



EP61 Woo²

Leaving Corporate for a Spirit-led Business

with Colette Baron-Reid

Colette:

Welcome to Inside the Wooniverse, Woo2. Tuck 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. Welcome back to Woo2 here at Inside the Wooniverse with me and my executive producer, Connie Diletti. Our theme for Woo2 is the spirit of your business, and we've gotten so many, apparently, oh my gosh, hundreds and hundreds of questions because we sent out a survey about what you guys wanted me to talk about, and this was so on the top. So I am going to be launching a class called The Spirit of Your Business, and why not talk about it? So Connie, I don't know what questions you have for me. Let's just get started.

Connie:

Sure. So our first question comes from someone who said they've been in the corporate world for 14 years, they lost their job, and now they're looking to get started with a business, but they're not even sure where to get started and how to discern what direction to go into to even find something they're passionate about.

Colette:

Oh, this is great. This is actually really great because when I used to do intuitive coaching and strategy, I had a client, and I'm allowed to share this story because she says I can, in New York, who was a very successful litigation lawyer and everybody in the family was a lawyer, they decided to be a lawyer and they didn't lose their job. So similar thing, just super unhappy, say almost like I lost my job. But in this case I was like, "I'm miserable. I am so miserable." And it



was like she had velvet handcuffs in this particular job. So I tried to get her [inaudible 00:02:03] to talk to me about the things that she liked, and she said the exact same question, "I don't even know how to start. I want to do something different. I just don't even know where to start or what I like.", and I'll tell you this, that often we don't know because we assume by looking around that we have to choose a business that exists already.

We have to choose that. And I ask you always to start by taking a look at what you do well, but not just what you do well, because she did that amazingly. But she was miserable. She said, "We used to debate and argue and litigate at the breakfast table in my family. And so this is easy." But anyway, so I got her to over the course of about two months because she was very resistant because it's like, "Well, I can't make money at that. I can't make money at that." To finally, we drilled it down because she was just so frustrated by the end of it is that she liked to bake pies. I said, "What do you like doing? What do you really like doing that could possibly be business, even if you, let's take it off that you're going to deny that you're going to do this business. Let's at least go through all these things."

And we kind of explored a few things, but finally I just said, "I know there's something that you really love doing." And she says, "Well, honestly", I said, "Yeah, finally, right? Yes. Honestly? No, no, not honest. Yes. No, of course. Honest." "Honestly", she goes, "I love more than ever, I love to bake pies." So I said, "What if you could have a pie shop?" She goes, "Well, I can't have that in New York." And blab and she always gives me a million reason why not-

Connie:
Litigated.

Colette:
Right? Yeah. And you will find that too, when people are coming at a corporate that there's a particular transition from corporate into solo entrepreneurship or whatever. There is a lot. There's a lot of hurdles. But there is for anybody, because we really have to get to the point of what do you love?

And a lot of people say, "I just don't know what I love." I said, "Well, we have to spend some time. I'm finding out what you love." Anyway, so pies. So she at that moment, and I kind of felt that



she'd like, "That's it." And decided to just basically, we ended up on pies and she was like, "Go away." And then I never heard from her, right? Yeah, I never heard from her again. But I was like, "Okay, fine."

Because we were actually, that was the last session that she'd paid for. And I'm like, "Okay, let me know if you want to drill down on this." "Nope."

Connie:
She's like "No thanks."

Colette:
But a year and a half later, she had moved to Texas. She had a pie shop. She was making literally a quarter of the income that she was making in New York, happy. She has a cute little pie shop in this little town. She even met her soulmate there. She didn't know she was gay. And she ended up with this beautiful partner there and just wrote me and said, "I thought I had thrown my money down the toilet with you." This is what she said to me.

Connie:
A great way for any testimonial to start.

Colette:
A testimonial. "I threw my money down the toilet talking to you, but you changed my life." And she goes, "I just need you to know that I couldn't stop dreaming about pies afterwards. And I was so angry. But then I started asking my friends, "What do you think?" And then finally I quit my job cashed in.", because she had an apartment she bought. She had money. This girl had money. She was making, I think half a million dollars or \$400,000 or some crazy amount of money that is like to me that's a lot. Anyway, off she went, and then she just wrote me this beautiful note, and I've spoken to her a couple times since, and I've lost track with her because that was many, many years ago. But that was one of the stories that really hit me because, and like me, I didn't want to do this work.

I didn't want to be an intuitive, but it was what was calling me. And now of course I love it. It's just amazing and whatever. But I loved music. So I had two paths. I didn't love music less and I



still got a record deal. And a lot of singers never got record deals. I still got it. I got two albums out. But it was so obvious to me that that was not the path. This was the path.

And then it became the thing that I... Because part of what I teach is about take your hustle out of your hustle. I was hustling with music. Boy oh boy, was I ever hustling? And this was like, if you take your hustle out of your hustle and make your business sacred, well, it's going to show up in with bright light. You'll be blinded by the light when you see what has to be next. And there can still be, you have to honor the period of time where you're unsure. Between worlds is the most extraordinary place. That's when you pray, that's when you ask for signs. You say, "Show me." I had got on my knees. I don't know how many times. "Show me. If I'm not the real thing. Just take it away from me. Make it so obvious. I want to a billboard, show it to me." And I kept getting the billboards.

