

## SELL FROM LOVE PODCAST -Transcript



### **Episode 3: How did I Get Here? Stay Aligned in a Chaotic Life with Lisa Hutcheson**

**Finka:** Welcome to the Sell From Love Podcast Lisa, thank you for joining me!

**Lisa:** I am so thrilled to be here! Thanks for having me!

**Finka:** Thank you. Thank you. I want to dive right in and I wanted to ask you this question. What does a life in alignment look like for you?

**Lisa:** You know, it has taken a long time for me to really understand what alignment felt like. I think it's easier to understand when you're not in alignment, it's trying to search for what alignment feels like. And I finally have figured out for me, it's really about being authentic. For so many years I was a people pleaser and it's a really exhausting place to be. So understanding who I am at my root, at the core of who I am and being authentic. And that word authenticity is a bit overused, but it's the perfect word at the same time, when I think about selling to my customers and trying to serve my customers.

That's what it's like. Trying to help my customers and being authentic with my message to them. That's what that's really how I feel most aligned.

**Finka:** I agree with you a hundred percent that finding alignment doesn't start from a place of being aligned. It really starts from a place of not feeling aligned, that when life is chaotic, our relationships might not be working, businesses not working, people aren't buying our stuff. We're not selling stuff that feels easy and authentic as you said. Was there a particular moment for you that this non-alignment really showed up? I'm a hard learner, so I've had a couple of those dark nights of the soul moments where it's like, Oh, life is not going well and I had to kind of figure out what life in alignment looks like. Is there some point for you where you really had that moment of, Oh, things need to change? You need to change how you show up. what was it and what happened?

**Lisa:** Yeah, for me something that happened personally that all of a sudden was my wake-up call. I was struggling in my personal life. I had a marriage that was not going very well, business was challenging, trying to be all things to all people, I had a young child at the time.

My life was broken really, which I couldn't see at the time. And I was trying to be that people pleaser. I was trying to be all things to all people. I wasn't listening to my body. And I had a crazy health scare that really just knocked me off my feet. I'll tell you, all of a sudden you realize what's important and you're forced to look at your life and say like, how did I get here?

And that's when I realized how broken everything was, I had to figure out how I was going to rebuild and how I was going to figure out what alignment looked like for me. And so, you know, it was piece by piece. And, at that time it was a pretty dark time in my life getting back on my feet and looking at that, I remember my goal was getting out of bed and getting my daughter off to school and I couldn't think any further ahead than one day at a time. And I think it was taking a step back and going one day at a time that really helped me understand.

Again, the need for authenticity for me was that when I was trying so hard to make everybody else happy, it was just my insides for crumbling.

**Finka:** Yeah. There's so much goodness that you've just shared in there and I'd love to unpack and go through a couple of pieces with you, but let's talk about people pleasing because one, you've talked about it a little bit already. I do think it is something that many of us can fall into. We like to make people happy. I know I like to make people happy. I like people to have great experiences, whether they're my clients or my family members or friends. There's this idea that we want to make sure that the people around us are happy and we want to please them in some way.

What I've found in my experience has been where is the pleasing coming from. So when the pleasing is coming from a place of fear, meaning they might not like me, they might not accept me, they might get mad at me or they might be upset if I say the wrong thing or say something that's going to challenge their thought or their opinion.

All of a sudden that's when you know the idea of serving and helping people and helping people be happy is one thing, but that pleasing

people to make sure that we're not putting ourselves in a position that may make us look badly. That is the people pleasing that's fueled from a place of fear. Do you have that distinction? That there's a way we can show up in our work and in our world with our people around us, that we can still endeavor to make people happy and please them. But when it comes from a place of this other place that feels like we're pleasing them because at the end we're avoiding something or we're afraid of something happening.

Do you notice that there a distinction for you in those two ways?

**Lisa:** Yeah, totally. I think you're absolutely right there, so obviously even when I am in alignment and I'm being authentic, I want to please my customers. But there are some customers and clients or people in my life that I've realized don't necessarily want to be helped or I'm not the right person for that.

And being able to step away from those situations when I am not the right person and I've learned that somebody can still like me and I'm not the right fit for them either personally or professionally and that's okay. And I think that was a really big lesson for me, that its okay to step away from something you're not a good fit for.

