



**EP77:**

## Amplify Your Magic, Message & Marketing

With Elizabeth Purvis

Colette:

Hi there. Welcome to Inside the Wooniverse, a podcast brought to you from the corner of Fringe and Main. I'm your host, Colette Baron-Reid, and oh my God, you're in for a treat. Joining us today is writer, magician, master business coach and metaphysical educator, her name is Elizabeth Purvis, but I'm telling you, she is incredible. She is a former computer scientist and she's also the founder and CEO of the 7-Figure Goddess Program, and she's got a book out, which we'll talk about later, that she is a premier offers and messaging strategist for high performing transformational leaders who are genuinely ready to scale to seven figures and beyond in their business. Now, Elizabeth has helped thousands of coaches, healers, mentors, and spiritual teachers create high multi-six and seven figure businesses, and she does not do it in a particularly normal way, which we're going to actually chat about.

But I have to say something else. So a number of years ago, and I can't even remember what it was, maybe it was one of my oracle decks, but I was interviewed by Elizabeth for her radio show way back when, and I'm going to tell you this, that of all the interviews I have ever done, and I've done some of the best, some of the most illustrious shows, I'm telling you, she was the best interviewer I have ever sat with! I didn't want to go home. So I now get a chance to highlight her and talk about her astounding-ness, and I'm sure you guys are going to really love her. So, welcome to the Wooniverse, Elizabeth.

Elizabeth:

Thank you so much. And oh my goodness, I'm so blushing from that introduction.

Colette:

But it was true.

Elizabeth:

Yeah, we had such a great time.



Colette:

Didn't we? It was so good, I know. And then I made her be my friend, so there you go. I'm like, "We're being friends now. That's the end of that."

Elizabeth:

It's such a blessing. Thank you.

Colette:

No, it was great. And I've had a real privilege to watch what she's done, and I'm one of the people that follow her so I've had a real ringside seat in seeing all the offerings that she's done and really how many people's lives she's changed as a result. And this is so perfect, the corner of Fringe and Main, she was literally born there. So anyhow.

Elizabeth:

Very true, yeah.

Colette:

Yeah, kind of true.

Elizabeth:

I'm pretty woo.

Colette:

Yeah, you're definitely woo, that's why you're here. It's the Wooniverse, girl. Okay, so let's start at the very beginning. You were actually born into a family of scientists.

Elizabeth:

Yes, that's how I think of it, yeah.

Colette:

So what was your childhood like? When did you first become interested in magic?



Elizabeth:

Oh my gosh, it's one of those things that I know that many of your listeners can relate to this, where the goddess was talking to me before I knew who she was and everything. But yeah, my dad is a professor of chemical engineering and-

Colette:

Alchemy.

Elizabeth:

... and like a rockstar professor of engineering. I sort of joke that if you're ever with him at one of his industry events, and he's retired now, I would go and it would be like I was with Van Halen. They'd all be like, "Are you Professor Jacob's daughter?" "Yes, I know how awesome he is." But it was hardcore, the guy teaches thermodynamics. And my mom was a nurse first, went to nursing school and did all that, and then became an MBA and a home health administrator when I was growing up in the eighties, so a lot of things were not the same as they are now. There weren't pictures on Instagram.

Colette:

Right, no, none.

Elizabeth:

There was none of that. But when I was growing up, the big sort of headbutting with my dad was creative life versus science and security, creative life versus science and security. I actually liked both, and I was really good at both, but I had this real creative pull and I had this whole big... and I grew up in Maine, which is another important part of the story because it was in the middle of nowhere. It was the kind of thing where you get kind of pigeonholed into a certain way. This was my experience, to be fair, and then I felt like I couldn't kind of break out of that. But I started studying metaphysical topics and hiding it.

I would go to the bookstore and I would get the books and I would hide them underneath... I was in the closet for a really long time... I would hide them underneath the couch or whatever, under my bed and stuff. I started doing that at a very, very young age. And I remember, and you'll appreciate this, my intuition and the psychic stuff and the messages would just come all the



time. And no one really understood it but me. That's how I felt. And again, in the eighties, I was also a competitive figure skater at the time.

Colette:

I was too for a little bit.

Elizabeth:

No?

Colette:

I was too, yeah.

Colette:

I had all these little medals.

Elizabeth:

I mean, I loved to perform but it was also a very intense environment, and it was the kind of thing where I would hear in my head what someone was going to say before they started talking. The phone would ring and I knew it would ring before it would ring, those kinds of things. And I remember at that time trying to test the waters to see if anyone would kind of get it. And I remember telling one of my sister figure skaters that I thought I was psychic, and she was like, "You're crazy." And I'm like, "Oh," right? So there was all of this, which is a very common story for a lot of us. And so my goal was to get out of Maine as quickly as possible, while at the same time now I can see it in a different way, now I really honor it for the part of the lineage that it is with me.

But I went to college and I was still sort of, I guess, normal. I was in the sort of normal box for a while, but it was when I went to New York City that I was really able to kind of like, all right, this is who I really am and this is how it's going to be. I ended up in graduate school for computer science, but I also ended up, and I was playing traditional fiddle in the subways, I was doing all this stuff and I was-



Colette:

I didn't know that. I love the fiddle. Oh my God.

Elizabeth:

Oh, yeah, me too.

Colette:

Okay, keep going. And you were busking and you were at school.

Elizabeth:

Before I went to grad school, my first job was actually at the district attorney's office in Manhattan, which is a trip of a place to be at. So my dad by that point was like, "Well, you'll go to law school." And I was like, "Yeah, I'll go to law school." Except I took the LSAT and I was in the 22nd percentile, which was a huge hit to my ego. And I'm like, "I don't want to do this." But there was a guy there at the time, because if you're in the district attorney's office in Manhattan, the path is law school, and there was a guy there who was a devout Catholic. He was an intern like me, and he was an amazing human and I used to see him go to mass every day. And he was also curious and he loved questioning everything and he loved the world. And it was watching him, actually, that sparked my you know what, I'm not Catholic, but there's something here for me, and I'm going to ask what it is and I'm going to say show me what it is. It's one of my favorite techniques to this day. But it was really his-

Colette:

Yeah, me too, show me.

Elizabeth:

Yeah, show me.

Colette:

Don't make it hard.



Elizabeth:

Don't make it hard. So that was around 1996, and that's when witches were everywhere in my consciousness after that. And I got myself on a path of learning Wicca, which is sort of my lineage of Western Esotericism. And so I was in grad school and I was an engineer after that for a decade, while at the same time learning magic and busking in the subways.

Colette:

Let me ask you a question because you kind of jumped from, wow, this is a really interesting thing, this person that's a Catholic, because Catholicism is quite mystical.

Elizabeth:

It sure is.

Colette:

Right? And then you ended up in Wicca. So what was the segue between that?

Elizabeth:

Honestly, it was his connection with the divine and with God.

Colette:

Right, I get it.

Elizabeth:

He was really, really deep, and he would talk about it all the time in this normal way, just in this is just who I am and this is what I did over the weekend. And it was never attempting to push it on me or proselytize. It was just like this is just an everyday part of my life and this is how it is. And I was like, "I want that." Not in Catholicism. I mean, my dad was Catholic, and so I have been receiving the messages for years, and I want to know what this is.

Colette:

So how did you land in Wicca specifically? Did you meet a priestess?



Elizabeth:

It's really interesting actually, because there were a couple of different stages of the journey. So by this time, I'm about 24, and I was like, "Okay, show me what it is." This is the first thing I said. So Michael's got his thing and I know there's something here for me. I'd been studying astrology and tarot, and by that time I was working with the tarot school, Wald and Ruth Amberstone in New York and learning tarot. And their approach to tarot is very, very intertwined with Western Esotericism. So tarot was my first magical tool. And so that was kind of the first thing and I know that this is the gateway into something much bigger. And I said, "Show me," and that's when I started to see witches all over the place, because it appears in your consciousness. And so The Craft was out that year and this-

Colette:

I loved that movie.

Elizabeth:

I did too.

Colette:

Didn't you just love... I loved it.

Elizabeth:

I fucking loved it. It was awesome. And I started nosing around and I ended up going to... I just knew whatever this witch thing was, and of course that was super scary, so again, in 1990s, and my dad is Catholic, and I knew that if I was out with that to them they would just freak out. And I didn't want to make them freak out. That wasn't my goal. And so I ended up going to the oldest witchcraft shop in New York City, which is called Enchantments, and I remember standing back, so I'm 24 years old and I'm like-

Colette:

It's still there.

Elizabeth:

Oh yeah, it's still there.



Colette:

Yeah, it's still there.

Elizabeth:

And it's a real institution. And I'm a nerd for New York City pagan history.

Colette:

Love it.

Elizabeth:

Someone was talking to one of the women in the store and said, "I'm a beginner. What's the best beginner book?" And she said, "That one," which there's so many different books on Wicca, but that was the one she pointed out. And there were two copies on the shelf and the gal took one and I took the other. And I went home, and it was *Power of the Witch* by Laurie Cabot, and I read it and I was like, "Holy crap, this is what I am." So it was instant... it was just a homecoming, which is often how these things are described.

Colette:

Yep, a homecoming.

Elizabeth:

I didn't know this, now I know... And there's some things in that book I don't agree with. There's, I'll say it, there's some Christian bashing, which I don't approve of.

