



## Episode 9 - How to Find Your Best Audience An Interview with Isabel Hundt

Hey everyone Jason Owens here. Thanks so much for joining me. I'm starting off a little bit differently here.

Before queue in the theme music I wanted to bring you a special excerpt from the interview that I've just completed here with Isabel Hunt. She's going to be on the show today.

I'm thrilled to have her. Isabel Hunt is a coach and she has an amazing gift that she's going to share with us in her story as we go through the rest of the episode today.

But before I do that I want to play this quote for you because I believe that it captures the core of what Isabel is all about. Here we go:

Isabel: "We need to trust ourselves a little bit more if we want to see success."

Sometimes we need to trust ourselves a little bit more if we want to see success. I love that and I can't wait for you to hear the rest of the interview here with Isabel Hunt. So let's get to it.

Hello everyone this is Jason Owens. Thank you so much for joining me for episode 9. I'm very, very happy to have you with us.

Today we have Isabel Hunt. She is a coach and she has some amazing, amazing advice and guidance for us.

We're going to call this episode, 'How To Find Your Best Audience'.

Now as you all know when we're starting out, when we're growing our platform growing our business; a lot of the effort that we put into it and really centers around trying to find our tribe, trying to find people who will opt in, trying to find people who will buy our products.

Most of us don't start out with oh gee whiz, I know exactly who my people are and I'm going to sell them all kinds of stuff. Usually that takes a bit of focus and it takes a bit of searching. It takes some effort.

So when we go into this interview with Isabel what we're going to do is; we're going to start a little bit going behind the scenes right. We are not going to do a traditional interview where the person talks all about a brand new book that they're coming out with.

Usually what I do is I want to go behind the scenes and look at the operations of the business. So you'll hear a start out really asking about hey, what kind of products do you have?

I'm trying to get a feel for just what the product array is, what the mix is and then we kind of roll the clock back and go back in time about hey, how did you really get started?

And frankly I think this interview just keeps getting better and better as it goes on. So I'm looking forward to getting it going. So here we go.

Jason:Isabel thank you so much for joining me here today I really, really appreciate your time. I... we've known each other for several years and I know a bit about what you do.

So before we get into exactly what it is you do which is a very intriguing topic to me; can you give us an overview here about the products and services that you have kind of built around this talent of yours.

Isabel: Yes well first of all thank you so much for having me. I'm excited to be able to connect again with you and we can talk on it more because I know it's your work is really awesome too.

I'd like to follow that. To your question; it changed a little bit over the years. Obviously when you learn, you change.

So right now I am offering several things. People ask for more single sessions not just a programmable for five months program. But more like hey, can I just talk to you for one session.

For have a couple different ones that have focused on specific problems I've seen with my clients that show up over and over but where I know I can help at least to some degree within 60 minutes or 90 minutes.

So I have that one is a dream finder session, the one is overwhelmed strategy session and it's mostly targeted to impasse and introverts you still want to be out there and have a very strong message.

And there's just a whole different world for us to deal with and that's one of the sessions. And the other one is releasing trapped emotions which is also often something that keeps us from moving forward.

And I also recently started offering 04:10 [inaudible] Now I do energy healing as well. I added that since it kind of goes well with the emotions.

And then I have the 'Impact Warrior Program' which is more of a four months, five months program where I work with someone through all of it from starting to figuring things out.

How to protect yourself energetically to really getting that message out and being a warrior and yet embracing the impact. And then I wrote the book last year; no not last year in 2017 oh it was the end of 2015.

God time is fast, flies by. I also wrote the book 'The Power of Faith Driven Success' that helps me with speaking engagements and other workshops that I offer around emotions and diversity. Those are topics that I usually speak on.

Jason: Okay, okay, brilliant, brilliant. Now you've used a term here in path.

And whenever I'm on your side and looking through that is something that you; that is kind of your flagship that you run with as far as your brand is concerned. Can you tell us what exactly is an impact?

Isabel: Yes I can. I am the perfect example. Actually she says well as you know it you probably know. But what it really means is it's people who react differently to changing vibration. What we have realized through science we can literally see the energy fields moving. Everything is energy its atoms and movement right. So energy or emotions even is energy in motion. So we can literally see that through the oh gosh, what's the Russian guy's name now? I'm totally lacking to have a brain fart.

Jason: It'll come by.

