

The Jason Owens Podcast, Episode 11 *1 Surprising Discovery Leads to Tremendous Growth - An Interview with Cynthia Mazzaferro*

Initial Quotes from the interviewee as the show begins.

“I’ve often engaged people in you know, answer this; what would be the right answer this question and give me an answer A.B.C.D. I let people respond.”

“You want to really create conversation with the social tribe that you're following. Every single time someone wrote to me I would respond and did it take time? Yes and in the first year alone I got over six thousand people email addresses that way.”

Jason: Okay pause. Cynthia Mazzaferro is growing her list by six thousand people a year by posting things on Facebook. Clearly she is doing something that we need to understand, right.

I could talk to fifty other people today and they have been posting on Facebook and they aren't getting jack out of it. In just a few days Cindy releases her brand new book, ‘Powerful Beyond Measure’.

And I tell you what from where I'm sitting her list building skills are powerful beyond measure. Now let's get to the interview and then we'll come back and try to figure out exactly what it is she's doing that's working so well in growing her list.

Hello everyone, thank you for joining me on Episode of eleven Jason Owen’s podcast where we talk about the business behind your message. We're joined today by Cynthia Mazzaferro who is a motivational speaker.

A number one Amazon bestselling author, energy and intuitive healer, reiki master and Powerful Beyond Measure life coach. Her passion is to assist people in their personal growth, health and purpose.

To tell you what one of the things that I enjoy so much about interviewing people is just finding out what it is that's working.

And what I find time and time again is that there's this 'aha' moment that pops up that frankly most of us don't expect to happen but the great part about it is whenever you see it you know it's there and you jump on it.

And as we go through the interview you're going to hear many, many really good nuggets and really pieces of good wisdom here from Cynthia.

So we're going to go ahead and dive into the interview and at the very tail end she is going to tell us about how she ended up getting that number one Amazon best-selling author spot.

One of the tools that she used. So stay tuned this is a great interview let's dive in. So Cindy thank you so much welcome to the show.

Cynthia: Thank you Jason, thank you for having me.

Jason: You're most welcome.

So usually what I do with the first question here is I just have you the expert go ahead and tell us just a little bit more about what your platform is and mainly your products and services. So just to give our listeners kind of an overview of really what how you're monetizing what you know.

Cynthia: So my business and my platform is called 'Powerful Beyond Measure'. I am a powerful coach, life coach. I'm also a motivational speaker and inspired to speaker. I have written a book called 'Powerful Beyond Measure' and offer submits as well as programming that is now being come to be the book is being released just actually next week. My e-book was realized last November so very exciting times.

Jason: Oh good stuff. So let me see if I have this right to recap. You have the book, you are a life coach and you also have submits that you're a part of.

Cynthia: Right and I also a reiki master and energy worker as well as an energy practitioner. So I actually get to have the pleasure when I work with coaching as clients.

I actually get to holistically work with them regarding their business, their personality can't divide the two. They both go together.

Jason: Right.

Cynthia: If you have personal problems you're going to have it also represented in your professional world. So working with the individual both in the personal and professional world is really a wonderful breadth of knowledge.

And that using the intuitive the energy work as well as what their limitations that are holding you back are really very and integral in your personal and your professional success and happiness.

Jason: Fantastic. Very good. Can you tell me how you landed on the mix of products that you have? So coaching and the book.

Can you just tell us how you landed on that mix because most of the people that I interview here there's more of an organic kind of growth that happens.

Very few people that I interview say here's my business plan and I executed on the plan and there it was. So how did you land on your product mix?

Cynthia: Well professionally I was a physical therapist. I had been really educating employees and employers and patients of my own as a physical therapist all my life.

Now I never knew when I was teaching and training and listening that I actually was learning that there was connections to our physical symptoms and how they relate to our inner emotional unrest; if you will or impact.

And so I started to really blend those two together realizing that it was an energetic shift that was occurring within ourselves and where they're been projected into our world and into a physical life. And that actually happened for me as well.

