



TRANSFORMATIONAL BUSINESS LEARNING  
WITH MARK SILVER AND HEART OF BUSINESS, INC.

**Case Study | Emma Jarrett**

ALUMNI COMMUNITY  
CASE STUDY

By Mark Silver

*May the peace and love and  
mercy and justice of the  
Real be upon all of the holy  
prophets, guides, knowers,  
teachers, and each one of  
us and all of our hearts, so  
that we may become of the  
family of the Real.*

This book is copyright ©2012 Mark Silver.  
All rights reserved.

This book, or parts thereof, may not be  
reproduced in any form without permis-  
sion from the author; exceptions are made  
for brief excerpts in public reviews, or  
copies made for personal use.

Published by BusinessHeart Press  
Mark Silver and Heart of Business, Inc.

4074 NE 7<sup>th</sup> Avenue  
Portland, Oregon 97212 USA

WWW.HEARTOFBUSINESS.COM

(503) 282.3037

*In the Name of the One, the Infinitely Merciful,  
the Most Tenderly Compassionate, this book is dedicated  
to the Face of the Real.*

*Anything of the Truth that is written here has come from  
the One, and any mistakes or omissions are from my self.*

**Heart of Business Alumni Community**

*case study:*

**Emma Jarrett of  
EmmaJarrett.ca**

[WWW.HEARTOFBUSINESS.COM](http://WWW.HEARTOFBUSINESS.COM)

# *Table of Contents*

<b>Case Study Overview</b>	<b>5</b>
<b>Intro and About Her Business</b>	<b>6</b>
<b>History with Heart of Business and Results</b>	<b>9</b>
<b>What Her Business Looks Like Now</b>	<b>12</b>
<b>Heart of Business Principles Used</b>	<b>13</b>
<b>Bearing Fruit a Year Later and the Mastermind</b>	<b>18</b>
<b>How Hard Was It?</b>	<b>23</b>
<b>What's Next?</b>	<b>28</b>

YOU CAN FIND THE ORIGINAL VIDEO INTERVIEW HERE:

[HTTP://WWW.HEARTOFBUSINESS.COM/ALUMNI/BUSINESS-CASE-STUDIES/](http://www.heartofbusiness.com/alumni/business-case-studies/)

ACCESS ONLY FOR MEMBERS OF THE HEART OF BUSINESS ALUMNI COMMUNITY.



Subject: Emma Jarrett

Business: Emma Jarrett Performance Coaching

URL: <http://www.EmmaJarrett.ca>

Mission: Works with active, creative people who want to remove the strain and pain from what they love to do.

Founded: 1998

History with Heart of Business: Opening the Moneyflow 2009-2010, Heart of Money 2011

Results: 2011 more than doubled previous year's revenue, while maintaining balance with family and kids and moving onto a dream farm with her own studio workspace. Established herself as a known authority in her field within two years- receiving calls to speak at conferences without pitching.

## Audio Transcription

### INTRODUCTION AND ABOUT HER BUSINESS

Mark Silver: Hi. This is Mark Silver with Heart of Business and we are here with another case history for our alumni community and today we have Emma Jarrett with us and I am really excited to introduce you to Emma because she is someone who has been on Heart of Business for a couple of years and she had seen some really big changes happen for her and I just love, I love her and I love what she is doing and so it is really fun to get to introduce you to her. So first of all let's start with just saying that Emma Jarrett works with active, creative people who want to remove the strain or pain from what they love to do.

#### REMEMBER:

*Big changes without losing balance. It's possible.*

She is passionate about self expression versus mimicry. She is passionate about useful thinking versus habitual thinking and passion versus boredom and authentic versus pretend and I love that little list of contrast that she has about that. She teaches the Alexander Technique. She considers her decision to train in that one of the best she has ever made because of the structure it gives to, it gives her to her love of self renewal and self improvement. There is very little else in her life.

She says nothing is as rewarding as hearing someone say "I have no idea I could be like this. I feel like I could do anything." She has trained in England in the interactive teaching method for teaching the work of FM Alexander otherwise known as the Alexander technique, what we were just talking about. She uses this unique perspective to help sell physical and mental performance issues. She lives in British Columbia and travels extensively to work with the broad range of clients including an upcoming trip to the UK, I see and very exciting.

Emma Jarrett: Thanks.

Mark: And so Emma, welcome.

Emma: Thank you. It so nice to – what a gift to hear those words being spoken to me. My website as I recognize and they are all true. That feels so good to hear.

Mark: Isn't that sweet? It is always nice to hear that and especially when you put that up there. It is like, oh. It is true. It is cool. Well, let's start out. Can you tell us just a little bit about how you got involved in the work you do now like what draws you to it since you have so much passion for it?

