

## SELL FROM LOVE PODCAST -Transcript



### Episode 2: Let's Refuel! Find Your Purpose and Reach Your Potential with Janet Lee

**Finka:** Welcome to the *Sell From Love Podcast* Janet. Thanks so much for joining me here today.

**Janet:** Finka, I am so delighted to be here today.

**Finka:** Oh, me too, me too. You're one of my most favorite people in the world. To be able to have a conversation with you on *any* day; but specifically today on the podcast. I am just delighted to have this with you, so thank you again.

**Janet:** Oh, I'm just so happy to be here and I love the topic we're going to have today, and the work you've been doing has been so inspiring and energizing, so to talk more about it, sounds great to me.

**Finka:** Awesome, The notion of selling, fear and love and how do we bring more purpose and the act of service and connection through our work I think is more timely and important today. One of the things I know about you, the work that you do is so anchored in helping leaders and organizations *anchor* into their purpose.

When a brand, organization or leader has their purpose, they really have what they need to move forward. Tell me a little bit about how that came about for you. What was it about being purposeful or how did that become part of your business model and what you do to serve your clients?

**Janet:** Well, it's such an interesting story, and purpose is such a current topic right now, but it's been around for a long time. If we look strictly at ROI on every measure of business, of a company or a brand that is purpose-driven is much more successful. So there's certainly that angle, but I've also worked with a lot of companies and we could work through different strategies and they would implement them and they would meet the success that they were looking for. Others could go through similar steps and never meet the success they were looking for. And the common denominator for the those ones that were successful, were ones who not only the top leadership was attached to their purpose, but the entire team really felt they were doing something good and that they were moving something forward that was beyond profit, that was aligned with their own values. When I would see that teams were aligned with overall objectives and their personal purposes were aligned with corporate purpose, it was unimaginable how much more successful they

would be. I wanted to delve into that and understand why purpose is that difference maker.

**Finka:** And for you, what role has purpose played for you in your entrepreneur and business journey?

**Janet:** Well, it's really important for me because as it is for others, it's my rudder, it always brings me back to center. I have a fairly imaginative creative mind, and that can send me off in many ways in different directions. I need that rudder to come back to and say, so what is my purpose and how am I furthering that purpose?

SI can do the genius work that I was meant to do. For me, it has been that grounding piece that I come back to every day. I look at my purpose every day and say, how am I going to do this? My purpose is to elevate others through the power of their own story. What can I do today to further that purpose? It's a living breathing part of the work that I do.

**Finka:** I'm the type of person, very ambitious, goal oriented, always trying and doing new things and maybe three or four years ago, where we had ambitions to move into a more nature-based lifestyle. We moved to the country. I wanted to build a business where I was out there teaching, training, coaching, and facilitating. And it really felt like those were part of my purpose. And I remember one moment sitting on the porch and I was feeling empty and I was feeling like I achieved all those things that I wanted to achieve.

And then I was asking myself the question, *now what*, and having this moment of not knowing because I had achieved what I wanted to achieve, or I felt that I had lived out a purpose that I was moving towards. I had a particular experience in that. Have you had anything where you were purposeless for a while and what was that like for you?

**Janet:** Oh yeah, definitely. It's interesting because I've had three different businesses. And I used to kind of be embarrassed to say that because it sounded like, *well gee, can't you just stick with one business*. The first one was a manufacturing business and we manufactured and exported a line of women's clothing that we designed ourselves. It was just the most fabulous ride. We sold our clothes to 300 stores in the US and 120 across Canada. We built it into a really nice size business and then things shifted and moved. We did 70% of our business in the US so we were so heavily impacted by 911.

Things had to change. I realized that my identity wasn't actually with the product, the product was simply a vehicle for what I was meant to do for others. And that was to help them love themselves, to help them love themselves in the work they were doing, to find their genius work, to find that story that helps them find their purpose and their rudder. And so that was kind

of an aha moment for me *that our purpose may be the same, but we may use all kinds of different vehicles through our career.*

**Finka:** Oh, I love that. And for you, switching gears as to the type of business that you were doing to actualize on your purpose. Your purpose remained relatively the same, but how you were delivering on it, how people got to experience it shifted in how your business was transformed.