So what we actually live and do in our professional world is often a reflection of what's happening to our own personal life. So for me, my parents when I was wounded was my parents were divorced when I was seven.

I was looking for male confirmation expression of course I only have sisters. And so for me it was about people who love you would walk out of your life and wanting external affirmation. So I got all that when I worked and had a professional career.

I had worked prevalently with men and talked with them and was very well respected. But no matter how much affirmation I was getting from outside of me there was a part of it inside of me that was never quenched.

It was kind of that first that was never quenchable. And it actually even impacted my husband's relationship and myself. And one day he came down tears in his eyes saying that he loves me but can't live with me any longer.

And I was like oh my God: It's like my father walking out of my life again.

And so what I realize is that the way we're being impacted as a child that it's a perception and a belief and a behavior and even an energy that we bring into our life in current day unless we choose to do something different about that.

So learning what I had to do actually was also a catalyst to bring all the wealth of knowledge that I have learned and experienced in my clients as well as professionally and personally.

And to be able to now write this book and to actually use all this breath of information with my coaching clients as well and allow people to be empowered and inspired to make changes in their life.

Jason: Fantastic very good. How many years have you been in business? In business as a speaker an author just a year and a half.

I mean I've been working at it for three years but I've been doing physical therapy for over thirty years and coaching probably close to ten years. But if you're weigh coaching for many more years than that actually when you have and stuff into it.

Jason: Certainly, certainly okay. When you were first starting out doing the coaching work can you tell us a little bit about how you were finding clients back then?

Cynthia: Well let me first... if I can go back to really how do I find coaching clients. How do you actually build a platform? How do you build a tribe, a group, a following?

And I actually attended some courses but one of the biggest things is of course you need a website. Second thing is you need to have a social presence or you need to have a Facebook page.

And I created a page and I took an online course of what you really need to do. And you need to be posting twice a day just consistently.

And then what happened was for me I actually had brought in some of my artistic interests which was I was creating a collage and my intuitiveness and read messages that I knew my intuition was bringing forth.

I create a weekly so intuitive messaging posts. And the very first time I posted it I received twelve hundred people that responded to it.

Jason: Wow!

Cynthia: I was like, oh my gosh! This is the thing you never know what's going to work and that's why we need to do these things, explore them. But I needed to create an opt in right away.

I could have twelve hundred emails on my email address if I had optimized it. So I created an opt in.

And in the first year alone I get over six thousand people e-mail addresses... And I have people on one week just reviewing that post up to twenty thousand people watching it.

Jason: Wow!

Cynthia: It's amazing and so just in three months in 2017 I had fifteen hundred. That's about five hundred new e-mails every month.

So it's pretty remarkable and so we all have intuition and that was just something that really connected. And I did sharing of my post and that's how I really built my e-mail list to well over ten thousand people now in just over three years.

Jason: Wow! That's phenomenal! Good for you!

Cynthia: So I really encourage people to find ways to communicate and share your posts with other interesting Facebook groups. Then you start to bring in people that are interested in what you're saying and create a social platform if you will.

So then you have their email addresses. Then you can reach out to them with your whatever product you're selling, you're coaching whatever type of services you're offering. That's really important, that's marketing.

But like I've sent other posts out that I thought were great and there was no response. So you have to find out what is really going to work and I just landed on a wonderful, wonderful vehicle.

Jason: Wow good for you! That is that is very remarkable a lot of people that I speak with and interview here quite frankly are pretty frustrated about trying to grow a list because they haven't found the thing that will help them reach that catapult growth.

They will hear stories like yours and say well that's fantastic but I tried that and it's now working for me. Any advice for people who might be discouraged in growing their list?

Cynthia: First of all it takes time and I just kind of happened upon this particular thing. So I would encourage you to you; first of all be true to your heart.