Colette:

Yeah, yeah, I get it. Me neither. I understand what you're saying. There's no need for bashing of anyone.

Elizabeth:

There's no need, and again, my lensing, right, but that's how I interpreted it.





Colette:

Yeah, same.

Elizabeth:

But I was able to look past that and go, "Holy crap." And that's it. I was done. And from there it was about finding my way onto the right path. So there was lots of twists and turns and that, but I ended up, eventually, a couple years later, ended up with an extraordinary tradition called Proteus and did eight years of training with them and the high priestess.

Colette:

Was that still in New York or did you go somewhere? Yeah, it was in New York.

Elizabeth:

Yeah, yeah, Proteus is based in New York by Judy Harrow, who's no longer with us. I wanted the serious tradition. I wanted the peeps that were serious, that had gravitas and were doing the real deal. And they were, so I practiced with them for eight years. Covens have a life cycle and they kind of come and go. But the group that I practiced with, we were together for eight years. And it just had such a huge effect on me because I started learning all the other magical traditions, and I was studying but not practicing.

Colette:

So I want to ask you, because this really is a foundation. I mean, I know you and I know what you teach, so I'm curious to know how you went from, I mean, you even got a BA in political science, a master's in computer science at NYU, I mean, let's be honest, this is not stuff that... I mean, I went to law school too, that didn't make any sense either. It made no sense whatsoever. I'm like, "Oh, how did that happen? Whoa, she's definitely not a lawyer." But it's like you went there and then worked in that field, worked in computer science for a while, but then how did you segue from all of the esoteric study that you did, and again like you said, that had gravitas? And I also know the quality of your work. I mean, we can laugh and say we're woo, but this is deep psychological phenomenon that you are able to really help people with as they connect to the land, to spirit, and to their destiny. I mean, that's what you do, and you do it extraordinarily well. So how did you put all the puzzle together? Because I believe your first brand you created was Feminine Magic, and then you started-



Elizabeth:

Well, Feminine Magic became the brand name for the metaphysical teachings, but my first brand name was actually Marketing Goddess.

Colette:

Oh, I didn't know that. Marketing Goddess, let's go there first.

Elizabeth:

Yeah, so fast forward a little bit. All right, when I hit 29, which is our Saturn return, and there's an astrologer in our group and she was like, "Dude, you've got to pull some levers here now so you can set up the next 30 years of your life," basically. And I really took that seriously. And again, I was like, "Okay, I've been dancing around this. What is it?" Because I was in the comics field too, I thought I was going to be a fiction writer. I ended up quitting my job to live a creative life. And I thought I'm going to be this comics writer and I'm going to be a fiction writer, and I knew by that point in addition to the magic stuff, I was hanging out in the New York's comics community, and I was hanging out with the sci-fi fantasy-

Colette:

That's how you met your man.

Elizabeth:

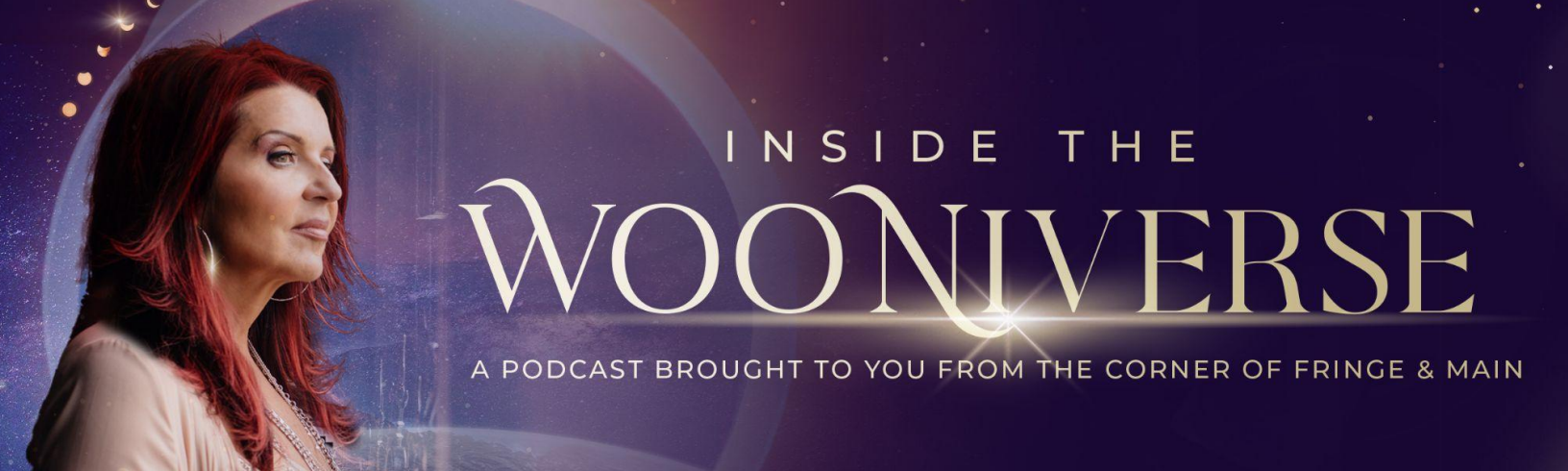
Yeah, that's how I met my man. My man is a comics artist.

Colette:

An amazing one too.

Elizabeth:

Yeah, that's a whole other radical story of myself, a wild story. But basically at my Saturn return, it was very clear, you need to live a creative life. And so I thought what it was going to be was writing and stories and all of that stuff. And I quit my job kind of cold turkey to be a writer, not exactly knowing what that was. And this was in 2007, so again, not the same level of resources that we have now out in the online space. And a couple things happened at that time. Number



one, The Secret came out, was out the year before, and I remember watching that for the first time and going, "Oh my God, this is what I had been doing behind the scenes for-"

Colette:  
Right, my whole life.

Elizabeth:  
12 years now.

Colette:  
Now it has a name.

Elizabeth:  
And now it has a name. And I've always been passionate about metaphysical work, getting it to do. I have always been passionate about, and that's really why I do what I do on the marketing side, it's like the tools of magic. That's my language, but the tools of transformation that are available now to me, they need to be in the public consciousness. People need to be using them. I've always been passionate about that. So when The Secret came out I was like, "Holy bananas," and I saw the opening. I saw the like, oh my gosh, this is a real thing. And so all this stuff about The Secret aside, I don't care, I was like more people than me are interested in metaphysics, becoming, taking their place. And I was like, "Holy smokes."  
And so at the same time a wild thing was happening. I quit my job to become a writer and someone was like, "If you write sales letters you can get paid a thousand dollars a sales letter." I'm like, "Okay, I'll write sales letters." And that was my entryway into copy and messaging and offers. So here I am, I'm writing sales letters for crystal merkabas in the mail and astrology reports, but I loved it.

Colette:  
That's great.



Elizabeth:

And I'm like, "Oh my goodness." All these different pieces were coming together. I knew that the engineering was the background that I had done and was important, but oh my gosh, there's this gateway to this next thing.

Colette:

Don't you think, too, engineering period is like alchemy?

Elizabeth:

A hundred percent.

Colette:

Right? So you can apply, my dad was an engineer, you could apply the concepts of engineering to how we work with energy.

Elizabeth:

A hundred percent.

Colette:

Right? I mean, it makes total sense. I made a joke at the beginning like, oh yeah, computer scientist, ha-ha, but truthfully it applied.

Elizabeth:

It does, because when I got to... you asked how did I put the work together, when I got to that, which was still several years away, I applied my engineering mind to it and my due diligence. And I'm like everything I say needs to fit together and I can't just be pulling stuff out of my bun buns. And so I studied the new thought guys. I went back to Wicca and Western Esotericism, and then of course the modern teachers in the coaching field. And I'm like I need to find how this actually works and I really spent a lot of time breaking it down. So my engineering background came in really handy for that.



Colette:

You know what's really interesting too? This is how I approach making oracles, because they all have to work together.

Elizabeth:

They all have to work together.

Colette:

I create a lexicon. I do a whole basically forensics on does this go with that? Does this go with this? Does this speak to that? Before it ever gets published it's like do they talk together? Do they work? Is this a structure? It has integrity, right?

Elizabeth:

It's got to have integrity, yeah, and it has to make sense and we can't be making stuff up.

Colette:

Correct. That's right.

Elizabeth:

That was a few years down the road. But in 2007, I had two things were going on. I was having this holy bananas moment, and I was also having this, oh my gosh, this marketing thing is really cool and I'm drawn to it, so much so that I don't want to do writing anymore, which it totally messed with my identity. Because by that time, I had all of these famous friends. I was working with people who were on my bookshelf as a teenager who I loved. And I was petrified, oh my gosh, they're going to find out I'm writing direct response sales letters and they're going to think I'm a nut job. All this is going on. And the whole time I'm like, "Goddess, why? Why are you sending me in this direction? Why?" And I didn't get it because I'm just like what do I even do with all this?

And of course at that time I wasn't making any money. My savings was draining. I didn't know how to make any sales. I didn't know anything. But I just kept following the threads and they all started to come together. And there came a moment, and I talk about it in the book, and it was, gosh, late 2008, 2009, and I was just really like, "Help." And I was walking around Prospect



Park, and in my tradition, in Proteus, and in Wiccan traditions there's this contract, this sort of contract that if you receive the teachings you're going to pass them on. And I knew I wasn't going to be a coven leader. I just knew that wasn't going to be my jam. And she stopped me in the middle of the park and she was like, "You're going to write books and you're going to put magic in the books, and you're going to help be a part of the movement to bring magic to the mainstream." And so of course, I'm bawling and I'm like, "Dude, I can't manifest my way out of a paper bag right now. Help me out."

