person, and that doesn't work. How do they actually figure that stuff out?

Sheevaun: I love that you said that, and that was that conversation with that girl yesterday. She says, "I think you're gonna ask me to buy something." I said, "Actually, I'm gonna tell you not to because you're not ready for me." So, the most important thing is what do you have that you're doing that you would give away for free, and go and do that, and then learn to ask for the money. What do you have that you would give away for free?

I had one client, and she would give away for free these amazing, cool knitted scarves, and she's like, "I wanna be a clarity coach," and I was like, "But, I would pay you \$400.00 for that thing." She's like, "Really?" "Yes, I totally would!" It was so gorgeous. So, we're doing something already, and it's look in your own world. Maybe write a list. Maybe write a list for a month of 10 things every day, and you're gonna have to push yourself if you write a list of 10 things every day. There's an audio that we have – oh, this is coming – "Living Wealthy and Prosperous."

A friend of mine – one of the companies I helped build was a pharmaceutical company, and he wanted out bad, and he was like, "I'll do whatever you say." I was like, "Listen, all right. Get all of my audios, do all of them, but more importantly, listen to this one, and it's gonna lead you to your thing." He was like, "You're a sicko," and I was like, "Yes, I am, but it's gonna work." And so, in there, it goes over 100-odd things and really pulls it out, and now he's a really well-known financial planner, and he's like, "I would have never gone in that direction had I not gone through all those exercises of 100-odd things."

Jaime: So, people can find it themselves. It just take a lot of introspection, or...?

Sheevaun: No, it has – you can find it yourself, but you have to be willing to say, “Oh, it’s that? Huh. What if people paid me for that?” It’s kind of like that. That sounds very flimsy, but I know everybody who is gonna watch and listen – they’re gonna be like, “Yeah, that kind of came to me like this, and this kind of moved in this direction.” If those are happening, pay attention, and then start saying yes, and then start saying more yeses, and if it makes illogical sense – not meaning NOP nonsense, truly –

Jaime: Is it nonsense?

Sheevaun: Truly, it is, yes. Energetically, it will turn you upside down. It will actually take you off your path.

Jaime: Oh, NOP will?

Sheevaun: I’m sorry. God bless all you NOP people. I love you all, you’re amazing, but energetically, I’ve just seen too many things, I know too much about it. Just saying. There are some that are really good, but anyway... But, if you’re looking to do it that way, you can’t get there faster. You can actually get there faster if you’re gonna say, “Hey, there’s this one thing that I do, and let me just see – let me go and give this to people, and then let me just find out if they’re gonna pay me for it.”

And, if they pay you for it, great. Then, you start saying yes, and if it makes illogical sense – we’ll go back to that for a second. “Illogical sense” means it’s a higher kind of wisdom-y thing that’s like, “Ah, that doesn’t quite make sense; I gotta do that.” Do a little investigation. Don’t be hook, line, sinker, and pull. Do a little investigation. Make sure that it’s real, and true, and whole. I’m a scientist, so I’m all about that. Have a conversation, and then stay out of the logic and start saying yeses.

Jaime: So, if they already have what the purpose is or they already have that thing that they’re actually starting to make some money, how do they actually make that go way bigger? How do they scale the thing already, especially if it’s a service-based – if they are a coach, a branding expert, or whatever, and it’s a service-based thing, and that’s their secret sauce, how can they really grow and scale that to be really big?

Sheevaun: Well, that’s when you really have to hire people that are gonna show you the path because doing it on your own – unless you’ve done it – and, I have done it multiples of times before I started this,

and I didn't know that most people don't. Unless you've really helped people scale to the multimillions, you're gonna top out at a particular type of knowledge and you're gonna top out at a particular baseline of income.

And, it's really a fascinating thing about how people top out. Some people top out because they don't delegate well. Some people top out because they hire the wrong people. Some people top out because they're unconsciously playing a game. Some people – everyone has their own stuff, and this is when I say the entrepreneurial journey – totally the most...spiritual journey you could ever be on for whatever your spirituality is, because it's gonna make you deal with your stuff, and it's gonna make you deal with what you think you don't know, and it's gonna make you learn that you better not be saying "I know this."

I always call that the need to be right. Most people – most entrepreneurs have the need to be right. "Oh, I got it. I'm good." I always say, "Well, what's your income?" They'll give me a number, and I'll say, "Well, what do you want?" They'll give me "I want \$10 million." I'm like, "Well, then, you don't get it, because if you really knew it, then you would already be at \$10 million." So, that's a really big thing. Put a big pin in "Do I have a need to be right on this?"

Jaime: That just made me think of my daughter, who doesn't want any information because she knows all the things. I was like, "Hmm, yeah, that's great," but it also makes – go ahead.

Sheevaun: So, there's a cool story, and this happened with one of my clients last night. Super brilliant, amazing. He is a coder of – one of those natural coders; he never had to take classes or anything. What we discovered last night – and, he's building this cool 3D company thing – he said, "Oh, I had this thing that I didn't need to learn stuff, that I already knew everything."