What is that you have passion in or are interested in and you're hoping to give out in a way to the world and you find you enjoy it. And if you find you enjoy it you don't get frustrated because I believe things happen in divine timing.

And for me it is I have a role in my book it talks so much about how things came to me at the right time. If I had chosen that path prior to the right time I would not have had the right result.

So a lot of time it's when we're ready the right road will present itself. And then we have to choose and be willing to go down that road and not be afraid and fearful of the unknown and all the reasons why you think failure is going to happen.

Jason: Right

Cynthia: And the other thing is about Facebook and the other social medias. I don't tend to get much response from Twitter although I kind of play a little bit on it.

But that's not my vehicle for some other social forms and if it's your market try then that might be a really great platform for you. For me it's not a great platform for my group. And then trying to present your material in different ways.

I've often engage people in a you know answer this, what would be the right answer to this question and give an answer A.B.C. D. I let people respond.

You want to really create conversation with the social tribe that you're following. And every single time someone wrote to me I would respond. And did it take time?

Yes, but it's creating a conversation and they feel like they're conversing with a person not just a page. And that's the type of relationship you need to build.

Jason: Right wow! That's fantastic good for you, good for you. Thank you for that. So you have a list of about ten thousand people. What email platform are you using to reach out to them?

Cynthia: I use one shopping cart for my e-commerce site and also offers the vehicle to do email broadcasting and all that type of a platform.

Jason: Okay very good, very good. At what point did you decide it was time to write this book?

Cynthia: Well actually my mother said that like when I was ten. There was a little drawing of me holding a book and I was saying I was going to write a book.

And I was going to be called the power within. And you know we all maybe have these ideas from our young years. And maybe it's our sole purpose; our soul you know what you are supposed to be doing as we grow older.

But I didn't really know when it was going to happen and what happened was I actually got a miracle. It was on my computer.

It was from a woman who had written six of the chicken soup for the women's souls as well as happy for no reason and she was looking for eight women to mentor. And I looked at it.

First I said who's that? I didn't know I Googled her and I said oh yeah! I have Chicken Soup for the soul. And so right away I said oh my gosh God!

This is for me, you want me to apply because you want me to write a book because this is an author. Oh my gosh! And so I said right away great deal.

And then right away in an instant later a mind set oh who you kidding this is a woman who is reaching the whole world and you're going to be one of eight. And along sure it's story and I was not only one of eight I was the first one.

And then she actually took me out of that program and she mentored me one on one which she's never done in her entire life.

Jason: Wow!

Cynthia: And she actually wrote the forward to my book and it's amazing because this is not something I could have ever in my in my wildest imagination had conjured up. It had it came to me it was birth in divine timing and I could have very easily said, "Oh don't waste your time applying".

Jason: Right

Cynthia: "It's not going to happen all the reasons no, no, no. Why do this? Why should I start this business? No one is going to buy it."

Everyone has those negative thoughts and they come from our past and when you start to identify them and be able to articulate them you can now prevent them from sabotaging your growth and happiness and success in life.

Jason: Wow that is great, thank you. Can you tell us what is working for you right now with respect to generating coaching clients?

Cynthia: So coaching clients come to me often through either the programming I've done; like I speak in the library and I do that for our study class and from that they want to get deeper and work with me personally so there's coaching clients I get from that.

So speaking engagements are great and working at the library is great; giving these presentations. I have also had definitely have acquired coaching clients online.

Now I can tell you I would love to have more coaching clients but I always say to the universe, I'm grateful for what you given me because I have more than I won't have time to work on that book.

I wouldn't have time to work on that summit. So showing gratitude for what we have. I think is really important instead of always looking for more because then you're never satisfied.

And so there's word of mouth everything comes in due timing and I know there will be a time where I might have to you know, they say increase your rate. Because then you still are going to have twenty clients or twenty five clients.

However many you ... so if you're always going to have twenty five clients anyway so twenty times whatever that magic number is for you then why would you want more? So it's again what is our goal?

