

# **Social Media for Conscious Entrepreneurs**

Part II

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Jan 12, 2010

## **Social Media for Conscious Entrepreneurs**

### **Adela Rubio**

Adela: Welcome to Social Media for Conscious Entrepreneurs. This is Adela Rubio with [consciousbusinesstelesummit.com](http://consciousbusinesstelesummit.com).

As I was preparing for this call, I got the idea that I really should have called this Connect with Your Tribe because social media is one of the ways that we connect with our tribe. There are other things that I wanted to cover so I'm just going to touch-base with some of the things left from our last call.

I realized that many people are unable to make this call live because I've changed the time. Unfortunately, it's the only time that I could do it. But I felt strongly enough that in order to really have this training be complete, it needed to cover more the tribe aspect. I wanted to make sure that you had all of the information now because it's going to be a really different experience once you really feel into everything fully.

I love it that it's an intimate group and that we'll be able to really connect. I will be able to specifically help you and answer your questions. It feels extraordinary to be able to work together this way.

So let's just take a moment. Take a nice deep breath and exhale. Feel yourself fully connecting to yourself, open, expanded, flowing, in movement—an energy that comes apart and comes together dynamically in each moment anew, alivened by life, imbued with presence. Let every breath just really get that. Take another nice deep breath. This is a conscious energy shift. Exhale and connect to your tribe.

On this call, feel that super connection to your tribe and then, it's almost like another circle of connection coming out of that, widening up even more. See yourself connected to the tribe that you are here to serve, that you are here to play with, that you are here to partner with. Feel that tribe. You may get specific images, sounds, sensations. You may feel something in your body. You may just get tingly feelings or you may feel warmth. You may get specific things—specific people, even a specific something that hasn't occurred yet. You see it like it's right now. Maybe someone you're going to meet, someplace you're going to go. It's being poised on the pathway. Feel it here, already here. It's just coming into your

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world, coming into being, coming into connection with you. This is how life conspires with you.

Take another nice deep breath and exhale. Feel yourself super connected as if you are a multi-streaming occurrence. You are super connected, just like synapses. You don't necessarily touch, but you can come together just like a synapse. It's that perfect point, that perfect person, that perfect presence of you right now. Knowing that in this way, the universe is always sourcing you. In this moment, as we explore what connecting with your tribe is, I'm going to share with you what I've found useful and helpful.

You're going to have questions about how you can bring this into your world. Something is going to attract you; something is going to be, "Hmm, that feels good. Oh, I want to go there." It's just like when going to the movies and you see all the titles of the screenings. You definitely know, "Ooh, I want to see that movie." Like that. So take a nice deep breath and exhale. Allow that seep into your physical body. Whatever is ready to pop, will pop. You'll get an idea. You'll say something, someone else may say something. It'll be off to the races. You'll know exactly where you're going. Take a nice deep breath and exhale. Know it's here and you're open to it.

I wanted to start off with questions lingering from our last session or any questions you want to make sure that we cover on this call. I've got this call scheduled for about an hour. We can run over maybe 15 minutes, if we need to. Since this is a smaller group, perhaps it may not even run that long. We'll see.

It could also be something that you've gotten and that you've implemented. Whatever it is, let's land something in terms of how we're going to move into the call. Let's all check in.

Not to put you on the spot, but anything that you're implementing, any question that's leftover or any question you want to make sure we cover.

Rose: It's Rose and I think it's somebody else who called me.

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Adela: So it was Rose and I thought I heard Sharon. So, Sharon, why don't you go first

Sharon: I really don't have a product yet. I have a book. I'm getting ready to record music, but I don't have a product that's ready to put online yet. I have a website. That's all I have.

Adela: Okay. All right. You don't have a product.

Sharon: I don't have a product to put online quite yet. I've written a book and I'm getting ready to record music. I've been on your other call, so I've got all that input. It's been glorious. It's been a wonderful way for me to get clear on how to proceed using social media. I'm excited about it because it's a great way for me to connect because I've been in my creative cocoon.

So with that background, my question is: What is the best way to come back out into the world. Do I develop my product first? Do I get blogging, even though I don't have anything to give away? Do I develop the product first? What's my best sequence here? Get out, build a tribe and then bring the product in?

Adela: Okay. So you're wondering about the sequence of this stuff?

Sharon: Yes.

Adela: Okay. So do you have a tribe right now?

Sharon: Very small.

Adela: A small tribe.

Sharon: Not really. I have been in what I call my creative cocoon. I have been writing. I have been doing music, blah, blah, blah. So I haven't really been very social in any way, business-wise or—

Adela: Yes, yes. Listen, I totally, totally know where you are.

Sharon: Let's just say it was my time. It was my gift to myself. I've moved. Actually, I had sold everything and I was travelling. I was living in Spain. I

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was living in the Caribbean. I moved around a lot in that process. I've come back and re-landed. I choose not to connect back into my old tribes because they don't fit me anymore. So, creating new tribes, joining new tribes, this is truly, truly another butterfly coming out.

Adela: This is so exciting. This is so exciting.

Sharon: I am so excited.

Adela: Man, I just feel you.

Sharon: I'm like bursting.

Adela: I'm going to have to talk to you offline because I've been wanting to do that. I started selling things and then my parents got sick and I couldn't leave. But I was going to do that very same thing. I was just going to travel all over the place so we'll have to have check in, girlfriend.

