

Announcer: [00:05](#) Welcome to the Feed U Podcast, giving you the real scoop on raising your business to new Heights, expert education, inspiration and motivation to fuel your purpose, your passion, and your profits. Here's your host, Alisa Conner.

Alisa Conner: [00:26](#) Hello, hello and welcome to the Feed U Podcast. If you are just joining me for the first time, thank you for joining me and welcome if you tune in every week. I really appreciate you and I'm so glad you're here. I know you have options when it comes to your listening pleasure and I appreciate you tuning in. So thanks for tuning in every week. And um, I just really appreciate you. So this week we are talking about the power of connecting your intentions to your actions. And when I say the power of those two things combined together, I mean the power in the shifts you can make not only in your business but in your life. And so I wanted to kind of talk about that, um, at length because I think it's really important, um, that both of those pieces are connected to get connected together. I think a lot of times you are afforded the opportunity to set an intention, but then when there's no action behind that intention, we stand in wonder, Hey, why didn't that intention come to fruition? And it's because there was no action behind the intention. So I wanted to talk about that a little bit. It's a little bit more um, on the, Oh, I dunno, spiritual slash, um, mental plane than it is business strategy. But it can be very, very important for you to take in, to consideration this component of your business. Because without the intention, it's going to be very difficult for you to reach the goals you've set for yourself to see the profits you want to see in your business. And you may think I'm, I don't really know what that has to do with anything. If I just hustle, hustle, hustle, um, you know, I will get what's coming to me. And the reality is, is what I have found, especially in this last week, is I can actually work less and see bigger results. And that's part of what I wanted to share with you in this episode is the awareness that has come to me after taking a week of stay-cation, not quite a week, but almost a week of stay-cation. And um, the incremental increase I saw in my business in this last month. I mean I did not push myself to the limit like I normally do and I'm, if you know me at all, I am a go getter. I do not sit around very often. I don't, um, I just go, go, go, go, go. And I think part of that is the busy-ness makes me feel productive. But the reality is if I get really intentional about what I'm doing, I don't have to spend as much time doing that. I can do, um, more self care and take care of myself better and I can see higher results. And so that's what I wanted to offer to you in this episode today is to really take a look at, you know, what is going on in your world. Are you running yourself into the ground? And if you are, do you need to take a step back and revisit your

intentions, your goals, and align your actions with those intentions and goals? So before we get started, let's just take a quick minute and hear from our sponsor.

Announcer:

[03:43](#)

One of the biggest frustrations I hear from business owners on a regular basis is I need more clients and I get it. Every business struggles with getting new clients until you know how to do it. The problem is is you spend your time networking and going to events and making phone calls that don't go anywhere. You're out trying to attract people to you when there is a much easier way. Grow in your email list is so important because it fills your list with potential clients who actually want to hear from you and it gives you the ability to reach out to them on a regular basis and share what you have to offer to grow your email list. You've got to have a great free download. Sign up for our free newsletter isn't working anymore. You've got to create a download that peaks their interest, gets them to take action and adds them to your list. Sounds easy, right? Of course. It's not easy. That's exactly why I created my new free training. To help you create an awesome free download, you can sign up at Alisaconner.com/createmyfreebie. This live training is going to present the five easy steps that I've used with my clients to help them go from hot mass marketing to growing an email list that they consistently get sales from. So you don't want to miss this training. Head on over to Alisaconner.com/createmyfreebie and sign up today. I'll see you inside.

Alisa Conner:

[05:18](#)

Um, I kinda just feel like I want to dive right in to the power of setting your intentions and taking action. So I'm going to do that. So when I was brainstorming a little bit for this episode, as I was getting ready to record it, the thought that came into my mind is that an intention is really a contract between your conscious and your subconscious mind. And I have mentioned on previous episodes, and if you have been around me at all with on Facebook live or met me in person, you'll know that I talk about your subconscious mind a lot. Um, because in reality your subconscious mind is the one that's running the show. And we don't like to think that we like to think that we're in control of everything. We'd like to think that, Oh no, I've got it. But in reality, your subconscious controls 95% of what's going on in your current existence.

