



EP60 Woo²

Infusing Your Business with Spirit

with Colette Baron-Reid

Colette:

Welcome to Inside the Wooniverse. Woo², that's a little bit of woo times two. In these shorter episodes, you're going to hear more of me, like an audio journal on wooniversal topics like abundance, resilience, working with the moon, manifestation, meditation, and much, much more...

Hey everybody, it's Colette Baron-Reid, and I am here with Woo², where my Executive Producer, Connie Diletti and I talk about, well, we just basically talk about what you want us to talk about. We answer your questions. We talk about topics that you want us to cover. And we are going to have some fun today. I don't know what it's going to be, but Connie does. Connie Diletti, take it away and tell me what we're doing.

Connie:

Okay, so we just recently sent out a survey to-

Colette:

Our listeners.

Connie:

... basically, all the newsletter list. All our listeners and we had a robust response-

Colette:

A robust!

Connie:

A robust, hashtag robust response.



Colette:
Hashtag robust, lots of people. Okay, good.

Connie:
Lots of people. Lots of questions. You know what? We're going to dedicate not only this episode, but the next few episodes to your questions, our amazing listeners, that we're so grateful for and let's get started, Colette.

Colette:
Let's get started. Okay.

Connie:
We received a lot of questions about business and career.

Colette:
Great. Awesome.

Connie:
So thought, let's start there.

Colette:
Perfect timing, perfect timing.

Connie:
Perfect timing. Yes, that's right, because just a little sneak peek, you're starting to talk a lot about the spirit of your business.

Colette:
Exactly. And that's the name of an upcoming course that I have this year in 2023. It's based on the 35 years of my experience, both as a business person, as a solopreneur, and then eventually running a large company, and as a spiritual teacher and an intuitive. It's my way of being able to show people a different aspect of their business that most people don't know is there.



Connie:
Your wheelhouse, a hundred percent.

Colette:
Yeah, my wheelhouse.

Connie:
This is a great question, I feel, to get started. Okay, so the question is, "I have some psychic abilities and I'm not sure what I'm supposed to do with those and make a career out of it. Do you have any suggestions?"

Colette:
Yeah, I mean, so here's the thing. Not every person with these abilities should make a career out of it. I'll just be really honest, unless you're willing to do certain things. Now, if you feel called, this sounds to me the question is because the person feels called to do it, because it's like, "Should I do this as a business?" I'm not going to say you should or you shouldn't, but I'm just going to give you some information about what it's like to have a business like this. I think it's really crucial that if you are going to step into this field of intuitive work, whatever you decide to call it, psychic, I prefer intuitive, it's up to you, intuitive, mediumship, whatever, you are stepping into a world where we don't have real clear definitions of what we do. Therefore, we have to be that much clearer with ourselves about how we're supporting ourselves to stay in our integrity and to also understand our own internal language.

Just because people say, "Oh, I have psychic abilities," or, "I can tune in. I can see certain things," well, what does that even mean? What does that mean? So why are you doing it? What is the purpose of having those abilities? Well, if we are going to make a business of it, it has to support someone else's personal growth and transformation. It has to be able to support them in some way. It has to be honest, rigorously honest. And you need to keep your channel clear. If you're going to step into this, you have to trust that you're called to it, and that means you are receiving this information from somewhere. Now, you may go, "I don't know where I'm getting it," or, "Maybe it's my spirit guides," or whatever. I don't use that language particularly, but I believe that there's a conscious universe.



People with psychic abilities or really advanced psychic abilities, because every single person on the planet has it, by the way. Everyone is intuitive. There's no such thing as you're psychic and I'm not. There's no such thing as that. Every one of us has this capacity, just some people have more highly developed intellect, and so therefore they don't pay much attention to that. We don't have a culture that supports the spiritual world. It's very separate from material world instead of connected to it. Imagine that you're receiving information from a conscious, collective universe where information is always there because everything is electric, everything is alive, and information is constantly moving. Just like you can't see songs on the radio that is beamed into your house from a radio station, because where is the song? Do you know what I'm saying? You turn it on, and where is that?

