

## SELL FROM LOVE PODCAST -Transcript



### **Episode #5: When Do We Speak Up? How Do You Want to Be Heard? with Andrea Wenburg**

**Finka:** Welcome to the *Sell From Love Podcast* Andrea, thanks for joining me here today.

**Andrea:** Finka, I am so honored to be here. Thank you for inviting me.

**Finka:** Your welcome. I too, likewise honored. Why don't we jump right in. I'd love for you to tell me a story of when you first had that moment of fear of sharing your voice.

**Andrea:** When I first had that moment of fear? I would say I grew up in a family that did a lot of singing together. We would sing for churches. I felt confident in my ability to sing, but at the same time, I wrestled with the fact that sometimes when I would sing, other people would be quieter. And one of my greatest fears, even as a younger kid and getting into high school, and with people in my class. I noticed that when I used my voice or used it to the full degree, it felt like there were times when people would shrink back.

I think one of my very first fears when it came to using my voice was that I would cause some sort of a chain reaction that would cause other people to not use their voice.

**Finka:** I'm going to first say I can totally relate to that experience. I had it earlier today. It was a group dialogue and this whole idea of taking up too much space; that if I take up too much talking or ask too many questions or focus on me too much, that I'm taking up space and I'm limiting someone else's space.

**Andrea:** What I find interesting is that I think there's some truth to it. It's not like it's not real. There is this sad part about it. *I'm going to want to hold my voice back and I'm going to have to go through all this stuff because now I'm being silenced*, but at the same time, there's also something very real about taking up space. When you mentioned a group setting, there is a finite amount of group space that there is to take up. I think that it's nuanced, it's hard to wrestle with. What's the balance or what's the right thing to do.

**Finka:** I agree. I think we can be very conscientious of other people and that's where we're strong at empathy, self-awareness, you start to notice how much

space you're taking and that the impact of how much space we take will have an impact on limiting their space.

What I get curious about, or I'm wondering about for you, if what your experience is like? How sometimes it's the surface stuff, that's the tip of the iceberg. What do you think, or in your experience, what's really underneath us taking up space and sharing our voice?

**Andrea:** I love deep questions, this shouldn't be hard for me. There's real fear for me in that; I'm more important than somebody else or I'm saying that I'm more important than somebody else. I know it touches on something in me that says you shouldn't be like that.

More of the shame for me, that you shouldn't think of yourself as better than somebody else. I don't want to think of myself as better than somebody else. It's that wrestling of trying to figure out when is this being motivated by fear and when is it being motivated by love. I wrestled with this in my book a lot, it really does come down to this; if I am motivated by love I can go ahead and do more because love covers a lot. There's a verse in the Bible that says love covers over a multitude of sins or a multitude of infractions that we make on one another. Even if I do step on somebody else's toes, if I really was motivated in love, there is less of an impact or repercussion. I went off a little bit on a tangent. Maybe I didn't answer your question.

**Finka:** You did. Do you have a story and whether it's something, maybe even something you've written about in your book on Frozen, or even something recently, because I do know currently, we're all experiencing a whole lot of fear. There's fear in the system. The impetus to now show up more in this way that love may not be as obvious or prevalent.

Do you have anything that you can share that we can talk through?

**Andrea:** I feel like the thing that's most alive in me, is the struggle that I'm feeling with politics and pandemic, and when do you say what you think and when do you hold. How do you handle those relationships, because I think that there are no relationships in my life where we totally agree on every little thing. But right now, at least in the United States, I don't know what you're experiencing in Canada watching us, maybe you're not feeling it quite like we are, but I just feel this dissonance with other people all the time, and it's hard.

I don't know if that's a real story, but it's a situation I find myself in right now where my fear of losing a relationship has had me isolating myself because I don't want to say too much.

**Finka:** *I'm afraid if I say too much, that there'll be a negative repercussion or consequences as a result. We don't say much. We stop speaking and*

standing by our voice because fear is in the room. Because if we do, we don't know what the outcome or impact of that will be, especially because we're in such unknown territory right now.

It's ironic we're in so much uncertainty. I believe that because of the amount of fear, people are just grounding in such strong positions and beliefs. This is actually the time we should be even more open and more free to hear other people's perspectives and opinions, because we have no idea what's going to happen next, or where the pandemic is going to go.