Connie:

I feel like this is, you're starting to answer another question from another listener who wanted to know, what do you do when you come across a hiccup in your business, when there's, like you just said, maybe identifying, "Am I hustling?" How do you then identify if you're hustling or is a hustle a hiccup?

Colette:

Well, okay, there's a difference. A hustle is a fun word, a side hustle. I have a friend who has a great corporate job and she's an extraordinary dream interpreter. And she can bring people to the other side and she is one of the most coolest woo woo people I know, but she's got a great corporate job. That's her side hustle.

She makes her side hustle sacred because that is a sacred relationship that she has with this particular subject matter. She loves it, she respects it. So you have a side hustle that's just a kind of a kitschy word for a job you have on the side of your main job. To hustle is a very different word. It's to push against the tide sometimes, it's to force. It's to hustle, hustle. But it can be benign, but it's been overused. I think hustle culture is that you're going to overwork, you're going to burn out, you're going to work too hard. You're going to take on too much. That word is a kind of a dicey, edgy word. So if you take your hustle out of your hustle and you allow for periods of



rest, because that's the other thing, hustling doesn't say, "I get to rest." Hustling is like you're go, go, go. You're the Duracell bunny when you're hustling.

Connie:

So making your side hustle sacred means what if you were to quantify that, what does that mean?

Colette:

Yeah. So you make your side hustle sacred is that you give it its due and then you allow it to rest. You respect its ebb as much as you respect and expect its flow. You trust that when it needs something. If you run out of gas, you don't yell at the gas tank. "You're bad. You're not moving fast. Keep going, keep going, keep going, keep going, keep going. Put more things on social media. Look at somebody else's thing and then do that." That's like, "Let's just keep being, I'm out there all the time. Boom, boom, boom, boom, boom." Instead you're like, "I'm going to maybe take a class, take what I"... and I always say, there's no such thing as one size fits all for anybody. Where am I at? What works for me? And then go with the flow. And then when it's ebb time, when the fishermen can't go to sea, they repair their nets.

So it's like go and what do I need to repair? What do I need to polish? Maybe I just need a break and not look at it at all. And everybody needs a break. So it's really about, there's an organic natural flow and ebb of your business. And some people think it's hiccups. "Oh my God, my business is not working all of a sudden." But maybe you need a break for a minute. Maybe that's the time where you go, "Ah, am I meeting the needs of the people I serve? Is my contribution a reflection of my ego? Or is my contribution helping the people that I said I was going to help? Where is there compassion of prosperity? Have I given to charity? Have I been at all philanthropic?" That's something to think about because I learned about tithing in the Unity church many years ago when I first got sober.

So I'm going back 37 years ago, and I'd be going there and they'd been teaching me the laws of prosperity. And some of it's like give 10% to those in need. In this case, they think they wanted 10% to their church, which was whatever, who cares? But for me, there was a built-in mechanism that you have to keep it flowing. And if you're at your bottom dollar, go help somebody with it. And it's always worked for me. So that's also part of it. Am I hoarding my energy? Am I spending



my currency? Remember your currency, there's an energetic currency between you, your contribution, money, et cetera, and you need to take breaks. If you are not taking your breaks, that can lead to a big giant hiccup because the business is going to say, "Okay, that's it. We're not sending you people."

Connie:

So I'm looking at a hiccup as an invitation for not action, but for contemplation, for observation, rest.

Colette:

It is an action. Here's the other thing. That is an action contemplation, rest, 100%, that's an action. And trust is an action. Faith has to be an action. Because I really believe that, and again, people who are listening to this, you're definitely listening to woo woo podcast.

Connie:

We're the wooniverse. Yeah.

Colette:

We're called Woo2 for God sakes.

Connie:

Yes and Woo2 that's right.

Colette:

And we're the Wooniverse. If spirituality is not infused in my business, it's not my business. Do you know what I mean? Even the real businessy things I do, I am talking to business people like this. So this is always going to have, spirit is going to be everywhere. And if I'm not praying and meditating, and if I've been exhausted or burnt out, then I need to take a break because the business is going to suffer. So it's an opportunity to do something different.

Everything is always an action. Even non-action is an action. So when I say hustle, take the hustle out of your hustle because it's like, it's my hustle. I love those words. Hustle. I love hustle. I love the word hustle. Do the hustle. Shows my age, shows my age.



Connie:

It's a great song though.

Colette:

The young people listening to this show are like "What is she talking about?"

Connie:

Google disco. Disco.

Colette:

Google Disco, yes. Yeah. So it's the sense of what does that mean? It means restorative. Where is the restoration? And then what if, for example, I wasn't ever planning on teaching a business class, so I always look to my audience to see, especially in the Oracle Circle membership where people get access to me for \$22 a month. That's ridiculous.

