

37. How Your Energy Impacts Your Business

Hi, I'm Angie Viehman, and welcome to Totally Clutch. This is the podcast for women like you to find ways to simplify your business and personal life. Before we dive in, check out our latest course that helps you launch an online boutique in less than five hours by visiting www.thecompleteonlinestore.com/introtraining, start a side hustle or work to replace your full-time income so you can quit your job. If you enjoyed this episode, be sure to subscribe so you're notified when a new episode is posted. rate and review this podcast and share it with all of your friends. Thank you so much for listening. And I hope you're leaving with some great things that can help you move from hustle to flow, because I believe in you and your business. Until next time.

Angie Viehman 00:54

Welcome back to another episode of totally clutch. Today, we're going to be talking about how your energy impacts your business. So we have a bioenergetics expert with us today, Aleya Harris. And she's going to talk about she's going to help us understand what bioenergetics are. So I'm no expert, but just on the surface, it's the detection, the correction and the study of energy. And she says that the magic really happens when you take that and you apply it to business, which is super exciting. So we're going to look at how your energy affects your business's energy and give you strategies to get both of those things on track with Aleya. So with that, I want to welcome Aleya to the show. Thanks so much for being here.

Aleya Harris 01:43

Thank you for having me. I am thrilled to be here.

Angie Viehman 01:46

Awesome. Okay, well, do you want to give us just some background about you and your business and the work that you do?

Aleya Harris 01:54

Sure thing. So I'm the owner of Flourish Marketing, and we help empire-building entrepreneurs flourish in business. And in life. We do that through three things. We have a strategy, story, brand framework, copywriting and bioenergetic business coaching so that you don't have to feel lost and tired and confused. And instead, you can turn your talent into treasure and end up really loving your life as an entrepreneur. My story, do you want me to go into a little bit of my story?

Angie Viehman 02:25

Yeah, I mean, we'd love it. Super interesting. I think everybody would love to hear it

Aleya Harris 02:30

Just really quickly, because then we can get into like the real meat. And really quickly, I've been a marketer for over 13 years. And I started out in the fashion and cosmetic industry is actually and from there. I ended up in the culinary industry once I got laid off for the first time. And I was so glad that that

happened because I went to culinary school was there at the Cordon Bleu for two years, and started a catering and private chef company. I then worked my little Watusi off and ended up being a private chef for celebrities and traveling all over the world. And it was great. But then I had the realization that I can't build my empire if I'm sitting in the middle of somebody else's. So I figured out like okay, how do I make this transition, I wasn't quite ready then to own a marketing agency. I don't even think that was on my brain. I just wanted to combine my two degrees, my degree from USC and my culinary degree and make it all work together on my growth journey.

Angie Viehman 03:29

That's amazing.

Aleya Harris 03:31

So then from there, I ended up working at Google as a Google vendor partner on their food team. So I got to do the food part that we were talking about, like Gabrielle economics, and sustainability and all that good stuff. And then I rose to the ranks of my parent company to become the head of marketing for North America. And when I got there, I love the paycheck. But don't get me wrong, it was lovely. However, I was not doing any like real heart centered work anymore, like I was when I was cooking for people are talking about like food issues and security across the world. And then I started flourish. Because I wanted to get back into that heart-centered work I needed to get back more into alignment with who I was and what I wanted to do in the world. And you know, you get feedback from the universe, like are you in alignment? Are you going oh, can I get like a yay or nay? Somebody anybody and then when you look around and you see clients or you feel better, you feel more confident or you look at pictures from you now then from you then and you're like wow, that looks so much better. That's how you know you're on the right track and I'm definitely more on the right track. Now as with flourish I get to work with amazing people and live inside of what makes me me.

Angie Viehman 04:40

That's awesome. Your background is so fascinating. It's so interesting. It's so exciting. I mean, I guess you know, we all kind of struggle with like, does our story make sense? Like anybody else, but it's it all comes together, right? Like all of those experiences that you had made what you are today and made it make sense, I think.