So It's the same thing. It's like you're turning on a little button where you're tuned into different radio stations. You might have a person in front of you, you're tuned into their station. You need your channel to be clear, because every psychic or intuitive, whatever, reads through the filter of their life experience and personality. You need to make sure that filter is not dirty. You need to do your own work. Recognize the concept of projection. Am I seeing this truly for the other person, or is this a projection of me onto them? It gets to be very, very complex. If you're not careful, you could burn out really quickly because it's like you're pulling from a resource.

You know what? It's really interesting, because I'm also a Reiki master, and what we learned in Reiki, and I haven't done it for years, but is that you tune into the energy of the universe and you bring it through. It's not yours. You never deplete it because it's moving through you. Readings are the same. When your filter is clear and you're open to receive, you are a channel for that information. Then it's your job to understand symbolism, metaphor, psychology, et cetera. Know all of this in order for you to give an accurate and clean reading to the person in front of you, which indicates that, "Well, if I do that well, what do I need to do?" Well, you need to meditate. You need to eat clean. Again, if it's plant protein, great. You need protein. You need to get grounded. You need to make sure that your channel is clean in all areas you need to walk. These are things a lot of people forget because it's so easy to be in your head, or not in your head, but in the upper realms, in the mystical realms, it's very addictive. Oh, people want to escape where we are right now. Why not? But then you're disconnected from your body. This is so much information I'm giving you on this one question, but that's what I learned over the years.



In the beginning of doing readings, I meditated 45 minutes twice a day, without fail. I even had a little gold pillow for my dog who would sit on my lap. I would say the word meditate, and he'd come bounding in and jump on my lap on this gold pillow that I got from my parents. I had to do that in order to just stay clean.

And if I wasn't doing my own internal work, like dealing with my own wounding, chances are I was going to have a client in front of me that was going to bring that up, and I would see myself reflected. You will see yourself reflected in people when they come to you. It's an extraordinary thing that reminds us that we are part of an extraordinary collective of people on this planet. Whoever wrote that question, I'm giving you a giant hug. You are joining many of us who have had to find our way. Nobody helped me in the beginning. There was nobody I could talk to. There wasn't even an internet when I started 35 years ago. I just had me, prayer, meditation, a therapist, and the tarot back then. And also trusting that the visions that I saw, I could figure out with the client what I was seeing. But there's a lot to this. It's a lot more than, "Wow, I can see things. People should pay me."

Connie:

Your wisdom, it is so vast, given your journey, three-and-a-half decade journey, in this, going from, "I have these abilities," to transitioning those abilities to being your primary way of service, and also your calling, and your financial income, the whole thing.

Colette:

I call it the yelling, not the calling, because I tried quitting for so long. "I don't really do this. I'm really a singer." I think I said that solidly for six years, the first six years I did this until somebody actually called me from India for an appointment. I'm like, "Okay." It's like, "You're calling me from where?" Crackle, crackle. "And how did you hear about me?" "I got your phone number in an airport." I'm like, "You got my number in an airport." I remember crying after that, too, because I used to pray and say, "If I'm the real thing, let them come. And if I'm not, please, please take it all away, because it's such a responsibility." What if you're wrong and you hurt somebody? You know what I mean?

Connie:

Absolutely.



Colette:

"Is this real? If it's not, please just take it, take it, take it, take it, and let me be a singer, because that's really what I really want to do anyway." But the day that that phone call came in, I burst into tears afterwards, because I thought, "I really am this. This is me. I better double up on my..." Plus, I was in a 12 Step Program too at the time. Well, whatever, I'm clean and sober 37 years, so I was doing a lot of work on myself the whole time.

Connie:

Well, and you're underlying that there is, in that transitory space, that alignment that's happening is about also accepting all the different things that come with that next level from ability to utilizing that to be of service. There's another question that I feel is a companion to this question. This is from someone else, though. Let's keep that thread going. The question is, "Is a person who has psychic abilities, but also does multiple things, who has the abilities, does readings, but also says they want to write a book, they want to be a musician," and they're looking to ask you, "how do you make the choice of what to do? Do you do it all? How do you navigate that?"

Colette:

This might actually answer a multitude of questions you might have gotten, because I know you said had a robust... It's interesting 'cause I know people tend to want to ask me questions about the work that I have done. How do they become me? Or how do they have the kind of business that I have? But I do want to say that I spent a number of years as an intuitive strategist for Fortune 100 CEOs and people in the entertainment industry that have a really high level of influence, cultural influence, et cetera. My experience with business is not just this business, but I'd love to answer that. I think people think you have to choose one or the other. If you feel called in a number of areas, I always say not everybody is meant to do just one thing. I gave up music as a career, because this was the one that called me, and I got everything that I expected to get from the other career from this one.