But that's when all the threads started to come together and I didn't see them right off the bat. I just had to keep following the signs and following the invitations and working with all my stuff at the same time. But now what I know, because now what I know, I thought when she was like be a part of the magic of the mainstream, put magic in the books, I thought I was going to be Gabby Bernstein. I thought I was going to be Colette Baron-Reid. That's what I thought. I was like, "Well, I'm the magician who's going to bring magic to the masses. That's my role." But first at that time, I'm like first I've got to actually find a thing to apply this to, and that's where I realized that's where marketing came in, entrepreneurship, because I personally... and this is my own personal thing... magic is a tool to create your reality. It's a tool to create your life. I've never been a magician who's just kind of in it for the rituals and just kind of doing rituals.

Colette:

It's to make something happen.

Elizabeth:

Right, and even when I was 23 and 24 and running around New York for the first time, I was like, and this is not a nice thought, but it's an honest one for a 23-year-old, I was like, "Why aren't these folks using this to make their lives better? That's a problem."

Colette:

Yeah.

Elizabeth:

So when I finally had all this kind of drop, I'm like, "Oh, I get it. Entrepreneurship is a magical tool." All my astrologers, because at that time I was working with tarot readers helping them go



from a \$1000 a month to \$4,000 a month. And and I'm like I've got to figure out, this is a tool or this is a playground to apply the magic principles in, and then I'm going to take those teachings and kind of get them out there, and that's what I thought was going to happen. And I said eventually, I thought, "Okay, there's going to be two sides of the business, there's the business side and the magic side."

And the business side is out first and I built my first programs and I built a training on how to offer high-end programs back before it was everywhere. And then I thought, "Well, at certain point I'll flip and I'll be with the metaphysics out in front." And the hilarious thing is when that flip was made in 2017 I was like, "Oh my goodness, if I have to just talk about manifesting for the next 20 years, I will poke my eyeballs out."

Colette:

Poke your eyeballs out, that's right. That's right, I get it.

Elizabeth:

And so I'm like, "Wait a minute, now I see how all this comes together." I was trained to be the one that helps amplify magicians and get their message out. And I've always known, and the book is sort of the first or the next, I guess, piece. I will have my books and I will have my being out there as the mainstream magician, there's no doubt in my mind. My job right now is to help the magicians make a lot of money.

Colette:

I want to speak to that for a second. So when we look at magic, for people who don't know what you mean by magic, and you tell me if you think this is correct, because the way I look at it is that it is about being in alignment with natural forces-

Elizabeth:

A hundred percent.

Colette:

... that are invisible to us, that help us in reality creation.



Elizabeth:  
A thousand percent.

Colette:  
Right, so it's not that you're casting spells in the way that people see them in the movies.

Elizabeth:  
No, that's never-

Colette:  
It's just not like that at all.

Elizabeth:  
Oh my gosh, never.

Colette:  
No.

Elizabeth:  
I don't even care.

Colette:  
I know, but if they saw The Craft they wouldn't know what we were talking about. And that's one of the reasons why I've always been fascinated by what you do, because you have taken a very practical, very mainstream approach to an esoteric science or spiritual path, if you will too, because it really is a path as well. And when you say to help magicians, I think, when I hear that, I go, "Yeah, anybody that is involved in personal transformation." This is why I do what I do, it's all about personal transformation. It's all about helping people discover their own alchemy and being the midwife for them. Those are the people. So those are what you mean by magicians?

Elizabeth:  
Yes, it's my term.





Colette:

Right, that's your term.

Elizabeth:

Yeah, it's for the coaches, the healers, the practitioners, and the ones that we work with in 7-Figure Goddess primarily, although everyone is welcome to come into our world and receive the wisdom teachings as we dish them out. As far as growing businesses, the ones that we really love to support are the ones that are actually in there doing the NLP, doing the re-imprinting sessions, doing the hypnosis, doing the stuff.

Colette:

Doing the transformative stuff.

Elizabeth:

Doing the transformative stuff. Of course, that looks different for everybody and people put on programs and everything. But really, so there's all kinds of different definitions of magic. An old school one that I still use is change in accordance with will or change in consciousness in alignment with will. And it's basically about, to me it's about activating your creative power. It's all about this is my reality and I'm choosing to create it and I'm taking the power back in alignment with, in co-creation with, every other powerful being on the planet, which is something that doesn't get talked about a lot.

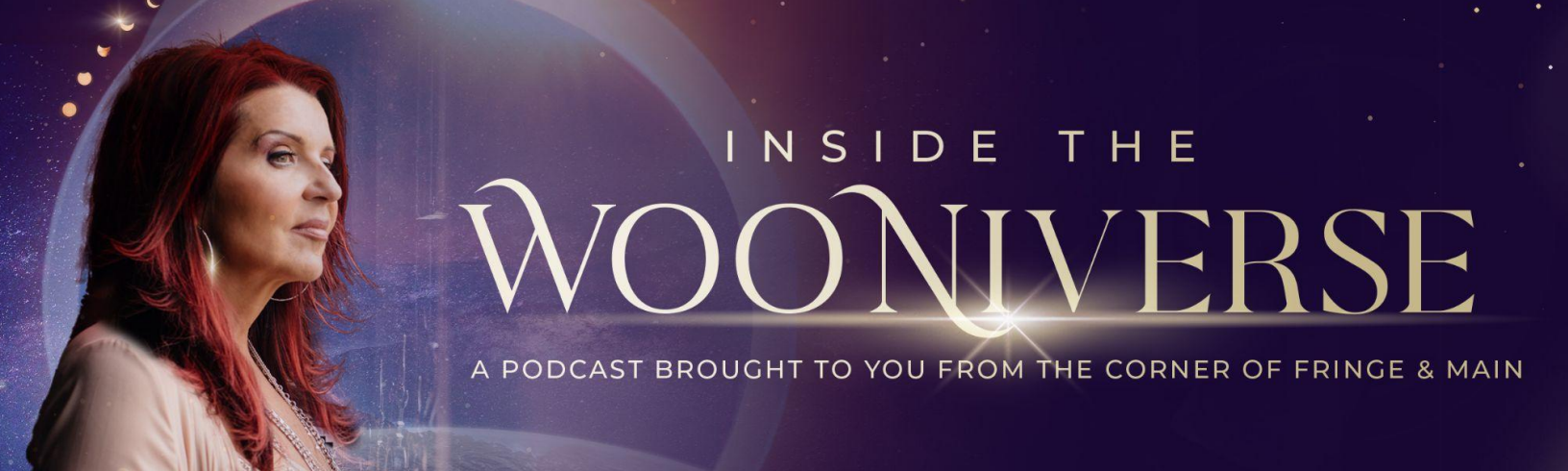
Colette:

Oh my gosh, I love how you explain that. Okay, we're going to take a little pause, more with Elizabeth when we come back. Don't go anywhere.

And we're back with Elizabeth Purvis. Okay, Elizabeth, my next question is, tell me about... because I believe all manifestation is co-creation, it's all a partnership.

Elizabeth:

A hundred percent.



Colette:

I don't even go there. It's actualization and partnership.

Elizabeth:

Yes.

Colette:

That's how I see it. And it is about you do this the same way. So tell us about the difference between the human will and divine will and how that interfaces in the work that you do.

Elizabeth:

Yeah, I'll give it to you as kind of from my lensing.

Colette:

Yeah, perfect.

Elizabeth:

So the first law of life, which is the first law of source consciousness, substance, God, Goddess, is more life, right? Expansion, expansion. That's basically the bottom line. We're all expanding and we're all programmed to expand. So creative substance, as I call it, and sometimes we have a lensing for that, God, Goddess, sometimes we don't, depending on kind of where we're at, but its desire is for more life. Its desire is to grow and to expand. That's its purpose, that's its nature. We have that desire to grow and expand as well, so we have this desire to grow and expand, which activates all kinds of things within us. We also, as human beings, we have tools of co-creation that other beings don't have. The way I look at them are perception, energy, faith and choice. So we have the power of choice, and to me, our will is very much kind of a melding of what's this spark of desire that I have inside? What is the desire with a capital D? That is an instinct that comes from the divine, it comes from a creative substance.

Colette:

Which is inspiration in many respects, yeah, it's the spark.



Elizabeth:

It's the spark. We all have that spark. And that's one of the things, in my view, that lets you know that you're partnering with a source, right?

Colette:

So let me ask you at that moment because when desire can become destructive, when you have to surrender the desire and then take action, do you talk about that? Because the big D desire is not the same thing as wanting coming from lack.

Elizabeth:

That's right, exactly.

Colette:

So let's talk about that.

Elizabeth:

Yeah, so the big D desire, I think of it as the desire of your heart. You could think of it as a soul level desire. It's the desire that's put in you or comes from the greater field that we're all swimming in, which you are of and from. And that's how the laws operate is on capital D desire, not little d desire.

Colette:

Right, big difference.

Elizabeth:

Huge difference.

Colette:

Big difference.

Elizabeth:

Huge difference.



Colette:

Yes, it's what everybody struggles with.