911 was a monumental moment for all of us. Many were affected hugely. If you were in New York at that time, and all the families and everything around that. That was one of those global moments. And when you think of today, and we're having the year we're having here now in 2020, we're going through that again.

We have got this pandemic going on, a lot of unpredictability; businesses are closing, and new ones are starting up, but there is a lot of uncertainty and fear in the system. What are you noticing? How has this environment been affecting you and how are you orienting with your business and your clients?

**Janet:** Well everything is magnified. The good, bad, the ugly, the beautiful; everything seems magnified. And you know it seems like we're going through something different. When the pandemic just started, and there was a lot of fear in the world. There was also a lot of fear with my clients. They were frantic, they needed to change how they did business on a dime. That got me thinking, do I need to change my business on a dime? But I was so busy reacting to their urgent, urgent needs that were driving everything. There was this mass kind of frenzied reaction. And then we sort of moved along and people did what they had to do. And then they were able to respond to the pandemic rather than just react. And I think that was a really big shift for people.

But overnight, brick and mortar stores went from brick and mortar stores to also having an online store. The brands that were already strong and already dedicated to their purpose; they could shift so much easier. They could make that ease because they knew that their work was still really valued, and they knew that they had to be innovative. And a lot of entrepreneurs absolutely love innovation. In some ways, for a lot of entrepreneurs, it was like, okay, we've got to do things differently, let's figure that out. For others, it's not that easy, and businesses really had to work hard and do whatever they could to remove that fear out of their own business and remove that fear out of the customer's mind.

**Finka:** One of the things you said that really hit home for me is that the companies or businesses that had a clear or strong connection to their purpose. Whether it was a pivot or a big changeover that they had to do on how they serve their clients or how they delivered their services and products.

Not that it was easy, but it was clearer. I'd probably say clearer. They knew they had more clarity as to what to do next versus when you don't have purpose. So you're unclear on your purpose or what's your why, and why do you do what you do? You have got to answer that question first, before you figure out what you're going to do next, right?

**Janet:** Absolutely. Yeah. And I had people who would just say "our work needs to go on. We do something that is really worthwhile. We're changing the world, this has to continue. We have got to figure out how. Our work simply can't stop", and this is where the purpose side comes in because we are providing a service to others.

For those who are looking there because they want to make more money, they might've really had a struggle there too when the purpose was larger than themselves. And when the purpose was because "we have a lot of people to employ as well". I think that changed how the reactions were.

**Finka:** What's your take on profit and purpose? How do you build a business that is both there to serve; because when I think of the whole idea of selling from love, we need to be of service. You need to put yourself out there. It is for a greater good; at the same time, is being a do gooder, how do you make money?

How do you feel good about making money when it comes to serving and helping others and wanting to make a difference? Sometimes they do feel like there's some dissonance in it. Is there a way in which you frame it, or that you understand it? That actually, it isn't that way.

**Janet:** Well, that's a really interesting question. As I mentioned before, when you look at every business metric, those companies that are truly from top to bottom side to side up and down driven by purpose are more successful because they're motivated. They feel like they're doing something. We all have an inherent need to help others. And if we ignore that inherent need, that's where we get disengaged. That's where employees say "maybe I will take another sick day. What does it matter? Does the work I do change anything, No.." That's when you start to see personal purpose directly affecting a lack of personal purpose directly affecting where a business can go.

That has to be very, very clear and very clear right from the outset what the purpose is when you onboard someone onto a new team, and what it's going to mean for that team and how they're going to fit. As far as companies that are driven straight by profit, they're always going to be around, but less and less do we want to support them.

I think this pandemic and this crisis has really been a wakeup call of where do we spend our money? When everybody had to stay home more, we weren't

spending our money, or we would go online and spend our money, or become more conscious of where our money is going, which kind of leads into this whole concept that's out there of brand democracy, that we are going to be voting with our dollars. We're going to be supporting those companies that mean something to us, that aligned to some kind of purpose. And the ones that are doing good and not just saying it, they're not just the ones to cut a check and say, we gave it to the heart association. We gave to the heart association. It has to be embedded in deeper and means something to your customer.