Aleya Harris 05:02

Absolutely. And it's so funny. Like, we always try to judge the story before the chapters are even over, you know, like, Hey, you want a really good book, right? And I'm totally into stories. I'm a story brand certified guys, the stories are in jam. And I'm like, What's going to happen to Sally? No. Like you have, that's a real story, right? So how do you know that that's what's about to happen is just on that other page turn? Right? Never. I think I would be like, yeah, um, first of all, I never thought I would be a chef or I didn't even know really how to cook or really cook for myself until I was in college. It's not like I have one of those stories like, oh, I grew up with a saucepan in one hand. And like a clove of garlic in the other like, No, my I was super spoiled. My grandmother was a great cook, mom's a great cook, I didn't really feel the need to get in the kitchen. Because I was always well-fed, there was no problem to solve for me there. And I went from that to combining and marketing and figuring out who I was and who I am

now, and my story's still not over. So you about your story making sense? You kind of have to leave that alone for a little bit. Because make sense to who definitely doesn't make sense to you when you're in it. You know, you just will be able to understand a chapter at a time and be like, Oh, okay, I get it. Now. I can't why that happened to me. 10 years ago, I needed to happen so that this could happen to me today. Sometimes, you know.

Angie Viehman 06:25

That's awesome. Well, thanks for sharing that. And then I guess so let's dive into your the work that you're doing now. So will you paint us a picture of who the like the entrepreneurs that you work with? Like, what do they look like when they come in when they slide in the door? First day? And what is life look like for them afterward? Yeah, actually, let's start with just what does life look like first.

Aleya Harris 06:51

usually, they come in, confused, and overwhelmed and out of alignment, and then can't even necessarily put words to that they don't even necessarily know those words, they might use words like I'm so tired, or they might use words like I don't know what to do. I have all this stuff going on. I'm all over the place. I don't know my direction. I don't know what I want to do next. And they're like, I have all these pieces, but I just can't seem to get it together. And I've tried the Guru's and the podcasts and the books and the this and the data, and I just can't seem to figure out what's wrong with me. That's usually the first state. And I get them. And I say, first of all, nothing's wrong with you. There's a lot of judgment there. Let's take the judgment off and just see why you're not able to manifest what's inside of you on the outside. And a lot of the time that deals with energy blocks, and the information that you've in taken whether you've heard it, you've seen it, you felt it, you've been surrounded by it. It's caused the information with inside of your body in your own energy field to be off. And when you're off-center, you can't make as good decisions, you have brain fog, you're not able to plan strategically. Someone says, Well, what is your plan for the three the six month the one year and you're like, Whoa, I have no idea. I'm just trying to survive this week. That means that something is off. If your vision is blurred, and you're confused, not only are you not going to be able to move forward, but your clients aren't going to be able to move forward because you're not going to be able to tell them what the plan is. And that's your job is to guide your clients, whether you're b2b business to business or b2c business to consumer, that's your job is to outline for them how they're going to get to their happy ending. But you can't do that if you're not on the journey to yours. It's funny because I started bioenergetic business coaching because I was a spiritual coach on the side. And as I don't want to do anything on the side, I just want to be myself all the time. It was draining my energy to compartmentalize and I looked around and I said oh, it's draining a lot of people, they're compartmentalizing themselves. So I brought it all together with bioenergetic business coaching, and I knew that there is a need, when people would come to me and say, Hey, lay on the team, we need an email sequence. I'm like, Alright, cool. So what do you need an email sequence about? And he would say, Well, I don't know, I'm confused. We don't really know our direction, or we don't know, we just need to make more money. We just need more clients. So just like email them and I'm like, Okay, well, we can create this email sequence for you. But I can guarantee you that it will not solve all your problems in three months from now, you're going to need a whole nother email sequence because your whole direction will have changed because you're all over the place. So instead, let's get your energy aligned. Let's map out the root cause of your issues so that we can move

forward. And often people say, Well, I know my root cause of my issue that I can't come up with my one liners because my throat chakra is blocked. Well, maybe, and maybe yes, maybe no, it's not always so easy and straightforward like that. When someone comes in for a bioenergetic business coaching session, the first thing that we do is we do a bioenergetic, business coaching scan. And if you're wanting to see a video of what that looks like, you can go to flourish.marketing.co/coaching. And there's a video of a scan on there, but it reads your body feel the energy that is around and interpenetrates all of your organs and your physical body and helps provide information to your body for how to function, your emotions, your mindset, all of it. And it reads where it's off. And it's usually surprising, but also like, oh, yeah, she sees me in the discussion that I then have with you that very first time with most clients, it's like, okay, well, so talk to me about your gender identity, because that actually is you are not being honest with yourself, and you're not your whole self all the time, which is why you're making scatter decisions. Talk to me about that recent trauma that you've had from your divorce because you think that you're over it, and you're clearly not because your scans say you're not. And then the way that it's showing up in your life is that you're not. So some of those connections that you've compartmentalized in your personal life show up in your business life. And not only do they block your globe, but they block your cash flow at the same time. And our goal is to get everything together, give you the tools to assess the root cause of that grief, that blame that shame, that judgment and denial, that are blocking you from moving forward into greater abundance.