Like I said, whether it's a friendship, for me it was marriage. I have a great relationship with my ex-husband, we were just not meant to be married, and it took me a long time to realize that. And similarly, with many clients, I've learned that sometimes it's that I'm just not the right fit for them, and being confident enough to be able to step away. And I think that in the past that's where fear got in the way; is if I say no to a customer, either I'm cutting off a revenue source or they're going to be upset with me and I won't get a great referral or anything like that. So, Yeah. I think that people pleasing shows up in so many different ways and being okay with the fact that you're not the right cup of tea for everyone.

**Finka:** Yeah, I love that. I think you're absolutely right. I think when people pleasing turns into this place of we're seeking to be liked, then it could turn into something that we don't want it to be. And so then we end up saying yes to working with clients that aren't an ideal fit, saying yes to projects that overwhelm and overburden us and are exhausting us because they're not the projects that we should be working on.

And then there's that whole idea that if I say yes to that client to please them, to make them happy even though there is revenue and sales coming in there from that client, are we actually closing off another potential revenue stream or an expansion into another area because we're so forced or wanting to make this person happy, to please this customer, and basically avoid the difficult conversation if we have to have one.

So yeah. Love that love that. One of the other things I think your journey from non-alignment and figuring out who you are and being authentic, was that pivotal piece for you to move through that. I do love just your awareness that there weren't things working in your life. So, your relationship with your husband and work, your body. I feel like we get these signals, that there's signals coming all the time. What was it for you that had you pay attention to them this time? Because we can ignore them and we put them aside. So what is it that made a difference this time that you paid attention?

**Lisa:** On the health perspective, I was somebody in my twenties and early thirties, burned the candle at both ends. I remember in my early twenties getting mono, and then I remember getting shingles, and these are all things that when you're that age are

typical and stress-related and I kept sort of shaking them off and burning the candle at both ends. And so as I was working, then into my early forties and I'm working, trying to please people and trying to do everything.

I was going to not to get into all the gory details, but if anybody wants to, I do have a small sort of Ted talk type video that I talk about it. But I thought, I'm going to work through this. I'm going to go the gym every day and work on getting myself better.

Adding another layer of stress and I was working out with my personal trainer at the gym on a treadmill on a Wednesday afternoon, and I had a cardiac arrest, seemingly healthy at 40ish. Like I died and if that's not a wakeup call. To this day they have no scientific explanation of why it happened. There's no history, nothing, literally my heart just was like, I am out of here and stopped. And, you know, so you come back and think that was a sign that something's broken and has to get fixed. From there, my goal today is getting up and getting out of bed and trying to be a good mom.

And then trying to piece back. I think as women particularly, we just put so much pressure on ourselves and you think about, so much disease and so much that are happening. And we put these pressures on our body and my body just said enough and that was a real wake-up call for me.

And then after about a year I was back on track, I was feeling really good. And then I had another similar, I didn't have another cardiac arrest. I had another sort of sub issue that happened about three years later. I think it was my body saying to me, you didn't learn well enough the first time, the big one I gave you and then now you're doing it again.

For me, it's so important, the alignment piece, because the minute I'm not, I'm working crazy hours. I'm not at my best. And I think for me, it's shown up as health scares that said you have to, you need to listen.

**Finka:** Lisa. I can so relate. I look at even my wakeup calls. It's so interesting that we can manage through the work, overworking and overdoing. Even our relationships that you can have band aid fixes and put stuff under the rug. And you compensate if things aren't well in relationships, but I think when it comes to our health and our physical body it can't keep going. It either flats us out like it did for you. I can't believe that happened to you; wow, and that you're here to tell the story, which is even more amazing. It's like our body stops and says, *that's enough, you're not listening. I've given you other signals and signs that life is not working. You're not in alignment. And if you keep going this way our heart gives up on us or our physical body in some way.* And I've had two big moments like that. One, I couldn't even say how many years ago, but I'll say in 2004-2005, my husband and I were just married.

I think we were two, three years into our marriage. I had a very high demanding, high stressful job working in downtown Toronto, I'd be up at crazy hours. I too was the type of person to take care of my body. Trying to fit it all in, I remember it was a 24 hour gym by our place. And I was there 3:30-4 o'clock in the morning so I can catch the train to make it downtown from where we lived, So I was in the office by seven and then I'd work my butt off all day doing a lot of the proving and pleasing, making sure all the SVPs and everyone was happy and content, and I was completely miserable and stressed.

And then I'd get back on that train, come home. My husband learned how to cook at that time because I had no time to cook. It was a good thing. He was cooking and making meals for us, a disaster in the kitchen. He would use every pot and pan to make a bowl of pasta.