Elizabeth:

Everyone struggles with it. Part of the game is-

Colette:

And you're like, you know what, I'm not letting go.

Elizabeth:

Right, part of the game is to figure out what capital D desire is and what little d desire is. And that's part of what I had to deal with when I was like, I want to be Colette Baron-Reid back in 2016. I thought that's what it was. Or 2015. I'm like-

Colette:

In a million years, I would never have known you would say this.

Elizabeth:

I know, but I thought I was going to be making the decks and putting out all the magic teachings and everything, which again, I know is part of my path.

Colette:

But you are. I mean, you're not doing decks yet, but you're doing what you're doing.

Elizabeth:

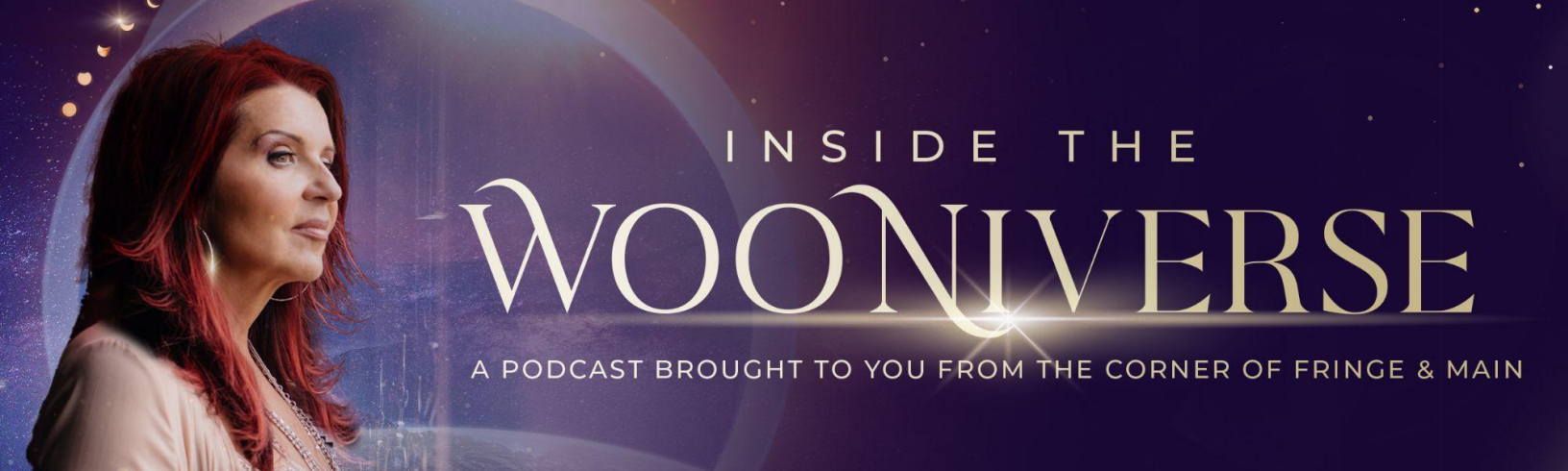
No, but it wasn't the way I thought it was.

Colette:

I get it. It never is.

Elizabeth:

I had this whole other divine assignment that was part of capital D desire, and that divine assignment is build a coaching company to empower magicians, the transformational leaders,



the consciousness shifters, the co-creators who are here to teach everybody else how to get their stuff out so the consciousness of the planet raises. Right?

Colette:  
Yeah.

Elizabeth:  
My big D desire is magic to the mainstream.

Colette:  
Yeah, and it's amazing.

Elizabeth:  
And it can look so many different ways, but the goddess didn't... she didn't send me off to learn with Dan Kennedy for no reason, in 2007, when I'm sitting there in calls with these hardcore direct response marketers and I'm going, "I kind of love them and I love this, what is it about?" My conscious mind, my ego mind would've been like, "No, you're supposed to write the stories about magic and you're supposed to write comics that have magic in them."

Colette:  
Isn't it wild though, when you think about it, how the big D decides also. The big D has the big decision, not you.

Elizabeth:  
It really does.

Colette:  
It pushes our choices. We recognize how it's not where we think it is because we keep trying to go there and that's not where it is. I never expected to be doing this. I kind of get a kick out of it when you're saying, "I thought I was going to be you." And I'm like, "I thought I was going to be a singer." I thought the recording artist thing was the only thing I was going to do. So there you go. What is it?



Elizabeth:  
There you go.

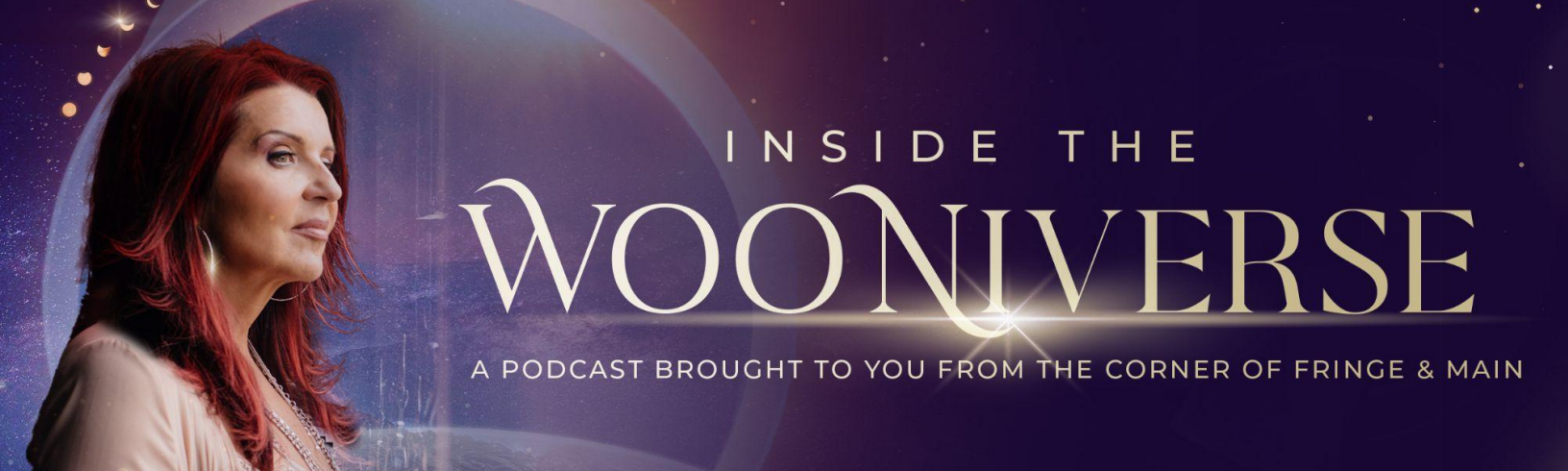
Colette:  
But you follow it, follow the crumbs that come because those are the choices.

Elizabeth:  
Right, and you have to surrender to the crumbs, because here's the thing, and you know this and you teach this all day. When you surrender to the crumbs and you follow the crumbs, guess what?

Colette:  
Magic happens.

Elizabeth:  
Magic happens and it's easy. When you don't, struggle bust. And I'm being really fierce in my language to hope whoever needs to hear this to get the pattern interrupted. So one of my tools is the Akashic records. I love the records. After learning tarot and learning the language of tarot and working with your decks exclusively for five years or something, I put tarot down for a while. I'm like, "You know what, this Colette Baron-Reid woman has it going on." And I read with your text for a long time. And then the Akashic records came into my field and just like oracle decks there's the homecoming moment. And I very quickly saw that, it was the exact same thing with the oracle decks and with the tarot, when I followed the guidance things are easy. When I don't, then I struggle.

And at a certain point when I was at that crossroads, I had shut my first iteration of my business down. I had shut down Goddess Business School. I shut down the platinum program programs I was doing, and I'm like, "I'm going to teach magic. Here I go, time to teach magic. Here it is. We're going." And I had this reader and that reader, because I do love to connect with other readers who can see things when I'm too far in it, and they all said the same thing. They're like, "We actually don't see you doing that. We see you leading the leaders."



Colette:

But you were in a way, that just wasn't the iteration that you saw, the form, because you are actually doing that very thing, but you're doing it in a different form.

Elizabeth:

Totally, but I was just like la-la-la-la-la.

Colette:

I get it.

Elizabeth:

And I was trying, like I'm going to have the biggest manifesting course on the planet, that was my aspiration because I'm here to bring magic to the mainstream. Because you're right, I absolutely was, but they were like, "Actually, you've been doing this marketing thing for a while and there's a reason why, and maybe you ought to just take a peep at that again."

Colette:

And add the magic there.

