

S6E7-TheresaRose

SPEAKERS

Peter Margaritis, Theresa Rose

Peter Margaritis

Hey, welcome back everybody. Oh man, I've got a treat for you guys. My good friend, Theresa Rose. Oh, by the way, I'm going to do a little dropping here. My good friend, Theresa Rose, who is now a certified speaking professional from the National Speakers Association is joining me on my podcast today. And she's got a lot of great content to share with you. So, first and foremost, Theresa, one, congratulations on your CSP. And two thank you for taking time out of your busy day to spend a little bit time with me.

Theresa Rose

Thank you so much, Peter. I appreciate it. It's such a pleasure to be with you. And I love for people to find out where I'm at is TheresaRose.com. And if you look at it looks like there's a rose.com I mean, how cool is that? To have a URL that's literally there's a rose.com

Peter Margaritis

That is, I've never noticed that. I'm gonna go back and look. Actually, yep, there's a rose.com.

Theresa Rose

There's a rose.com!

Peter Margaritis

And you are a marketing person extraordinaire. And we're all about strategic marketing. So, why is strategic marketing important?

Theresa Rose

Strategic Marketing is important because most people don't do it. Most people do accidental marketing. Most people step into, oh, I guess I should do some posts, or I guess I should do some lead gen. Or maybe we should update our website. Nothing is really working. So, we're going to try all these accidental marketing things. So, my purpose is to help people get really clear about what they want to do. Right? What they want to do. So, they're strategically putting all of their energy and their money and their effort and their time and their dreams to something very deliberate. When it's very deliberate, then they're sharing your brilliance that you have in the world. Your business's brilliance, your brand's brilliance, your brilliance. You're sharing it with the world in the most efficient, effective, joyful way possible. Right? The fun needs to be there too. The fun needs to be there too. Because otherwise, if it's just, oh, I know this is going to generate leads and I know this is going to convert sales and I know this is going to increase our revenue. If there's not some essence, in my view, if there's not some essence

of who you are in that strategic marketing, then it just will sort of fall flat and people will know it. They'll know and they'll feel it.

Peter Margaritis

Yeah, being your authentic self is a big piece of strategic marketing. But what do these accidental marketers, what's the biggest mistake that they make?

Theresa Rose

The biggest mistake that they make is to bring the perspective and the focal point to themselves?

Peter Margaritis

Oh, it's about me.

Theresa Rose

Yeah.

Peter Margaritis

What should it be?

Theresa Rose

Of course, it's going to be about the people you serve, right? It's the communities you serve and the businesses you serve and all of the people behind it. That when you can shift into genuinely, genuinely, because most people talk this all the time, oh, it's about the customer. You've got to turn your languaging to the customer. But the reality is, they usually don't.

Peter Margaritis

Right.

Theresa Rose

They are so busy concerned about what they're, how they're being perceived, and what their value is, and what they need to do or say or provide to, you know, convert into a sale, that they don't really just start from the most important place. And that's connecting to that person.

Peter Margaritis

Is that ego driven? Or is that just something that's been programmed to people over the years. That it's about me because I'm developing this content, and I'm delivering it, but when it's always should be about the audience.

Theresa Rose

It's always about the audience. And I've spent half my career making the mistake that everybody else made, right? It's about me, even though I would see the value of what I was giving to my audiences and what I was giving to my clients. I still had that underlying, you know, niggling voice inside that was saying you got to do, you got to make this happen. You got to make this work. You got to, you know, close the deal. And that's the thing, we need to really look at strategic marketing as a relates to sales.