Connie:

Yeah, that's a great price.

Colette:

So inexpensive. And I do readings and coaching for 90 minutes twice a month called Spirit Jam. And I noticed over six to eight months, 80% of the questions were about their business. I said to Mark, "Do you think I should do this? Do you think I should actually?" And he goes, these 35 years of a very successful business that they might need. Because I do mentor. I mentor some up and coming authors and speakers, et cetera. I got big wings. You know what I mean? They're under my wings. So I thought, yeah, maybe people will want that. And then I decided, because I also felt, I asked the business my own business, I said, "What do you want me to do?" And it was like, "Yes, teach your business course." So I'm like, "Okay, okay." But I'm doing it my way, not for everyone. This is a very specific way to dialogue with your business and to actually have a very different relationship to it, and you'll start getting more ideas. That's the other thing. It's like you are unique.



Every single person has a unique contribution. Every one of us has a unique contribution. So why do you have to look at somebody else and do what they do? That never works. Same thing with following trends. The trend is gone by the time you figured out how to put it together and stick it on, Tik and Toking. I'm like, "Urgh." So just you be you, and if that's true, and you have to also say that you are enough, but if you're exhausted, you're not going to believe that you're enough and you're not going to believe the business is enough. Because guess what? You can't serve your business or contribute to your clients or customers or whatever it is. And I don't even care if you sell mattresses, you know what I'm saying? If you are fried because you've overworked and you've pushed it, and then you start believing in the lack because that's all you're seeing, and when really the lack is saying to you, "Relax or maybe do something else.", but something else first is take a break.

That's your number one priority is rest. Rest has to be built in. We pay our employees with six weeks holidays. Go away. They're like, what? We can't even make you guys take holidays sometimes. It's like, go. Make sure we have it on the calendar because we know you cannot go at the pace, pace, pace, pace. You can't do it. So anyway, so in conclusion, when you look at how do you make your business sacred, you treat it. It's a sacred thing. You treat like it's a God-given gift to you that you get to do. Wow, this is how I see this. I get to talk to you and I get to have listeners to talk about things that work. That's the other thing. I know what doesn't work too. Because I know what doesn't work is when you try to keep pushing forward and then you don't get results.

We've pivoted a number of times. When the pandemic came, we had to pivot. We had to cancel all our in-person events, and we just took a risk. And then all of a sudden, Oracle Palooza Virtual was born and we had thousands of people from 53 countries attend. I've never had thousands of people from 53 countries come to a paid event. I had tops, maybe 400 people.

Connie:
Incredible.

Colette:
But it's that risk. What do you need? And you felt it in your body and "Okay, I need to take a risk and I don't know where this is going." That's the other thing I think because... Okay, so in my



school, in Oracle School, we're in level two right now. And what turned out last night, I think we had seven engineers in class that are exploring woo woo, and they were talking about how I'm an engineer and this is effing my head up, but I know it's working.

I'm not sure because they're trying to figure it out. There's a system. You can't always calculate. There's this invisible look at radio waves. Hello? Like the quantum. You have to trust that this weird, I don't know how 100% it works, but we have enough evidence that it's working. And our tagline, and I hope we don't have to bleep it out, I don't think we have to, is you can't make this shit up. That's our tagline in level two in my school is what people say that's like, "You can't make this shit up." You can't. So it's the same thing. And when you start dialoguing with your business, it's freaky. And it's like, "Wow, how come I didn't listen to this before?" And you realize, "Oh, it wants me to pivot. It might want me to go a little bit that way. Maybe it's not to put all those catchphrases and things on social media. Maybe I'm enough. Maybe I can just do this and do it my way instead of how every everyone else is doing it." So that's the other thing. It's very interesting if we can see that this is a gift, if you have an inspiration for a business, you were given that by spirit, inspiration means of the spirit. I have been given this gift, the vehicle to my contribution, my soul gave me this from this heavenly, whatever you want to think it is. I'm not religious at all. I'm spiritual, but it's like this again, and I'm also totally nerdy. So I really believe it's like this conscious matrix, that's alive and talking through us. Make it special. Treat it like you mean it. Ad thank the universe for this thing.

"Thank you. How do I serve this morning?" I was tired. I couldn't, didn't sleep last night. It's been a couple of nights. I don't know what's going on with me, and I don't do well unless I have eight hours of sleep. And I was a little frazzled, like frazzled plus this morning, I literally got on my knees in my bedroom. "Show me how to serve. Just show me how to serve. Of myself, I am nothing. The universe do the work through me. Thy will be done through me." And I could just relax. Like, "Oh, wait, I'm not the only one here." That's the other thing. We think we're the only one. No spirit's your partner, and guess how your partner serves you, gave you a vehicle, your ideas. Okay, fine. So that's how you have to see where does it want to go? You still have the reins. You're not going to have a runaway horse, but maybe, just maybe the roads you're on that a wagon says "You get to get off here. Go have a picnic."



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