Elizabeth:

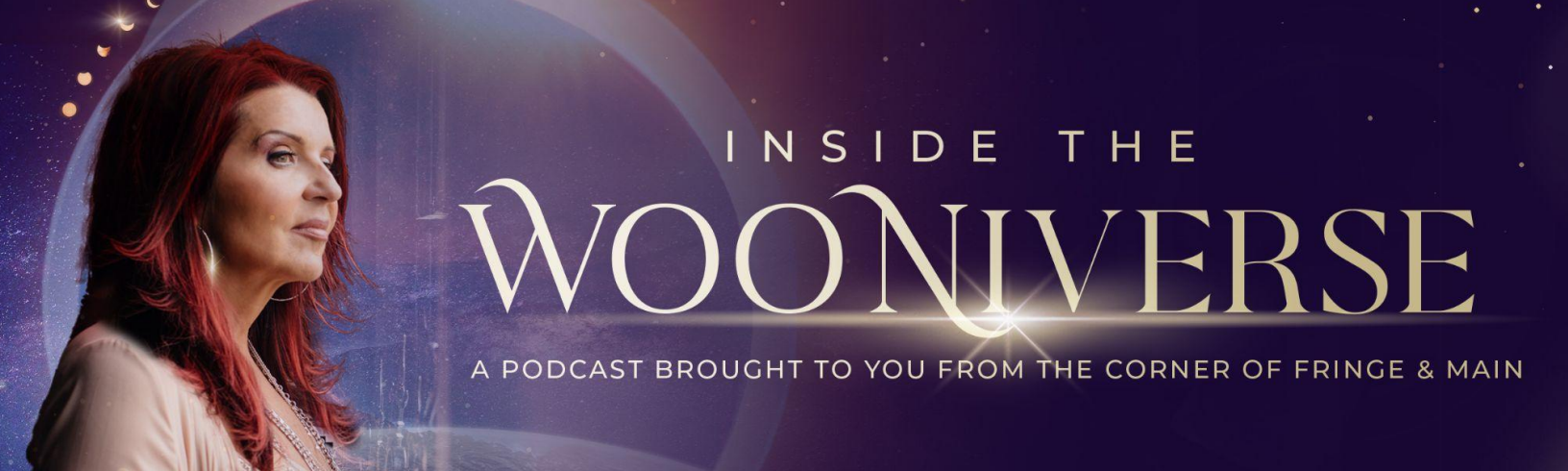
Right, and that to me was the real distinction between, okay, put down what you think it's going to look like, put down what you think it's going to look like. And the thing about it is like everything we choose, everything we desire, capital D desire, is already here. And I was like if you're going to write books, and you're going to write books, you don't have to hold on so hard to forcing the path. You can let it unfold and you can follow the next best step.

Colette:

But don't you think that you had to learn that so you could tell other people, because you're working with pretty ambitious people, and tenacious people.

Elizabeth:

Yeah who have very clear ideas.



Colette:

And tenacious people. So when you work with leaders, you're not dealing with people who are shrinking violets. You're dealing with people with opinions who have an idea of where they're going to go. And I think you have a pretty strong personality too, and I think like myself, I had to go through the same identical thing, FYI, and consistently like until I let go, nothing happened. Because we all think we know, we're coming to you because you're going to help us get bigger, we know exactly what we're doing. And you're like, "Ah, no. No, you're going to let that go and you're going to work these principles."

So let's actually talk about how you teach people, entrepreneurs, how to shift, because that's a big premise of what you do. Whether it's shifting a mindset or shifting energies from one form to another, it is a key concept in magic. So why do you feel it's so important and how do you teach others to do it? Especially when you're dealing with people who may not want to shift, they just want you to tell them how to get more.

Elizabeth:

Oh my gosh, yeah, so I'm going to actually come at this from the biz side because a lot of it's-

Colette:

Great. Let's do both.

Elizabeth:

Yeah, because it's the same thing on both sides, by the way. It's the same damn thing, let's just be clear.

Colette:

Love it.

Elizabeth:

So in the business side of things, we help coaches, healers, practitioners, optimize their offer and their messaging so that they can grow with a lot less inputs. Now there's always inputs, there's always marketing, there's always sales, nobody's getting out of that. But if we don't have





the offer and the messaging optimized and spot on, you're going to be working a lot harder. Now that's a whole other conversation.

Colette:

No, but it's great. I think it's very clear. I think it's very clear what you said.

Elizabeth:

Because most of what you're learning out there in the online are tactics.

Colette:

In the online, that's right.

Elizabeth:

In the online world are tactics and what are the tactics built on? They're built on your core deliverable, your offer, your messaging. So oftentimes when leaders find us, because stepping into your magic and getting your magic in the world, it's an iterative process. When you first get out there, you've got to figure out what you're teaching. Oftentimes people are coming from certifications and they're teaching what their teachers are teaching. And you have to go to marketer school and you've got to figure out the basics. And then what happens around the six figure mark is people go, "Now I know what the real thing is. Now I know what I want to bring to the world." And they have to kind of reinvent themselves, and that will happen at any stage. We have people who are at the 500K ceiling who are like, "I need to bring forward this body of work." Right?

Colette:

Oh, it changes everything. I mean, every time you hit that level, you have to rethink your business. You might even have to tear it down and rebuild it sometimes.

Elizabeth:

It changes everything, but oftentimes, see at that time you've already got preconceived ideas of what you think it is. You've got preconceived ideas of marketing, you've got preconceived ideas of how it's going to look, and a lot of what we do in our program is help leaders get back to the truth with a capital T, I didn't make up 10,000 years of psychology that go into offers and



messaging strategy. I'm not the mean mentor telling you what to do. I swear to goodness and gracious, all I care about is you getting what you want to do out. But I'm here to tell you that 10,000 years of human psychology says certain things have to actually be the case or you're going to get nothing.

Colette:

Right, exactly.

Elizabeth:

Right? So we have to reflect back. So you're asking me how do I help people shift, my favorite way, and really what the standards in the book is all about, is to align with capital T truth. When we align with spiritual truth, which is often backed up more every day with actual natural, physical plain truth, when we surrender to that and really release and lean into that, then we can make shifts very, very quickly. And so part of my job is to reflect back to peeps. And honestly, I sometimes joke that my number one kind of power move in coaching is you can do that. You can do it. You can have it the way you want it. You can have it the way you want it, because people hold on. They hold on to their ideas of what it has to look like because they believe that they won't get the thing if it doesn't look like that.

Colette:

If it doesn't look like that.

Elizabeth:

And so we're constantly reflecting back, but we've got to operate within the scope of the laws of physics and the laws of metaphysics.

Colette:

Right, that's exactly what I want to talk about. So now you go the laws of physics, I mean, certain criteria need to be met. I.e., you can't be an armchair astronaut, you can't sit there waiting for somebody to knock on your door. You actually have to take some action. You actually do need to be an expert if you call yourself one.



Elizabeth:

That's right. And you need to come from the mindset of your client, which is the number one hardest thing for leaders to do.

Colette:

Yeah, because you don't want to say this is what I want to tell you, you have to find this is what they need from me. It's a very different kind of a dynamic.

Elizabeth:

It's a very different thing but there's always a way to map the two.

Colette:

So if we go from the physics to the metaphysics, so we're going to build that bridge, so we know what the physics are, there are certain criteria. So let's bring in the goddess and the standards, because that's what you call them, right, in your books. So we go now into these laws, so how do they apply? How do you teach people how to get to that next level applying now the metaphysical techniques?

Elizabeth:

So the standards, which is in the book, it's 10, I call them energies, you can think of them as keys or principles, but I call them energies because to me that's what they are. They're 10 ways of being that when you fully turn them on, you're basically in alignment with the version of you that's going to create the seven figure goddess. When you show up aligned with these principles, you will naturally start to attract the clients, the opportunities, and it sounds like magic but it isn't. It's very practical. When I say show up as, I mean plug your money leaks and work on your stuff and all of this. But it's also coming from this place of, so the whole idea of a standard is the energetic move of, well, this just is how it is. So when I hold the standard, one of my favorites is the confidence standard, well, confidence just is. My awesomeness just is. I don't need to be pushing, pulling, wondering, questioning, in, out, whatever. Can I get them the result? Can I not get them the result? Can I do this? Can I do that? Can I do this? Whatever, all that. If we shift into it just is, right, then we can let all of that go very quickly. Abundance standard, abundance just is. And that's the metaphysical principle of clarity, which is my favorite. Got a soul level desire? You've got a desire to build this business? Guess what, the business



already exists, abundance exists, your clients exist, it's all here now, it just is. So you can get out of the-

Colette:

Machinations of what do I do? What do I do? How do I force it?

Elizabeth:

Right, where's my money?

Colette:

And the small d, the wanting, which is always about lack.

Elizabeth:

The small d, which is always about lack, always about lack. So the standards in this power move of it just is are how I am able to help people really in the moment. And the standards, this particular body of work was born because I was teaching people how to create 50K offers, 50K programs, to package and price their transformational services for 50 thousand dollars to a 100 thousand dollars. Now, I don't know if you've ever taught anyone how to do that, but what happens is, they freak out.