Alisa Conner:

[06:10](#)

So if you don't like what's going on in your current existence, um, you need to reprogram and re calculate your subconscious. And unfortunately, a lot of what happens in our subconscious is we're not aware of it. And so that's the first step is you've got to become aware of what you really are thinking and digging into, you know, what is driving, what is driving that,

what is moving that forward. Um, and it may not. Sometimes there's a reckoning that happens. I don't know another word. Our reckoning is just like a word that comes to me cause it's very powerful but it's like a wrecking ball. It'll come in and it'll really, it could just like completely destroy who you thought you were and align you with who you want to be. And I've had that experience and so I can speak from that experience and uh, it's very, very close to me and it's not, um, it's not far out there. It is something that I think specifically I feel like it started happening, um, mid life. But it can happen at any time, you know, when you're confronted with a major change in your life. So just be aware of that is that you have, um, if you have an intention, you are connecting your subconscious to your consciousness and saying, you know, consciously I want to be able to do this and that sets the tone for your sub-consciousness to follow.

Alisa Conner:

[07:36](#)

So when we're looking at that, um, a lot of times there are definitely steps to setting an intention. So I wanted, uh, to share with you a couple little stories cause I thought these were really relevant and there are things that happened within the last week of me recording this. Um, so I took a little staycation. My best friend was here from, um, from Vancouver, Washington, which is right outside of Portland. And we, we typically do, you know, some kind of, I dunno, soul searching, I'm going to just say soul searching when we're together. And we, we usually do, you know, some sort of, um, meditation or, you know, I don't know what else did, I dunno how else to classify it, but we do a lot of, uh, she loves gems. So we'll go Jim's shopping and sometimes we'll go and get, um, we'll go to as metaphysical stores and, and just, you know, we just kind of hang out and do stuff like that. And it's kind of a, a reconnection to, um, you know, what's going different ways to look at our reality and different ways to kind of evaluate, you know, what do we want to modify and what things are going well, what things are not. And, um, so that's kind of what this week has been. So in that she signed us up for, and sometimes I just go, okay, take the wheel. I don't, you know, I'm busy and I don't have time to plan stuff. And this way you get to pick what you want while she took the wheel and, um, signed us up for this painting, I'm going to call it a painting session. And it was pre, um, the painting was, um, before we painted, I, my words are not working today, but before we painted, they had a guided meditation and I meditate every day. And so I'm not saying that because, you know, uh, I, I'm not asking for glory or anything about that, but I meditate every day because that's my time to be quiet.

Alisa Conner: [09:35](#) It's my time to send her my mind and it's in my mind, it needs to be a time of quiet. Well, this guided meditation, I was just like, Oh my gosh, this is the opposite of what meditation should be. And so we're at this house, this beautiful house in the mountains. And this lady who, um, she just, I don't know, she just rubbed me wrong. Like everything about her rubbed me wrong and she was super nice, but it just rubbed me wrong. And I was, she, she seemed about as centered and spiritual as a runaway model and I just was like, and that may be a very general, uh, overgeneralization, but it just was like, what are you doing? And um, so the whole experience was very, very different for me than it was for my friend. But as we started this guided meditation, she turns on this CD and it's super loud and it's like, I don't know if you've ever listened to those like kind of, kind, kinda sounded like jungle III music, but it lots of drumming and it was just really loud.

Alisa Conner: [10:35](#) And then you kind of hear these subliminal words coming through. Well, in the meantime, she starts lighting like every kind of incense under the sun. And so you've got Palo Santo and then you've got some Sage and you, and she just keeps doing all of these things. And then she starts ringing different singing bells. And it was just so much that I was like, I, anything I would have wanted to do to meditate was counteracted by all the racket, all the smells and all, everything that was going on. And, uh, that's sort of the opposite of what you're trying to do when you meditate. And so I tell you the story because I just thought it was kind of ironic that here's this lady who was like, yeah, tune into your essence. You can go paint it. Um, while we meditate. Yet there's all this racket going on.