Emma: Well having found for myself in my early 20's of how I was thinking and operating was causing me amendments, back pain actually and tension and limiting my life dramatically. I came to this work and realized that if I was capable of creating so much tension, tighten this pain in my system, what else am I capable of doing and what was I limiting like how was I limiting myself and I learned a lot in answer to that question and continue to so I came because of the problem that I have that was solves with work and just catch on being more and more fascinated by it.

**REMEMBER:**

*If you can create tension and hurt yourself, it points to a tremendous amount of potential in you.*

Mark: That is sweet it is like you know, it is classic of course you know the wounded healer. I have done the same thing. My wife has done the same thing you know a lot of people we have talked to come to Heart of Business the same thing and I think it is I have just never get tired of the profound truth that comes through when you move through something through yourself and then you can share it with others so that is really beautiful. Can you tell us a little bit about what your business was like before you worked with Heart of Business?

Emma: Yes. There were different stages of it in different – I lived in England and then moved to Canada and I tried different ways of teaching those individually and in groups and different ways of talking about the work and I really didn't advertise or market it in any smart way other than what the smartest way was one-on-one with people and having

people come to introductory classes, but that was obviously very, very limited to the small reach that I had within the towns that I was in so there's always new found old technology that made to realize there was this whole line of way of offering out my services and so I started to look at that and dabble and wonder whether I would ever have a website of my own and such like. So yeah, initially it was just very much word of mouth, very small.

Mark: And how well was your business doing?

Emma: It was good, it was ticking along but it was keeping right on the table and when I was a single woman it was enough, but it never felt like it was sustaining. I always had to supplement it with all those things I suppose and then when I married and we relied on my husband's income while I tried to develop things, but and so it was never really sustaining I would say is the word.

Mark: To kind of bumped along like just – like underneath the sustainable level.

Emma: Yes. Yeah and it was a bit of fascinating, fabulous hobby and very part-time kind of dabbling.

Mark: Yeah. Well so and when did you start by the way? When did you first start your business?

Emma: 98.

Mark: 98.

Emma: 1998.

Mark: Right.

Emma: That is what dabbled through quite a while.

Mark: Yeah, for quite a while, right, and that is not unusual for folks so it is just good to –

Emma: Yeah, that was the model that I very much put myself in, yeah I didn't really

#### REMEMBER:

*It's okay to have help when you're getting started. In fact, it can be critical.*



dream that I could have anything bigger.

## HISTORY WITH HEART OF BUSINESS AND RESULTS

Mark: So what work did you do with Heart of Business?

Emma: I was encouraged in by a friend and now colleague and I did a short money flow, I guess it was. I am a little hazy on quite how much that there was. Then I signed up to the full year's course that you did in 2009 do we say. I think that is what it was.

Mark: I think that – let's see the records that we had I think should...

Emma: I guess it must have...

Mark: Yeah, 2011. I think you were in a full year and then it was 2009 you did something else.

Emma: 2011 I did the money, the full, the money course [Heart of Money] but the – gosh I wish I could remember the names of them sorry, but hopefully that is a good aim, yeah. The full gear that I did with you was all the marketing work and that I am pretty sure was 2009 to 2010.

Mark: Okay. Great, so what kind of results did you see?

Emma: Oh, enormous results. The biggest thing that I could point to was that I got a website and that just felt incredible because it was representing me and really came from a very different place. To back up slightly if I may what was so important about finding Heart of Business was that I have been steeped in the world of marketing through my family and the world from small business and the marketing model that I had been taught by my father and my brother who was in corporate marketing was very much persuasion and very much to do with. Well, I am able trickery in the end.

It just didn't sit with me, but I was told that is the right thing that you know that is how

### REMEMBER:

*Working on your website is a tremendous way to gain clarity and true perspective on yourself.*

you meant to do it so I kind of shied away from it completely because it didn't sit with me. Then when I found Heart of Business I discovered that oh you can do this from your heart. You can do this and keep your heart intact and your integrity and really reach people in an honest open, authentic to use one of my favorite words way that reaches the people who need me and that was such a gift and continues to be such a gift whenever I write down this thing, whenever I speak to people I am in that very, very different place of love really, when I talk about my work and when I offer people what they may get from it I think.

And that piece was enormous to me. It was really enormous and my grandfather have his own business and told me a few times and I was far too soft for business, that is why it didn't work that is why I ended up having this breakdown in fact.

**REMEMBER:**

*You can't be "too soft" for business. Softness is often what's called for.*

Mark: Oh, wow.