Sharon: Okay. We'll do that.

Adela: Okay, wonderful. You know what? I'm not going to answer this right now. But we're going to address this and then we'll weave back. This is an exciting place. This is part of a dance too and it's such a great question. I see a number of questions here. Let that percolate for a little bit and then we're going to come around and weave into it. So, wonderful, Sharon, thanks.

Who's next? Check in, question.

Rose: I just would say, first of all, Sharon, it could have been me speaking when you were talking about having had a lot of time for yourself and travelling. I did that for about 14 years. I'm in a different place now where I'm really starting to build my business, although I don't even like to call it a business. It's really more than a business. I am now in networks in several different countries. I'm really at the beginning of building my list, you know, my list of people who really want to work with me. So there seems like a huge gap at the moment between what I want to do and actually being connected with the people who will want to work with me.

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What I got from last week's session was that I really want to use my blog. I want to use my writing to connect. I signed up for this course yesterday, for the blogging course. I'm going to create a new blog. I'm excited about that.

I thought alongside of that, I would probably get into Facebook although I don't feel particularly attracted to it. The one question I have is: Is there a kind of beginner's guide to FaceBook? I go in there and I look at it, I really don't know where to start. I know it's probably extremely simple once you know what you're doing but I just get a bit overwhelmed by technological stuff sometimes. Once I know how to use it, I'm fine. But at the beginning it's like, "Oh, no. This doesn't feel like me."

The main question is: I'm really ready to go and to start connecting with people and wanting to do that. I feel sometimes a bit all over the place at the moment because I've got so many different projects I want to do. I feel like I really need to focus in on just building my list of subscribers, my list of people who want to work with me.

Adela: We are going to have to such fun today. These are all such fantastic questions. I can see that you guys are ready to rock and roll. This burgeoning energy wanting to bust through, because you're so ready You guys are just perfect. Thank you, Rose.

Rose: Thank you.

Adela: Sheila, I know you're with us. I think it's just the three of us, actually the four of us.

Sheila: So I build things. I want to hear, I know you're in love with Ning or were in love with Ning and the groups. I have it. I'm in several groups. For me, it's a pain to even go up there and remember to go there and get started. Like Twitter, by going there I can look and see everything at once. Out of this call, I want it to be less of a chore. There are actually some Ning groups I'm in, I signed up for and paid for where I could be promoting my work. I know also the big thing about the whole social media is not so you go and want to promote. You need to be building relationships. So how

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do you take the time? How do you do it easily? Easily is probably the main thing.

Adela: Yes. How do you leverage it? Yes, absolutely. Really, how do you leverage your time with this stuff?

Sheila: Great, great way of putting it. Thanks.

Adela: Thank you, Sheila. Well, I'll share with you the kind of things that I do definitely on this call. It's paradoxical, okay. But the focus is not to promote your work. I know that you know that intellectually. Energetically yet we're still looking. How do I get myself out there? Kind of whacky, right?

You know that the way to get yourself out there is by not feeling this urge of, "Oh my God, I got to get myself out there." The paradox is that all social media is about creating relationships that you want to have. Because you have to want to have these relationships.

So if you're joining a network because it's got your market but you find that you're not going out there, that's very telling. The energy isn't being sourced from the right place. The energy being sourced from the right place, it feels compelling. You want to. It's something that suits your style. It's something that resonates for you and the people resonate for you. So I think that the biggest playground is finding the watering holes where people see you, where people get you and where you get other people. You want to actually get to know these people.

I can tell you that from the people that are joining—since I've been doing the conscious energy shifts, I really have come a little bit more aligned with the network. I want to get know some of these people. I want to have conversations. I definitely want to know Sharon now that she's shared that with me, because it's a commonality. So, a commonality of experience and a commonality of dream or vision. It also has to do with your style of connection which we talked about in the first call. There's an energy to essence and there's a style of connection that is uniquely yours.

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That's the litmus test that you should be using any time you are tempted to explore social media.

I find that my social media strategy can shift. And you know what? I'm really not attached. Sometimes I'm so active on Twitter and so active on FaceBook. I barely do anything on LinkedIn. Once in a while I'll do something. There are things that you can do so it seems like you're engaged. You can get things going on automatic pilot. You can connect your Twitter feeds to your LinkedIn and FaceBook accounts. But, it's like a broadcast and that's not a relationship, right? Do you think that people who are reading on multiple networks aren't seeing that your stuff is automated? Of course they are. They're seeing the same tweets. They know.

The thing is there's nothing wrong with those things but it's the degree to which you rely on that to create a relationship for you that is totally out of the ballpark. It's just not going to happen because a relationship is all about engagement. It's like anything—you know when you select a partner, somebody who's going to be living with you, aren't you selective? Aren't there certain things that you look for in terms of resonance because you know that in coming together each one of you is actually a much greater being because of the alignment? Don't you select your friends this way? Don't you have to have things in common? Don't you want to be able to laugh with them? Don't you want to be able to share experiences that you have in common and common dreams? It's the same thing. This is at the core of conscious social media.