Alisa Conner: [11:20](#) And it was just like the whole situation was awkward. You're laying in somebody's living room, these are people you don't know. Um, and so it was just really strange. And I was thinking about, you know, when I was introduced to meditation, it's been many, many years ago now. But you know, the more I've dove into the practice of meditation and it is definitely a practice, the quiet my meditation has become, um, very often. I just have a bell that will ring at the beginning, at the end. And it's, it's time for you to quiet your mind and it's very hard to quiet your mind when you have all that racket going on. And so the whole reason that I am telling you this story, I digress, is that, um, I think sometimes we get really caught up in what we think meditation should look like and what it should include and it should have all of these things.

Alisa Conner: [12:12](#) And if you have all your ducks in a row, uh, then you're meditating. And the reality is, is you don't have to sit a certain

way. You don't have to have incense, you don't need to have a candle, you don't need to have, um, clinging bells. You don't need to have any of that stuff. What you need to do is sit down on the floor, inhale deeply, close your eyes and breathe. And that's it. Like there's no magical way to do this. You just need to sit and breathe. And yes, you're going to have thoughts and that's very normal. And if you don't have thoughts running through your head, I would be highly surprised because I don't know anybody who has meditated in their entire life who doesn't have thoughts running rampant through their head, at least part of the time when they're meditating. Um, and I tell you this because when you're tuning into your intention, it's almost critical and essential that you have some quiet time to really focus inwardly because you can't connect your subconscious and your consciousness without quiet.

Alisa Conner:

[13:07](#)

There is no possibility to do that. Um, and one of the Mo, and I can't remember where I heard this, but one of the wisest lessons or instructions I ever received for meditating is too, listen for the silence in between your thoughts. And that sounds sort of strange. You're like, okay, I have all these thoughts running, but how do you get to the silence in between? Well, if you can, it's almost like an an inhale and then you hear the silence and then the exhale the thought starts. But if you can focus on that inhale where that silence begins and then that time frame will become longer and longer. And the then you're in the silence and your, your thoughts will just kind of float by like clouds. And it's interesting when you practice it and you try it. And that's why meditation is a practice because you have to be comfortable with the thoughts that go ran running through your mind in order to get to the point where you can hear yourself, if that makes sense.

Alisa Conner:

[14:15](#)

And so I guess I am relaying this story to you because I think that we have this, um, sometimes we have this illusion that meditation looks a certain way and I just want you to know that it's very easy for you to tune into who you are and listen to yourself and listen to what you really want and listened to your higher purpose. That will come through without any tools or techniques or noise or anything. You don't need anything. You just need to sit and breathe and however that happens for you. Um, so I tell you all of this because I am encouraging you to find some time each day to do that. Because when you do that, you will find your life will change. Even if it's five minutes a day, your life will change. Um, and when you are able to do that, you are able to set an intention which is very different than a goal.

Alisa Conner: [15:15](#) An intention is when you are aligning who you are with what you do and when you can create that alignment, you make changes in the world. And that's really, really powerful, especially in, um, today's world where we can be very, very distracted. There are so many things that take our attention and take us down paths that, you know, Oh, that looks great and that looks great. And especially as an entrepreneur or business owner, um, you know, it's really easy to get distracted by the next new technique or the next new social media platform and the next, you know, um, process or whatever it might be. But in reality, if you don't have your purpose aligned with where you want to go in your business, you're never going to get there. Um, because you're not in alignment with who you are. So I'm going to encourage you to take some time to meditate and listen for those gaps in between your thoughts.

Alisa Conner: [16:13](#) And when you get there, um, your, your next step is to actually set your intention and, um, your intention can be anything you want it to be. It doesn't have to be this big glorious, like I intend to make \$1 million. Well that's great, but you might not get that done in one day. So I'm sometimes taking those intentions and making them smaller so that you can take the steps you need to get to those goals. And really, um, whenever I meet people that were like, Oh, I wanna make \$1 million, I really, um, I question why they want to do that. And I think there's a lot of people out there that will tell you, you know, chase chase the goal, the big goals of money. Um, but you never really hear them break down why you would want to do that. And I'm, I'm not saying there's anything wrong with making lots and lots of money.