For me it's not all about the money. For some people it's all about the money. And I think it's really important for a business owner to be very clear on what their objectives are.

Jason: Right, very good. Just looking through my list here. Let's go ... here we go.

So you have your book launch that's coming up very soon here within the next few days and you've got to be really excited about that. Can you give us a brief synopsis about the book and what we can expect from it.

Cynthia: Great, well the book like I said it's called 'Powerful Beyond Measure; Three Steps to Claim Your Power Within for a Happy and Healthy Life'.

And this book is a book for anyone; any demographic, any cultural, religious, racial, women, men, even teenagers that have used it. And it's a book that really helps you to identify issues from the past that are holding you back in the present.

Then learning to empower your present, empower yourself, see yourself as is beautiful, divine light, of grace and is and really enormous ability to do more than what we can even imagine. It's our limited mind that holds us back.

And when you can have fully embrace that power within yourself and follow your passion and your spiritual gifts your world is really limitless. And then the third part of the book is the actual envisioning your future.

And this is often a problem you know people talk about affirmations, law of attraction. I want the world today.

I want this brand new Lexus or whatever it is; a brand new house or a new business. And what they do is they don't understand that the future cannot be created if you really truly do not believe it.

And if there is aspects within your past there are saying all the reasons why it will not happen. So there really has to be a congruity, consistency between all spectrums for that true success to really happen.

So it's really important. So I had this huge intuition. I'm sorry I have this huge study called powerful beyond measure which had over three thousand people in attendance.

I have twenty eight very wonderful speakers including John Gray from 19:37 [inaudible] big, big names and had set up an affiliate program.

So again if you're a business person who wants to reach and expand your business having a new relationship with other people that can be affiliates are wonderful because then they can promote your product.

But then you can also support them and you actually sell each other's product and then you get a portion of that... fee; whatever is charged. So that's one really great thing to do too.

But the book is wonderful can be found at Amazon and Barnes and Nobles and any of your bookstores and if you go and it's not there, it's through 20:15 [inaudible] publishing which is absolutely fabulous.

If you're looking to write a book I would encourage you to reach out to David Hancock who's a fabulous to work with and his organization.

And the way we do our distribution through Ingram's publishing 20:31 [inaudible] Engram's distributor and it's worldwide. So this is really an important book for you. You'll use it over and over again.

And in the book another promotional thing that I really wanted to bring value to the reader is I've offered you six additional bonus gifts in the book. And they include a workbook.

So you can actually write in the workbook and if you come back a year later if you don't have to work in your book. You can actually work in your workbook again.

You actually have a self-assessment. You have two guided meditations and actually we use in the book but there's music and it's a really great.

And you also have a personalized autograph by me and you actually get to pick out of ten categories what it is a topic that you need to work on and I give you an inspirational message about that aspect that you need to work on.

And then you also have access to my weekly intuitive ratings which is really your solo talking to yourself.

So for example Jason, if you happened to look at the collage for this week and you picked A. B. C. D. your soul, your intuition the voice of your soul is directing you to the image that already knows the message behind that image.

And that week it might be; let's say it's a message on following your strength to accomplish what you've been putting off. You know, so procrastination might be an issue that week for you to really stick to it to see to the end.

It could be anything. It could be you know and there's messages every week. All different ones.

But it's amazing people that write me emails. How did you know? And I don't I just write the messages but your soul knows what's already there and was directed to the right message. So it's really so those are great bonuses you get with the book as well.

Jason: Cindy I really have to compliment you while you were talking I went ahead and pulled up your website at Cynthia 22:37 [inaudible] .com went to the link here for the book.

I love the sales page. When I think about launching a book this is my favorite format where you include all the bonuses here and there are so many elements of this page that are just done a really, really well.

You've got really good copy, really good layout.