It's about what's real, folks. So, this is going to shift and change. I can give you some guidelines; I can give you some ideas. I can tell you that how you actually implement these things, it goes back to what I say about being connected to right now and constantly accessing and checking in to see what's right in this moment. Right now, what's your strategy like? Let's say, okay, you know what? For the next month, I'm going to play like this and I'm going to try this. Let's see how this works. Then be open to things that land for you, an intuitive download where all of a sudden you get this idea, "Oh my God! I can see how I can be using Twitter." These things will come to you. They will come to you.

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So, one of the other questions that I heard was about building a list. Yes, a list is one way of having a tribe. It's not the only way. It is an essential element of online marketing. So if you've got a home on the web, the way that you communicate, the way that you send the mail is through your list. Of course that's important. I've got a list of about 10,000. Depending on what's going on, different numbers of people get engaged. So you can not get attached to your list.

The thing that really needs to be propelling you in every movement is your message. What are you just so on fire about that you just can't wait to tell people about; that you can find ways of sharing with them things that you know that can help them in terms of the message? The other thing in social media is to see which people are in the same playground. What people are in that game? They're playing the same kind of game and each one of you is doing it their own unique way. How are they doing it?

Part of what you're looking to do in all of these social media is to create an opportunity for a real connection. A real connection is going to start with a telephone call. If you're thinking of staying removed in social media, it's not going to happen. Chances are that even with some of these relationships, you're also going to meet in person at some point. You're going to want to. I'm talking about real, living world relationships, not a *quid pro quo*. You mail for me and I'll mail for you.

That level of engagement, in that kind of a transaction, is very different than someone who is really aligned with their community and knows and serves them. Is present and engaged with their community. It's such a different thing. Let's say you have a list and you're very engaged with your list, it's highly responsive. Some people can have a list of a hundred thousand people and yet don't sell products.

I'll bet you that that's not the only thing that you want to do. I know that you want to make a difference. I know that you have a message. I know that you care. I know that you believe that what you have will actually make a difference for someone else. This is a totally different way of relating.

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We're looking through social media to find ways. You start building a resonance, wa conversation, getting to know the other person... this does require time. It is worth every single investment of your time because then you will have people to partner with. You can actually endorse the work of someone else. You know them personally. You know the caliber and quality of the person. You know their level of integrity. You know them. That is a totally different thing.

The kind of list that you build, when you relate consciously, is a totally different kind of list. It's not a list. It's your tribe and you are a member of the tribe. You're interacting with your tribe. You're leading a specific thing. But everyone is that cause and leading it in their own world.

As you relate to people consciously, and in a real life relationship, your tribe will grow like you will not believe. So that is really the core. That is what let's you know. You could find these people anywhere. You could find them on Facebook. You could find them on LinkedIn. You could find them in Yahoo groups. So the way to build your list—the way to get your work out in the world is to be your message, to engage, to have real relationships, have real connection. Your products, the products that come out of this level of engagement will be solid products because you've got a solid body of work. The body of work does not arise—and Rose knows this, Rose has been at this so each one of us, I'm going to imagine, has been at our work for a while. Once you are your work, then you need to let the world know. Letting the world know is going to take a very unique stream through you. You have to pay attention to this.

Does anybody have comments or questions around what I just covered?

Rose: Hi Adela. Rose. I just wanted to say that yes, when you talk about the tribe that feels so much more hot, since it's to me you've been talking about a list. A list always sounds very sort of impersonal but the tribe really connects me with my heart. That's what my real longing at the moment is to create community, a creative conscious community. I know that the two things that I love to do, is I love to write and the other is I love to be in learning communities and facilitate learning communities. I mean I spend all of my time doing that and getting ready and to know how to

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connect that without you making a living. That's the difficult bit. That's where it's, "How do I stay in my heart with my longing and with my passion and also sustain myself."

Adela: Absolutely, there are things that need to be in place. A list is one of them. There are certain elements that need to be in place. There's a way to use these systems but I just want to make sure that even when you're feeling, "Okay, I've got to make the money." It's a real thing and I understand that. I totally get that. But still, when that comes up, what I say is access the energy of the movement and have that fill you. The focus on the money actually takes away from actually making the money because it's really showing energetically the lack that you're feeling, the need.

: It's just a different creation is possible. I'm not saying it's not going to happen, because it does. When it does, tap into the energy of what really is sustaining and moving you and just change your focus. That's all I'm saying. There are tools that you can implement. Yes, of course. There are systems that you can implement to start making a living with your online business.

: That's not within the context of this call but that will be addressed. If I don't cover it on this call, I can definitely write about the things that I feel that are elements that you need to get in place. So, thank you, Rose.

Rose: Thank you.

Sheila: This is Sheila. On the other hand, I wrote down what Rose said and when you find the answer and even before as you're finding the answer, it just sounded so beautiful, powerful that "How do I stay in my heart with my longing and my passion and sustain myself?" There are a lot of people looking for answers to that.

Adela: That is what I'm pointing to in terms of the paradox of it. The biggest thing, Rose—this is the big tip I'll share on that—the quickest way to start accessing the money is to lead a movement. That might be like really stepping into something much bigger than you're comfortable in. That might be making a really big commitment that you're really scared about.

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Because there's something about when you got something that's a little bit beyond your reach and you have to do it. Let's say for me, "My husband and I split up and, basically, I was homeless. I'd given up my apartment and I had nowhere to go. I'm like, "Oh my God, I have to make money now."