Alisa Conner: [16:59](#) In fact, I think, you know, the more money you can make, the more people you can help. However, I questioned you, I question your intention. Like if you're just wanting to make \$1 million just to make \$1 million, that's not in alignment with your purpose, I can guarantee it because the intention behind that money is just, there's no, there's none there. It's just I just want to make the money just so I can say I made it. Well, that's not in alignment with your higher purpose. So if you want to make that money, you know, and you have an intention to do that, maybe you have a higher purpose behind it. So for me, one of my higher purposes is that I at some point want to create a center in Denver that helps alleviate homelessness. And uh, not from the perspective of just handing money and saying, Hey, good luck.

Alisa Conner: [17:50](#) But giving them the skills, the resources and the tools they need to get a step up from the whatever situation, put them into being homeless and bringing them to, um, a possibility and the

hope of restarting their life again. And that may be some sort of medical treatment. It could be some sort of, um, mental treatment. Like maybe they have a, a mental, um, what am I trying to say? I don't want to say disease cause I don't like that word, but I'm gonna go with it. But you know, they may have something that mentally is affecting them and they're not able to work or they may have just fallen on hard luck. And they, um, got into a situation where they ended up homeless and they don't, you know, they don't have somewhere to place their things and they don't have clothes to go get a job and they can't interview and they don't, you know, there is no safety net there and they don't have job skills.

Alisa Conner:

[18:41](#)

But I wanna that's one of the reasons that I have the intention I have for my business is I want to at some point create that center. And so that's a very different intention then, Hey, I want to make millions of dollars, um, because my intention is not really for me to make millions of dollars. It's for me to make that so that I can create this world changing opportunity for other people. So I just, I encourage you to look at your intentions and they don't have to be that big. So when I'm, I have the best massage therapist that I go to and one of the things that she asks us to do before we get on the table is to set an intention for the session. And that's where I learned a lot about intentions. And, um, it can also, it can be very simple like, um, you know, my intention is to release whatever emotion I'm holding in my shoulder.

Alisa Conner:

[19:35](#)

I'm, I'm just using that as a very simple example. Or it can be, you know, I want to nurture myself a little bit more today. Um, but just being really clear with those intentions and setting them so that your subconscious is in alignment with where your conscious body is at that time really, um, offers the power of the healing to take place when you're on that table. And the same goes for your life. So when you set an intention, even if you're going for a walk, a lot of times it's really easy to go for a walk, put on your music and just tune out. But, um, I've even gotten to the habit of setting an intention, and this is such a simple intention, but it really is pretty powerful. Um, that when I go for a walk before he leave, I'm like, Oh, you know, I'd really like to know a little bit more about how to handle X in my business and I'll go for my walk.

Alisa Conner:

[20:28](#)

And when I come back, you know, it might not appear on my walk or it might not even appear, you know, after I've been home. But I may be like, for some reason I always get inspiration in the shower and I, several people that do that, but I'll be taking a shower and I'll be like, I swear I need like a

notepad in there that doesn't wash away. Um, but I always
some idea like it'll come to me and I think it's justL , you know,
the physical moving for me aligns, um, my energy in some way
that my subconscious can come out quicker or my internal
guidance comes out quicker. Um, once I exercise and I just kind
of take a mind break. So set your intention and then this is the
hard part. Release it. Like set your intention like I want to do
this, but when you don't release it, you go into control mode
and then your subconscious no longer is involved because
you're trying to control the outcome.

Alisa Conner:

[21:23](#)

And so when you're setting that intention, I want to encourage
you to release the intention and let the universe, um, take you
on a journey to get there. And don't worry so much about the
details, just go with the flow and you will be shocked and
amazed at how your life unfolds when you do that. Um, I have
seen it time and time again and in fact, my friend that has been
visiting this week, she saw it, um, probably for the first time
since I've known her. Really start to unfold in her life. Um,
throughout this entire trip there, right. People were put in place
in front of her. Um, she went tall, you know, she, all of the
things that she did just magically aligned and it was because she
just said, I'm going on this trip and you know, I just, I know that
I'm going to go and this is where, this is kind of my general plan.