It's like our self-preservation mechanism, our brain is saying grab on to anything, whether it's politics or your status or position on wearing a mask or not wearing a mask, that people are people. And I will say I'm part of those people.

You stand so steadfast in a particular position. I believe that when we do come from fear, that we become even more anchored in that position. That we start fighting for a position even more because of fear, when we come from love, we are open, we are willing, we want to hear, we don't listen in order to respond. We listen from our heart. It's a totally different place of listening when we come from that place.

**Andrea:** I agree with you. It's easier for us to hang our hat on an ideology or a reason for thinking things. It's easier because it's not as messy in the sense that I can just say that I'm right. I feel better about myself. This is something I have control over. I get to choose what I think about this. But the chaos all around us, not knowing what's going on or what's going to happen, it does seem like being able to hold on steadfast to an ideology is more of an anchor for people, but it's messy with relationships. Internally at least we feel like we can cling to this thing.

**Finka:** If we become more interested in preserving ourselves versus what's in the benefit of the whole, whether it's our relationship with our significant others, our family, our community, our churches, our businesses, our clients, our schools, all those places.

**Andrea:** When we feel threatened, that's what we do.

**Finka:** Let's go back to that whole idea of when do you speak up? We have perspectives and if you're going to be faced with challenge, meaning people aren't going to agree with you. Do we take up space then? When is the appropriate time to take up space and how much space do we take?

Do you have any thoughts on that? And if you have a story that you can share as well would be great.

**Andrea:** I guess when I think of the first part of your question, when people aren't going to agree and how do you speak up for your voice. I think it's

hard to know people, they're so set in their own mind that they're not going to change. In my mind, the question ends up becoming how much of this for me is about influence and how much is it about connection. Do I want connection with this person more, or do I want influence? And what's interesting about that is if you want either one of those things, you're not going to just preach at somebody because you're not going to get what you want by spouting off your opinions.

**Finka:** I think you're right. I think if you're looking to connect or you're looking to influence coming from a place where you're forcing an opinion or preaching an idea or an ideology people aren't going to hear that.

**Andrea:** Right. But if you're asking questions, if you're curious and say so tell me more about why or when would it be appropriate for this person to act, do what they did or, what is the way that you would approach this situation since you didn't like the way that this person did it.

To start the conversation off with a question is certainly going to end up getting to a place where the other person feels like they are willing to engage with you. But they're not going to be willing to engage if it feels like you're head-to-head in a combat, they'll engage in combat, they're not going to engage in respectful dialogue.

**Finka:** Absolutely. Let's switch gears and talk about fear. How does it show up in your business, specifically, how does it look like when you sell, and then we'll look at the flip side of that.

**Andrea:** I can definitely relate to selling from fear because selling was never really on my radar until just a few years ago when I thought, *I need to sell something*. Then there was the fear if I don't sell something what does that say about me? What does it say about what I am capable of? What does it say about my business, and is it worth continuing? For me, there were big stakes because I knew that I wanted to have a meaningful business that I could create, that would last for a long time, and be my life's project. To be that big thing that I contribute to the world, but if I can't sell anything, it's not a business. For me it was either life or death whether or not I'm selling anything. There have also been times when it's been really frustrating, because I feel like I don't know what I'm supposed to say or how to explain something. A little bit of that fear that I'm afraid I'm not going to say it right, that I will be too pushy or I'm really hoping that I get the sale.

**Finka:** Do you have a story of when you sounded crazy, or what does crazy look like?

**Andrea:** I can think of a time and it wasn't that long ago when somebody called me out of the blue and wanted to know about working with me one-on-one and I didn't have a very clear sense of what they were looking for. I

was trying to come up with a solution, but because I didn't know what my solution was, it was hard to suggest ways to help.

I don't help people figure out what they want to do with their lives, but I can help them figure out what they're going to do with their expertise and how they're going to turn that into business or thought leadership.

Once I made that distinction, it was easier, but when I didn't have that, I was trying to shoot from the hip, trying to figure out what to say and throwing out ideas. And sometimes I would throw out too many ideas.

Contrasting that in that particular conversation, with somebody who was trying to figure out what he wanted to do with his life. I never heard back from him, I presented a couple of ideas of what things I could do, and he asked "what do I get for that?" And I thought, I don't know.