Emma: And so I have this awful dichotomy, really, this awful paradox of wow this feels like it is going to work in a very different way if I have my heart in my business and my business in my heart as I offer it, but there is this worry, there is this warning bulb going on as well, I might wind up unable to handle it or something, some prices may happen if I don't do it in this hard tough hard boil kind of way and without jumping again too far I – your work has proven to me time and time again and my work with it to know we can live in a world where marketing in this way really keeps and enlarges the heart so that has been an enormous shift for me.

Mark: That is beautiful, that is beautiful.

Emma: It must be.

Mark: Yeah. Thank you. So what kind of financial results have come from that. I mean it is – you know we obviously care deeply about love and that thing, feel really good to us but we also want to know that it is effective. You know that we are not sacrificing our ability to survive and thrive in the world you know.

**REMEMBER:**

*Doubling your  
business can be done  
with balance.*

Emma: Absolutely. I was always saying as I was doing the work with you that I was my son. I have a 6-year old son and an 8-year old daughter who is still my main focus, my whole family still my main focus and as I was doing the work with you I remember saying yes, but I am just learning now so that I can set myself up once my children are both established in school and I got a routine around them. I am not going to stop yet. Well, the joke was on me and my business certainly started a good year before. I really intended to and it all fit in maybe well, but again it was smaller, it wasn't going further, be gone. It is all travelling particularly.

And last year I really had what I considered to be a good year, but already by the end of September this year, I have easily doubled my match of last year so 2011 is easily double.

Mark: Wow.

Emma: And will be more. Yeah, and what makes me the most, yes, it is really important to be able to see that and for me to be able to express that to you, but what makes me the happiest is that, that that doubling what I have tripled, quadrupled is my ability to talk about my work, my reach to people, my sense of my self and how my life gets transformed. There is a piece in here that I don't think I have even mentioned to you yet mark and my husband and I decided 14 months ago that we would like to buy a new home and somewhere that I could work from and have actually a large teaching studio in where I could teach groups and bring musicians and actors too.

We found the perfect place which is perfect for him to rather small farm as well. So this growth has actually taken place at the same time as buying a new home, moving and renovating what was perfect workshop for him into my 500 square foot teaching studio would stage in piano and ability to bring people in and accommodation on the sides so yeah financially my figures that go and more is the physical presence of where I can bring people too and where I teach from has grown in honestly.

Mark: Wow. I am so glad to hear that. It is like that – I hear that a lot from clients just

that our potential clients people that it is a dream to be able to have the perfect place to work from and to be able to bring people in and in fact that in building your business has helped to make that possible and that is fantastic. That is fantastic and I am really excited not just for you, but for the people you are going to be able to help now. You know that is really sweet.

Emma: Yeah.

### WHAT HER BUSINESS LOOKS LIKE NOW

Mark: Excellent. So tell us a little bit about how your business, what your business looks like now. Like even you know before you said it was a bit of a hobby and now it is a business like how is it structured like how do you work with folks?

Emma: So I still offer individual sessions to people. I live in a small town so that was always a wonder for me in terms of how would I reach large groups here, especially because. I was encouraged from many angles actually to really narrow my leash to the people that I knew I wanted to be with and wanted to help and some people who I feel can propagate this way I think came in this work beyond just my reach so I dedicated myself to musicians and actors and really speaking to that market, which has meant, I mean there are musicians everywhere. We are all musicians when we sing in the shower, right?

We might not label ourselves and such but I need to also be open to individuals coming who come for reasons similar to mine to you know may have saw back or neck or tension headaches also the same. So I didn't want to exclude them from the process so I have individual people come and do a sudden series my set up short series so what is working well that I travelled for more is working in acting students or whereas bands or musician, groups of musicians going to do a workshop on Vancouver Island next weekend for the culture music festival.

#### REMEMBER:

*Working in a small town might require you to do some travel or online work.*

So they have asked me would I go and give a workshop and they do all the pull in promotions and pulling people in, which is really sweet actually.

Mark: I have to meet them. That is wonderful.

Emma: Because we all know appetizing even in your own space is tough but getting that into other communities can be challenging, but this seems to be working and I have an acting studio in Vancouver who and now putting me on their regular roster of teachers and that is a fabulous collaboration. We are both helping each other a lot in the arena so yeah so I have certain just 3 hour long work shops that I offer with captivating presence being one title or expand your expressive ability so that these can speak to different art forms if you like and creative form, but have a kernel of a few basic principles behind it that speak to the thinking, moving, human being.

#### REMEMBER:

*Content and consistency can place you as a visible expert in your field, which gets others calling you.*

Mark: So let me get this straight. It has only been, maybe what, a year or 2 years and you have already established yourself as enough of that authority in your field that music festivals and acting studios and such are inviting you in and helping to promote your work to their communities.

Emma: Yeah, that would be right. Thank you for that.