Alisa Conner:

[22:14](#)

I want to go to the mountains and spend time with, with Alisa
and the, um, I'm just gonna see how it unfolds. And it all
unfolded exactly the way it was supposed to and exactly for her
higher purpose. So, um, even though the crazy painting story
and, and the painting was actually really great, um, the
meditation part for me was not great, but that was, that led to
another conversation with her, with the hosts of that event, um,
to a possibility of her doing work with them as a massage
therapist. So that's what I'm talking about. When the universe
aligns, like, you don't need to worry about the details, you just
need to follow the clues. It's like a Nancy drew mystery in that
way. And follow the clues, take the action that the um, that
your purpose, your higher, your higher wisdom. How I always
say I'm the universe, that's just my, my personal term.

Alisa Conner:

[23:13](#)

But it could be, you know, God, it could be your higher wisdom,
it could be guidance, but clues are there. Um, I get a lot of my
clues from the animal world and, um, I always know when I'm
on track cause I have all these little birds that follow me around
and they're all different and um, they will all tell me one thing
or another. And um, so just be aware of that. Just I think
awareness is a really big piece of this. So when you're sending
that intention and you're taking those actions, you need to be

aware of the, from your divine wisdom and from, um, you know, your higher purpose. So another key piece about setting that intention is to either say it out loud or to write it down or both. And I have found that to be the case. Um, and that I, I see better results when I do that.

Alisa Conner:

[24:04](#)

I don't always do it. Um, but the times almost cements it, it cements the contract between your subconscious and your consciousness is that, you know, I really do intend this and um, it comes to fruition much more quickly. That's the other thing I found is when I actually speak it aloud or um, I write it down or both, especially if you do both. Um, it cements it because you are making the connection between your subconscious mind and your conscious mind. And so I would highly recommend that you in some way document it either verbally or writing it down. And then this is another thing that people really forget is they like, so you'll have a lot of people that go, I'm going to manage to manifest a brand new house and then they just sit and wait. And unfortunately it doesn't work that way. And so yes, you can put your intentions and your desires out there, whatever they might be, but you have to take the action steps to make them happen.

Alisa Conner:

[25:06](#)

There isn't a magical manifestation very that's going to come and deliver what you want. Um, while you just sit around eating Bon bons waiting for it to arrive. That isn't the way the world works. And so when I say you're going to get clues from your intuition and from your higher guidance or from God or from, you know, however you define that, um, you have to be aware. You have to be tuned in enough to pay attention to those clues and then take the action they are encouraging you to take. Um, and so what would that look like in your business? So maybe your, your business is, I intend to have five new clients by the end of the month. Well, um, you can have that intention all day long, but if you sit and play solitaire at your computer, you're never, that intention is not gonna come to fruition. You have to take the action steps of going out and meeting new people, creating content to attract new people.

Alisa Conner:

[25:55](#)

I'm having conversations with people to convert them into clients, whatever that might look like. And so those, that's what I'm talking about when I say you need to take, um, intentional action to create the intention that you want to come to fruition. So, um, as you were taking those action steps, again, I want to repeat, you know, set the intention but let it go. And so don't be so focused on, okay, I have to have five clients with blonde hair and blue eyes and they have to be, um, you know, this, this age and have this kind of money because it's very hard. I won't say

it's hard for the university to deliver that, but you're more likely going to be disappointed. What you think is in your best interest is not really necessarily will be delivered to you by the universe, um, in, in the way that you perceive it.