It's crazy but sometimes when there's a certain level of safety, you're not willing to take the bigger risk. I can't tell you what that is for you. If I were coaching you, I could probably guide you but I can tell you that when you really reach for something much, much bigger than you can possibly do right now, that will create all kinds of things.

That's one of the ways that I've done it. I set an impossible goal for myself and something I was terrified of doing, which for me were the telesummits. It also aligned with who I am as a person. I love to connect with other people. I love featuring someone's brilliance. I love creating community.

I have a suspicion that it's around creating community and you becoming much more visible than you are right now, Rose. So, anyway, thank you, Sheila for chiming in. Yes, that is the challenge for those of us that are heart-oriented practitioners, is being in our heart. Still, having an abundant life. Thank you.

Sheila: When I was responding to also I might pointing out for Rose, for me is her use of the word, is hampering those words and the way they're expressed. It's very enrolling to have people want more and have the answers. So I could be writing on that, blogging on that. Definitely when she has thoroughly the answers, but we can be writing as we're finding the answers. Since we're also talking about social media and blogging, so I just thing it is great but more than that—

Adela: Absolutely. Rose is definitely a writer and she already knows that she's tucked in that blogging is her thing. I've read some of her writing and it's extraordinary. You guys have read some of her writing, and it's extraordinary. Yes, that's the way, definitely. Your writing is compelling and people want to be engaged by you, Rose.

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Rose: Thank you.

Sheila: Adela, at the end of this, can you send out a link when you do the follow up mail, link to the people who've been on the call?

Adela: If they're willing to share, absolutely. You know the quickest thing is just join, if you aren't already a member of the network, just go over and join the network and start chatting away.

Sheila: You're going to get me impassioned or empowered about that today. That's part of the main reason I'm on this call, my dear.

Adela: Yes. You know, I get that a lot of us that are doing this kind of work we're meant to lead communities. This is the way that we're working. This is the way that we resonate. This is the way where we come alive. You may not realize it, this is an extraordinary skill set that not everyone has.

I used to get paid big bucks in corporate America, not because of my knowledge of technology but because of my ability to be with people. I'm going to bet, and I know some of you here already to a certain degree, that maybe if you're not having a lot of energy about being in other networks, it's because you need to be doing your own.

There was no heavy-handed hammer going around here. It was just this real solid sense.

Sheila: What I'm experiencing today is someone here who's just had a loss and she's totally lost and alone. She's just in awe of what I'm doing. I've been avoiding that whole community of widows and people with loses. I have to look at why I'm avoiding that. That certainly can be building something for me too.

Adela: Yes. As a market, that's an interesting market with a lot of time, and perhaps resources, to start exploring this whole state of presence and being that you offer, through your photography.

Sheila: Thank you.

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Adela: You're welcome, my sweets. Believe it or not, we are covering the content. This is how magical this way of working is. Everything that I wanted to cover is here and I just don't do outlines well. Even though I do have some bullet points. So this is great and your questions are so to the point and so important. This is part of what leading a movement is. It's being at choice with, "Okay, who am I? What am I here to offer? Who am I here to offer it to? How is it that I can do this so that I show up naturally and brilliantly as me?" Your brilliance is what's needed in the world. Your way of being touches other people in a way that's extraordinary and ripples transformation for them and awareness and "aha" and opening some light. Feel into that. Feel into the opening that you are in the world to people. The sensations are overwhelming.

Who are you to stay hiding out, you know? Come on, it's time to come out and play. It's time— these things are tools, they're here to serve you. They are creative things. They are someone else's message. They're someone else's yearning, right. Someone created these technologies.

If you think about it, Twitter and Facebook are an arising of an urging—a collective urging by a tribe. There were certain people that stepped to the fore of the tribe and said, "You know what? I feel my tribe. They want this." They went and they created it. The beauty of this is that it was not a solitary creation. One person didn't create any of these things. That is a huge message for us. It's already happening. People are already being this all over the world. Technology is one of the places we're seeing this.

The way that we get to create our work is in collaboration. One of the quickest ways to get your work out, to build your tribe, is through other people getting to know who you are; what you do; what you deliver. Then they tell people. It's like that commercial and they tell to friends and so on and so on.

Feel the energy of LinkedIn. It's like a professional, put together, feel for me. There are different levels of conversations there. And there are some fascinating groups. I'm a member of a group of bloggers. I know it's been around for a while but really blogging is the way that we get out who

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we are into the world. If you're a writer and you're not blogging, you need to be.

Even if you're not a writer, we can share all different media now. It can be video, it can be audio, it can be anything. That's one of the ways I use it in groups. They've also got questions that are going on. You can participate. It can feel a little bit like a listserv in that way.

The other thing that you can do on LinkedIn is endorse and recommend other people. There's nothing like a testimonial from a true fan, from someone that knows you and has experienced you and is sharing specific things about you. Not "Oh, she was fantastic." What is it that you get when you experience Sheila?

The beautiful thing about this is that it's a gift not only to other people but to the person that you are sharing about. So often in our lives we've been told what we haven't done right. It's extraordinary to hear from others what it is that we're glorious at. In doing that, we actually help people remember who they are.

One of the greatest things that you can do as a service to others, to your colleagues, to people who you know is to give them a testimonial, to endorse them. LinkedIn is one of those places where you can do that.

in Twitter, you can see tweet streams coming through and somebody's pointing to their blog post. Go over the blog—read it, comment. If you see that it's something really cool then you go back to Twitter, you retweet it and you add a comment about it, again, something specific

This is how we start connecting with one another. That person is going to notice that you tweeted for them. She'll go to Sheila's profile and she'll check out Sheila. She'll go to Sheila's blog and get a sense of Sheila.