Mark: That s fantastic. Congratulations.

#### HEART OF BUSINESS PRINCIPLES USED

Mark: Well let's get down to how this actually work like what you have done so what kind of part of business principles have you apply you know what have, you been, what have you worked on that has helped make this difference.

Emma: Okay, the Three Journeys, has really taught me a lot.

Mark: The Three Journeys of Marketing.

Emma: The Three Journeys of Marketing.

Mark: Right.

Emma: Yes. As I have said before because my experience with coming to Heart of Business and I skirted around and read your weekly message and loved them and I saw this whole idea of speaking to your tribe and of finding your right match of people. It has shown a new example for me and that I could hear you were from a family of small business owners and you, yeah, you spoke to me as a person that I am and so that works a lot for me. I really got it in terms of how I want to market myself so the idea of having an online presence.

**REMEMBER:**

*A website is important even if you don't work primarily online.*

Not that I have used, not that I really see my client. I don't really get my clients online if you see what I mean, although my website is a portal for people to try me. It is not that I do classes online or I don't put out a blog on any regular basis. I have written some and I really enjoy writing and I am doing a lot at the moment so that is something I see it about paying, but I don't have a big online presence let's say, but seeing and they are willing people to find me and to hear me and to kind of have a conversations with me has really worked.

And people come to have an introductory session and very regularly say, "Oh yes, I am in. What can I say?" I am not sure if I am answering your question, but it is certainly though the journeys where people can just find their own pace with me and decide they want to jump in. I have had, well just in the last month, I have had 10 new clients come and a few of them has said, "Yeah, I have been, yeah it is kind of gratifying and a few of them have said, "Yeah, I have been meaning to call you know and I have had your brochure on my fridge and I have seen a few things that you have offered in town or I have heard other musicians have been talking to me about you, but it wasn't until - that I finally come.

So I realized that my presence out there has been an open on welcome until people really feel that they want to step in and I am not quite sure what has happened for them

in this past month that has meant they have come in to me, but I know that for me I was ready and there were something about the heart of business work and remembrance that has helped me to trust that the right things come at the right time and there was a couple months this year where I had very few clients and some people have finished, things have shifted and I had so much space in my calendar.

And thankfully one of the people in my mastermind group, which is the next thing that I need to think about said, well maybe it is your turn at the moment. Maybe it is time for you to rest and rejuvenate and it is so truly was and once I had allowed that replenishment in myself, oh my goodness, my doors were opened even wider and people soon and I just really have seen that principle and that ability to trust in some saying.

Mark: So you had periods this year of you know not really having clients and taking time to really rest and nourish yourself and you're still on track to double from last year?

Emma: Yes. It is true.

Mark: It is important and they know that these things.

Emma: Thank you for this and I don't keep track very well as you can probably tell do not keep track of my financial. I need to do the money course [Heart of Money] again. The ins and outs and really what is yeah, but I do know that yeah actually and I have had very, very is it follow in times and then big inputs and that tends to be how my business is. Also, because of wanting to spend some with my family when they're off school I wanted to be off too so I decided to do that and so I have had the luxury to make that decision which has been fantastic.

Mark: That is beautiful, really beautiful. So what kind of things have you done specifically that have made this, because it is you know the Three Journeys of Marketing is really beautiful structure? I think and I am just curious like what did the work look like, like what did you actually do to change your business and I do want to get back to talking

#### REMEMBER:

*A growth year doesn't always look like steady work. Periods of rest are essential to growth.*

about your mastermind but before we get there I really...

Emma: The mastermind is...

Mark: And I want to get back there, but first I want to hear like what was the work that you did during the year and opening the money flow, you know or that you have continued to do since then that has really been making the difference in your business and there might even several things, but I am curious?

Emma: The things that come to mind now are constantly, endlessly enjoying listening to the recordings of our classes and all the teleclasses and I downloaded everything and doing remember this video on a very regular basis with you I say recorded shifted. I didn't have much of a sense of divinity let's say where I came to Heart of Business which amazes me now, but learning about Remembrance and learning about really listening and receiving and that I am just a vessel, just.

#### REMEMBER:

*If you want to grow,  
make consistent time for  
learning.*

I am a vessel for my work to come through each others of being able to trust that process has been an enormous piece for me, enormous peice. Personally, I am professionally, and so listening to those classes, working with your website book and answering those questions and really engaging with the classes and the assignments in between was a big part of how can we shift in my deep beliefs and paradigms about business and marketing.

I wrote articles and I stalled on writing articles and that I kept on writing. I have been writing a lot in different ways looking at your different ways of putting articles together. Networking but not in any very formal manner. I have joined networking, business networking groups, but on Twitter, I have been on Twitter quite a bit connecting with people using social media and Facebook as well.