**Finka:** I completely agree with you. As purchasers, as buyers out there, as consumers, we are becoming more conscientious of where our dollars are being spent, and who are we choosing to invest our money with.

**Janet:** That's so totally true. And I want to add the other side of that. I think as marketers, we're also learning that if we want to change buyer behavior, we have to change hearts first. Unless you're in the commodity business, unless you change our hearts first, you're not going to change behavior.

**Finka:** Yeah, I love that we have to change their heart.

Do you have a story or any example with your clients or even for yourself where you've experienced really good marketing and they connected with your heart, or you experienced really poor marketing where it was just blatant, it wasn't from that place of love or heart centric that you experienced?

**Janet:** Yes, I fall for some things just like everybody else. You see something, you're looking up something online, and there'll be little pop up saying one has already sold in Maryland, another one sold and it creates this urgency in you and you think, well, I need to get one.

I need to get one, whatever the item might be. Those are the purchases that yes, I will make, but I never have a good feeling about them. And often they're also the ones I returned because I'm in this frenzied state of this urgency to buy. And that never makes me feel good. Where if I buy something from a company that has really gone the extra mile and I'm going to use a local company as an example, because of course everyone's wanting to buy local.

Before the pandemic, about a year ago we got a new puppy and there's a store called Metro Pet Market. They are so ground into their purpose. Their purpose is really to revolutionize the way we feed our animals and that they are helping us to create the forever pet. They are so dedicated to educating their staff. Every day they spend half an hour at the beginning of each day educating on product, on process, and why they need what they need. So even though they were closed, we had phenomenal service, we still got that

one-on-one interaction, you know... we have this new puppy. I could show it to them online, we could talk about it, and they could give me all kinds of advice. It was such a positive experience and they delivered to my door.

**Finka:** Oh, wow.

**Janet:** Yeah. So that was a fabulous experience. And you know, the people who delivered to the door, they would love to have a little look at Stella, and I felt so good about those purchases. They weren't rushed and they've got me forever.

**Finka:** I think that is a telltale sign. I can think of two things when we feel a sense of urgency or rushed, or we're hurried. Even though all of our decisions are emotionally based, those are emotions that evoke more fear in us. And it's actually fear making the decision versus love making the decision. Whereas at Metro Pet Market you still wanted to buy, but you're buying from a place of desire. There's a need and a value that you can see. None of the hurrying. You actually feel good buying. The buyers remorse, the regret, those things that happen because common sense later lays in and says, Oh, maybe I shouldn't have bought that.

Like the jacked-up fear-based purchase. So, this weekend. So, I really want to take this training. It's been a training I've been wanting to take for a number of years. It's because of the pandemic that they're now offering it online. I would have had to go to Texas. By doing it online, I didn't have to spend so much more money on travel and staying there for a week. All these things.

**Janet:** Arranging your life at home while you're gone.

**Finka:** All of it. Right? So it was, wow great timing! I really want to take it. I was talking to my daughter about it and I was thinking I want to take this course. I was afraid if I didn't, I'm going to miss out on this excellent price, and the fact that it's virtual and she said to me, *you stop right there. That is fear! And you're not taking that course.* That's so true because she let me keep going on about it, just to hear. It was a fear-based purchase because even though the desire and the want is to buy and enroll in this training program, I've also got a whole bunch of other things going on in my life that's actually making me question if I should, if the timing is right right now because I don't have the capacity for it right now.

Looking at what's motivating the purchase, it's a great deal, and might not ever be offered online again. That limiting scarcity mindset, which is what fear-based marketing and fear-based selling is, always pulling at our heartstrings.

**Janet:** The other word that I always watch for in fear-based marketing, or the feeling it evokes in me is should. Every time that should comes up, it is a trigger

for buying something fearful. And even during the pandemic with my own business, it was like, Oh, maybe I should be doing this, maybe I should be offering this course. Maybe I should be going in this direction. And yet every time I said should, my stomach flipped, and I'd have to bring myself back to my purpose and say - *this should doesn't matter*. The really big thing I feel about fear is that fear-based selling is simply not sustainable.

