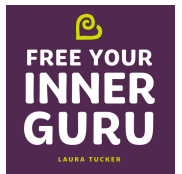


Free Your Inner Guru – Episode 23

This Podcast Thing's All Right But In Real Life is Better



Well, I've got to tell you, this podcast thing is all right. But I found out this past week that "in real life" is even better.

Welcome to this week's episode of Free Your Inner Guru. I'm your host, Laura Tucker. As I was collecting my thoughts before sitting down to record, I happened to glance up at the time and date on my computer screen and in that moment I realized that it's 7 months to the day since the release of the first Free Your Inner Guru episode.

What a journey it's been. I feel almost ready to launch this thing!

I say that because when I started the podcast, I didn't know if this was going to be something that I enjoyed, let alone become a passion. And I wanted to make sure that it was something that I could sustain before I proclaimed it to the world.

It was a quiet launch, or should I say, there was no publicity. I just started doing it. Despite conventional marketing thinking, my inner voice was telling me to get started and see where it led.

Seven months later, we are 23 episodes in and the podcast is attracting new listeners all the time.

Last week, I sponsored an event in Ottawa, Ontario called Money, Mindset and Marketing. Ottawa is a 4-5 hour drive or one hour flight from Toronto, where I live. Part of being a sponsor is having a booth, which meant I had to do something with an 8x10 space to represent the podcast.

My intention for the event was that in the room of about 350 people, I would connect with as many people who would resonate with the podcast as possible.

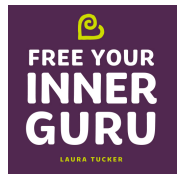
Leading up to the event, I became immersed in the creation of a banner, marketing materials and a draw for a giveaway, all with the purpose of inviting new listeners to the podcast by joining the Free Your Inner Guru database.

It was a huge project, and everything came together, design, print, a bit banner, and of course the booth. The giveaway was a huge hit – it was a wireless Bluetooth speaker decorated with the podcast art and the words "Everything you need is inside of you". In purple, of course.

I was looking forward to seeing friends and contacts who I have pre-existing relationships with - from attending the event in previous years. And I was super excited to see online friends "in real life".

But something unexpected happened. One by one, people who I have never met but who have been listening to the podcast approached me at the booth. They told me they were listening to the podcast. They shared what they like and even love about it. They

Free Your Inner Guru – Episode 23 This Podcast Thing’s All Right But In Real Life is Better



spoke about the impact it is having in their lives, and that they look forward to new episodes.

I was utterly astonished.

Podcasting is a funny medium. Most listeners receive the episodes on a mobile device and listen from the privacy of their life, at a time and place that suits them. Just as an example, I listen to most of my podcasts while I’m doing my hair and makeup. Unless listeners click over to the website to leave a comment, or [join the email list](#) and get invited to the [Free Your Inner Guru Facebook Group](#), the only built-in feedback mechanism is reviews on iTunes.

One woman in particular came up to me at lunch during a workshop we were in on the second day. She said, “I know your story. I’ve been watching you these past 2 days, and compared to how I’ve seen you before, you are transformed.”

I forget sometimes that there is a very public record of my personal journey and struggle in the form of a video here and there online, and the documentary Enlighten Us. That struck close to home because it is the type of transformation that I intend for each and every one of my clients as I support them in finding what’s true and right for them. To have that mirrored back at me was pretty emotional.

If I look at myself today, compared to a year ago when I was equally dreading and anticipating the broad release of Enlighten Us, or to 2 and 3 years ago when I re-embraced coaching – let alone 7 and 8 years ago, I do see and hear a different version of me.

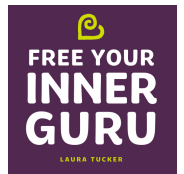
That’s what makes doing the heavy lifting of your inner work worthwhile.

Back to the state of the podcast. There’s 2 things I want to share:

First – receiving that feedback had the singular effect of inspiring to up the game here on Free Your Inner Guru. The show description is “Big, REAL conversations about leadership, personal growth, entrepreneurship, spirituality, and the self help industry.” I have a list of dream interview guests to bring on here to have those big conversations. They’ve been tremendous resources for me and I want to share them with you. So we can have the leadership conversation, and get into why raising your consciousness is the number one imperative to become who you want to be.

There was also a conversation that surfaced repeatedly over the course of 2 days in a room full of primarily women entrepreneurs – and it wasn’t about work-life balance. It was a true desire to be able to have a sustainable successful business that is financially rewarding and have it be an authentic expression of the owner. The recurring question was, “How do I reconcile all the doing it’s going to take to achieve success and have an intentional business? How do you navigate these two worlds – the traditional, action-

Free Your Inner Guru – Episode 23
This Podcast Thing's All Right But In Real Life is Better



oriented, go go go approach to business and the non-traditional, intuitively guided approach that I know is both healthier and more sustainable?

We are going to explore that in depth here. This question is a question about becoming aligned with your spiritual beliefs and the wisdom of your higher self. And then making it tangible through aligned action and results.

It's a big conversation. What better place to have it than a podcast called **Free Your Inner Guru**.

Second – For the last several months, I've been getting these not so subtle nudges to get out from behind the computer and take Free Your Inner Guru into real life and on the road. One of the big podcasts I listen to is The Minimalists. They had a stop on their live tour in Toronto. I went out of podcast curiosity. The format of the evening was a talk by the hosts, Josh and Ryan followed by a live recorded Q&A that is released a few weeks later as a podcast episode.

We human beings are social creatures. We need face to face contact and many of us have become conditioned to settling for a lesser screen to screen substitute. I'm looking into what technology I'd need to do a more intimate version of this type of event here, and in other cities.

I'm sure you can hear what an injection of energy the in real life experience of last week was for me. In signing off, today, I want to thank you for your time, your attention, your support and your energy.

Thank you for listening to today's episode. I know you have a lot of choice where you receive your inspiration and information. If these ideas and stories resonate with you, I'd be grateful if you would take a few extra seconds for 2 quick things:

1 – If there's an idea or story that you know would make a difference in someone else's life, follow the link in the show notes back to our website where you can easily share it with them.

And

2 – Subscribe so that you can be part of the ongoing conversation on whatever app or website you are listening on. Big conversations become the catalyst for meaningful change. And if you happen to be listening on iTunes, please take a few moments to leave a rating and review.

I'm Laura Tucker, signing off for Free Your Inner Guru