The first time that I looked at this I'm scrolling through and honest to goodness I said, 22:59 [inaudible] where have I heard that name before and it was from some 23:03 Brandenburg shard material that he had mentioned 23:06 [inaudible]

This was years back and that's where it all clicked for me and I thought how in the world did Cindy get an endorsement from Marcy? But you answer that question that's great very powerful piece.

And then again all the bullet points here, the calls to action, the bonuses; this is really, really a well done page. So compliments to you for how you've put this together here looks really really good.

Cynthia: Thank you so much and for any of the other topics that are out there you might not have heard of this but the head talker campaign. Have you heard of that Jason?

Jason: I've not.

Cynthia: It's actually free which is wonderful and you actually can spend as much as you want. But it's actually free to do and you go in, you create a campaign and I didn't know bam or one my eBook for the same book was released.

And within hours just a couple of hours I hit number one Amazon best seller in three categories. And you can have three categories for your e-book, three categories for your print book and 24:02 [inaudible] if you want a great vehicle that I found.

Well the head talk or campaign issue actually go in there what they call their shopping plaza and you actually will look okay, so Jason Owens is willing to promote and send out a Facebook or send out a tweet.

And then he has a reach or twenty profiles and it's costing me two dollars. So I pay PayPal two dollars to you and you get my copy and you get to send it out on that exact day, at that exact hour.

Jason: Okay

Cynthia: And I spent like twenty five dollars and again all that was just to promote my eBook and was a great success. And ironically when I was having trouble; these are the miracles that happened in your life.

I was actually writing to customer service because I was having a hard time uploading a white board animation that I had created fiverr. Another great resource for anyone needing anything.

It's F I V E R R. So I reached out to customer service and I got back a response not only from customer service but from the owner of head talker who was helping out because they were short handed.

And I now have had as a client for almost a year.

Jason: Wow!

Cynthia: As coaching client. And so I'm not going to say his name of course for confidentiality.

But see how one door work can open another door that opens up another door and opens another door. And so head talker campaign is fabulous. I encourage you all to look at that.

So that was great and fiverr is another wonderful vehicle. I actually just also hired someone for forty dollars to create a book trailer which I'm going to be putting up.

I just got finished last night. Amazon it was on my website and it just came up fabulous, forty dollars and was wonderful.

Jason: Oh that's great, that's great fantastic.

Jason: Well I understand that you have a bonus that you'd like to offer people who are listening to this episode of the pod cast.

Cynthia: I really would and I thank you again Jason for your podcast effort into getting me. It's you know you touched so many people's lives.

And so many people want to start in business and they have a passion but they just don't know really how to get there. They're stuck in it and they're not really moving.

Jason: Yeah

Cynthia: And so I would love an opportunity to speak with you to talk certain what's working, what's not working.

And so I'd be happy to offer a half hour coaching 26:27 [inaudible] could you normally it's a couple of hundred dollars for just ninety seven dollars.

And with that we can really delve into the personal aspect if that's what's holding you back or the professional; how you might want to talk about any of the things I've mentioned on this particular interview as well.

And I know you have that link but I'll just say it if I could. It's www.cynthiamaddaferro.com/pbm-coaching-call and that's again for half an hour call.

You know I'm still Skype, phone if you're in the U.S. at your convenience. I'm really looking forward to working with all of you. Any of your clients or listeners.

I hope you give an opportunity to give me a call.

Jason: Fantastic so once again for the show notes everyone if you want to go to jasonrowens.com/11 for Episode eleven. You can find that link down the show notes.

We'll make certain that we get that link posted. So I tell you what Cindy thank you so much for being our guest on the show.

We really, really appreciate you here and I tell you what it looks like you have a very powerful platform that you've developed frankly in a pretty short time from the book side in your email list seriously I'm still my head still spinning over that email list growth.

That's just... that's a great story. I love it. So it's good to actually meet somebody who's had that success rather than hearing about it you know, third or fourth hand.

So, kudos to you for that and best of luck for you on the book launch and certainly continued grace for your journey forward. Thank you so much.