We cannot stay in that zone of fear day after day after day after day. And nor can we put our customers in that fearful way. It's exhausting. We simply can't refuel with fear all the time without really having some health risks, without relying on adrenaline, without doing all those things that are not healthy for individuals or businesses. That's why we look at our whole world right now that is so thick with fear and how it is globally unhealthy. Our businesses and our people are a reflection of that.

**Finka:** I believe that when we look at the macro view of the world, of what's happening in politics or our environment, in corporate or capitalism. Just the way we're managing our resources, all these things. The fueling of more, more and more, not enough, not enough. All that stuff is fear-based. As a result, it is exhausting. As humans, it's exhausting and depleting our resources. It is costly. It's so fascinating because in the short term, it's really easy to make those decisions. Because again, we're reacting to the circumstance. Like I need to make some money, or I need to save money, or I need to buy this thing because this thing says it's going to make me happy. And then in the long run, it's those small micro decisions that make these big problems that we are facing and dealing with today.

**Janet:** Absolutely. And you use the word deplete and that we're depleting so many things from resources. We're also depleting humans. This constant fear is just depleting us. And when you say never enough, we know that there is a crisis out there of people not feeling enough. And that they don't feel personally that they are enough, we need to turn that around. It's unfortunate and we won't reach our potential. We won't be able to do our genius work doing that.

**Finka:** Yeah. What I love about the work that you do and how you help people is when we get wrapped up in fear, whether it's buying from fear, selling from fear, not thinking we have enough, that's going to come in towards us, to put food on the table, whatever the fear might be triggering us. Your work around focusing on purpose and how that helps us make better decisions. Even for me, in my body I feel more anchored. I can actually sit and feel into my seat when I connect to my purpose.

If someone right now is wondering what their purpose is, especially because we're in the midst of a really unpredictable uncertain moment, and they've been rattled in some way, whether their business has shifted, their jobs are at

risk or they're looking for something new and fresh and exciting. What would be some of the things you would recommend? Where do people start in order to start finding or discovering their purpose?

**Janet:** Somebody asked me that once, where do you start with your story? Where do you start with your purpose? And my answer was from your heart. You start there from your heart; I'm going to stick with that answer and add some more to it. This is a rattling time. I mean, we all feel rattled and I think embrace that. I mean, that is part of it. And we deal with businesses that are struggling and simply have to make money. There are ways to do that, but zoning into your fear isn't going to do that for you, and it's going to make it feel worse than the process.

When you're looking at what is your purpose, it that feels like such a big sentence. What we've often talked about our, what, why, and how are we different? What are the things that you do, that no one else really does quite in the same way. It's not a vanity exercise. It's what do you do to help others that is unique that no one else is doing and describe that and put that into words. Then ask yourself, what is it that you do? We all have job titles, but go deeper than that, truly what is it that you do?

We manufactured clothing, but really what we did was built confidence in women. What is it that you are really trying to do? And then why is it important? And not only the why ask because; because of this, this and this... this is why it's important to me. And really those three questions, no matter how you start to answer them, those will be the pillars of your story and the pillars of your purpose.

**Finka:** I love that. It reminds me about this weekend. You know me Janet, I don't know if our listeners know, but we grow lavender. We make lavender essential oils and some lavender products. And so this weekend we were working on our words. Even though it's a product, it's also an extension of our purpose. It's an extension of what we as a family here are wanting to create and what we want to bring to other people. And we sat down trying to figure out these words over this weekend. So timely that you're talking about it. We thought to ourselves, what is the experience we want to create? What is it that we want to stand for? And when someone purchases or uses our lavender products, what do we want them to experience? My daughter, my husband and I worked on it this weekend and we came up with our purpose with our products. Everything that we do is to enjoy a life filled with more calm, connection and creativity.

**Janet:** Oh, I love that!

**Finka:** Yeah, there might be some additional renditions of it, but that's the inspiration point for what our brand is going to be, our tagline is going to be, who we are and what we want this product to help and do for other people.



And again, just like you, you sold women's clothing. It's not that it's actually the experience they get when they put on that piece of clothing, or when someone gets to spray our lavender calm serum on them; what's the experience they get? They get calm, connection and creativity, and that's really what's behind all the products, services and everything that we're offering.