Because it's not enough if you've got two different, you know, heads of the beast of your business. One over here is marketing and one over here sales, and they're not talking the same language and they're not shining the same light, then you're broken. Then the brand and the business is broken. Because what you're sending out to the world and what you're trying to convert for business aren't the same things. Right? The different languaging and different motivations and different energy and different just approach. There's so many things that are disjointed in most businesses that I've seen, that I was just incredibly passionate about bringing it down to what its essence is first so that everybody in the organization can be successful. Everybody. Sales and marketing and, or sales and marketing and operations and leadership and everyone else, every role that we play is all in harmony, because we're all based on the same thing. The same brilliance that you can draw on a cocktail napkin. Yeah. So, we'll talk about the cocktail napkin in a second. But when you're talking about we've all done it, and we've all made those mistakes, and yes, I've made that mistake too. And I vividly flashback to I don't know what I first started NSA, and we had this, we were testing out a virtual mastermind, prior to the pandemic. And I was looking at doing some stuff on my website, updated my website, and I, Suzanna Goulder got actually hear a voice, "Pete, your website's all about you. It's not about your customer." I went, "What do you mean?" "Pete, go back and read it. Now read it with some other eyes. Get somebody else to read it." And when I finally got the fog out of my eyes and read it, and went, "Oh, okay, she's right about that." I'm not making it about the customer. I'm making it about me. Yeah, especially in thought leadership. You know, I, as someone who's been a proud member of the National Speakers Association for many years, I know hundreds of them. And I've coached and led, you know, an entire community of thought leaders. And it's amazing because they can be so generous and so selfless on the stage. And I've seen it time and time again, how brilliant they are, when they show up. You're brilliant Pete. You're brilliant in how you break down the barriers of communication. And, and you know, how we can work together. What you do on stage is magic. And what I consistently saw with speakers is that they because the it is such a deeply competitive, saturated industry, there's, you know, you could walk out your street and turn left, and you'll run into a motivational speaker or a wannabe, or a wannabe coach, right? You're just going to. There's a lot of them out there. So, they get so concerned, they don't translate what's on the stage, or what's in the boardroom or how they shine. They don't translate that to their marketing, and they just feel like they just have to keep saying what makes them brilliant, as opposed to solving problems. That's the number one employee need right now in organizations is we need problem solvers. We need people to solve problems. And so, when thought leaders can turn that perspective on and go, what problems am I solving? And am I slapping it in the very front, not just am I great onstage and can I dazzle? But can I actually solve real world problems for my clients? And what I found is that many of them aren't clear enough about who they are and what they do to even know what that answer is. And clearly articulate it in words. In a few words. In a few words. They have no loss of words.

Peter Margaritis

Right?

Theresa Rose

All the time. They blah blah blah blah, and what are they, the right words that reflect who you are and the value you bring?

Peter Margaritis

Right.

Theresa Rose

For a customer. Right?

Peter Margaritis

And finding those magical words takes a lot of work, period.

Theresa Rose

Yep.

Peter Margaritis

I mean, some may we be able to pull it out, but it's finding those words that attract. It's finding the words that hits someone's emotional button. But yeah, I've got this problem. And this person is talking to me about this problem that they have solved. Maybe they can solve my problem for me versus I am the problem solver that you have asked for to do for you.

Theresa Rose

Yes, exactly. You're magnetizing them to you. You're organically magnetizing them to you. Because when you are so crystal clear about who you are and how you serve, and what makes you different than everyone else. And what's in your heart, what's in your heart. That's why I call my work strategically sacred. Because it's not just is it smart business? Well, of course, it needs to be smart business. Dah, right? We want to be able to have a transaction of I'm giving you value, and you're going to see the results of it. And it also needs to have heart in it. Because we're in this crazy kooky world now, where there's so much noise and distraction and chaos and trauma, and every conceivable thing that's designed to unground us and get us out of our zone of flow and centeredness. And so, when you continue to throw all those words out there without bringing it down to some heart, they just sound like more words out in the ecosystem. Nobody notices it. Nobody notices it. But when you, when it's yours, when you grab it and you say, This is me, and this is how I serve and how I can help you, and you say it over and over and over again and you write it over and over and over again, and it's the only thing you live, sleep, eat and breathe. Then what happens is those out there that need that will automatically be attracted to you because they will go, Oh, she's gonna solve my problem.

Peter Margaritis

When you said the word heart. I pictured a colleague that you know, and I know from NSA, Ohio, Roxanne Kaufman.

Theresa Rose

Yeah, ah huh. Yeah.

Peter Margaritis

Yeah. And she's got this, the .02 milligrams of gold in your heart. And she speaks from, I mean, she does the same thing that you're talking about. And has a wonderful business, just like you have a

wonderful business because, by the way, can you just get a little bit more passionate for me. You seem a bit to be a little light today on it. Just joking with you, you know that.

Theresa Rose

Pete, you know, I, you know that one of my accolades is I won most enthusiastic in second grade. So, I come by it honestly. I come by it honestly.

Peter Margaritis

What was the teacher's name?

Theresa Rose

Mr. Moseman?

Peter Margaritis

Is he still around?

Theresa Rose

You know, I have not checked to see if Mr. Moseman is around or not. Maybe I should and give him some accolades because he's been in my speaker introduction for the last 10 years, so I better give him some love.

Peter Margaritis

So, he may start asking for royalties or something.

Theresa Rose

Yeah. Exactly. Especially now that I'm a fancy CSP.

Peter Margaritis

That's right. He'll want more or he'll want something discounted considerably?

Theresa Rose

Yeah. Right.

Peter Margaritis

So, let's, let's talk about you mentioned about a cocktail napkin. And when I think of a cocktail napkin. I remember the story of Southwest Airlines, how they were founded by Herb Keller, and a couple of the gentlemen in a bar on a cocktail napkin when they drew this thing out. Are you talking something similar to that?