After talking with Finka, thankfully you helped me figure it out. Something that would be more stable, an offering that would make more sense and a progression that would make more sense. Instead of changing it for everybody, I could have a couple variations on it. Today, I had a conversation with a woman who wasn't sure what she was looking for, but this time when she wasn't sure, I knew what the solution was. I still did it. The solution was that I could present anyway. It gave me a chance to say here is a solution and here is what we could do. That was clear for her. I was more prepared when she called me today, I was not in a place of fear; the feeling that I need to have this sale. It was more in a place of wondering what I can do to help this person, or if I am even the right person to help.

In that conversation there was no pressure. I wasn't putting pressure on her. I was asking her questions and she was asking me questions and I didn't feel any kind of adrenaline rush, that little pitter patter of the heart. Instead I was able to be relaxed and I think that reading your book was very helpful to me in just remembering a lot of that, and putting some parameters and clarity around how to approach conversations like that.

In the end, thinking about that person, she wasn't sure she was ready, but she wants to do it eventually. I said, well here, why don't I give you some questions that will help to give you clarity about when you might be ready? That was very helpful to her.

It felt good, and it wasn't as hard for me to say this is how much it costs. That's another thing that has been fearful for me, to actually have to put figure out there.

**Finka:** We'll talk about that in a second, but I just want to go back to all this wonderful stuff you just shared. Having an experience of when we sell from that place of fear. There's a ton of, *I gotta show you what I can do. Hey, how*

*about this offer? How about the solution? And we're throwing spaghetti on the wall and hopefully something will stick for them.*

When we stop listening, we stop asking open curious questions. We stop thinking about them because we're trying to figure out how we could either sell them something, how they could buy something from us or how we could have a solution for them, even though it's there to help them. It's still very much about us in that frame when we're selling from that fear.

When we started talking about that self preservation, it's about me, how am I going to look, am I going to make something out of this, and how quickly. It's like a light switch going from that to what you experienced with this woman that you were talking to about being able to just show up for them, wondering maybe you could help them. Maybe you have a solution, maybe you don't. But there's this unattachment to it having to look a certain way. It has to turn out a certain way in order for us to deem it successful in some way. I love that. I think that is such a good example of how it's a part of us that takes over.

Sometimes I can see it happening. Oh crap, it's happening again. But there are things we can do to mitigate it from happening. When we're clear on what we're selling, when we're clear on who we're selling to, the value we get to provide, I think those things really help us show up in a different way.

I think one of the most important things, I think it's Emily Dickinson who said *the word is the most important thing*, because when you have your words then all of a sudden you come from a place of ease, it's easy to have the conversation, because you have your words.

**Andrea:** Words are definitely important. And then the word that came to me while you were talking was this need to convince. And that seems to me to apply to what we were talking about earlier when we first started talking about relationships, and approaching those from this need to convince people of something, whether it be my value or that I'm right. Needing to convince people is definitely a big red flag for me. If I'm feeling that, then I know I've got to take a step back.

**Finka:** I love that. I think that's perfect because oftentimes, what I find, and I know for me too in the beginning, influence felt like I needed to convince people. It was all about convincing. To me, convincing feels fear-based, and influencing feels love-based.

Could you tell me how is influencing different from convincing.

**Andrea:** I can tell you the way that I think of it. I think of influence as being the opportunity to present, and help. Helping other people think more clearly, making decisions for themselves. So a voice of influence doesn't try to get

people to do something, instead they might have a goal that they're working towards, or they might have a change that they want you to make.

It's not about me getting you to do that. It's about me presenting everything clearly so you feel safe, secure and able to make a decision for yourself, for your voice. It goes back again to if I talk too much, if I'm too loud, then I'm going to make other people be quiet, and I don't want to do that. Instead, I want my influence to bring out other people's voice. And if it does that, then that to me is more influence because they get a chance to actually own something for themselves. And then whatever they decide to do, it's something they've decided, it's not something that they feel they have to do just to get your approval or to not feel shame.

It's a totally different thing when people own what they believe, and they own their decisions. And so that is always my goal. That's my goal in helping my clients, is to help them help other people own the decision that they make. Not to just tell them what to do. Even if the goal is an initiative that you're trying to actually push through, you need to get people to be on board with something, but you don't want them to get on board because you've scared them to get on that boat. You want them to get on board because they're looking around and testing things out and saying, yeah, you know what? This is right, this is good. I'm going to go for it, and I'm going to give it all I've got. That's a little different.