So, I'd be back on the computer from eight to midnight. I literally would survive on four and five hours of sleep. I gained weight. I started getting some food disorder issues on how to manage stress so that wasn't fun. It wasn't working well. And then even my relationship with my husband was at risk. We were just married, we're newlyweds and he doesn't get to see his wife. I don't get to spend time with my husband all because I was overtaken by this need to prove, need to please need to get the job done.

I ended up on the floor for five days and my back gave out on me.

**Lisa:** Yeah.

**Finka:** I couldn't move. I was literally on the family room floor, laid there all day, all night and I would be on my hands and knees crawling to go to the washroom. And again, just like you, until our body gives us the wake up call, we say I gotta do this differently.

I can still relate to your story of how I think our bodies are amazing because they not only let us do all the wonderful things that we get to do, but they are such a sign of wisdom that when our brain and our mind and our thoughts aren't letting us accept that something's wrong, our body's going to tell us.

It's amazing what happens. So now you listen to your body. Now what would you say, I'm going to say two questions. What was the impact of listening to your body and listening to the wake-up call that you had? And then the second question, if you want to follow up; I'll pause there, you answer that, then I'll ask you the second question to this one.

**Lisa:** Gosh. It made me evaluate everything that was important for me and really understand who I was, what were my core values and what was my purpose? I am so lucky it's, 6% of people that have a cardiac arrest outside of a hospital survive.

I was so lucky that I was at the gym, that there were people that all new CPR, cause every minute you're not in a hospital, your chances go down by 1%. So, I was so lucky that not only Chris, my personal trainer that I was working with new CPR. But there was somebody standing

right next to me that was a retired police officer that had first aid training.

They took turns, keeping me alive. You reevaluate what is it that's important to you? And so for me, it was not trying to be somebody else and trying to be as authentic a person I could be. And I really searched for tools to help me through that. I was lucky that I had some great coaches along the way. And I really embraced who I was rather than chasing, trying to be somebody else. A big piece of that was finding the fascination tool, which we both love, learning about how the world sees me.

That was a real aha moment for me. Because seeing it in that language felt so real. And I think that's when I stepped into my authenticity and what my purpose and my role was with clients. And so I am not the rock star. I am that client. I am that person that will give my client methodical, vision and, and logic and so on. And I am not going to be the person that's going to dance on stage for you and really understanding what my role was. That was a huge aha moment for me.

**Finka:** We figure out how we're best wired to make people happy, and we do it in a way that feels authentic and congruent. And so how are we best here to serve? And so when we know that, and do this really well; I know this of you that you're thoughtful. You have ideas and you're a visionary, but it doesn't come without being very discerning around how these things are going to come into action. And there is a process to it. And what I appreciate about how, and this is the value that you bring that it's not about you going to put on a big fancy show on center stage, like a rockstar might, but your advantage that you bring is bringing that wisdom and bringing those details that the rest of us miss, because we get scooped up by some of the glitz and glam, it's like, no, we have got to pay attention to these other things.

And I think today more than ever, having someone like you on being the voice for your customer and being able to discern those details because of the environment that we're living and working in, it's very unique and very different than any of us could have predicted, that we'd be going through this uncertainty that we are right now, it becomes even more valuable. And so. I wonder, what are some of the things that, and this is part two of that question. What are some of the things that keep you in alignment today? So how do you stay focused?

Because when you look at the pandemic going on, businesses are changing. Our revenue streams are drying up in certain areas.

How do we say no to pleasing you because I want to go after this type of opportunity or I want to go serve these types of clients. How do we not succumb to those, pleasing places that especially in a place of fear and uncertainty that we're all experiencing right now.

What keeps you in alignment today?

**Lisa:** Well, it's so easy to get pulled off track. So, you know, it's a great question because it is something that I have to visit daily really. Because I'm process driven and I come from that perspective. One of the biggest takeaways, just a life lesson I learned through my health scare was when people offer to help, take it. Simple things like, as a result of my health scare, I wasn't allowed to drive for six months. Can you even imagine? And, the people that said, let me know when I can help in any way and calling my friend Carol and saying, you know what, I really could use a drive to the train station or to here to get my groceries. And so, staying in alignment, it's not being afraid to ask for help. I think what's really helped me get through is a great business network. Having some people to reach out to, to ask for help. I have a great friend and we bounce ideas off and asking for help and having that trusted network of sources, and from a client perspective, it is scary right now. And I think it's having the empathy of what the client is going through as well. And not thinking that they're not getting back to me that we used to. And I still struggle with this, Oh my gosh, they're not getting back to me because they're not happy or they're not going to sign. Or all those things that when somebody doesn't return an email makes you fearful rather than recognizing that I'm here to help them.