**Janet:** To take that one step further in terms of how do you do that? You've got calm, connection and creativity. Those are basically three buckets, and all of your stories come from those three buckets. So suddenly if you're looking to, how do I market this? Well, I'm going to market based on stories that talk to me about calm or what does it mean to be calm? Or why do I need to be calm? How do I get calm? And the connection. What is that connection going to be? How can you even further your connection with your client? You can always be asking those questions; is there a more creative way I can do this?

I love the fact that, your purpose has to be real and make you accountable every day that you can really look at it and hold yourself accountable to it. And that translates into the product that you're selling to others.

**Finka:** One of the other things I learned about purpose and tell me if you've seen this too... just because I have a purpose and because I'm clear on my purpose, doesn't mean life is easy. It actually challenges us even more.

What I found when we get really clear on articulating our purpose is all of a sudden there is this feeling of the antagonist, the opposite of what you want gets evoked? Because let's say our family's purpose is to create peace of mind and calm, more connection and more creativity.

What ends up happening is our life experiences actually start shifting. As I declare more calm connection and creativity, I will probably experience more havoc and chaos, more disconnection and more opposite of creativity. It might even be distraction or boredom or staleness because it's the invitation that this environment is now saying, okay you've called this out. You want to bring more of this. Let me give you an environment to do that. The only environment that you get to bring more calm, connection and creativity is an environment that's completely opposite to that.

Have you noticed that happen?

**Janet:** Well I think first of all, declaring your purpose and putting it into words, and I'm just so impressed that your family has a family purpose. I'm trying to get over that one, I love it. When we declare our purpose personally, it's very hard work for us to get there, we are just wide open and vulnerable at that time. And so when we are wide open and vulnerable, that's when those little fear based voices start chirping at us. And when we have to ignore them and

sometimes because we are so aligned with our purpose and doing our work, it may invite so much work that we lose our calm or we lose our connection because we're into overwhelm, so then we have to dial back and ask ourselves, Hey, wait, wait, wait, how did this happen? It is never easy work. And I don't know, I think my parents taught me from a young age. It's not worth doing if it's easy. But I also want to rephrase that a little bit because when you're in the zone and when you are doing the work you're meant to be doing, it does move along more easily. We just have to silence the chirpers.

**Finka:** And that's the difference. I think it is still going to be hard work, work in our zone, work aligned to our purpose. There is going to be heavy lifting. There is some swimming upstream, and there is some climbing up that mountain. What I always look at comparing it to is a workout. There was last week I went for a run. My legs felt like two big concrete blocks. It was so heavy to lift and to move them. I did it, and it was horrible the whole time. It was a heavy run, but I felt great when I was done. So I think when our work is challenging, if it's still aligned to our purpose, if it's aligned to our zone of genius and our brilliance, and if it is aligned to love and it's there to serve others and help make a better place and a better work environment that we're in, all those things, when they're there, even if it's hard, after it's done, we look at it and say, Oh that was worth it. Yeah, it was hard work, it was heavy labor. It was painful at certain points, but at the end of the day, we feel like a good workout. You feel refreshed and re-energized, and you're ready to go at it again, even though it might again be a little bit hard.

**Janet:** And every time I think it is a little bit hard, because once you reach a certain goal, then you're climbing for that next little one. That one that's a little bit higher in that one that's a little bit higher than that. But where you get if you're running a marathon since using the running analogy, you can hit a wall at mile 21 or whatever it is.

And sometimes we need some fuel to get us through. So we have to declare what our fuel is when we get to those difficult times and understand what our triggers are when we hit those walls. So that we can make it easier the next time, that we can have the right fuel and that fuel could be anything from taking a time out to just taking a few seconds to take a deep breath and calm your mind, or going for a walk with your girlfriend or doing anything at all. I know a lot of times, and I know we've talked about this, when I get stuck on something, I often take the dog for a walk or we have to just put it down and let our subconscious work with it for a little while.

so yeah, I think we're not going to get an easy ride, but we can get the right ride that causes the rate change.