Alisa Conner:

[26:50](#)

And so if you can be open to those details and you can be open to what arrives and be aware of what is arriving and take action in that awareness, um, it will always turn out for your highest good. So, um, let go of how it looks and instead focus on what you can do to move it along, if that makes sense. Um, and then one of the things that I really, um, have found with as I've played with this, and I've been playing with this probably for about two years now, um, is that serendipitously people will show up, you'll be at the right place at the right time. And the more you are aware of that, the more often it happens. And so there's just some sort of magnetic, um, I field is not the right word, but it magnetizes more action and more and more of that will show up the more you pay attention to it.

Alisa Conner:

[27:49](#)

So just believe that there is serendipity that, and have faith and walk in faith rather than, um, having it needed to be proven to you and you will find again and again that things will just magically happen the way they're supposed to and the way that, you know, ultimately results in your highest good. And, um, I had this happen in opposite ways too where, you know, have really, really wanted to work with a client. And then for some reason it doesn't work out, either they don't have the budget or um, you know, they don't, we don't align with, you know, what needs to be done or whatever it might be. And in the end I will find out in one way or another, you know, what, whoever ended up working with them, what that situation look like. And I was like, I was dodging a bullet in the end because even though I was disappointed by that decision at the time, in reality, it was not for my highest good and it would have made me very, very miserable to work with that person.

Alisa Conner:

[28:52](#)

So, um, just believe in serendipity, walk with faith and, and lose control, like let go of the need to control everything that's happening, um, and always take action in what you can do and just let go of the outcome as much as you can. So, um, the other, this is really, I actually had to go look this quote up specifically and cause I've heard it from two or three different people that I follow and that I really admire in the business world. Um, but I, and I have not read this book and now I'm going to go read it. So I'll report back after I read it. But I'm Paulo Coelho, I am going to butcher this Paulo Coelho who wrote the Alchemist says, when you want something, all of the universe conspires in helping you to it. And um, I heard this a little bit

differently from one of my mentors as he said, you know, if you can remember that the universe is always conspiring for you to succeed and everything in life is conspiring, is conspiring to help you succeed.

Alisa Conner:

[29:59](#)

Then when you look at the world that way, um, and you set your intention, you know that if that, that intention came from somewhere and if it's truly aligned with your purpose, the universe is going to make it. So like, and that can even be like, even if you, it's, so I want, I guess, let me back up. You can set whatever intention you want, but if your intention is for something negative, you know, like, uh, I'm trying to think of something off the top of my head, but you know, whether your thoughts are positive or negative, the universe will deliver what you put out there. And so if your thought is, is that everyone is more successful than me, then you will continue to have that delivered to you by the universe because that's the intention you have sent to the universe versus, um, you know, I am successful in everything I do and money comes to me easily and things like that.

Alisa Conner:

[30:56](#)

And you can follow that up with action. The universe has no choice but to deliver that to you because that is the intention you set and you have put the power of energy behind it. So I want you to be aware of what you, I guess it's, you know, be careful with your wishes because that's what you're going to get delivered, whether it's conscious or unconscious. Um, but just remember that ultimately as you move forward and you set that intention and you're taking action steps towards that intention, that the universe is always conspiring to help you. It's always looking out for your highest good. And if you can tune into that and tune into those steps, um, it will come faster and faster and faster. And there are no, um, limits to that. There's no limit to what you can create. There's no limit to what you can ask for.

Alisa Conner:

[31:45](#)

Um, and I think we are sold a align in the Western world specifically. You know that you have to work really hard for what you get. You have to work really hard to make money. You have to, um, and I was raised in that environment too. So, but that, you know, I have just, just recently here at, um, you know, almost 50 realize that that's not true. I don't have to work myself to the bone and I can make more money if not, you know, as much, if not more money. And it's almost always more money by not working myself to the bone and being tuned into, um, working with people that I just really, really enjoy and not just taking every piece of business that comes through the door.

Um, and so I wanted to give you an example of intentional action. So I just use a very simple example.