Angie Viehman 11:27

That's amazing. That's so great. So the business is struggling and they're struggling, right? Like they're just not feeling it,

Aleya Harris 11:35

Not feeling it, they're not able to feel it sometimes too, which is even worse, right? They're sitting there like, I'm just exhausted in them, and I just want a nap. And then they take the nap and they're like I'm still exhausted and numb. Right. There's a deeper sense of tiredness and that naps are great. I'm a nap queen, but a little bit more than I'm Justin.

Angie Viehman 11:55

Yeah, that's awesome. Okay, so I love this quote. I mean, for anybody listening, watching, please go and visit this website flourish.marketing.co. Because it's incredible. I just love the way that you talk about what you do. And I especially love so you say if you could strong-arm your way into an abundance mindset, you would have done it already. Right? Like if we could do it for ourselves. If we had all of the answers if we knew it, we'd already be doing it. So I know that you've talked a little bit about this, but I guess I want to ask specifically, what is it that holds most entrepreneurs back? From an abundance mindset?

Aleya Harris 12:37

Often it's not even the mindset that is what you're being held back from. So let me take a step back. Often what happens is you've told yourself an erroneous story. And so that then affects your mindset. But you have to fix why you told yourself that story in the first place. Like we take like an even further

step inward into you. And usually that involves judgment and a feeling of unworthiness. So it's like we can peel back the layers but let me save you some time.

Angie Viehman 13:11

Which I don't know anything about what you're talking about. This doesn't

Aleya Harris 13:21

So we judge ourselves so harshly we judge other people as well. So like and even the most pious person is super judgy especially of themselves and then we build up this sense of resentment and self worth issues because all Why did you do that? Or you did this or you're not good or that wasn't good, that was your best but it could have been better. All of that is unnecessary judgment that causes guilt shame and blame and makes you feel like you are then not able to move forward from that plot spot on you're not worthy. Often as well judgment, unworthiness, or like this like horrible Dynamic Duo. And it's often hard to tell which came first worthiness comes from a sense could come from your parents like for me, my I grew up with my mom's a single mom, I knew my dad's mom every summer the weekend thing, but it still had this sense of unworthiness. Why wasn't he there? Why didn't he love me like I want and why didn't I? And that man sticks down. So you're like, Well, how the heck are my childhood issues affecting me as an adult? Trust me, they're affecting everybody as an adult. All of those childhood traumas go unresolved for an extended period of time, and then they shape who you are and how you enter into the world how you enter into negotiations. Well, am I taking always taking the short end of the stick in a negotiation because I don't feel like I'm worthy of it anyway, am I always lowering my prices? Because I don't think that I can command a higher price because I'm not worthy of those prices. And you know what, why don't I just judge myself while I'm at it, that last project that I did wasn't that great? Anyways, So I probably should add on that extra 15% that I deserve, right? So a lot of it isn't so much the mindset as the core problem, you have to go deeper than that. Like I said, if it was a mindset, I would like hear repeat this over 50 times in your fixed, right. If it's in your mind, if it's in your just in your head, that's how you fix things. You learn things like by memorization by rote, that's what you do in school, you memorize it, you take the test, you move on, right? The how you view the world, you change the information that you put into your brain, which is important. And yes, you should do that. But without addressing and I call excavating some of the past things that are truly driving that mindset. It doesn't matter how much you try to fix it, it will continue to be fueled by the deeper root causes of that mindset. Yeah,

Angie Viehman 15:47

Okay, thank you for that. So interesting eyes that was joking like this, oh, this doesn't resonate with me at all. Right? Like, of course, it's like hitting every button. And I remember like, years ago, I don't even remember when the book came out. But I had and it's so funny. I like it's such a silly book, but it still brings me so much joy to read it every once in a while. But I read so you think you're no. You're a badass. The book, Jensen cero.

Aleya Harris 16:14

Oh, I don't think I've read that one.