Again, in this heart-centered way, very different way using it as a way to connect and I did do some of the money work, but clearly not enough in terms of really knowing and really paying attention, but that has been a big piece for me.



Mark: Wow, okay good so what you did is you got – it sounds like the spiritual practice was a really big piece for you in listening and, and then the second journey pieces where you are doing the writing to help create this connections in the first journey which is networking out and through. It sounds like through social media a lot through Twitter and Facebook which really, really beautiful and I remember being before we started the recording you would also mentioned about making the choice to really focus on the market that you are wanting to focus on, that that was a big deal.

**REMEMBER:**

*Find permission in  
your heart to trust  
what you already  
know.*

Emma: Yes. I did the Jewel exercise quite a few times for myself and I kept disregarding what I was getting in many ways that my ability to really, really see musicians, really observe musicians in what they are doing and I always have I realize that I always have from a very young child actually and that a big part of my gift is being able to see when musicians are getting in there way as they sing or as they strum the guitar and when I finally listened and heard that yes, that is a gift and that is a way that I can bring my work to people.

I had a different permission in myself to speak that language and to really see and hear how much I know and have leaned over the decades and that so that now when I write about working with musicians other people seem to be able to hear what I am saying and hear my abilities in a way that I can't say when I try to appeal to everyone in just thinking and I fought against this conviction that if I just spoke to musicians no one else would hear me. I witnessed too many people would exclude themselves because so many of us oh why not a musician, but I dare to follow through because I could see that is what fired me up, that is what made me write in speed of sound and that is what just had me excited and people could see and hear my works and much more just like that so that was a big piece.

Mark: Wow.

Emma: That nicheing.

Mark: So getting clear on your market and accepting that actually had you writing

much more quickly like it sounded like you made both the... I am going to make the leap to say that the writing was also the articles as well as the website and they just made everything flow much more quickly?

Emma: Yes, yes. It did, definitely that things and that is when the flow of clients, the flow of ideas, the flow of, yeah writing how to express the work that I have and the benefits that it can have for people really, really happen.

Mark: So what kept you from accepting that? Like you said you were getting guidance and clarity around that this is a gift and this is where you wanted to go. What kept you from accepting that and what changed like what helped shift that.

Emma: I think it was very deep personal stuff about myself as a musician and about not being good enough to speak to others on that level who are very good musicians. This idea of it would be – oh it would be too much fun to be able to work with musicians on that level that and I shouldn't be excluding everyone else just a big roll around being open to everyone somehow. A lot of it was personal, lack of recognition with myself in a sense I think without going too deep and heavy about it all, but yeah, it was a lot of it.

That is what Heart of Business has also brought me. It is an immense transition in myself, immense transformation and I have reached out to other people as well because of this who helped me on a personal level that and off all the principles seem to be in line with what you are talking about in terms of how we can be in business so yeah what kept me from really stepping into my niche was my personal beliefs that I was laboring under I think.

Mark: So that is fantastic. Just to I mean, not that you were laboring under that, but that is just, so yeah. I am just so glad you are already way now.

Emma: Oh I did it really well.

#### REMEMBER:

*Often your own beliefs  
are keeping you from  
stepping into the  
beauty of what you  
really want to do.*

## BEARING FRUIT A YEAR LATER AND THE MASTERMIND

Mark: So tell me if I have the timeline right that you worked on all of this on yourself during that year and Opening the Moneyflow and a little bit prior to that and shorter course and it really started to take you know to give fruit a year after is that true?

Emma: Yes.

Mark: Can you talk about that? What was that like for you to have that kind of a timeline you know for it to take that long? Did it seem like a long time? Did it seem like a lot of hard work, what was there?

Emma: There were times of frustration because I felt I wasn't going far enough fast enough and that I am sure other people were you know writing books by now and had multi six figure number businesses and I wasn't and yet I knew that I had the breaks on because of family commitments, but also because of personal beliefs. So I was very aware that I was keeping the brakes on but that it got needed to happen in order for me to be ready for what I saw ahead of me, that I did see great success however I choose to label that.

I did see that ahead of me and I kind of knew it was okay to bide my time and let it be. I didn't mean to push too fast to when I wasn't ready and I think I recognized that there was do you know honestly some work to be done for me in me first to have a really good bedrock and foundation there for when I am inviting people in to I love the phrase that you use allowing people been in the place where people can really lean into you. And I absolutely feel that now, whereas I wasn't ready for supporting other people in the way that I see is required with this work.

So yeah, it seemed like it was a fast enough in all those sort of the way I judge myself ways that I also knew that it was all working in a perfectly right time. Thank you very much.