The more that we do this, this is where the connection and the conversation come in. Same thing on Facebook, as you see the posts coming by. One of the cool things is you can link in your blog to Facebook and people can subscribe to your blog right on Facebook.

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So, Rose, that might be a really good strategy for you. It's just deciding, I'm going to look for specific people and it doesn't have to be—this isn't like having relationships with a thousand people. This is tuning in and checking in. Who are the people that I want to explore and want to know more. Twitter makes this really easy, if you use TweetDeck where you can create groups. I explained that in the last training.

I'm going to move on to blogs. I've been talking about blogs the whole time. They're wonderful ways for you to start putting out who you are in the world. There are different ways that you can use blogs. My colleague and friend Bea Fields is doing a fantastic 12 week course, and you get a coaching session with her and it's crazy how cheap. There's also another course by ProBlogger which is very inexpensive. It's an e-book. Darren Rowse from ProBlogger is amazing.

There's a lot that you can do with blogging but start off and do the basics. Post regularly. Three times a week is nice. Hosting an event gives you an opportunity to get active on your blog and invite people to join the conversation. These kinds of things help your search engine ranking. A lot of times we post on our blogs and nobody writes back. Anybody ever experience that? It's wonderful when you get a comment and you can have a conversation.

There are different conversations to be had. A blog conversation is very different than a Ning conversation, or a Yahoo conversation. Start checking in energetically right now, "What's right for me right now?" This is how I do it. Right now I I'm focusing on Facebook, I blog and on Twitter. Those are three things that I'm using right now in [Conscious Energy Shift](#). Those are the three things that I'm going to use on the Conscious Business Telesummit that starts on Thursday.

Now there are other things. I could also add a Facebook page. I wouldn't get really crazy and a Facebook page should be something in your future.

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even if you have a blog, get a Twitter and Facebook account. You can start building relationships and post the link to your blog. Titles are important. People either open and pay attention to your blog post or your emails based on them. The title should have some kind of benefit. It should have something that people want. When you post on Twitter, it should be about something that people are going to want to check out. It could be a question. It could be a benefit that you're mentioning. It could be that you're identifying with the group. It could be coaches or energy healers. It's got to be something where people recognize themselves in it.

That's an important piece that you have to include in any communication. I don't care what it is. It could be a blogpost. It could be a tweet. It could be something on LinkedIn. It could be your emails. It's got to connect. You've got to connect with the tribe. You've got to connect with the message and you've got to connect with the other side of the message which may be what's the urging? What is it that they're wanting? So it's the potential of the problem. Sometimes when you couch it in the problem, people understand it. I play around with potential and problem in my titles. I find that there's a good number that are attracted to me that are more interested in promise than problem. Check in for yourself and experiment, play and notice what kind of blog post, what kind of tweets, get a reaction.

With blogs, here are the other things that I find are important. I have to thank my friend Sheila for really making me conscious of this: attributions. I know that we wouldn't think of not attributing someone's words. When we pluck something from someone's book, we certainly credit the author. It's the same thing with pictures and images. Sometimes I don't have attributions because there's nowhere for me to get the attribution. I try to do that less and less. I use [Flickers Creative Commons](#), one of the best places to get images. Use a source that allows you to give attribution because if we think about it, it's energetic. Use images with your posts.

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We're visual beings. All of us respond to images, they're pre-language. So attribution on your blogs, that's really important.

One of the ways that's become quite popular for getting your message out and being seen is to do what's called a blog tour. You find some high traffic blogs in your niche market and become a guest blogger for them during a specific period. Their readers get to see your work and that's a beautiful way to get your work out.

Sometimes people have a blogging Mastermind, where you agree that you're going to check out each other's blogs and posts comments from time to time. Sometimes people will pick out certain folks in their community who they'd like to comment on their blog and they'll email them directly. I've gotten these kinds of emails, "Hey Adela, can you check out this blog post and check in with your comments?" If you don't want to have a formal relationship with people, you can approach people on an as needed basis, especially if you're launching something. These are the kinds of things that you want to take a look at—who can you partner with and who wants to help you spread the word about what you're doing. A blog tour is a great way to do that.

Are there any questions or comments?.

Rose: Yes, I just wanted to say, I feel like you're just sowing lots and lots of seeds and I might not necessarily be able to use all these immediately but I know it's all going to grow into something really good. So just another thank you, really. I feel like you're giving so much and you're such a good model in there. That's one of the things I'm learning from you. I know that my next step is just about giving myself away in a way, but not giving myself away at the same time.

Adela: Yes. Rose. I know there are other people who feel differently. Suzanne Evans was talking about not doing freebies. I agree with that. It all

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depends on the energetic. In terms of getting your work out there, especially if you're in the beginning of creating an online business and community. In any business, you've got to pay your dues, in terms of people getting to know you. One of the ways that we pay our dues is by having people have an experience of us.