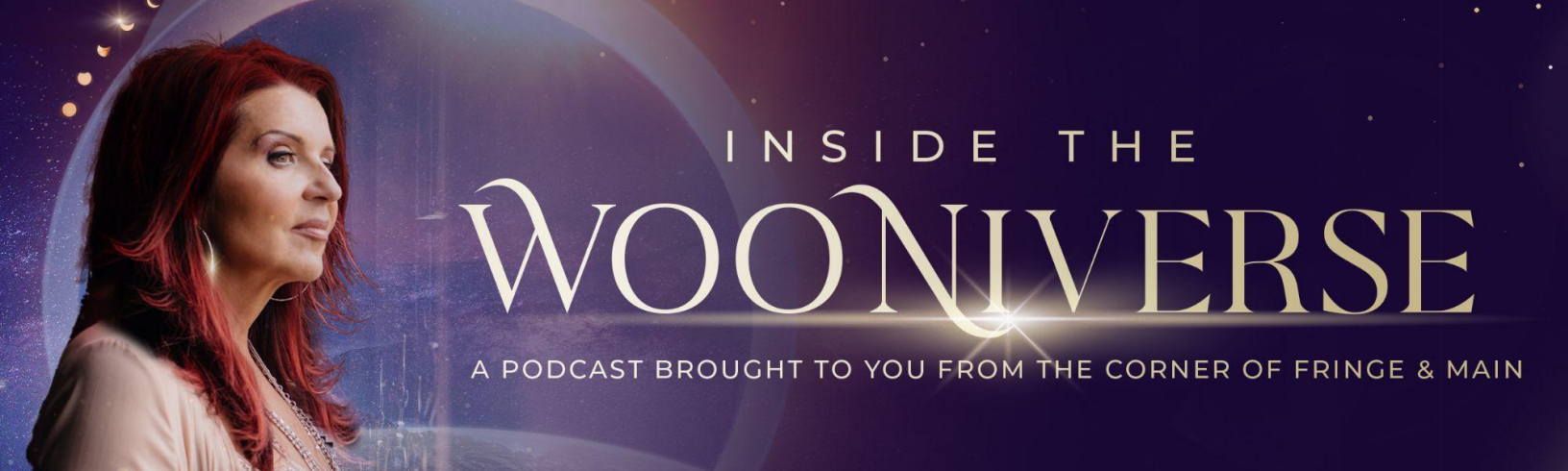
They freak out and they go into the questioning. Oh my gosh, will anyone pay that much? Oh my gosh, am I worth that much? Oh my gosh, I'm going to get rid of the rest of my clients, what's my down sell? And I remember sitting there at the kitchen table going, because I've been teaching it for years, but I wanted to put it in a program and teach it to a lot more people, and I was like, "How can I help them just in the moment shift out of that whole conversation?"

Colette:

And how do you do that?

Elizabeth:

It just is.



Colette:

It just is, right, it just is.

Elizabeth:

If you want to offer a 5K program, if that's the true desire of your heart, capital D, you can do that. If you want to do it, a client is already there waiting for you. If you want to make a certain amount of money, guess what, it's already there. Now, that doesn't mean that you don't do anything. It doesn't mean that you're off the hook of actually taking line action. But if you're over here spinning and questioning, then you're not in the energy space, you're not vibrating in the energetic frequency, you're not being the version of you that already exists that has done that.

Colette:

I love that you said that the person already exists because then there is no need for that wanting small d if you're having it and it exists already. There is no need for wanting it now. It's just really how do I discover it and it's like becoming the person that has this life, because that is our work, that has to happen next.

Elizabeth:

And that is the work. That's totally the work. And that's the crux right there of it. Actually, if you have that capital D desire, it already exists. It's always easier to manifest from a place of having than not having, because the lack is what puts your brain in the [inaudible 00:43:29]. But if you already have, and you really choose to be in this place of it's here, and I know that it's here and I know it exists, yes, you need to be an expert in all of that. Yes, that's true. And what I found though is we know, like deep down we know.

Colette:

Yes, we just know a hundred percent.

Elizabeth:

We know. And most of the women that I'm working with, and I know many, many of the people that you work with, it's like, look, you're already awesome, will you stop it with the questioning? You've got 17 certifications, you've got two PhDs, and you're here telling me-



Colette:

Right, and then it's like now you're still questioning yourself. I get it. But do you also think, I'm curious because I've heard so many incredible stories from the people you've worked with, they swear by you that you have changed their lives, and I've read your book, it's phenomenal, *The 7-Figure Goddess*, we'll be putting a link in for everybody to see it, but do you think that the need for this now is because we've become so seduced by another way? Do you know what I mean? It's the old way of, even with the self-help movement of always looking for the cracks or you need to work on yourself. Do you know what I mean? I think that that's gone too far.

Elizabeth:

I do too.

Colette:

I feel that way.

Elizabeth:

No, a hundred percent. And let's stop making ourselves a project. And this is another thing that this was designed to do because I want to share with everybody this energetic consciousness shift I'm talking about. Guess what? It happens on the level of conscious awareness. It's your neocortex, right? You don't need to shift another seven zillion blocks. I'm not saying you don't need to shift blocks.

Colette:

No, I get it. I agree with you.

Elizabeth:

But a lot of us, there are a lot of beautiful humans out there who have done the work, and now it's like that inertia between doing the stuff and actually going out and do the thing. The standards are a tool for are you ready to go do the thing. When you're sitting there writing your email and you've got all this stuff coming up but you need to get the email out because you need to get the email out, you can shift into this place of, well, it just is. Well, the people are already here. It doesn't matter if this email succeeds or not, because people are already here. It



happens on that level of, okay, it's time to actually hit the runway and not spend the next 50 years continuing to do whatever we're doing.

Colette:

And that is a metaphysical application. Just by setting your attention on just is, it shifts energy. It completely shifts the energy of your body. It shifts it all. You move out of that stress response into a more expanded potentiality, I think, which is-

Elizabeth:

That's exactly, yeah.

Colette:

... which is the point of magic, so you are. And all these people that you end up working with and have worked with impacts so many thousands of other people. So I know it wasn't the form where you were going to write the books to those people, you actually are reaching the same people that you wanted to only just in a different way, that you are the one that is showing people really practical ways of how to get to a place of radical abundance, which I think is really... I just said that off the top of my head right now... but it is, it's the root of abundance is it just is.

Elizabeth:

It just is, yeah.

Colette:

Everywhere, and it just is. It's just like I'll take some of that and then I can walk into more of a compassionate world that I can help build. So why do you think right now all these magical techniques and someone like yourself who's now becoming wildly successful, and you always were but now you're even more so, why now?

Elizabeth:

Oh my goodness, okay, I'll go back a little bit. So when I first got the call, the cosmic telephone and the moving out of my job and everything, which I had to leave because it was killing me every day even though the people were amazing, I always like to qualify that I worked with



amazing people in my last engineering job. It was for social media sites for minorities, but it wasn't a Community Connect, which does Black Planet, MiGente and AsianAvenue, and I worked for them for seven years, but it wasn't my path. I had that pain of not being on the path. And I know that pain very, very well.

Colette: Yeah, I get it.

Elizabeth:

And when I left, it was a year before the economy crashed. And my very first launch, using Jeff Walker's product launch formula, I opened the cart the day that the economy tanked and it was news. I still made \$5,000.

Colette:

2008.

Elizabeth:

2008, I still made \$5,000. I was like, "Holy crap." But at that time, the conversation in the space, in the transformational leader space, what it was at that time was consciousness is changing. Oh my goodness, the old structures are crumbling. And there was all of this conversation. If you were to rewind the clock and look at-

Colette:

Still talking about the same thing.

Elizabeth:

Right, well, I remember thinking to myself, it is, and I was very much on the train, and I mean that in the most positive of ways.

Colette:

Yeah, me too, me too.





Elizabeth:

We are here to shift consciousness. Consciousness is changing. The structures are crumbling. This whole narrative is actually accurate and we're seeing it. And I was like, okay, this is why the consciousness shifters... who I call magicians, they might call themselves something else.

Colette:

I like that you call them magicians. I'm going to be a magician now.

Elizabeth:

You're a magician now. For those of us who are bringing the tools of transformation and all the different ways they look, to the rest of the world, it's here. And back in 2008, 2009, 2010, it was just starting and it was really fascinating to be around at that time. And you were around that time, I remember, watching us all kind of blunder around and find our way.

Colette:

This was the canary in the coal mine.

Elizabeth:

It was. But here we are. Guess what? Now we're at a different place in that journey, and I think Covid demonstrated this totally, we're like, no, for reals for reals.

Colette:

It's really happening now.

Elizabeth:

It's really happening.

Colette:

I think we were getting ready. And they always say too, even in astrology, that these things take a number of years.

Elizabeth:

They do.



Colette:

They don't happen overnight, but we think they're supposed to. Like 2012 was supposed to be the big thing. You know what I mean? It was like, yeah, remember Y2K was supposed to be a big thing.

Elizabeth:

It was.

Colette:

But now there's a big thing going on.

Elizabeth:

There's a big thing, and now this is why I put some of the stuff in the book that I did. One of the first standards is the divine standard. And the divine standard is the understanding and awareness that thou art goddess, thou is a divine being. That used to be, back in the day, the metaphysical secret that you would be hanging out in the temple for for five years before they even kind of breathed it in your direction.

Colette:

Hey, guess what, God is in you.

Elizabeth: God is in you.

Colette: Or goddess is in you. Yeah, you are an I am that I am.

Elizabeth:

I am that I am. And it's out there in the world. I'm not the first person to bring that to light. But it's such a huge part of my teaching because, I'm sorry, we don't have that kind of time anymore. You need to have that awareness, IMHO, in my humble opinion. If we're going to meet the demand of what's being asked of us, by God, goddess, spirit, creative substance, whose purpose is to expand and move humanity forward and move us forward, move everything forward, then we need to get on it.



Colette:

And don't you think that energy, well, I believe that energy needs us to express itself in this world because it doesn't have form. It picks us, it doesn't have form, it needs form to create more form. And we are that, so that it is we are that. And so it is really about are we going to be awake or are we going to fall asleep? Because I do think that a lot of what's going on right now is I think a lot of people falling asleep at the wheel because it's too much for them. You know what I mean?