**Finka:** Yeah. I love that. I love that. For you right now, what's fueling you, as you look at what's next for you and your work and in your business? What keeps you going in these moments of uncertainty. How do you keep and stay aligned to your purpose moving forward?

**Janet:** Well, I do a lot of things that Finka taught me. I have to say that I know you've written this book, but you truly live this. And, it's really inspiring to have had the opportunity to work with you and see just what it means. So for me, the work that I'm doing right now is really transformational, and that's what's driving me. It's that I can see after working with a person or a team that it has transformed either how they're going to continue on in their life and how much better they feel about themselves, about their work, how re-energized they are. That's my fuel, that's what I have to remind myself as my fuel, or even if I write a blog or I think one of the nicest comments I got on one of my last week's blogs, talking about fear and perfection was somebody said Hey, I love this Janet, I'm going to share it with all my kids. That's cool, you know, everything we do isn't to always get business, I thought that was one of the nicest comments I could have had. So that's definitely what fuels me is that I know the work changes people and for the better in a way that allows them to just be more of themselves.

I'm not telling them that they have to make all of these changes. We're so tired of that on social media of what we have to do to be better. And that's not really that it's just, you just have to be more of you're a beautiful, natural self and be able to put that into words and be able to communicate to people that this is how you can help most and to put up your hand and say, count on me, you can count on me, cause I'm going to be able to do this for you.

And like I said, I think every single person in the world now more than ever wants to help. And they sometimes don't know how.

**Finka:** I love that. I think, exactly what you said when we can wrap ourselves around helping others and looking at ways that helps others feel better, that's ultimately what we're here to do. I remember when my husband and I got married, we just said, you know, I'm here to help you make your life better. And he's like, I'm here to help you make your life better. And that was it. That was the promise. It wasn't that complex, it was simple. And so when we walk in with that intention and I love how you just put that whole idea of there's not someone we have to be or who we should be, but how do you bring your beautiful, natural self, which I'm so thankful you brought to us from you.

**Janet:** Thank you.

**Finka:** And when we live like that, life, work, business, it becomes transformative in the simple things. Even that article of, you don't realize Janet the help and the impact you're also having, and that's great that someone

was able to tell you, Hey, I'm sharing this with my kids. Your wisdom is always dropping on people's shoulders. And I think this is the part of what I love about what you've been doing and you continue to do as you continue to show up. One of the things that when we're in this time and how things are going, it's easy, and it's hard. It's easy to hide, and it's hard to come out and share because there is so much judgment.

There is our own internal narratives, and our own critics inside of our heads, let alone the ones that are outside, ready to pounce on us, if they're there. But you've really shown up. And I'm continuing to get inspired by you. I want to thank you for that.

**Janet:** That is just so nice. And I feel the same way about you, and that showing up part is, sometimes our most courageous point of our day.

**Finka:** Okay. Yeah. Isn't it fueling and feel good when we do it?

**Janet:** Yeah, it

**Finka:** I know.

**Janet:** Absolutely.

**Finka:** Awesome, thank you Janet. Any final thoughts from you and, if there are ways in which people can connect with you or learn more about you, where could they find you?

**Janet:** Well I do have one final thought that I was thinking about. When we think of selling our work, and people buy our work because of how it makes them feel about themselves. And so if you can make someone else feel loved rather than feel afraid, I think that's the single biggest thing we can do for our world and for our businesses today.

And why I think your idea is so important right now that we do find the ways to sell from love, because selling from love is sustainable. We can always find more love. And when we start with the first step of loving ourselves and as your book outlines so beautifully, the three steps that we need, that's an idea whose time has come and we need that more than anything.

**Finka:** I'm going to say thank you for that, Janet. And I couldn't agree with you more.

**Janet:** Yay. And you can find me @thestoryco.ca.

**Finka:** Awesome. Thank you, Janet. Thank you so much for your wisdom and your stories and for teaching us how today, more than ever, that our purpose is important for us as individuals for our businesses, but also as a way to stay connected and accessing that sustainable resource of love.

**Janet:** Absolutely. It's been an absolute joy to be here Finka, always the best to you.

**Finka:** To you too. Thank you.

**Janet:** Bye.