I will give them gentle nudges, but not, you know, Oh my gosh, they're not getting back to me, and so therefore the contract's not going to go through, or, you know, once the fear starts to tip into things, I need to step back and think about what they're going through and putting myself in the customer's shoes.

**Finka:** Yeah. I think there's a lot of things happening in our current environment. There's the fear that our clients are experiencing, their environment and their businesses and the work that they're doing. And then there's what we're going through. So we also own and operate our own businesses, and so we're thinking about great, I submitted the proposal, I haven't heard back from them, I wonder what's going on, I

wonder if I'm going to get that contract, will they hire me, will my RFP get approved, all of those things. And what happens is the lens switches from the whole intent of the proposal of how we were there to serve them, help them. We start turning the lens on ourselves and is this going to work out, and they're not answering, did I do something wrong or could I have done something better? I think there's a telltale sign of when we're selling from fear, the lens turns away from our client and the people we're here to serve and turns more towards ourselves and our business and what we're going to get out of the deal.

And so when we're focused on what we're getting out of the deal without being mindful of what other people are going to benefit from what we're putting out there, is it's going to be a telltale sign that we've moved away from being in alignment and we've moved closer to fear.

I know I had my moment, Back in June. I had this moment where I had just come off of a program that I was teaching, and I had no intention of reinstating the program and relaunching it. I knew that my focus was to finish writing my book.

I had to complete a couple of corporate contracts that I was working on. And I really wanted the summer to spend with my family on the farm, finishing up the book so I can have it ready for my fall launch, and the corporate contracts, but then something happened, the pandemic, and I was pretty good through it all.

The pandemic hit in March and then April, May, June, and then by the end of June I started thinking to myself, Oh dear, where's my money going to come from, and should I dream up a program I should teach, and I found myself frantically trying to put together another, program, figuring out who it was for. I outlined it, I designed it, I priced it. I did all of that. And there was this sense of urgency and hurrying and rushing that I was feeling at that moment. And It took a little bit. I think the beauty of the fact that I was finished writing a book on how to sell from love, it helped me stay grounded during this period. But again, someone who's writing it, teaching it, believing in it, has been a student of it for my whole career. I too got captivated by fear and this whole idea that there might not be enough and I've got to hurry and get out there in the marketplace and put another program out there and go make some money because I have to put food on the table.

I got overtaken by it, and it did take me a little bit of time. I think I was probably scooped up in it for probably about two to three weeks. And

then, I had again like you, I had a network of people that I can rely on, and they were mirrors to me. "You're a little bit frantic, what's going on here, you okay?". I didn't want to hear that. It's like no, I'm fine. I got everything together. I don't want to hear any of that, because fear had really taken its hold on me and it took a little while and I finally realized, that this whole project, this whole program is driven by fear.

If I go launch this, it's going to fall flat, and even if I get people signed up, it's going to be exhausting to deliver. And so then I scrapped the whole thing and I stayed with my intentions of what I really wanted to do for that summer. And it was so much better.

Did you have one of those moments where, even if you got caught by fear, what happened, where we don't actually notice until the aftermath, then you look back and think, oh that was a fear driven action. That was a fear different sale. It was a fear-driven engagement. Anything you can share from that perspective would be awesome.

**Lisa:** Yeah, there was a recent one, you know, so funny you were using your example, mine was actually kind of similar. I was sort of thinking, Oh my gosh, what are we going to do how are we going to attract some clients? And, you know, so maybe I should do some video and I don't usually do a ton of video. I've been putting out very purposeful, written content. And so I thought I've been reading about being more authentic, and people really resonate with video. So I hired a videographer and he came and I was all polished up and I was reading from a script and I did five videos that I was going to post on social media.

And you know what, the one friend I was mentioning before, I was all excited and I was like, look at these videos, I'm going to launch one a week for the next few weeks. And she watched them and she said, Well, I'm not going to sugar coat it, because they don't even look like you, you're not smiling. It's obvious you're reading from a script. And she said, the messaging is a bit fearful. I can almost smell the fear because it's almost like you're kind of begging for them to get some attention and she didn't like them at all.