Angie Viehman 16:16

It's so funny. I mean, she's hilarious. But it also like, for the first time, she was like, You deserve this, like, you deserve a magical life. Maybe not magical, but like the life with you? Definitely. Yeah. Okay. And I like basically, the book is giving you permission to do that, right? We have these hopes and dreams that some of us are so uncomfortable, even saying out loud. And she was like, say them out loud and make that shit happen. And for the first time ever, I was like, oh, like, we can do that. I can do that. And so there was a moment of like, awareness that I got from that book. And then there were, you know, years and years of sorting out like, okay, so how do I go about doing that? Yeah.

Aleya Harris 17:06

There have it now what? Right, right. It's

Angie Viehman 17:09

amazing. It's, I think this work is so important. And I just think I'm just I'm excited that you're doing it. I'm excited that we're talking about it. And it's super, super important, and will really change lives.

Aleya Harris 17:22

I sure hope so. So far, my clients have their lives changed dramatically, really quickly. It's like I had this one client who started off like, she's like, I haven't created new content for my business in six months. And as a marketer, I'm like, what, and then we started working together. And then within the net first couple of weeks, she created a couple of months worth of content in about a week and a half. So it just it really does work to shift we use, you know, different modalities, like emphasis articles, which are charged water, we use my health device, which is painless energy, acupuncture, no needles, thank God. So there are different ways. And plus we chalk it out and I have a plan. And I move folks through so they can actually feel victorious in their life. And it's funny that you were talking about not needing permission, literally on the page for coaching. I have the words in bold, you don't need to ask for permission to be happy. Because so many women feel like who are you waiting for to give you this permission? Yeah, right. The world is definitely not going to do it. And in fact, when you do give yourself permission to be happy, be prepared for the backlash. People are like, Oh, you've changed. Oh, we don't like that. First of all, if you're happier, and you've changed, and they're having an issue with it, they don't need to be in your life anymore. Right? Second of all, you need to be your own compass, right? Again, look at the feedback from the universe. If you're happier and lighter and making more money and you're losing weight and your skin looks better your hair's grown yet Pepin yourself, you're doing the right thing. saying don't do why are you changing? Why are you doing this? Let them go. They are not the right thing.

Angie Viehman 18:59

Yeah, they're gonna be the last thing on your mind when you're in that place. Yeah, yeah. Wow. Okay, awesome. Can you walk us through the three phases of the work that you do?

Aleya Harris 19:12

Sure, and I say it differently. But phase one really is and we map this on to Joseph Campbell's hero's journey, where you're starting in your ordinary world, then you go into this extraordinary world full of

trials and tribulations and growth and then you come back on the other side back into your normal world better prepared a new person and a new being. But in order to do that, we start off with alignment and that's phase one. So we that's when we do that bioenergetic coaching scan, we set you up with a proper emphasis articles, emphasis equals again our charge water so based on your scan, your scan makes a recommendation as to where your body feels your energy field needs to support most in that moment, and then the emphasis vehicles to help address those key points. And then we use a mental health device that also helps address those key points as another layer on. So then we also we map, where are you inside of that hero's journey, it actually comes up as part of your scan. And we reuse that for the next four weeks. Each scan is robust and have a lot of information. So we use that scan to help guide us for an entire month period, while and then we rescan every month so then while we have that gone, we're getting you back into alignment, which can happen rather quickly, then we start to begin to move into that second phase, which is the manifestation phase. That's the phase where we're going through the trials and tribulations and we're doing the work as things are being corrected in your body in your energy field, then we're looking to see how does that overlay into your business? You were blocked here. Now, what does that meant for your marketing messaging for your business structure for the way you've set up your contracts? For the way that you have your processes set up? Are you supporting yourself? Have you created a job instead of a business? What Where are you at and where have you been blocked up until this point that we can help unlock for you. And we do everything from developing your story brand messaging framework to guiding you through copywriting to building your sales funnel, if you don't have one already to working through with your systems and your structure and your people and your people training. All of that happens in the middle of that manifestation phase, as you're continuing to heal and align and realign from phase one, then we move into Phase Three, which is the evolution phase, kind of like a teach a person to fish situation, we've done the work and by the time that you're moving into phase three, you are leaps and bounds ahead of where you were, when you got started, you have more energy, you're making more money, you're feeling more confident, and you're feeling like you can really take control of your business. But up until this point, you've really been the hero of your story. And the hero is the weakest character. And our goal is to turn you then in phase two into the guide where then you're guiding yourself in into your business. And then phase three here. And when we're going into evolution, you're becoming that story. Architect, you are the one who is deciding what your future looks like. And you're consciously and intentionally building what that looks like. But it means that you need to put guardrails and boundaries and systems in place to navigate your own energy so that you can grow and maintain that sense of energized vitality. Instead of backsliding. And going all the way back. The goal here is not to have you hooked on to a system forever and ever and ever, the goal is for you to actually improve, and grow and evolve into the best and highest version of yourself who is more than capable of handling, whatever is happening next on your hero's journey. So those are the three phases of bioenergetic business coaching.