Isabel: 05:58 [inaudible] for talker for you there you go. Campaign photography where they can measure frequencies. And so what happens with impact we are more receptive to everything that's going on around us.

We experience vibrations on a very different level. So sometimes we feel things that is not ours. But people who don't know think they're totally overwhelmed and frustrated and they usually fall into depressive phases because it's just getting too much.

They don't know what they're dealing with and because of the earth vibration is increasing right. Now with how we see climate change.

For example I know some people don't agree but it's true because that way the vibration of the earth is increasing and that makes us our vibration, our frequency increases. Well so we reacting more to the changes.

Some of us can; are really good at detecting lies. Like it's really hard to lie to us. We always have a certain feeling with it.

Like now I feel like I can see through you it's not working. For example me, I have a special gift of seeing colors around things or I have sometimes have visions as especially when I speak and work and coach with people.

I can see things. I can connect with them energetically. It really depends each one of us has a different gift usually.

But then again on the on the downside we tend to have we suffer from depressive phases and have a different connection. We usually avoid people which doesn't help as an impact when you have a business. And so that's what I consider as an impact.

Now their impact and impact warrior. I kind of created the impact warrior term for myself and usually impacts are the backbones of the impacts warrior. There are people that are simply introverted that just really work in the back ground and they need that my husband for example.

I'm not sure if you will see him on stage at some point. He's the one person who works in the back, who gives me the information here. This is what you need to know what keeps me grounded.

But for me it's the introvert within the extrovert. I have a strong message but I also need to understand how to protect myself to not get totally knocked out when I'm out there and talking to a couple hundred thousand people.

Because that can happen easily not everyone likes you or likes what you have to say. And you pick up on that as well.

So those are the people that I usually work with that have a really strong message on their heart. They know they need to get something out there but they're so freaking scared about even being out there because the couch feels better.

Jason: Okay brilliant, brilliant thank you. When you were just starting out. How did you find clients? And the reason I ask that is for so many of us who were who have this message inside us. The question is okay, I've got this message. How do I make any money at this right?

Isabel: Well and I would say it's every time you change your brand a little bit it's a new journey to figure that out.

But in the beginning I went through the coaching training through the international coach federation and they were very much on our butt.

But literally to declare a certain amount of clients and in the beginning especially we had to be very bold just making phone calls, cold calls. I hated it.

You just start out with friends and if they like it they do referrals. Even though epically it's really hard to coach friends. We have to be very careful with that but it's really just asking, having a career picture.

Who am I really passionate about? And then what do they usually struggle with? How do they experience life?

How do they want to experience life and then asked of if I do you know someone who blah blah blah and my kids right now is do you know someone who has really is struggling with working in an environment, in a business environment, in the corporation environment feel overwhelmed.

And with rather hide at home wants to have their own business but also have a very strong message and just can't really figure out how to bring all that together. So they feel like there's something missing, something stronger, something powerful inside of them.

And people are like I wish I could. I have this dream. Those are the people that I'm looking for. But I don't know how.

So that's what they say. Not not me. I don't know how about them. So it's really being bold and just doing the things that you usually wouldn't do.

If it's just writing articles and then asking for clients through that, introducing yourself for meet with, introducing myself with universities and yeah.

In the beginning it was tough because you are not that clear on your message and you still trying to figure it out. So it's really just yeah trying things and seeing what works for you and what doesn't.

Jason: Okay okay so you had that period of say uncertainty that we all have when we're starting out. And as time has gone by you have landed very much on the impact Warrior Program.

Can you tell us about that mainly. What exactly is it and how did you land on that particular format for your program. So let you tell us a little bit about that.

Isabel: Yeah actually it was a coincidence. I just think that I obviously I'm doing the work for myself. I work with my own coaches. I do a lot of soul work and a lot of energy healing.

And during that journey of myself I started attract a certain kind of people and most of them turned out to be either highly sensitive towards other things and then also impact. There's a difference.

Not everyone is the improve and not everyone is an impact warrior. So there's a little bit of a difference in how we experience life.

But there was just a common denominator and at one point I talked to my very good friend Jen Loss. She's also 12:11 [inaudible] and that there is something in common with those people and suddenly in the conversation of like impact warriors that's exactly what describes them.

Their impact but they have his warrior spirit. It makes sense and so I came up with it and the more I coached with clients the more I started to see a pattern.