Alisa Conner:

[32:39](#)

So if you wanted to start a business, so say you're in a job and you don't love it, but you, you love, like, um, I'm just going to use an example. You're in corporate America, but you love making cupcakes and you decide, I just, I really want to make cupcakes. But you, you know, you have bills to pay so you stay in your job, but you can still put the intention out there that Sunday I'm going to have cupcake truck. And you, you set that intention and you quietly listen and you start doing your, you know, um, your meditations and setting that intention every single day and then you're inspired. Actions are okay. Um, maybe the first week you go and fight a little for your business license and you, um, start investigating. Okay, what are the rules for me to have a cupcake truck? Do I need to have a commercial kitchen?

Alisa Conner:

[33:26](#)

Okay, well, I don't really have the budget for a commercial kitchen. So what are my other options? And as you start going through that process, the universe will deliver to you through, um, I, I don't want to say is subconsciously, but sort of if you're aware of it, you will see the breadcrumbs. Um, so maybe you're looking for a commercial kitchen will all of a sudden you're going to run into an old friend who's like, Oh, well my friend Sue has a commercial kitchen. She's looking for people to join her. Why don't you have a conversation with Sue? And the next thing you know, Sue's like, Oh yeah, I, it's \$200 a month and this is how many hours you get and Kenny swing that. And all of a sudden you're like, yeah, I can totally do \$200 a month. Especially if I can come, you know, try it out on the weekends and I'm just sell my cupcakes at, um, the farmer's market to start.

Alisa Conner:

[34:14](#)

And so you see how the inspired action starts to formulate and work. And if you're just aware of what is being presented to you and you take action on that, it will unfold and eventually you will have a cupcake business if that's really what you want and, um, what your intention is and how you've aligned yourself with that. So, uh, an example of this is it, I had my friend Terry Cardella on the podcast. Oh my gosh, it was many episodes. Again, I'll have to link to it in the show notes, but um, she taught us how to do emotional freedom technique. And when I started working with her and, um, learning more about EFT and all that stuff, one of the things we talked about was my business and growing my business. And one of the intentional exercises she had me do was set up a bunch of blank folders in my filing system for new clients.

Alisa Conner: [35:09](#) And she just said, put new client on there and just set it up as though you had all of those clients. Well, low and behold, here it is. I don't know, not quite, probably about six months later and almost all of those holders are full. And so setting that intention in making space for those people to arrive has consequently created. And of course I've been taking action along the way, but created those people coming into my business. So that's what I've got for you today. It's a little bit further out there. Um, but, and I will link to Terri's episode. There's a lot of great stuff in there, but really there is so much power in the subconscious mind and in the, in setting truly aligned intentions. And then following that up with action, it is probably the number one thing you can do in your business to grow it, scale it, and make it, um, into what you really want it to be.

Alisa Conner: [36:11](#) Long-term, far more than anything else that I've done in my business. And if you would have asked me a year ago, I would've been like, Nope, it's gotta be Facebook ads. Nope, it's gotta be this. Does that mean you shouldn't do any of those things? Of course not. It means that you need to have a little sprinkle of both. Um, you can have all the best intentions in the world, but if you don't follow that, follow that up with, you know, education and working with the right people and, um, doing the things you need to do to grow your business. It's not going to grow. Like if you're just sitting there and you're setting an intention and you're living in your little hidey hole and keeping yourself busy, but not taking action to actually move yourself forward, you're not going to see momentum. You're not going to see growth.

Alisa Conner: [36:54](#) But if you also just start chasing 'em, you know, every technique and course and um, hiring every coach under the sun and there's really no forethought to how this connects to the bigger picture. All you've done is spend a bunch of money on something that isn't going to make you happy and it's not going to create the business, the world or the life that you really want it to. So that's what I've got for you this week. I thank you so much for tuning in next week. Um, I am kind of moving more out of the, um, mental slash I don't, I'm going to just gonna call it spiritual training, spiritual awareness, um, into the business training of how to become an authority slash influencer in your business and um, get some traction from that. So tune in next week. Thanks so much for tuning in and I will catch on the flip side, have a great day and have a great week. Take care.

Announcer: [37:59](#) Just a reminder. Don't forget to sign up for my free training to create your irresistible download. Everybody wants a great free

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