And so, really, what it's done is it's hindered him getting sales because he has all of these leads, and everybody wants to say yes, and he is in this – so, it's really fascinating. So, we'll see if he gets the sale today. I expect that he will, but he had this big thing from when he was a child because things came so easy, and he really just had a sense of things, but the challenge we face is we have to really learn to take that hat off.

Jaime: And actually learn something new so you can actually change the

game of what you're working on.

Sheevaun: Well, not just learn something new, but learn to play the game of life. We actually have to learn to play the game of life because the game of life is actually made from nature, and there's a higher game that is energetic that we can play that's easier, more fun. I don't really consider anything that I do work, except dealing with the IRS and refinancing. That's kind of work, but some people don't find that work, but that's me. I find that work.

And, it's like, how much energy can I expend at doing something that is going to be of value to somebody else? I don't consider any of it, and I feel like it's – if I can do more of it, I can be a gift and help more and more folks. It would be like, "How many suns can I light? How many little lights can I help get sparked up, and light, and doing their amazing work out there in some way, and out in the world?" And, that would be my mission, and if I'm in that, then monetization comes back.

Jaime: So, in the coder example, for him, how do you get him to play the game of life? You said he needs to remove the hat, so what is that? How do you get him to play the game of life in a fun way?

Sheevaun: So, his game of life was – so, I was like, "Go and be an 8-year-old, and just go and ask people for stuff out loud." That was his homework.

Jaime: For his calls, or just in general in life?

Sheevaun: In general in life for the moment, and let's see what the response is, because I know – I've watched him interact with folks, and when I see him do this funny 8-year-old energy – that's the energy I see him doing – it just naturally comes, and people just say, "Yes, of course, I will pay you for that. I will do that with you."

Jaime: Okay, that makes sense. So, the resistance he was feeling beforehand of his childhood self versus the new 8-year-old energy – of being able to match that.

Sheevaun: Well, fascinating – he wasn't feeling resistance, he just wasn't getting sales. He wasn't getting sales.

Jaime: Okay. But, he wasn't feeling any resistance – why weren't they saying yes if he was aligned with it, or was it just because he wasn't feeling it?

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- Sheevaun: The result – so, here’s something interesting. Because I focus on the money piece, the money is gonna tell me where the energy goes or doesn’t go, so that’s where I start. That’s the answer to what you just asked. He wasn’t getting money. He wasn’t getting the sale. He had a lot of leads, and he wasn’t getting the sale.
- Jaime: Okay. I think I get it. I guess I’m... He was asking for money, or he wasn’t asking for the sale?
- Sheevaun: It was an implied ask.
- Jaime: Okay, that makes more sense. I thought if he was asking, he must have been getting noes, and he must have been asking in a way that wasn’t receptive.
- Sheevaun: Right. He wasn’t even getting noes, he was just getting the implied ask, the implied yes. A lot of people do that in their business, don’t they?
- Jaime: Totally, yes. You have to actually ask the question if you wanna get the sale in. That’s something that a lot of people don’t understand. I know I didn’t at first. I was like, “Yeah, I guess I do have to actually ask, then wait and see what they say,” instead of sidestepping it, which I also used to do. That makes a little more sense. I was a little confused. So, I know we have to start wrapping up. I know it’s been a little bit of time. I know you’ve written 12 books, so in a second, I would love to hear a little bit more about those, but what is one action listeners can take this week to help move them forward toward their goal of \$1 million?
- Sheevaun: I would say do that cord-cutting thing and go to freekickstarter.com and get all six videos. Do those every day for 30 days, and I bet your life will turn around.
- Jaime: What was the URL again for the six videos?
- Sheevaun: freekickstarter.com.
- Jaime: So, like Kickstarter, but Free Kickstarter, and you own that domain.
- Sheevaun: I do. Isn’t that wild? I don’t know how I ended up with it, but I wished it, and I have it.
- Jaime: Okay, good. Check that out, everyone. What are some of the books
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that you have? Are they on Amazon also?

Sheevaun: Everything's on Amazon. One is *12 Essential Energies for Personal Power*, to really get our powerful selves out there. Another one that's a little random is *The Secret Energy of Sex*. I have actually found that people have wonky sex energy, and it messes up their business, weirdly enough, and I talk about that. I have *The Secret Energy of Health*, *The Secret Energy of Food*, we've got *The Five Essential Energies to Immediate Success*.

Jaime: Awesome. Do you have them all on your website, too?

Sheevaun: Yeah, they're all there.

Jaime: Say your website again, and can you spell it for everybody so that they can hear it, so they know how to spell your name?

Sheevaun: I know. It's Sheevaun, S-H-E-E-V-A-U-N M-O-R-A-N dot com, and then just hit the "Shop store" and you can find it, or you can just go to Amazon.

Jaime: Awesome, and we'll definitely link that up. I know everybody needs to be able to spell it, but make sure you link it in the show notes, so that way, we can check it out. Thanks for coming on the show today. I really appreciate it.

Sheevaun: Thank you. I had so much fun.

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Duration: 42 minutes