### REMEMBER:

*When you see success  
you can bide your  
time. No need to push  
towards it too quickly.*

Mark: It is so interesting because that is – especially that struggle like how did you. So you had that inner sense of knowing like even in the middle of the frustration at times like oh I need to go faster, but you would stop and I would maybe remembering to do something you would have the sense of, oh, okay it's actually okay that it is taking this time.

Emma: And this is where the Mastermind group comes in can I speak to that now?

Mark: Yeah, let's talk about the Mastermind.

Emma: Oh my goodness. You hooked me up with two of the most fantastic women on this planet, Julie Daley and Mandy Blake if anyone knows them, you hooked us up and you hooked us up with Marianne Spadone as well initially right at the beginning. We had a great time for the four of us. There was something quite work so Marianne found. I think she found people actually in Portland that she could meet physically with that wasn't me that she had so it became the three of us and we call ourselves the Heart Gems because it is Julie, Emma and Mandy for the Heart of Business.

Our Heart Gems group and we have met regularly not weekly, not even monthly, I don't think, but we have sometimes been every 2 weeks. It is shifted how we have done it and how we have run it, but what has absolutely stayed the same is this incredible connection which keeps deepening and seeing ourselves reflected in each other and seeing the same process working for all three of us in different timelines and often in similar timelines one of us needing more support than any of the two being there to give it in that huge shifting.

Things that we are choosing to talk about and absolutely what is on our minds and what we are wanting to address as well. This incredible synchronicity that goes on with us and there is definitely a presence of something more than just us three when we get together. We have never met in person. It has always been on the phone. Yet, we know more about each other than many of our dearest friends know, I think that discussing our business and our lives has always been this incredible mix.

#### REMEMBER:

*A mastermind, having peer support, is critical to success.*

And again there have been times when we have had follow periods and we have been out to remind each other and you know what, do you remember? I was sitting weeping under my desk for those three weeks and then when I came out everything was different. Well maybe this is your turn and how come we support you.

Mark: It is beautiful.

Emma: That is a big part of what is kept me going through those periods and has help me face up to some tough sense too, but in a really nurtured way.

Mark: Yeah, so this is the Mastermind that you were hooked up with co-participants and the year long opening. The Moneyflow program and that is continued past that year and traffic.

Emma: It has and if I had only, if I had handed over the money that I handed to you and the only thing I would have got from it was the Mastermind group it would have been worth every scent. It is amazing what happens with that and it is because of your presence too clearly we are always referring your work and oh yeah. I remember that Mark says it this way or maybe this is way to the percent and we always thought with Remembrance sometimes it may be a giggling Remembrance so it is really, okay we barely got time for 2 minutes. Yeah go.

We feel your presence. Thanks. Okay and often it is a really on time deep in connection there is always that piece to it, but it has been an incredible part of the transformation incredible part of the gifts that you have given to us to Heart of Business.

Mark: Look do you have any keys or anything to share about what has made the mastermind so spectacular for you?

Emma: A commitment of knowing that we are all committed to each other and to our own process, a commitment to calling each other on things sometimes.

Mark: Yeah.

#### REMEMBER:

*Commitment is the  
core of a powerful  
mastermind.*

Emma: And really listening, really feeling listen to, we usually structure it that each of us each session we all have an equal portion of time. We sometimes have a lot because jury has called which is 2 hours long and it is still long enough but it is good. So we all have time to speak and to be listened too and even when we are kind of thinking oh no, you go, I don't know. I am not sure I want to speak. We are on to it and that is the important piece too. There are times we ask for being held accountable for certain things, but often it has a been very lose checking in saying where we are speaking truthfully to where we are and then reflecting back what we hear from each other.

So it hasn't been massively structured, but it has been a strong commitment and an authentic accountability to ourselves I think. And he is seeing the mirrors of each other and really being able to reflect back being that mirror for each other or some.

Mark: That is beautiful. Do you have an example of a particular thing in your business, something that happened that the mastermind helped get you through to place of success with it?

Emma: Well, again it is just niche. Emma, what I am hearing is that you would actually love to be working with babies? But you are saying that you have got, "Yeah, geez, stop it. And Mandy and Julie are incredible at hearing the change in my voice when I talk about things like love and feels like his now I see is being my jewel. They were always able to pin that for me and kept it pinned and yes the encouragement to keep stepping into that place of me that spoke to musicians and now actions to.

So I haven't got a – I can't recall a very specific instance where I am stalling and not stepping out to it, but there have been many. That was a big one.

Mark: It is such a big deal to have that kind of support.

Emma: Yes. Oh and all this.