One of the things that I did want to touch on, Rose, is that we keep thinking that there is a set way to do things. You guys see how I work. I'm flowing. I come in and out. I'm not going to be the right person for someone that wants a 20 step spelled out—how to launch your social media strategy. That's not me. Now I could do that because I worked in corporate America. I worked for a law firm. I managed technology for 13 years. I was a legal secretary before that, for a long time. In terms of detailed work and being anal, physically I could produce something like that and I could help you write it definitely. All the steps for certain things, like, how do you set up your Facebook account and how do you set up Twitter, are good. As things get more intuitive, we do that less and less.

I find that the energy of being afraid to do it wrong is the biggest thing. All the things that are created now, people did wrong lots and lots and lots till they figured out how to do it. That's just the way that it plays out. Intuitively, what's happening now, since we're so connected to source and it's such an open framework energetically, is we're getting brilliant stuff right off the bat. Some of us just have to open up to be more than how we're showing up. There's brilliant access right now. I used to be afraid to be who I am. So it's good to know that people get it.

Aside from my own communities, these are two places where I hang out. One of the places is a Yahoo coaching group: the [New Coach Connection](#). There are different themes throughout the week. There's a techie Thursday, marketing Monday and everybody is so helpful. People run the gamut, from beginners to folks who are making six figures a year.

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Everybody is supportive. You can promote yourself on the weekend Friday through Sunday. One place where you can learn about relationships is the [New Coach Connection](#). It's an extraordinary community and they've got a blog too.

The other group Sheila turned me onto, an online community called Self Starters Weekly Tips. It is amazing. Lynn Terry has a very inexpensive elite mastermind. I think it's \$20-something a month. Every Thursday she's got a webinar covers the gamut. She is a super affiliate, which means she really knows how to do affiliate marketing. This is how she makes a living. She's extremely generous and knows so much and everybody else in that Mastermind group is so experienced. I'm learning even more about marketing, even more about search engine stuff. I've got access to professionals that are good, reasonably priced and they're connected as a community. As you open up and align yourself, you're going to find these communities or maybe even create your own.

Those are the two places where I hang out mostly and my own networks. I am a big fan of starting your own thing. There's nothing that's going to put you into leading your movement like starting your own community—your own living room, your own place to welcome people to. As someone who is so uncomfortable sometimes in terms of showing up in other groups, I found out that by creating my own group I showed up brilliantly. I could welcome people, I could be friendly, I could be open. It was so funny, when I was in other groups, I felt the hesitance to share myself. On the [New Coach Connection](#), I lurked for a year. At that time I thought I wasn't good enough. I didn't know enough to contribute. That was the racket I had going on for about a year. One day I was just so embarrassed of receiving so much from everyone that I stepped up for a volunteer position because I had received so much.

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So starting your own community sometimes will be the answer for some of you folks ,in terms of really diving in in a way that you have never shown up before. When you have to show up for others that calls your brilliance forth. That's one of the secrets of leadership. Yur leadership can be a different style. It doesn't have to be top down, old world leadership. I consider myself a leader and my leadership style is very different than that old world, top down kind of leadership. Our leadership is something very unique. It's like the Baskin-Robbins flavors. There are all flavors and so you've got to be your flavor of leadership.

Let's get to some of your questions. I want to start with Sharon. "What is the best way to come back out into the world and build a tribe? What is the sequence?" It's checking in, Sharon.

Let's take a moment to do that right now for you. Take a nice, deep breath and exhale. Everyone else is welcome to do this too. Have a nice deep breath and exhale. One more deep breath and exhale. Feel yourself as if you've been cocooned. It's just been so yummy to have this time for you, this time to explore, be out in the world, tasting, experimenting, sampling experiencing, living, being.

As you came back from that hyper-creational, hyper-experiential energetic, you were called to a time and a place of deep connection where you cocooned yourself and cradled yourself in the arms of the cosmic mother, deep in Gaia's belly as a new being is coming into life. As you engage life and you allow it free rein in your being, there is a constant anewing and renewing and you are shifted forever more. The template of your being is totally re-orchestrated down to its cellular level, even beyond that on an energetic level. You are new. You are different. You are now. So that now even though it occurs instantly it may appear in physical reality in a bit of a time lapse. There are things that in physicality have their own timing and their own being and their own nature. So everything

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has occurred and there's just a coming into awareness, a re-orchestrating of the physical, accommodating this new energy, this new you. This cocooning time is such a precious gift. As the budding new you is peering out into the world, into the here and now and coming through, notice if you're fully here, fully now, fully wow. You know you're fully wow because the energy is just pouring and pushing through you, just moving you, wanting to be right here and now.

Notice what that being right here and now feels like. Allow your sensing to open. The broadband nature of your hyper-sensing being opening up, the divine downloads to the solid knowing in your body of what is here for you in this moment. See your creation in its gelling, feeling movement, feeling creation. As you breathe life into it with each movement that you take, it becomes more real. It starts taking form and shape. Notice what that is. It might be having some conversations with people about an idea that you have. It may be that in speaking about your idea, it becomes clearer. So speaking it is one of the ways that we bring the energy of possibility and potential into being.

So where are your opportunities for speaking the energy? Just notice where those are. They may be on Twitter, on Facebook or your blog. Maybe at a local meeting. Maybe at a meet up. Maybe when you're at a conference and you meet someone and they ask you what you do. An oh so boring question, and you can tell them who you're being and what you're so excited about. Then find out what they're so excited about. Sometimes it's not even in what you say, so notice the energy of your listening. Notice how your hearing is transformed as you plunge into the depths of your essence, bringing it into being, calling it into consciousness in every aspect of you, saturating the cells in your body, providing you access to the living mind way beyond your physical mind in a cosmic pool of creation. Notice how when someone's speaking you're hearing perks

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and there is something there for you too in the listening. You hear something you've never heard before, that's just in time right now.