Theresa Rose

Exactly like that, exactly like that. So, I have personal experience with cocktail napkin design and cocktail napkin selling. Okay, so, I designed my very first keynote back in 2008 on a cocktail napkin on AirTran, where I had upgraded to first class so I could have some liquid courage to be able to get through the process. And I mapped out my very first keynote on a cocktail napkin. And then I have

subsequently sold more than once my services as a keynote speaker, talking about my thought leadership and mindful performance on a cocktail napkin. And you flip it over and you just do the thing. You draw it. When you can draw something, you can sell it. When you can draw it, you can sell it. And I found that it brings a level of understanding, comprehension and call to action for those that you share your cocktail napkin with. That they go, this person really knows what they're talking about. It doesn't have to be a fancy PDF. It doesn't have to be a 17-page proposal that you run through with all your fancy graphics and your animations. They don't care about all that crap. They want to know are you good at what you do? Are you great at what you do? What do you do? How do you help me? And if you can do that, in one picture. In one picture, not an acronym, not an acronym, a picture that puts it a deeper level of understanding to those people that you're sharing your cocktail napkin with. And they can then take action on your follow up call and your, you know, incredible sales conversation and your closing discussion. Right? You close the deal, right? It's marketing and sales together in tandem that brings about the results.

Peter Margaritis

You mean my 1000-word PowerPoint slide isn't the right thing to use. And I actually said that with the straight face.

Theresa Rose

I know! Seriously! That's what they all do it, Pete. They all do it. They all go like, "Oh, I guess I gotta make it more complicated." And I want to scream from the rooftops. No, you don't have to make it more complicated. You want to make it simpler. You want to make it clear. You want to bring it I've been tapping, Sorry, I've been tapping. So, if anybody hears some tapping, it's my fingers in earnest. Tapping because I'm so enthusiastic about this. But it's about less words, and more insight, right? More insight into what you really do that makes you shine more than anyone else in the world. Right?

Peter Margaritis

Right. And actually, I'm going to request that the Master's students, the ones who have been who took my Better Business Writing workshop, as part of the Communication Center, listen to this because I did something similar to this. I asked, I told him sit down. I want you to take two minutes and just write out why you want to be an accountant. Just take two minutes. Okay, now stop. Now, look at what you just wrote. Now, give me a minute. Now. give me 30 seconds.

Theresa Rose

Yeah.

Peter Margaritis

Now, write for 15 seconds. Now, give me three words.

Theresa Rose

Yes.

Peter Margaritis

And I wish I could remember, I wish I could remember but each one of them has three to five words. And I went, next time somebody asks you why you wouldn't be, who you are. Why you want to be an accounting, those three to five awards because that'll spur people's minds. One, it'll be different because I'm a machine. I'm a Master's students here at Oklahoma State University. No, no. What, god I wish I could remember what Cat wrote, something like about opportunities, abundant in the profession or something like that. That's what she got. Because you saw opportunity. And as I said, that's your, that's your response to that. I hate elevator speeches. Yeah,

Theresa Rose

Yeah. Yeah, exactly. They're dumb. They, you want to be, I mean, yes, you want to be able to say something in I think 10 seconds or less. Right? That and I help, what mine is, I help draw, I help people draw their brilliance on a cocktail napkin.

Peter Margaritis

Yep. Mine is I switch light bulbs on.

Theresa Rose

Right? Yes, exactly. Right. How, how? That seems interesting, right? Go on from there.

Peter Margaritis

Right? People ask the question, people, but some of these, I guess, who goes through maybe, you know, 15 seconds or 20 seconds but you can tell it's completely memorized to a point.

Theresa Rose

Yeah.

Peter Margaritis

That it's almost like it's lost its authentic nature.

Theresa Rose

Oh, of course.

Peter Margaritis

It's authentic value versus three to four words, and then everything else is non-scripted.

Theresa Rose

Exactly. Exactly. And so, let's take this, let's take this idea and say this isn't just about so I do this for businesses and associations and thought leaders and artists and healers and really anybody that has brilliance, right? Anybody that, attorneys who they want to share their brilliance out into the world, causes. And if you look at personal brands, right, getting a job is like, you really need to get crystal clear on your personal brand, when you are a job applicant, right? Because it's you're going to have 100 opportunities, and you're going to have 10 real ones that are going to really exist, and you're going to, you know, go for the three and you're gonna get the one. You're gonna go through all those

processes, and the one commonality of all those 100 opportunities, is you. So, you want to be really, really clear about what are your five characteristics. And what I would encourage your listeners, Pete, to do even more is take those five words and then turn it into a picture. Turn it into what do you love? What lights you up? What are you, What, what is a part of your life and the way that you show up that is just uniquely you? And imagine yourself becoming a creative artist and putting those three to five words in that picture of what you do, right? You can think through, this is where the creativity comes in, when you're creating visual branding around that and stuff, right? It's how do I get kind of really creative about how can I weave those five words into a picture. Because that brings it down to clarity, that is one of a kind. Although the words are also unique, and you bring it to a level of comprehension and action when they can actually see a picture in their minds.