Mark: And to have it for long enough that people actually know you. I want to

#### REMEMBER:

*Committed, long-term  
mastermind partners  
can hear a change in  
your voice and help  
you stop your patterns.*

highlight that, that the commitment piece is a big piece I know for me and my mastermind that has been going on for years at this point that having the commitment to get passed the initial you know 6 months really to a year getting to know one another and then after that you know you begin to know one another well enough that you can start having this kind of insight that you are talking about. So I think that that is beautiful.

Emma: Right.

Mark: I am so grateful to hear that it is continued past and that you have continued to get that support from each other.

Emma: Yes and the other piece that comes to mind as you say that is having two people holding the vision in a sense, but holding their sense of me through over this period of time and reminding me do you remember how you used to talk about this in this little small kind of ooh icky kind of way and now look at you can you hear how much figure and how much bolder and sure you are.

Oh, yeah I have forgotten that case so that is a very large part as well where we can say, “Do you know it was only 4 months ago that you said, “Oh I will never write a book” and here you are you know almost published kind of thing, which is just that is not me, that was them that, that is enormous for me and I think they would say the same if oh you guys you just keep reminding me. I keep losing sight of how much I move forwards type of thing because we do, don’t we, we just.

Mark: We do.

Emma: Holding that place has been enormous.

Mark: That is enormous. That is enormous.

#### REMEMBER:

*Support makes  
impossible tasks doable.*

#### HOW HARD WAS IT?

Mark: So the piece that I want to – another piece that I want to ask about which we

touched on briefly before, but I really want to dig in a little bit as I – how hard was it to go from where you were to where you are now like how much work was it?

Emma: We need 2 years. Oh my goodness. You know the hard work that was the deep work. The personal transformation and yet, I don't know how hard that was. It was painful and you know it was deep in the work which thankfully I had so much support through a lot to do with still reading your weekly emails and knowing Julie and Mandy were there and tapping into the odd call that you put out and still feeling, oh yeah I know this is still moving. I am still functioning here.

**REMEMBER:**

*It's not an enormous quantity of work. It's knowing when you are in a good space to create and going it.*

It wasn't an enormous quantity of works that I have to do. It was just, knowing when I was in that good space to create and then put it out. Honestly, I don't feel that I have been slaving really hard to make this work in terms of practical material stuff. I have been writing quite a lot. I do morning pages, these sorts of things, but again it is sporadic. It is not structured everyday. It hasn't been immense practical material work, but it has been the deeper work.

I suppose I should say and it does keep seeming to unfold for me and oh I do have that piece here that I can put out like, "Oh writing a description for somebody to promote my work or responded to someone's request" or just being present in a room with a group of people who I am kind of in awe of their abilities that being able to pull things together, put things together presented to happen.

It has come for a different place and just slavishly preparing to ask or anything if that answers your question.

Mark: It does. It does and it totally destroys my next question which... is there anything that would have made it easier, but it is not to think it wasn't that hard?

Emma: I have got Julie and Mandy on my shoulders again, saying yeah I am a, do you remember the I couldn't do this, couldn't do that and I don't maybe remember it, but there



are still times when there is a question of can I really do this and stuff up here and showing up and shining gets easier and easier each time because I am removing the barriers I guess so what makes it easier is still doing the work, remembrance and removing those barriers to authentic showing up I suppose.

Mark: What is the relationship? This is interesting because you know there is a certain amount of practical work that needs to be done. You know you have been doing social media. You know you have been writing, you have been networking in different ways and you have been promoting yourself and yet you have also been doing this in your work so I am curious what your perspective is on the relationship between the inner work and the outer work.

**REMEMBER:**

*Doing the inner work  
removes barriers and  
makes doing the  
external work easier.*

Because I don't think it can be a 100% one or the other, but I am just really curious because you have been emphasizing so strongly this inner work and – yeah I am just curious. I am you know I am just curious. This question just popped up in the moment like what is your – how do you see the relationship between the inner and the outer?

Emma: The risk of starting to teach because this is very much the work that I do. I see for me I have found that was I need to keep doing some structured reality work. A lot of the stuff that I was doing before was just a distraction. It is just getting in the way of tapping into my abilities and my brilliance in the way that I shine, the way I express divine and that I could distract myself with a lot of hard work and feeling like I was doing a lot of hard work for that actually was just a pushing and pushing.

It wasn't merely the real work if you like so that a lot of what I think a lot of hard work is removing those extra pieces. Not stopping doing what needs to be done. I don't know how to describe this, but we are moving that tightness in that needs to be fast and strong and present and develop this brand and this is you know that old marketing way that I finally stepped away from. It is doing the inner work, going further and further in each time is removing those barriers, removing the obstacles from shining a light.

Don't say it any other way, I don't think...

Mark: Yeah, it is beautiful. And how do you identify the work, the outer work that does consistently need to be done?