And then I created that pattern into the individual coaching program of impact water coaching program where I can; obviously it sends its still individual. I can be more flexible in how I approach it with each individual.

But the pattern, the structure is about the same because I've seen that pattern over and over with. I don't know how many people are coached by now probably about 300. And it just showed up over and over like what; that's it, that's exactly what I'm supposed to do.

Jason: Got it, got it good stuff. So tell us how long is the program.

Isabel: The program itself is four months. I ask that people are committed for at least four months because three month of the program it's where your brain reprograms things and you can create new habits.

About three months. And so usually when you stop there they fall right back into old habits. So I ask for at least a commitment of four months but most of the time people stay with it for at least six to seven months.

Jason: Oh wow!

Isabel: Before they say okay I'm ready. I'm ready to do it on my own. I know now enough about myself that it's hard for me to sabotage myself.

At some point you will get to that point where in my case it's I can't fool myself any more. Even if I want it there I still try but there's like another person next to me sitting around like.

You know what you're doing right now and like are just let me fool myself one so I don't ask a bigger incentive. That's when you get to this point in.

A lot of people get there to eventually obviously sometimes some people stay with me for just one session, two months continues me to have this account of doing. Like hey I need you just to kind of wheel me back in if I drift too far off.

Jason: Right right

Isabel: It really depends on the individual. It's always about open conversation like what do you really need for yourself? What would serve you?

Jason: Got it, got it. So in that four months how often are you getting together?

Isabel: I found a good in between. When I first started out I had every week and it just wore me out. I didn't even want to work with individual clients anymore. It was just exhausting and then I found the really great in the middle the two sessions a month every other week for an hour to an hour and a half. And then in between its checking in and email conversation in between where they just let me know what they did, what have they created this week, the past week and where they're at. And it helps for them to really work through a couple things and not feel the pressure if I have to do that within this week. It just gives a little bit more buffer for them to work through and to reflect and create awareness. And not just working through homework.

Jason: Right

Isabel: And that has helped a lot. What I started offering now too is once a month to have a rakey session. A distant rakey session with them just to clear some of that energy that they took on from other people or even two things that are still there from the past.

That seems to help a lot with most of them especially if they're open to that kind of work. And I'm also; there's a program is called 'Emotions Code'. So I am not really certified in it yet but a working on it too.

I'm already; I can work with it so we're adding that too depending on okay what emotions that were identifying that always shows up. How can we release it. And so we're adding that in it as well. That's why I don't work with many people in that program. It takes a lot of time.

Jason: Got it. So when you were creating the impact warrior program, it doesn't sound like you looked at someone else's program and then did a copy paste like most of us would be inclined to do. It sounds like this was really much more organic.

Isabel: Yes it's very intuitive and that's one thing with people like me who are more in tune, who are as I said empower impact warriors are just very highly sensitive. The normal business model doesn't really work for us.

I've done it so many times. I went through programs and I implemented everything and nothing worked. So my gosh! What am I doing wrong?

Why is this not working? And then one of my coaches she always says to me, you will never do things the way other people do because you experience the world differently. You have to become more in tune to feel more guided from within from your soul.

So it's more of a spiritual connection and that helped me to find okay what am I really supposed to do right now. It's a huge step in trust. Sometimes I'm just saying like oh I don't know.

And then I just hear the voice trust me it's all going to be okay. You're doing the things that you're called to do right now and that's okay. So with the same with the program; the same thing it was always very intuitive very.

It just came and when you're supposed to seed you seed and especially when you're open to it. And like okay I'll do it, I trust I'm put it out there.

I'll trust that it's something that I'm supposed to do or something 17:53 [inaudible] from so that kind is really all about trust and intuition.

And that's huge because we impress, try to control everything. Because we don't have anything much else it controls or we control with in front of us. And it usually doesn't work.

Jason: Got it. Got it. Okay, great. So, I'm going to segue a little bit away from your programs here and we're going to move into the public speaking that you do.

So I know that you have a couple talks that you have put together and around those talks I see kind of a common theme here of the emotional ups and downs of being an entrepreneur.

I mean that whole meta topic if it were, if I could use the word there. that whole; that whole scenario just really, really is intriguing to you. Tell us more about that.

Isabel: I realized that, in our world, emotions are advertised. We use emotions to sell stuff. We use emotions to manipulate people.