Take another nice, deep breath and exhale. Notice this potential that is coming through you in this moment, this essence, this message that is you flowing through you. What does it require of your being? Take a nice, deep breath and allow yourself to open, flow, expand, to be the being delivering this message, being the essence of you, leading the movement that this message calls for. Notice who you become as a consequence of this message moving through you, of your essence arising into full consciousness. Notice if you're speaking on a stage, notice if you're in a circle of seated people. Notice that if you're in a jam, maybe crowds of people in little groups. Notice if you're on your blog writing and people are emailing you and posting and tweeting. Notice if you're speaking at a teleseminar. Notice the myriad modes and mazes of possibility where you can speak the energy, hear the energy, write the energy, be the energy.

Take a nice, deep breath and exhale. Take another nice deep breath and exhale. One more deep breath and exhale, feeling the rippling here and now of the awareness of our experience. And your next creation for putting out what you're up about to your tribe. Thank you, everyone.

I'd like to check in specifically with each one of you and we'll complete whatever needs completing as we check in. Or you have an additional question because I know Rose wanted to know about what you need to do on Facebook so I just want to see if that question is still here or what's cooking. Who's first?

Rose: Hi. I know what my next step is.

Adela: Can you share it?

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Caller: Well, I can. Yesterday I was looking at blogs on WordPress. I picked out a new theme for my new blog. I've now got a new title for my new blog. I've been exploring the idea of living a conscious life but I know what's closest to my heart is living a soulful life. I was going to create a new blog around that. I just want to write really. I now write for my blog several times a week and use that as a way to sort of interact with people who are signing up for my newsletter and signing up for a whole new world. Connect with the people that I really want to connect with. I think very soon, soon as I have that going, I don't want to overload myself too much but as soon as I have that going I'm going to start offering some free teleclasses as well so I can start connecting with people verbally as well as in writing. I'm still incredibly excited because I've been feeling quite overwhelmed and moving in and out of quite difficult energy as I've said on the other calls and for quite a while now. I feel like there's some new energy just starting to really come through me. I haven't felt this excited for a long time. So, thank you.

Adela: This beats being bored, really.

Rose: I'm never bored.

Adela: Well, yes. But it beats being with this energy that isn't moving you and Rose, being with a tribe of people like this, really, this is the way. It's just so much easier. And so you have blogs right now, you said, right?

Rose: I have a blog I've been writing on for about a year, a year and a half. But I don't have that many readers. I'm going to keep that one going because I've connected that with my website A Whole New World but I'm going to start the second blog which I'm going to use to connect with people sort of in the now, what's going on in the now.

Adela: Yes, the not having enough readers, this is a really interesting too because I didn't have many readers for a long time either and I was like

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putting things out and I was like, okay, well, why do I want to keep doing this? It feels good to write to me. The more that you get into your compelling, unique point of view, the more readers you're going to have. The more that you're on the edge with your message, the more readers you're going to have. It would probably be a good thing to write a post in your existing blog and let people know about this new direction that you're taking that's got you so excited and letting people know in your communities. I know that you're a member of one of my communities at least if not both. Yes, and so I did it so that at the Conscious Business Network we could post events. Folks, I've got it open so that anybody can post an event. You could also let people know that you wrote a new blog post and let people know. I ask people not to use the bulk email too much. Certainly let us know if there's something going on because people who are in your community want to support you, Rose. So let us know about it.

Rose: Thank you.

Adela: You're welcome. If you link in your blog to Facebook, that would be extraordinary. That's not too hard to do. I can send you how to do that. You'll need nine people that will say, yes, she's a real person. So you'll pick those people from your friends and you can certainly use me. I'm happy to say, hey, she's a real person and this is a real blog. Yes, you'll get those nine in no time at all. This way people can have access to your blog and then you can post about your blog. If you want to get an idea of what I do just check out my stuff and you'll see. Go to my wall and see how I do it and then say, "Oh okay, so that's how she does it, so okay let me try it like this." Okay?

Rose: Okay

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Sheila: Great call. I want you to know I'm totally inspired by what you've said, what you're doing, your voice is wonderful. You'll do marvellously at teleseminars, you're so totally enrolling.

Adela: Thank you.

Sheila: Adela, thanks for all the acknowledgment. Thank you so much for everything you do.

Adela: Thank you.

Sharon: That was very powerful. I think you had brought me to tears. What I really got was that I've skipped to the end of where I am now and I'm trying to create something there but in reality my gift is going back to the beginning of when I unplugged and the gift that I gave to myself, because there are millions of people out there in the world that are afraid to do that and/or have done it and don't know how to come out. And the interesting thing is we can do that together. I don't have to know it all.

Adela: Absolutely.

Sharon: I've experienced it.

Adela: Sharon, I would love to read a blog from someone who said, "I'm fed up with this and I'm just going to totally unhook from it." I mean that's a book.