Cynthia: Thank you so much Jason remember we are all powerful beyond measure.

Jason: As we segue now into this next segment of the show I wanted to go back and revisit some of the comments that Cindy had made earlier when she had mentioned about her Facebook page and how she was leveraging Facebook as a list growth tool.

And she referred to a tool that she was posting out online where she talked about different images and I think she called it a collage. So I just went in and found one here and on her Facebook page which is the power within.

And then it's a space dash space Cynthia 28:45 [inaudible] So if you just go into Facebook and look up the power within you'll end up finding this page. Looking at the March twenty five post here.

Week twelve powerful beyond measure intuitive soul messages. And it has a... we'll called a collage. It is a shareable image so looks like it's maybe a little bit taller than it's wide.

So not quite a square but pretty much approaching that. So rectangular shape, a little bit has four different images on it and each of these images has a letter down on one of the lower corner.

So it's either labeled A, B, C or D and this is called ... the title on it says powerful beyond measure intuitive reading. All right, so that is the image itself and these are different things.

There is one there's a basket of flowers, there's one you're looking down on a spiral staircase, another one looks to be a stack of maybe sea urchins. I'm not sure what they are. And then the last one is a match that has just been lit or has a really good flame to it.

And the caption here on the post says, 'Choose the image your soul directs you to. Try to choose only one and bring focus to that for the week. Comment below and click on this link to obtain your personalized soul message'.

All right so, I'm thinking that this is going to take me into a web page right and it's going to have some kind of interpretation of all right here's what A means and B and what not.

Here's the brilliance of what Cindy is doing. When you click on that link it takes you to an opt in page, all right. That's the brilliance.

If you want to understand what is behind that message, what's in that message for you you'll get it. Go ahead and give us your first name and e-mail and then big button at the bottom.

Send me the free card reader. All right that is brilliant. Okay she has some items here captured just beneath the 'Take Action' area just beneath the call to action. I'm always amazed at what people say at their reading, okay.

And these are; I won't say that these are testimonials. These are paraphrases of testimonials then spoke directly to them, was exactly what they were looking for right. I mean this this idea is brilliant and I now get it.

I now see why this is working. I can see this also working for maybe people who are in the counseling arena, are people who are in a self-help arena.

To a degree possibly some coaching more so towards the life coaching I would think maybe then business coaching. Although you might be able to develop a flavor of this for business coaching. Yeah just overall just a really, really interesting technique.

And again it's all about really I've got this care that I want you to have. I want to give it to you but you kind of come get it right.

That's brilliant and she's also looking for the comments down beneath right now she's only had this post up a few days and she already has over seventy comments on it right.

Great stuff so you know looking at all of these different comments and people are saying hey, I like B or I want to C. C for me. I like a D please right. So lots of really good stuff and of course I see Cindy coming in here several times commenting the people and replying.

Hey, hope you liked your message you know on occasion she's replying in here. Yeah it is great. Do you have; Yeah so anyway this is all good stuff.

This is exactly what she was talking about, exactly the don't call it a formula but it but exactly the just the M.O. right. She's out here posting a couple times a day and she's interacting with her crowd right.

And this takes time, this takes effort right. And she was very, very candid about that during the interview but overall what is she doing to grow the list?

It's right there with these soul messages leading over and the link leading over to the opt in page. So yeah definitely kudos to her for using that and I encourage you go over to Cindy's page check it out a lots of good stuff there.

All right so anyway just wanted to end the episode today with a look at that message there and a look at that material. So thank you again for joining me again.

Show notes for this and Cindy's offer for the thirty minute call all of that; all of those show notes. The link to Cindy's call her offer all going to be available at jasonrowens.com/11 for Episode eleven.

Again that's my first name, middle initial, last name. Jason the initial R. and last name Owens with an S dot com forward slash eleven[jasonrowens.com/11]

And I look forward to seeing you on our next episode. And until then make sure that you take your message to one more person. Take care everyone.