Angie Viehman 23:02

So is this something that becomes self-sustaining? Or is it something that would be helpful to kind of do this work with you every, you know, once a year, or once every couple of years is kind of a refresh? Or do you kind of set people on a path to just be able to do this on their own from that point forward?

Aleya Harris 23:21

It really depends on the person. So I'm a very big believer. And I learned this from one of my spiritual teachers named John Rogers, that you don't want to get attached to the tool. So the tool is not the end goal. The end goal is the end goal higher, you know, the evolution of your spirit of yourself of your business, leaving that legacy, whatever your ultimate goals are. So it's very easy to get stuck in. Oh, as you bioenergetic coaching, business coaching, and I'm going to do that for the rest of my life because that's how I stay together. And it very well could be like I'm perfectly fine with helping people for extended periods of time. However, I'm not really doing my job if you then can't at least take partially the reins of your own business. So after working with me for six months, then we reassess do we need to keep working? Are you making such great progress? They really want to kind of re up let's do another three months or another six months? Or is it like let's touch base in three months and see how you are doing. And if you feel competent and competent in leading that charge for yourself, because even people even get like, attached to meditation or have to meditate this way. Otherwise I'm not spiritual. I'm like spoiler alert your spiritual regardless of what you do so because you're like this whole spirit having this human experience situation so doesn't really matter. If you meditate sitting on your butt on the concrete, which I don't do because it hurts. So I don't think that way you can meditate standing up humanity and having a walking meditation. You can do all of them. The goal is not that I'm a meditator, the goal is within is it helping you in your spiritual journey and in your business journey in the case of bioenergetic, business coaching, it's yes and no and all and maybe as an answer to your question, whatever works for that individual situation.

Angie Viehman 25:11

That's great. Okay, so now I have to ask, we're running out of time. But I want to know, why don't more people know about this? Or am I the only one? I feel like, no power?

Aleya Harris 25:25

No, it's brand new. That's why I don't know about it. So I'm a NES certified health practitioner, but I'm the only there's 5000 of us. I'm the only one who does it and applies it to business. Often, they are acupuncturists and Reiki energy healers and regular doctors, even pediatricians, they, and they apply it to their practice using their other modalities. But I saw a huge need to stop talking about just fix your mindset, fix your minds a couple annoyed by that, to know really, Come on, girl, let's really fix you and help you make some money. So it is brand new, it just launched this year, and we are still accepting clients and spots are still spots available. It won't be like that forever. The goal is theirs to evolve it into a certification program and group coaching all that lovely stuff. But for now, because it's brand new, just trying to get the word out.

Angie Viehman 26:15

That's great. Yeah. And so I've got your website up on the screen for anybody that's watching. For anybody that's listening. You can visit flourish. So it's flourishmarketing.co.

Aleya Harris 26:28

no, no, it is .co.not .com. Doesn't matter what you say. They're like, Oh, she must be pronouncing that wrong. That must be a silent am and then they go to calm or like that's not me.

Angie Viehman 26:45

Not me. Okay. Awesome. Good clarification. Yeah. So and then is there anything that people should be looking for specifically on the site, if they're curious about working with you and finding out more about what you do?

Aleya Harris 26:57

Absolutely. So there's a big huge button all over the site there green, they say schedule a call. That's the main thing like if you want to talk about how we can help you go ahead and click that button to schedule a call. There's also if you look at the top navigation, a resources section, it's full of a bunch of free stuff, articles, downloads, videos, guides, quizzes, in the resource section, if you're also interested in bioenergetic business coaching, you can go to flourishmarketing.co/coaching. Or if you're just on flourish marketing, CO and the services dropdown. You'll see it there. bioenergetic business coaching.

Angie Viehman 27:31

Awesome. Great. Thank you so much. This was incredible. I hope it rocked everybody's world. And we'll continue to do that. I am so grateful to have had the chance to talk with you.

Aleya Harris 27:42

Thank you. Thank you so much for having me. Yeah,

Angie Viehman 27:45

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