Sharon: Well, actually, I've written a book. The book is almost complete and while I was writing the book, music started flowing to me. A woman walked up to me and said you should be playing the harp and she gave me this harp. I knew how to play and instead of learning, instead of really playing the harp which I do, but it's like my messages are just coming through in songs so it's a whole other way to deliver. Now I got caught up in creating products out of those and it's like, wait, go back to the beginning and

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remember, remember what that was because that's the gift. Not putting the product out, yes, put the product out but that's the gift. That's what I really got. Interesting, last night I sat down with spirit and cried and said I'm so lost, I don't know where to start. It came through really clear. I know I want a blog but what came through clearly last night and I went on to Go Daddy right away and registered a new domain called Embrace a New You and it went ping! So that's my new blog which isn't up yet but I mean it's okay. It moves some energy. So what you did was very powerful. I think we all need to remember where we came from and not get caught up in where we are now.

Adela: Yes and but you know, it's all an adventure and we're going to have this moments. Let's have a blast. Let's hang out with people who get us and who want to party with us. That's what I say.

Sharon: Let's play and party and celebrate and give them the juice of it and forget this freaking processing and blah, blah, blah.

Adela: You know, I'm so with you. One of the main motivators that I started doing the conscious energy shifts was because I found myself getting stuck in the blah, blah, blah with my divorce. I'm like, "Oh my god, who are you?"

Sharon: I did that too. That's when I sold everything and took off. I got to remove myself from everything and unplug and see life in a whole different way. That's my way. It's not everybody's way but it worked for me

Adela: Sharon, do you know how many people have done that, sold everything off and went to Europe or a trip to India. There's lots of people that have done this. So there is definitely a tribe that—and some of your tribe they haven't done this but they want to do this.

Sharon: They want to do it, or there are lots of people that have gotten lost in it too and are having trouble finding their way back to the world.

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Adela: Yes. There are so many ways that your blog and your message can serve. Can you feel it?

Sharon: Yes. Well, that's been my biggest problem because I'm so expansive. It's like there's so many potential, then I'll go, well, let's try this one; well, let's try that one. I need to find one and just hone in and focus and go deep.

Adela: You might want to check out my blog today. It's [Sselfcaremastery.com/blog](http://Sselfcaremastery.com/blog). I wrote about this because I think that some of us are just hyper creational by nature. I may have multiple streams going on but what I do, Sharon, is I go with the one that has energy, right? Sometimes I'll go with this one, and then I'll be with this one, and then the other one will kind of come online and then I'll go on that one. Each one that I go on informs them all and it's part of the ongoing creation of me. That's how my work has evolved.

Sharon: That's why I resonate with you, one of the reasons I resonate with you. It was like as soon I heard you I was like ping! Our energies match.

Adela: Exactly. This is the same thing with you. You've got a tribe of people that are totally going to get you. From moment one they're going to be like, "Oh my gosh, Sharon, where have you been?" It's going to be the same thing. The more that they're going to get that, is the more that you are that, right? The more that you are who you really are, that's not who you think you have to be because this marketing expert told you that, you know, whatever they told you

Sharon: What I really get too is that those things, all the social media, all those things are tools.

Adela: Yes, they're tools. A lot of the things that the experts say at a certain point in time it's going to resonate and you are going to say, "Oh, I'm going to do what's going to totally fit. The strategy, the tool is going to totally fit.

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But this is the problem that I see with business in general is that we're trying to superimpose some model over you when you don't have access to you and so then you go and do this person system, then you do that person's system, then you do the other person's system and you think, "Oh my god, okay, no, its social media that I need now, so let me go do this." So we don't really connect with ourselves, our essence, our message, our tribe, we're going around on a hamster wheel. It's crazy

Adela: Yes. Everything flows from this. So, thank you, Sharon.

Sharon: And I've known that. For some reason, I know why I've had trouble honing in. It has totally been that thing of being hyper-creative

Adela: Yes.

Sharon: Even so, people are saying, "Well, I've got this book and I've got this music and putting up websites for different ones or do I commune, put them together and people going, you can only choose one, you can only choose one". Every time they say that, my whole body just goes into contraction. I'm like, "But I'm more than that." But neither do I want to be scattered, so that's it.

Adela: I think this is part of how we work. This is part of how we process. This is part of how we create. I think that that's the thing. So not poo-pooing yourself and saying, "Oh my god, I'm so scattered." You know? Check in in the energy. Are you? Maybe you are being scattered? When it comes to this hyper creative stuff I'm finding that it's actually part of the way that I create.

Sharon: And one feeds the other.

Adela: Absolutely.

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Sharon: Now, it's like one day I might be sitting at the harp for almost the whole day and I might get two or three songs come through. Then a different day I'm sitting down and I'm writing for three days in a row and forgot to eat

Adela: Yes, exactly. I know exactly what you're talking about

Sharon: So wherever the energy is that day is where I put my attention, instead of trying to control it

Adela: Well, thank you so much, everyone. It was perfect. So I thank you

Sharon: Thank you to everyone else here on the line. Adela I love you. I bless you. I smother you with group juicy, juicy kisses.

Adela: How did you know I love group juicy kisses? You just know me. See, people know who I am. It's like, bring it on! I love that stuff. Thank you. If you have any questions, anything comes up, you know I'm [available—adela@adelarubio.com](mailto:adela@adelarubio.com). I hope to hear you on another call soon. Love you all! Bye.

Sharon: Love you too.

Callers: Bye.