The essence of what I wanted and what I really felt I wanted to manifest came in a different form than I expected, but it came exactly as was meant to be. I still sing. I still record music. I have music on Spotify. We should put my name on it, but it's a band called Social Magic. There's just two songs so far on there, but we didn't want to put my name on it because we were like,



"Let's just put it up there for the heck of it." Anyway, that became a hobby for me. And I have been paid to do some commercial singing. I sang backup for a heavy metal thing. It was just for fun.

Connie:
That's amazing.

Colette:
It's really funny. I still get to do it, but it's not my main thing. I have to say that it's not really our choice. We know when we have to make the choice, but that'll come. It'll come organically. And that's when I talk about the spirit of your business, because you are asking me questions about business. People tend to look at their business, and typically, I'm talking about entrepreneurs and solopreneurs, not necessarily corporate things, because that's not really applying there, but I'm talking about this. This is what I know, that you see business as a vehicle that is inanimate, where you make money through it. You advertise yourself. You go on social media. You do all these different things to promote yourself. Then you have systems that are sold to you. Of course, go do this. This vehicle is something you manipulate in some way to make you money. Then there's an exchange.

It also is a way, it's like a vehicle for you to put your service into. Your contribution fits inside this box. But what if that box or that vehicle was alive? What if it was a living thing? Now, I am an animist, so I'm coming this from an animistic perspective. Animist means that I believe that there is a spirit in all things. In a blade of grass, there's consciousness. That a book has consciousness and a personality, it's a metaphor for this living thing that we have. If our business actually has a spirit, then it needs to grow, be nurtured, evolve alongside of us. It will tell us if we learn to have a relational dialogue and a dynamic relationship to it and see it as a living thing, that we could have a sacred relationship to it.

The tagline, actually, for the new course is, how to take the hustle out of your hustle and make your business sacred, because we've been taught in the hustle culture that we have to go, go, go, go and force things or make it happen and whatever. But what if this thing has a destiny just like you do? You're part of it. You have a relationship to this, and would you take it out to dinner, introduce it to your friends, or would you keep it in the closet? Do you treat it well, or do you



starve it? Do you overwork? Do you only want to push it for flow, flow, flow, or can you take a break in ebb? What does it tell you? I've had these process points with people where I'll test them and say, "Okay, let's have a conversation with your business." They're like, "Oh my God, I'm treating it so poorly," or, "Wow, it wants to do something else. Is that possible?"

Why don't you try it and see a different take? Because every one of us has this living relationship to our business, and I am directly speaking to solopreneurs, especially, and entrepreneurs in general. I don't care if you sell matchsticks, if you have created a business, and you were called to bake pies, like one of my clients did, left being a lawyer to bake pies, you have a commitment to this spirit that you have given birth to or that has come to you to help you bring your contribution to the world. It's your partner, just like the universe is your partner. It's an aspect of the universe that says, "I'm going to give you a form. I'm going to give you ideas for a form. I'm going to inspire you to make a form. But that form is not inanimate. That form is going to grow with you. It's going to teach you. It's going to challenge you. It needs nurturing. It needs care. And you need to listen to it. You can't dictate what it is oftentimes."

So in answer to the question that you had asked me, to that person saying, "What do I do?" Why don't you ask all of it? Sit them all down. Imagine you've got three of these things, like beings or personalities. It's easy. Anybody can imagine this and have fun with it. It's not like it has to be real to say, "What would that say?" If your music was a being you could sit across a table from, and it had a spirit, what would it look like, just for fun? And what would it say to you? Mine just said, "Don't leave me. I don't need to drive anything, but don't leave me, because I'm the reason why you get to do the other thing." So I'm like, "Ooh, that means if I don't do art..." And now of course, I paint to ground me. That's a meditation and music, it just makes me closer to God, that enhances my capacity to have a better relationship. It's like having girlfriends makes me a better wife, like I do with my husband.