**Finka:** It's a world of difference because you're not motivating convincing from a place that people are making decisions from fear. They're making decisions based on influence or from a place that feels congruent and in alignment to their values, to their goals, to what they're looking for versus feeling. Feeling that I might miss out on something or I need to take action now or else, there's an urgency and a hurriedness that happens with that. I think that's a great example.

I love how you said this, a voice, your voice. This whole notion, when we were started talking about our voices, and taking up space, we become okay to take up space when we realize that our voice is actually here to bring up other voices, how did you learn that?

**Andrea:** Growing up, I always had a loud voice, I had big opinions too, it wasn't just singing. I noticed that when I would try to go toe to toe with my dad for example, he would also have big opinions and we could just go toe to toe. But if I went toe to toe with my mom, that was totally different. Her personality was totally different, and she didn't want to beat me, and she didn't want me to beat her. Whatever this conversation was, she wanted to connect. She needed something softer. She needed something different than what I brought to a conversation with my dad. My sister is different than me too. She is really good at what she does, and if I start to be critical of her, it's

just going to make her shrink away or my daughter, same thing, or my son or my husband. If I am just right all the time, I'm putting myself on a pedestal.

When I was younger; in my early twenties, I realized that I felt like I was walking around and there was this pane of glass between me and the rest of the world because I was so right about everything, I was so close to God, and I had something that I felt was different than what other people had. Because of that, I just couldn't connect, and I wanted to. I realized that as long as I was trying to have my voice be the one that mattered in the situation, that other people were just shrinking down. This is not right, deep down this is not what I want. It took me realizing my own brokenness, that I'm not the perfect Andrea that I thought I was, and I had a whole year, there's a whole story about that. But it took that whole brokenness of realizing, Oh my gosh, I'm not right all the time. I'm not good all the time, I'm not all these things all the time. I'm a human being. Whoa. That shattered that glass and allowed me to connect more in a *real* way with other people.

It helped me to realize that what I didn't want was to just tell people what to do. I realized that that was not working. That was not what was getting people to actually change. I have other stories, I feel like I could go on and on about that one.

**Finka:** It's great because, there's a level of when we could see ourselves in the way in which you illustrated; and you can you see yourself, *I'm right. But then I'm standing here all alone.* Whether it's on a pad or a pedestal of righteousness, we all love to be right. There's this YES, and for a period of time our ego self gets really fueled by that because we are right.

However, when we continue to fuel that part of ourselves, we are depleting the part that wants connection and wants to engage and wants to relate. When it feels too painful, not having the connection that we realize righteousness is not worth it.

**Andrea:** What comes to my mind when you say that is, I don't want to be at the top by myself, because there's this ladder of success. For me, it was okay, I guess I have to climb this ladder of success. But when you're trying to climb this ladder of success, there's no room for other people on the ladder. I mean, your focus is on your hands, on your grip, on your feet. Your focus is on getting yourself up. It's not on connecting to people. It's not on actual influence. It's just getting to the top, and I found that it's just not worth it, that's not where I want to be. I want to throw that ladder down and use it as a bridge and connect with people instead of trying to get above them. That's not what I'm doing anymore.

**Finka:** Yeah.

**Andrea:** And I don't think that I would have ever said that that's what I was doing before. I want to make that clear too. I think there's plenty of people that don't realize that's what they're doing.

**Finka:** I completely agree. I will also say I am human. I will still get trapped, stuck and do that too. I can get caught up in it in some way, but it's continuing to have the willingness to see how am I contributing to adding more fear in the system, that being more right than anyone else or having my voice be the one that's the last one standing.

When you were talking, and because you're a singer, you probably know this song and maybe you don't and I am so not going to sing it cause I'm not a singer, but I remember it was such a powerful song and it's sung in harmony, it starts with one voice. I think it's called one voice. Then it says two voices and another voice comes in. Do you know that song? Oh, you got to look it up. You have to look it up. My daughter's class did it last year or the year before, it's such a beautiful song. It is about that whole idea that taking up space with our voices when it's in the service of helping others voices, find their voice and claim it. We're all standing on equal ground, we should not feel bad for taking up space.

**Andrea:** Yeah.

**Finka:** It makes me reflect on my call earlier today, I will go back to that call. I was cognizant I was taking up space, and I also apologized for taking up space, I said 'I'm sorry for monopolizing all the time on this call today'.

I need to trust that the questions I was asking, the comments I was making was also in service of, we were all there to learn about the same thing. And if I was quiet, we would not have had had those answers to those questions.