We use emotions everywhere but we have created an understanding of emotions that doesn't serve us as human beings. So I did a lot of digging and studying. My background is also in sociology, psychology so I specifically was interested in that.

So I learned a lot from other experts like Karla McLaren is one who is really great. And she also says that we, as a society, are emotionally underdeveloped and that also explains why we have so many extremes from addiction, aggression and also a depression.



Because we don't even know what to do with our emotions. We can use them as a guide. It's more like a; we chase for happiness that's all we want. We don't acknowledge the other emotions if anything good.

And especially in business. I think it's really important to trust yourself so you can really create your business and service of a greater good because if you choose to wish for selfish reasons it most like he will not work unless you add some corruption into that and manipulation than its might but it will never set it's like you.

You will always look for more, more there's never an ending. So I dug a little deeper and I realized that emotions really can lead us in the direction that we're supposed to go. And if we really listen it leaves us a little faster than what we think it would.

For example anger is a really great emotion for us to realize that either we are not acknowledging our own boundaries. We don't make it clear to other people who constantly keep crossing our own boundaries.

And my cases when I feel it it's usually my own boundaries of not taking care of myself. So I'm pushing those the once I do business goes well too. Fear is saying wait fear is actually something good.

We get confused with anxiety and terror those are the ones that we might get in the way for us to move forward. Fear itself is actually great because it gives us the gift of intuition, focus and clarity when we are the most focus we're actually tapping into free-flowing.

Fear again emotions are all energy and when they can free flow and we just allow them we can access more of that intuition. So that's something to know because otherwise we put so much energy into avoiding them that we get stuck over and over and we wonder why.

Jason: Got it as well. And Isabel I really have to compliment you what I see from the outside looking in. Is that you've had this core message inside you for some time and you have now found a way and you've worked with it and you've massaged it and you've now packaged it.

You found a way to use that that message that you have inside of you to go help other people and get paid while doing that. That is just that's amazing and that's what it's all about for us right here on this show. That's great kudos to you.

Isabel: It took some work.

Jason: I imagine, I imagine good stuff. So let's see a couple other things here. Let's talk about more about the business here.

You have a virtual assistant who helps you. At what point in your growth you find hey, I really think I need someone else to kind of come along the beside me. How did you make that decision?

Isabel: I hired her right before I published in my book. I wanted someone who can run the promotional side of it. It just got too overwhelming for me because I was trying to finish it up and do the last details.

And I just wanted someone to help me with a social media platform. And honestly I don't know how I found her. I think if someone referred her to me and when we first talked it just clicked she has a similar understanding.

She understands my message. She herself is a yoga teacher as well besides being a VA. So she understands where I'm coming from and how to communicate the message the right way.

And yeah, it was actually just supposed to be for the period of the launch of the book.

Really for her taking over my social media I still respond to things obviously I paying attention, I sent her content and all that but not having to worry about how it looks like or how to find the right words to put it on.

And keeping up with all the platforms is just a huge relief for me. And anything if I just make enough money to pay her, I'm happy. Because it just takes off a lot of stress for me and I love her. I wouldn't do; I wouldn't want to do it without her anymore.

Jason: That's great it's always good to have somebody to share the journey with.

Isabel: Oh yes

Jason: So if we wanted to learn more about your impact warrior program or if we wanted to get a copy of your book where could we go to learn more.

Isabel: Well everything is pretty much bundled up on my website [isabelhundertout .com](http://isabelhundertout.com); [isabellhundert](http://isabellhundert.com); people forget the 'd' after it. It's [dt.com](http://dt.com).

There you can find how to connect with me, you can find more information about the several programs, about my speaking topics as well as the broken where you can find it. Obviously you can look it up on Amazon as well.

It's there in audio Kindle and paperback version. If anyone is interested yeah, really everything is on my website if someone is interested.

Jason: Okay great, great well as well. Thank you so much for taking time to be on the show today. I really, really appreciate it and I know the listeners here are going to get a lot out of it.

And thanks for talking about kind of those behind the scenes aspects of your business because just helping us out here on the other end of those of us who are growing, those of us who are still trying to decide what that message is.

It's brilliant to hear from somebody like you who's kind of gone through that path already and can help at least set up some markers for us on our get journey as well.

Isabel: Yeah thank you so much for having me. It was really a pleasure to just be able to share that and like hey, you can trust yourself. Sometimes we need to trust ourselves a little bit more if we want to see success.