Elizabeth:

It's too much.

Colette:

But for now.

Elizabeth:

Yeah, you and I could have a whole other conversation.

Colette:

Yeah, we could, another time.

Elizabeth:

That's totally been my experience too, and people and are all on their journey. Everyone's on a different path. Everyone has different invitations made. They can either accept the invitation or not. The timelines change as different things come forward. There's always more than one way.

Colette:

I agree.

Elizabeth:

But there are definitely a contingent who are like, all right, this is too much. Right?

Colette:

Yeah, and don't you think-



Elizabeth:  
Totally understandable.

Colette:  
And don't you think too, I mean, have a lot more compassion now, even when I look at a lot of the division, I go back to Catherine Ponder's body of work where she talks about chemicalization, where it's like just when you are thinking that you're going in one direction and it looks like everything that you're working towards looks worse than ever, the exact opposite happens just before. And I'm kind of looking at everybody going, "Well, we're in one giant soup of chemicalization, and this is where we're not supposed to sabotage it." It's just really painful to see. So when you are teaching people how to have... And because you're working with change makers you're really getting them. And I know that we talk about seven figures, but that's really about when you're there you impact more people. I understand that's what you're looking at, it's not just about the money.

Elizabeth:  
A hundred percent.

Colette:  
It's really about the expansion of impact also.

Elizabeth:  
I am so about the impact, and all of my people are about the impact. And it's kind of edgy to call your company 7-Figure Goddess.

Colette:  
I love it.

Elizabeth: I did that back in 2010 and I definitely got some blow back for it from some elders.



Colette:

Oh my God, who doesn't get blow back anymore? Let's pull a card. Let's actually pull a card together and see if the Wooniverse has anything else that it wants us to talk about. Oh my God, it's talking about breathe. So let's talk about the breath and let's talk about meditation with you and how you work with it.

Elizabeth:

Oh my goodness. Well, I've worked with meditation for many, many years, so we're going to conflate some terms a little bit.

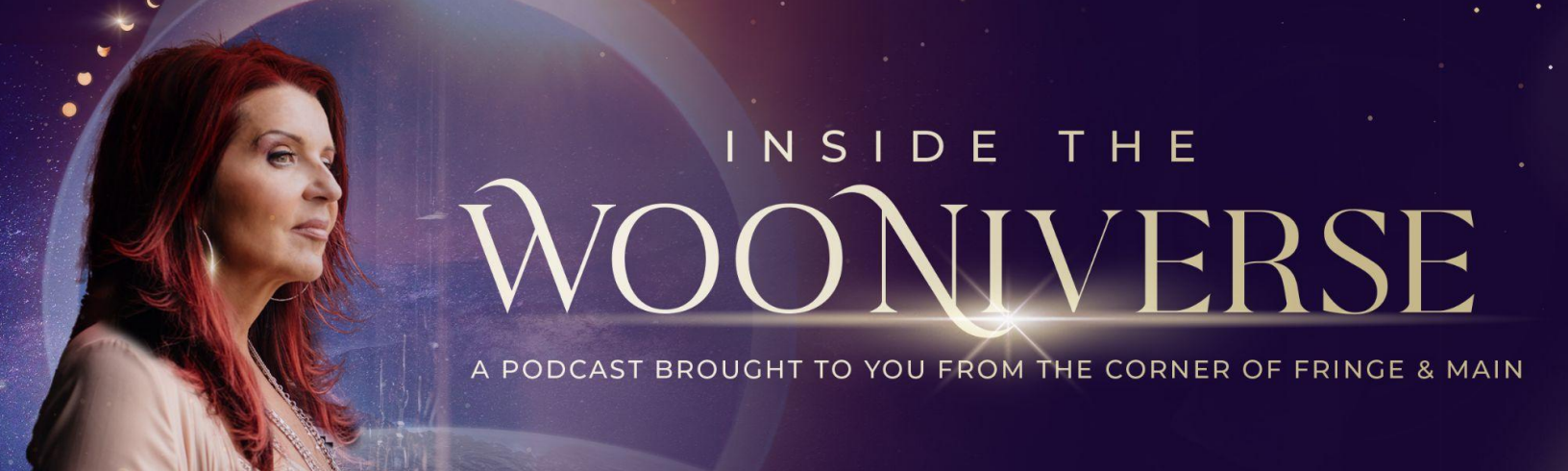
Colette:

Yeah, that's fine.

Elizabeth:

And I want to make sure I'm super specific. So there's a whole bunch of different forms of meditation you can practice. For many years, my primary meditative practice consisted of, I mean, it's still consists of, creative visualization from a very, very relaxed state. One of the things we do in feminine magic is we have a whole bunch of practices to go out in various parts of places, spaces, dimensions, times, and create things, receive things, receive the transmissions, align with versions of you, all of that. That's a huge part of our practice. And now these days, I mean, here's the thing, and breath, air, the element of air which is aligned with perception, is the animating force. It's like the first thing, it's the first step off the path. I'm seeing the fool. The fool in tarot. So there's a lot of creative power in that. And we are so powerful as creatives that with a single breath and a single thought something gets created in the nonphysical.

And I really am going to invite everyone to lean into this. When you think a thought, when you create a mental picture, guess what, that exists. It's a thing. It's out there. And it starts with the breath to the mind to the different dimensions. And it's a creation all on its own. And that's one of the things that makes co-creation so simple and easy. You're already a masterful creator in that space. So that's one aspect and that's huge. I mean, if you really think about the implications of that, if you sit and you make a mental picture, especially from that place of deep



relaxation that the magicians know are so powerful, because our nervous system is one of the things that messes it up.

Colette:

Yeah, no, I get it.

Elizabeth:

If we're in a space of tension, our nervous system is kind of what allows or disallows are physical being, which is why in feminine magic one of the reasons why I say we work with our human side and our divine side, because our human body has to be on board. But then there's also the deep relaxation aspect of meditation, and that's more what I am working with now, which is mantra meditation.

Colette:

Oh, I love that segue.

Elizabeth:

And they work together so beautifully. So I do 20 minutes in the morning, 20 minutes in the evening. And this is over the past, gosh, year, which is a new form of meditation for me. I never did that for years. It was all just sit down, relax, go into a... I have an NLP background, I have a bit of a background in hypnosis... complete relaxation and start creating things. And now a big part of my practice is, again, that nervous system work to de-excite the nervous system so that you have access to more. So you can take that breath on the physical plane.

Colette:

That's beautiful. Love it. And I think a lot of listeners are going to take a lot of that because the people who know me know I'm a big creative visualization person. So it's vision journeys, in all my work it's that.

Elizabeth:

Yes, and you're masterful at it. You are so stunning and masterful at it.



Colette:

But I mean, it works, because it just works.

Elizabeth:

It sure does.

Colette:

And I find it so helpful, so helpful, so helpful.

Elizabeth:

I won't skip it because I'm under a tremendous amount of stress on the day to day. We have a lot of stress-

Colette:

Yeah, you've got to do it.

Elizabeth:

... by nature of what I'm doing in life, and then I'm of a certain age, so that gets kicked off even more. So it's been a whole new... And working with the two together is extraordinary, because if you spend that time really letting go and de-exciting the nervous system, and you take the time to do that, and then you do your creative visualization work.

Colette:

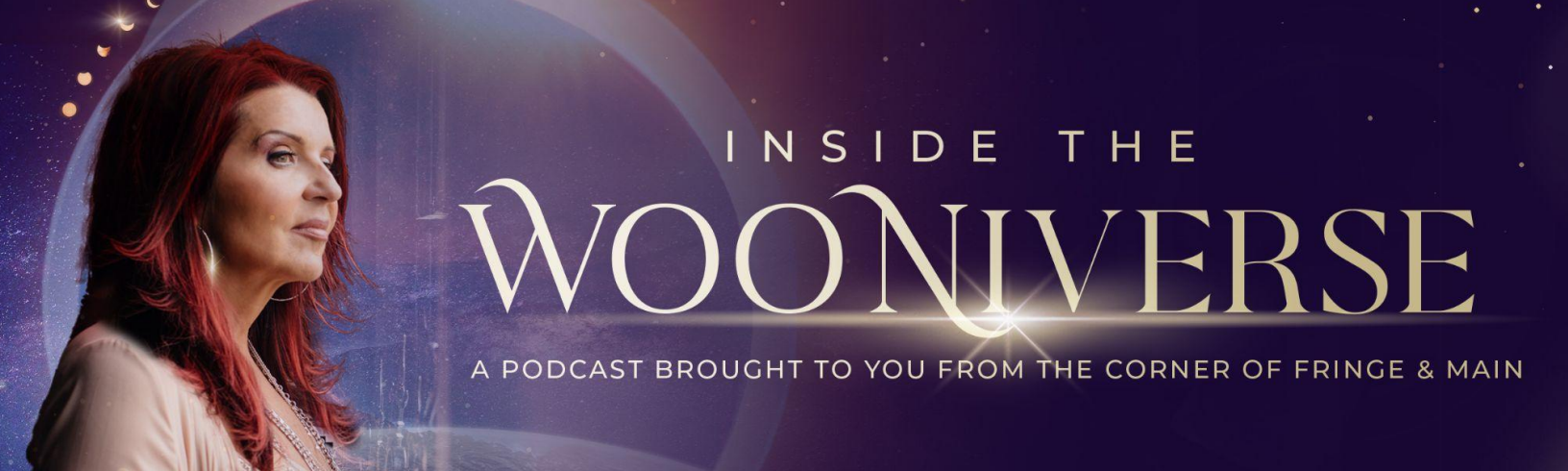
No, it's amazing.