Connie:

You're getting all of your needs met, because you're not just relying on one. Let's just bring it a little bit forward. For anybody listening, we're sitting down. We have the business in front of us, or our hobbies, or other things we're called to do or create. You're sitting there with, and you're envisioning a conversation. Just off the top of your head are some questions. One is, what do you need from me? What can I do for you? What else would you say?



Colette:

Then what is our purpose together? What's the purpose of our relationship? What can I do to make this easier? Or what can you do? Or in other words, what do I need to let go of in order to make this work better? That's another good one. The quality of your question, and this is what I teach in Oracle School and this is even what we dive into in my Mastermind and Dream Quest, where I have 22 people for eight months where we really dive in. It's like, "Okay, let's take this aspect and say, the quality of your question is going to determine the quality of the answer and the ability for you to allow your imagination to just be." I know it works, because the first time I studied voice dialogue, the Hal and Sidra Stone Method, which actually was one of the methods that inspired me to create Envision, the Total Mindshift Process, which is my coaching program. Anyway, I remember one of the questions was like, "If you were to call up your ego to talk to your ego, what would it say?" I expected this mega movie star-ish looking woman to show up my ego, like, "I'm so hot and fabulous." I went into my meditation and I saw the table, and I invited my ego to come forward. And I swear to God, I got a Mr. Potato Head, a little, hairy, Mr. Potato Head that had a sign around its neck that said, "You are fat."

Connie:

Oh my goodness, okay. Welcome to the table, sir.

Colette:

I was like, "Oh my God, what is that googly-eyed thing?" It was so ugly, like a raisin. Part of the exercise was that I was to hold it because I was rejecting it. It was like to bring your wound to the table and I realized, "Oh my God." It showed up in the most bizarre way. I know, it's so crazy. I was so shocked.

Connie:

You just want to give him a hug.

Colette:

Well, I didn't want to, because I was ashamed. That can't be mine. Then I realized, "Wow, all of this sense of how we actually refuse, deny, disregard the egoic mind as bad, shameful." At the time, that was everything, because I was struggling with my weight and I had a band, and you know what I mean? That was like a big thing. If you were in my books, if that was the way I saw



myself, then therefore I wasn't enough, I wasn't worthy, because that was the message I got in the music business, "You are not even worthy if you can't get into size zero." I've always been between 8 and 10 my whole life. I haven't been a size zero since I was four years old. You know what I mean?

Connie:

I do know what you mean.

Colette:

But it was just my wound and it was like, "Oh my God, I'm so ashamed." Anyhow, your imagination knows exactly what you need to see. That's the other thing I tell people, "Just let it be. Let it be. It's there. It'll come. It'll really show up for you." And it's fun. It enables us to really have a playful engagement with what's already in our, I wouldn't say our subconscious, it's more the unconscious, because the subconscious is rehashed stuff that you already know, but this is from the collective and also from spirit. You end up in this extraordinarily sacred dialogue with your business in a way that is surprising. You have to have deep listening to the business, instead of yelling at it all the time. I tend to talk over my husband, just because I get all excited and I want to finish his sentences to show him I'm listening. And meanwhile, he hears me not listen. You know what I mean?

Connie:

Mm-hmm.

Colette:

I have to have deep listening also, with the business. I can't talk over it because I can't tell it what to do. I have to say, "How are we serving? How do we contribute?" Then it tells you. It's not what you expect half the time, either. But if you're called, you'll know. Even if it's tiny. Then if you're just testing it, that's okay, too. I always tell people, "Try things on like they're shoes. Why not try different things? Then you'll really know that you get blissed out". If I didn't try painting, I hadn't picked up a paintbrush in 30 years. Now, I'm making my own Oracle cards. I'm doing the art in the Oracle. That was not my intention at all, but I was afraid of it because I don't know anything about painting. I just painted because I could, not because I learned anything. Now I want to go to art school, because I really want to learn. You know what I mean?



Because we don't know, you have to just see. See if it's a fit. See if you feel blissed out. See if somebody benefits. Because at the end of the day, isn't that what this is? Business is there to benefit others, not just to put money in your pocket. Take that out of the equation and it'll come. Yes, you need to pay bills and whatever, but honest to God, it's all about the contribution. So if this person's question is about, "I want to contribute through these things," go for it. Just go for it and then see what happens. It'll sort itself out. It will. Even if you want one thing more than the other, it's not going to happen if it's not meant to be. It really isn't.

Credits:

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