Emma: Stepping up. It is the willing to have those conversations in unusual places. Oh I got a client in the washroom with my children and the shopping mall. Juggling, just go. Just juggling – both of us were juggling children and definitely insurance stalls and all this and this thing and she asked me a question which was so pertinent to my work and she had seen that I do some kind of work to do with solving problems and physical problems and yeah, before I know it she actually invited me and to go and talk to all her dental hygienist colleagues and I got quite a class running a course, running there in the dental office.

#### REMEMBER:

*The work that needs to be done is stepping up and showing up.*

Why, was I talking about this? Oh being willing to show up and consistently show up with the ideas that I have with the trainings that I have that I know is a gift of people that other people can use or whether that is in my writing, whether that is on Twitter, whether that is speaking without the colleagues or just being willing to have those conversations with people in unusual places that often end up being the goal.

Mark: It is beautiful.

Emma: Yeah it is being willing to step out there with it, which I used to not be willing to do. I used to hide an awful lot.

Mark: Yeah. It is beautiful. It is beautiful.

#### WHAT'S NEXT?

Mark: What for you is your next focus in developing your business?

Emma: Well, especially hearing myself from this call. I need to have a few sessions on some structure. I need to get a bit more of clarity on what my business is right now where I wanted to be and what I need to put in place in order for that to happen soon work around money

would be good and some more work on... oh you see I don't even quite now what it is but I think you guys provide it you know how you are going to do this you know how if I see this as being possible and down the line, how can I do it in a way that I don't have to keep hold of everything all the time and maybe that I get some help bookkeeping or it is different with a blog or a few set of business systems, I think I am needing.

Mark: Systems and structures, yeah.

Emma: Yeah, exactly. I think that is exactly what I need to work on. So those things can build without me feeling like, "Uh-oh, I have got to try and keep on these things juggling and keep all these things in my. In there just myself because as you can hear I can really sense that it is coming from in May, but I think they are now going to be ways of having really nice structure and systems around me that can run.

**REMEMBER:**

*Structure can be put  
in place after the  
growth happens.*

Mark: I think it is really important. I just want to highlight this because a lot of times when people are making that initial jump from you know where you were before to this place of, oh yeah, I am making it and you know my net revenue is doubled and net income is doubled and the etcetera that sometimes there is this urge to oh, I have got to put a bunch of systems and structures and placing for some people that is the right thing to do, but often what happens is that there is more of kind of a creative playful expansion that happens.

And then once you have a sense of what is going on and you have the sense of confidence it is clear to know how to put systems and structures in place that will support what you are creating rather than putting something in prematurely that restricts the playfulness and the creativity that comes from that initial expansion so I just wanted to highlight that because I have seen that with clients before and it is – and you know I wanted for anybody else watching this to understand that that is a beautiful sequence to putting it together so.

Emma: Yes, that speaks really well to what my experience has been. It has been very creative and playful, very effervescent and now yeah need a sort of bedrock.

Mark: Right.

Emma: To wrestle on to.

Mark: Beautiful. Well, my final piece is do you have anything that you would want to share with folks from this side of the journey for of people that perhaps haven't quite made the leap you have had or you know perhaps the certain things that are resonating with what you are saying?

[Emma's phone rings]

Another client.

Emma: Trust yourself, trust that you have something to offer that will be supported in offering it. Trust that enough or something larger than us that I hesitate to find a word for, trust that you will get another client on the line and I found really listening to classes so fruitful that...

**REMEMBER:**

*Trust yourself.*

Mark: The repetition.

Emma: The repetition of it and I suppose I may have called that hard work. It didn't feel like hard work, but I put a lot of work into that repeating the lessons rather than thinking they were just a one shot deal.

Mark: That s beautiful.

Emma: So that yeah, so I think that is all. That is what I would offer.

Mark: That s beautiful. Wow, I am just so grateful for the generosity you have shown with your time especially when I know you are busy getting ready and just really wonderful lessons that you have shared and for folks that are looking for her on the web it is emmajarrett.ca and we will have the link of course you know wherever you are seeing this video you will see the link or listen to the audio, but again that is E-M-M-A-J-A-R-R-E-T-T.CA and just really grateful to have you with us so thank you so much Emma.

Emma: Well I am very, very grateful for the work that you bring Mark more than words can express so thank you for helping.

Mark: Well this has been Mark Silver with Heart of Business and thank you so much for spending time with us today and I wish the very best to you and your business.

All right.

**REMEMBER:**

*Share both your questions and your insights. They are treasures that enrich everyone.*

**EMMA'S WEBSITE:**

Emma Jarrett Performance Coaching:

<http://www.EmmaJarrett.ca>