She's so right. You know, that was a hard lesson to hear, but, I think another thing that I've learned is, you asked for opinions and, I was a bit heartbroken of course, but she was right.

And it was a really valuable lesson for me because I thought, you know what? I am not being authentic. I am being bit fearful and putting some content out there, it wasn't me even, even the way I was dressed, I was trying to be all, branded and corporate and that's not me.

I'm the girl that wears jeans all the time. And I thought, who is that person?

**Finka:** I love the fact that you're the person that wears jeans. It's you, it's who we expect to see. And I think that's the beauty of having those people around us that know us well, because they'll mirror back to us. *This doesn't seem like it's you.* And so no matter how hard it is for us to hear it, you were willing to hear it. And then there's also a place where we're evolving and growing. So we have to look at it and say, Hey, is this person not seeing me for who I really am or who they think that I am and want to see me as, because sometimes when we're growing and learning, people might not accept who we are because it doesn't fit what they've envisioned us to be.

But I think that whole notion of are you showing up authentic, how do you take someone's feedback and say, yeah that was valuable feedback when you can connect to that. Like that doesn't feel like me. That doesn't look like me, doesn't sound like me. That it tells us we should actually really listen to this feedback, and it's there to add value. I loved what you said, the way in which you communicate is you are a purposeful writer. So you went outside your comfort zone, tried something new, so good on you for going out and doing all that work.

Because I think that was awesome. I think it doesn't mean that we stop doing things that make us uncomfortable. But it might be, one day we'll do video again. But now learning, and figuring out what are the things when you do a video totally off script. You're going to put some jeans on because you're going to show up even more comfortable.

There are things that we can actually now take with you still, let me ask you this question. Do you, are you still interested in doing video as you look at exploring how to put purposeful content out there?

**Lisa:** For sure. I put one of the five, sort of the one that I thought was the happiest. I thought, I'm going to put it out there and got some reaction, but I'm not using all of them, but for sure, it is something I'm going to keep trying and other other approaches for sure.

**Finka:** Yeah. I fall into the trap of figuring out when we're doing a new thing, and this is what I want to pull out from this story that you shared that's so powerful. He says that when we try something, you, sometimes we go and we follow what the experts are telling us. You should do it this way. You should have a script. You should have it branded. You should wear this. You should wear that. We don't know if it's the way we should be doing it until we actually do it. And then you go do it. And you're like, Oh, this doesn't feel good. This isn't me. Or isn't the way that you want it to come across.

And the last thing we need to do in those moments is to, should on ourselves. I should have known better. I should have, but you know what? We've never done this thing before. We've never done video like this before. Fear will be punitive and damaging to us with an inner negative narrative where love will be kind and compassionate and say, Hey let me look at these five videos. Maybe I'll put out one that seems as most aligned to who you are and the rest I can get back at it. And then we start pulling away those things that don't work. This works, that doesn't work. I'm going to put jeans on. I'm not going to put jeans on, all those things.

**Lisa:** Yeah, it was a great experience. I sat behind the camera and I never looked at the videos while we were making them, so I didn't see it till it came out afterwards. The whole process, it was new for me. Lots of lessons learned, and if that doesn't work, try something else, versus not trying anything, let's move forward.

**Finka:** Yes. So when you think about moving forward in your business and the work that you do with your client, especially when we think about the environment that we're all living and working in today, what are some of the things that you do to stay in alignment to, moving away from fear, but more to that place of love and how you're serving your clients, how you're helping them comes from a place of service and empathy and understanding. What are some of the things that you do that helps you do that?

**Lisa:** I think remembering what my expertise is and how that serves the customer and helps them. And I think when I first moved from the corporate world into consulting, I really was selling from fear because I was so new at it, and it felt like I was proving myself. And then, I was kind of thinking about when all of a sudden selling from that idea of love or from helping the customer. I remember I had responded to an RFP. For very big job. And they had very prescriptive requirements that

they had asked for, but there was an element of that, that was missing, which I thought was a really important element, and I thought, sometimes these really prescriptive RFPs, if you don't follow it exactly, you get knocked out. So we responded and then they said, we really think you need this other piece too. And we tried to figure out how to put it in without knocking us out of the race, if you will. And we won it and they said, we never even thought about that other piece that you brought to us. And I said, well, I've done a bunch of these now. And you know, we are the experts in this space and by using my experience, and then saying, it'd be a real disservice for us to not tell you to add that component of it helped us win the RFP.