**Andrea:** That's true.

**Finka:** Thanks, Andrea. Thank you. When it comes to finding your voice, standing by it, and having the courage to speak it, what would you say would be some of the things that would be important for someone to find their way to that place?

**Andrea:** I really go back to, if I don't feel purpose in what I'm doing, I do not have the courage to take the risk of sharing my voice. I have to know that the purpose is greater than my fear, that my love for others is greater than fearing them and what they might think of me. Finding that purpose and really claiming it, reminding yourself of it and reminding myself of it, and then getting out there and doing it and feeling like I'm actually doing something about it, that builds momentum in using my voice.

**Finka:** Okay. Awesome. When it comes to your business and getting yourself out there and sharing your voice and selling your services and what you do;

having a purpose is important to you. What else do you have that helps you get yourself out there?

**Andrea:** When I said purpose before, I think it's big. The contribution I'm trying to make to the world, trying to connect people's gifts; that's needed in the world. I want to do that with myself and I want to do that with others.

I would say also a mission being more goal oriented, it's more specific. My business fits my purpose, my business has a mission and that has to do with the way I work with the people that work with voice of influence. The people that are actually in the business working with voice of influence. I like to say with not for voice of influence, because they're with us, they're actually employees. I want for them to connect their gifts with the need in the world.

I know that part of how they do that is through me. There's a weight responsibility with that too, a responsibility. One of the things that helped me early on was, when I was asked to speak for something. I was asked to speak for some teachers. It was an acquaintance or friend that had asked me to do it. And she asked me how much I charge and I didn't know what to say. I told my husband; I shot him this really low ball number. Do you think if I said \$300, she'd do \$200?. He looked at me and said, how long is it going to take you to do this? I don't know, probably a week to put it together. And, what are kids going to do while you're working on this, in other words, how does this impact my family?

It's not fair to my family that I just give my services away all the time. And I realized at that point, under a certain number, it's just pro bono. I'm giving my services away and if I want to honor my family and my husband and the work that he does and how he supports me that I need to charge appropriately.

At that point she said, what would you charge me if I wasn't your friend? I said, 1500, and you know what, that's what they paid me for speaking to 12 teachers for an hour. That really taught me that it's okay if people tell you no, Andrea. Just because you've told them not what you're worth really, but at least what you need to tell them for pricing. It's okay if people say no, some are going to say no.

There was fear there that I would lose an opportunity. The idea of honoring my husband and all the work that he's done to give me this opportunity quite frankly, it definitely carries a lot of weight as well.

**Finka:** I think what I like about it too Andrea is that sometimes, especially with pricing our products and services, we get in our own way, and our view is so limited. You might be excited just to get the opportunity. Great! I get to talk about the thing I love talking about.

First often of us, we get so much joy just talking about it, it's like just pay me whatever you think. Looking at and saying my family's counting on this and I'm taking away time for my family to spend doing this work I love, but I also love them too. What's the trade-off here? I think pricing can sometimes be such a mystery around how do we validate the value we're giving, because there's so much that goes in it, it's not only the client's experience and impact, but it's also the investment you need to take as a business owner, as a creator and thought leader that goes into the work that we do for our clients.

Having that broader perspective of the space our family gives us. I love that. You gave me a new way of looking at it as well. I appreciate you for that too. It's a great way of setting boundaries, because you get very clear on work you say yes to, and work you say no to, because we know the cost. Even our investment in that client is costing time away from our family.

**Andrea:** Yes, definitely. The latest was a training that I sold, and in the process, they were really excited about doing it, but they wanted to negotiate the price. They said 'we looked at how many hours you're doing here, and we're wondering if we could cut this out and cut this out so that we can have it down to this price'.

And I said, I don't charge by the hour. I'm providing value here, this program is worth this. I also know that if we don't do all these pieces, you're not going to get the results that you and I discussed that you need to have that I'm not willing to negotiate on either.

We negotiated, you're going to be able to pay this much and then you're also going to give me referrals. You're going to be proactive about sending emails to people and connecting me to people that need the same training. We had to trade value for value there. I really felt I could have in fear said all right, I'll take what you give me because it's been a pretty slow year 2020, I'll just take whatever you give me. But I knew that wasn't right. And after you do it a few times, you actually experience that that's not right. That what you're providing, they need all of it. You can't negotiate on the product itself because the product is what's going to get them the results that they need. And so once I built that confidence up, it made me much more able to enter that conversation in a way that still got me the value that I needed while giving them the value that they needed.