Elizabeth:

Yeah, it's creation.

Colette:

Love it. We're going to take a little break now, and when we come back, we're going to switch gears and enter into another dimension of the Wooniverse, the Tea Time After Party. So please stay with us. We'll be right back.



Well, thank you for joining us today and welcome back. With us today is master business coach and the creator of 7-Figure Goddess, Elizabeth Purvis. But right now we're going to switch gears and travel into another dimension of the Wooniverse called the Tea Time After Party, a place where we just kick up the fun. Here comes Connie Diletti, our executive producer.

Connie:  
Hi.

Colette:  
We're now going to have fun.

Elizabeth:  
We were.

Connie:  
You guys were having a lot of fun. It sounded amazing.

Colette:  
Yes, it was a good conversation. I love it. Okay, I'm going to start. Elizabeth, if animals could talk, what type of animal would you like to have a conversation with?

Elizabeth:  
Let me tune into that. I'm going to say a dolphin. Dolphin was my first totem, way back in the day. Way, way back in the day. When I was growing up I just loved the ocean and I loved octopuses. I now know that lots of folks like octopuses.

Colette:  
Did you see that movie? My Octopus Friend I think it was called.

Elizabeth:  
The snuggling, the octopus snuggling, I'm still not over it.





Colette:

Me too, and I used to love grilled octopus. Now you can not even show it to me. I want to cry. I can't, I just can't even see it.

Elizabeth:

An octopus would be great to have a convo with too, but there was a period of time where I was just so activated by dolphins. They're not on the same continuum biologically, but their whole world, they know so much.

Colette:

Love it. Your turn, Connie.

Connie:

Okay. If you could magically be fluent in any language overnight, what language would you choose?

Colette:

And why?

Connie:

And why? And where would you go to use it?

Elizabeth:

Oh my goodness. Well, I'll tell you, this is one of those like, oh, this is coming from some other place. I'm going to say Sanskrit was the first thing that dropped in, because it's so freaking beautiful.

Colette:

And why would you do-

Elizabeth:

No, this is like a purely intuitive answer. So the answer from my non-rational, non-linear goddess talk to me brain says Sanskrit.



Colette:

Okay.

Elizabeth:

My more rational brain says Italian because Italian is also beautiful and some of my heritage.

Connie:

Si.

Elizabeth:

Right.

Connie:

I'm Italian, so yeah.

Colette:

Oh, that's great. Okay, cool. Okay, if you could be wildly successful in another profession, wildly successful, what would it be?

Elizabeth:

Oh wow. Honestly, I think if I wasn't wildly successful doing what I was doing, I would probably find something to sell. Like I'd be an e-commerce retailer that's also-

Connie:

I was going to say like QVC?

Elizabeth:

Yeah, but also bringing magic to the mainstream through its products. I know that's a bizarre answer. Or a psychologist. I didn't actually study psychology in school.

Colette:

You kind of are a psychologist.



Elizabeth:

I know, I would be a therapist.

Colette:

I know there's a level of psychology when I've listened to, I mean, I've read a lot of your work and I've heard you talk, and I'm like, "This is deep psychology." I thought you studied depth psychology actually because my background's Jung, Jungian psychology.

Elizabeth:

So much of that is just all the metaphysical stuff I've studied over the years and the threads of psychology. But I would be making some kind of awesome magic widget to bring magic to the mainstream.

Connie:

That's amazing. A magical widget. I love that.

Colette:

A magical widget, I love it.

Connie:

So what is the most magical thing you've ever witnessed? Like supernatural, something that's like, wow. Like wow to you.

Colette:

Wow to you because it's so old hat to you. Even like a wild story from one of your clients that maybe just had a big windfall.

Elizabeth:

Honestly, I don't know, it's hard because I've seen a lot. I've seen some stuff in my day. But I'll tell you some of the things that were really... There was a series of events that was really impactful for me that just reminds me, and I am reminded... Like when we're in the weeds, and I get in the weeds as much as anybody, I'm in the training of the team and the downloading of the



things to put in the courses and all that. I'm in the weeds lot. But then I'll just remind myself, and years ago there were a couple instances. There was one where, and again, I was in my early twenties, so my early witchlette days.

Colette: Your witchlette, I love that.

Elizabeth:

And I was working in the district attorney's office, and I was dating one of the attorneys in the Appeals Bureau, and he lived on the Upper West Side. And I lived in Brooklyn, so it was a bit of a haul to get up there. And I lived in this cute little apartment that I was super blessed to have. And I had just gotten two black cats, you know, as you do.

Colette:

As you do.

Elizabeth:

Was going out of town, and so this is the most magical thing, I remember this really had an effect on me, he was going out of town and he had this blue couch that was super comfy, it was denim. And he had MTV, and this was the nineties, and I was like, "I'm going to go up." And I was talking to Arthur and Merlin in my house, the two black cats, and I was like, "All right guys, I'm going to put food down for you and then I'm going to go head up to David's house and hang on the blue couch." And right at that moment a voice in my head said, "Don't go, don't go." Real clear, the word don't followed by the word go.

And I remember staring at this animal, staring at Arthur, I think it was, and I was like, "Okay, nevermind." And I'm talking to my animals because that's all I had at the time and David was out of town. I was like, "Okay, I guess I'm staying here. I'm staying here." Cool, whatever. And that night, at one in the morning I get a call. So the cats and I are sleeping. One in the morning one of David's friends calls me and he was like, "Elizabeth, have you been up to David's apartment?" And I'm like, "No." He said, "I just came back and the ceiling has caved in right over the blue couch."

Colette:

Oh.



Connie:

Oh my gosh, wow.

Colette:

Oh my God, you would've been killed.

Elizabeth:

I would have been, seriously, because it wasn't like a little chunk of ceiling. Because the plan was to go up there and be on the couch and to fall asleep on the couch. And who knows, I could have gone and gotten the hit up there or whatever. But it was just like, this is very... I'm like, "You know what? She's looking out for me."

Colette:

Love that.

Elizabeth:

She's looking out for me and I'm looking out for me. And there are things that I'm tapped into here, and back then I had very little confidence and I didn't really know what I was doing and I was just getting kind of officially started on the path. And I'm like, "You know what, when she says go or don't go, then you listen," is the thing that came out of that.

Colette:

That's incredible. Okay, last question. What is something you can do better than anyone else you know that's weird? In other words, what kind of weird talent do you have that you could do better than anyone else?

Elizabeth:

What's something I can do better than anyone else that's weird? I will say though, I'll share the superpower that I have that does let me kind of do what I do. I am able to energetically associate into people's clients and immediately be able to channel their stuff well enough so that I can basically channel people's offers.



Colette:  
Wow.

Elizabeth:  
And I'm never attached to being right, that's the thing. When we're putting programs and offerings together, you're not attached to being right. I don't care if I'm right. But I will literally energetically step into their person and just get all the information and the language and the pictures. Because people are like they want to be more of who they really are. Well, what does that really look like? And I can go and tune into that person and step into them and the whole narrative will come out. The reason why I wanted to share that is I'll go to the map for my talent with that. I'll go to no one does transformational offers better than I do.

Colette:  
Better than you, right.

Elizabeth:  
And it's edgy to say that, but I want that skill-

Colette:  
You love it.

Elizabeth:  
... of understanding another human, to get on their map, to map your map. I want all my people to have that skill so I've spent a lot of time figuring out how do I do that? How do I do that? So I can help others do it and help our coaches.

Colette:  
And guess what, you're going to be able to learn how to do that from Elizabeth if you look her up. So to learn more about Elizabeth, feminine magic, 7-Figure Goddess and so much more, please visit her at [@femininemagic.com](https://www.femininemagic.com). And as always, for a summary, quotes, links, and a transcript of this conversation, visit us on our show notes page by clicking the link in this episode's description or by heading on over to [itwpodcast.com](https://www.itwpodcast.com). You totally rock, Elizabeth, I am so proud to know you and I really enjoyed this conversation today. The book is fabulous, by the



way, 7-Figure Goddess, for anybody who's interested, just buy it on Amazon. I bought a copy for myself and I ended up giving 10 copies away. So, terrific, terrific book. So thank you so much for joining us today.

Elizabeth:

Bright blessings. Thank you.

Colette:

So what did we learn today? I've got to tell you, that conversation with Elizabeth was so meaningful, especially because I've never seen anybody articulate the relationship and the bridge between the metaphysical world and the business world as well as her. And I loved really hearing her story because I'm sure a lot of people would be identifying also who have one foot in the woo and one foot in the mainstream, to be able to figure out how does that all go together? And at the end of the day, consciousness is in everything. It's just languaging, right, really it was just language. I'm really excited about her book. I hope you guys, anybody here who is an entrepreneur, you really should read it, whatever gender, because I know she talks about feminine magic but that's for everybody. And 7-Figure Goddess, it doesn't matter, it's literally for anybody who is an entrepreneur who wants to take their business to the next level through a metaphysical approach. She's incredible. Anyway, until next time, thank you so much for listening. I'm Colette Baron-Reid. Be well.