And that was about 10 years ago. And that was a big pivoting point for me in terms of the way I sell to customers. When I respond even to RFPs, really trying to understand what they're trying. Because a lot of the time, in my public sector work that we respond to it's some procurement manager that doesn't really know what the need is.

They've just been told to write an RFP. So I really feel like for me to be in alignment and respond to the customer, to make sure that we're the right fit for the customer, as well as to make sure that they're getting the right consultant is to really understand, get in their shoes and go in there with the lens of not trying to win the RFP, but we're trying to help them solve the problem that they have.

**Finka:** I love that. That is so good because it pulls us away from getting hired. I want to be the one they pick, I want to want to get hired, it puts it through the lens of you want to be the one they hire only if you're the best consultant, company, organization, or team to help them solve their problem, help their goals that they're looking to do.

And sometimes, especially when you're faced with those, I feel like that moment 10 years ago, where you made the decision to go outside of the lines and outside of the box of what traditional RFP requests are requiring is that it was more important for you to stand up for what your client needed, even if it meant that you didn't get picked because you went outside the box and ticked off a couple extra boxes, even though as you know, it worked in your favor and other times it might not have worked in your favor, but you were that bold to say, I choose you versus choosing you to hire me because it was more important for you to demonstrate to them what's the best solution that they can get.

I love that. That's great. So as we come to a close, I'd love to get your thoughts on if there's a company, when you think about the whole idea of selling from love, what company or organization does it well, what company or business creates an experience for you that you're buying from love from them.

Does any business come to mind for you? And can you tell us a little bit about why.

**Lisa:** Yeah. I mean, there's many that do it. I think about those commercials that you cry during. I think the standout brand for me is Dove. All of their messaging to me is very consistent and sells from a place from love. There's one commercial in particular that that really stood out for me. These women went into a room. They stood in front of a camera and in there, in their underwear, told to describe themselves. The women said, *my hips are too big. I'm too wrinkly.* They were beating themselves up, then they stepped into another room and another group of women came in and they show the same picture and they were asking to describe these women. They said she's beautiful, her hair is stunning, and she has the most gorgeous eyes. And these women behind the scenes were listening to these words that somebody else was saying about them. It was a Dove commercial, but it didn't say by Dove. Dove wants women to love themselves and embrace who they are and see how fantastic they are through how other people see them for their fabulousness, not for their flaws or what they perceive are flaws. And to me, it is about building a brand that's based on women loving themselves and therefore, I don't find that they're selling the products, but they're selling love and loving yourself.

**Finka:** I love that. It's true. I love that example. And I do remember that commercial and it is one of those tear-jerker commercials, especially for someone like me, who's super sensitive. I'll cry at cartoons, it doesn't take much. I think it's such a great point, because I think at the end of the day what are we really selling?

When we think of a brand like Dove and their products that they sell that we can buy. It's the experience that we get. Experience because we are part of a dove solution, meaning that they got us to think about loving ourselves in another way. We got to appreciate and embrace our own flaws and embrace them as being fabulous. I think that was a really powerful example of what they weren't selling from love. They're actually just selling love just love yourself.

**Lisa:** Yeah. Yeah.

**Finka:** Thanks for that, Lisa. We'll definitely include your Ted talk in the show notes, so people can have an opportunity to watch that. We'll include if we can find the clip to the dove commercial that Lisa referred to. We'll include that in the show notes as well.

Any final thoughts, and then, how can our listeners, best learn more about you or get in touch with you?

**Lisa:** Well, this has just been a great experience and I think you know, I've been on a personal journey and I hope if there's a takeaway for people, particularly from my health scare is to not take that for granted. It's about self-love, helps you sell from love, and come from a place of love.

People can reach me through, email at [lisa@lisahutcheson.ca](mailto:lisa@lisahutcheson.ca). I have Instagram, Twitter, and LinkedIn. Certainly reach out to me on any of those social channels, I would love to hear from everyone.

**Finka:** Awesome, thank you. And we'll include those links to connect with Lisa, in the show notes. Lisa, thank you so much for this wonderful conversation and opening up your heart and your stories and teaching us how to listen to those signals that are showing up for us that we might take for granted, but they actually could be leading to something else that gives us a bigger wake up call and notice them now, and don't have to have those things happen to us. Thank you so much for your stories and spending some time with us too.

**Lisa:** Thanks for having me.