**Finka:** Again, another really big decision you make that's not motivated from fear because anytime it comes from fear, we're scrambling, and we're just saying yes to whatever we can get. I will say kudos to you because in a year like 2020, and we are nearing towards the end of 2020. But the light at the end of the tunnel of what we've been experiencing is a ways away. We still don't know when it's all going to come to a close or what it will look like to be able to walk in with a posture of saying, and this is where I think what selling

from love is really about. We need to be strong enough and have enough belief in what we are providing to our clients that we're willing to stand up for our clients. It's not about you getting paid what you're worth. It's actually telling your client that in order for you to meet your goals, the objectives we talked about that are important to you, to solve the problems that you're looking to do, you're reminding them of all those things, this is what it's going to take and it's in service of them. It's so much easier to stand in a place of being congruent, even in a year of 2020 to say, I can't do this for you. or I can, these are some of the things we have to change, but price and value, types of values that we want to deliver on are non-negotiable if you want to have this outcome.

**Andrea:** Okay.

**Finka:** Very cool. Before we close here, I wanted to ask you a question, have you had an experience recently where you felt really good to make that purchase or that you felt you were sold to? You know how sometimes when we're being sold to, you know exactly what that feels like. I have a good couple of memories like that, but is there any recent experience that you could highlight that would illustrate a really good buying experience for you?

**Andrea:** Can I use you as an example? You and I have a relationship we've built, you did a training that I participated in and then you continued to cultivate relationships with those that were on the training. From there, you recognized, and maybe I even said to you, I feel like I need to work with you, and you just got on the phone with me and you asked me some questions and allowed me to tell you about where I was at. Then you explained this program that you were going to offer, it was just very comfortable and I didn't feel any pressure and I just felt desire to work with you. That would be the example that's definitely most top of my mind.

**Finka:** Thanks Andrea, I'm going to say we did not set that up in any way.

**Andrea:** No, but this is your thing though, this is you. This is what you are good at. It was exactly what I was looking for. I was feeling like I'm not good at selling, that I should have my offerings clear, and the way that I approach this should be more solid, and I needed that.

It helped to know that you have done it, and you were offering your insight, you're extending your hand and saying here, would you like to work with me? Yes, I definitely wanted to do that.

**Finka:** Thanks, Andrea. Thank you. Are there any final thoughts that you'd like to share as we close. And then, with those final thoughts, guide our listeners to where they can learn more about you.

**Andrea:** Final thoughts that I have, have to do with putting other people, their perspectives and recognizing what psychological needs they have first. Be able to come to the point where they can open up, where they can feel safe with you, where they feel like you appreciate who they are and you appreciate the contribution that they have to make.

Then you're going to be able to present them with a challenge of some kind. Would you like to buy this product, this training or whatever it might be. The challenge can also be in the form of feedback, this is something that we need to do as a team, because once people get a feel for you, that you care and you are here for me, I think that's one of the ways that I've heard love described as being with and for somebody. You can give that as a gift to people, if you can show them, look, I'm with you, I'm here for you, and I think this might help you, people are much more eager to take you up on your expertise or your product or whatever it is that you're trying to sell to them.

**Finka:** I love that. Well said in that. How perfect, what a gateway to helping people, find their voice, use their voice to take up space, and use it for the greater good of all people. Thank you. And tell us, where can people find you?

**Andrea:** Find me at [voiceofinfluence.net](http://voiceofinfluence.net). And I'm Andrea Wenburg on Twitter and LinkedIn. If you want to learn more about how I talk about helping people to feel safe, celebrated, and challenged when you're in conversation with them. There's a free course on my website about.

**Finka:** And, what's the course. What's the method?

**Andrea:** The deep impact method. If you're actually wanting to see somebody really change and actually make the changes that you're hoping for them to make, this will help.

**Finka:** Andrea, when you took me through the deep impact method, I was in awe of the power and the transformative effect your model has. I still lean on it and I still think about it. The three places of making people feel safe, celebrating where they're at, and then challenging them, whether it's in the form of feedback, taking action in some way, it's a construct that also helps us sell from love. Thank you for that. Awesome. All right, Andrea. Thank you. And thank you for joining us here today.

**Andrea:** Thank you Finka.