Peter Margaritis

Yeah. We remember pictures. We don't remember words. And three to five, this can be memorable. Actually three is actually better than five.

Theresa Rose

Agreed.

Peter Margaritis

But the ability to create that picture of it resonates in one's mind a lot longer than the words.

Theresa Rose

Yeah, yeah. Like for me, my, my picture model of what I do is if you can imagine that every person in their heart, in their deepest part of their heart, there's like this just crystal light that makes them shine. It's their soul. It's their spirit. It's their reason for being, right? The unlimited reason for being and when that resonates out, it's like a sun rise that comes out. A beam of sun that comes out from that where that first level is then you clarify that brilliance. Or you can write it down on a cocktail napkin. You can be crystal clear. Then you amplify. You're radiating that brilliance out further from your heart, where you're amplifying the messaging with your three to five words, with the articles that you're writing on LinkedIn, on your podcast interviews, on stages, in interviews, all that place that you've amplified, that beautiful brilliance of yours, and then you can expand out even further into monetize. That's where you get the perfect job. That's where you figure out your value ladder that's absolutely strategically crystal clear that you're feeding one into the other into the other. That's where the money comes from. The money doesn't come from anywhere other than the core seed of your success, and my success and all of your listeners success is our heart. What is in our heart. Absolutely. And so, I'm gonna give a flashback. Okay, oh boy. Oh, no.

Peter Margaritis

Let's, listen. I'm sure you'll remember this. You just mentioned something about a sunrise.

Theresa Rose

Yes. Yeah, I did.

Peter Margaritis

You ever seen, you ever watch the sunrise on a beach?

Theresa Rose

Yes, I have.

Peter Margaritis

And I know it was you who said this, that sunrise every day, is like, "yes, and."

Theresa Rose

Mmhmm. Yeah.

Peter Margaritis

The possibilities. So, yes, I was one of her students.

Theresa Rose

Yes. You were one of my co..., if I may be precise, Pete because you know, I'm a word nerd. I choose my words very carefully. We are strategic co-creators. Yes, we are strategic co-creator. That's the magic of crystallization. Is that it's not one person saying, This is how you're brilliant. It's one person seeing your brilliance, writing it down, and then sharing it with you, and then crafting it to perfection so it's really truly you.

Peter Margaritis

And then there's more in this story, because folks, I've said this to her a number of times. The way she works. The way her mind works. It's it's nothing that I've ever experienced before. It is so cool and so unique and so spiritual in ways. It's just to watch her work. And we were talking one day and I was talking about I want to get into this academic world and start doing more businesses in this academic world. And, and, and I was thinking, I don't know, I don't want to be, I want to be more than a faculty person. You said, there's something out there. I kid you not. There's something out there that you're going to find that you'll end up writing your own job description, and you're going to be some kind of faculty position that nobody else has ever done. And I just kind of, just kind of went, "Yeah, okay, Theresa. Whatever. Wherever you've been drinking, that's okay." And Lo and behold, you were spot on. This whole thing at Oklahoma State basically, because of you. Because you threw that out into the universe. And the universe happened to be to be listening. I thank you very over and above. For doing that. But you are the most unique individual I've ever met who works with people. Oh, God, it hurts sometimes. I think they were, I think there was one point I was laying down and on the table. I was mentally and physically just wiped out. Yes, yes. But we but you get people to places that they, that they want to go but I'm not gonna use the word afraid to go they just don't know that they could go there.

Theresa Rose

They can't see it, Pete. They can't see it. See? Here's the thing. That's this is what's so beautiful and amazing about strategic co-creation. Okay, what lights me up so hard is the fact that you have two souls. It's masterminding. It is why I hold masterminds of two, right? Two or more people coming

together in the spirit of unity for a single purpose. And so, when I crystallize your brilliance, when I see you, first of all, you can't see you. You just can't. No brilliant person, no one can. They cannot see yourself, right? So, I'm your sacred witness to your brilliance. And I do two other things beyond just witnessing your brilliance. And of course, designing an amazing visual model of it. Right.

Peter Margaritis

But I also expand your perspective of what you can do. What you can, what opportunities are out there in the world, and what you can accomplish. I can see you bigger than you see you. And so, because I've digested your content, I know you. I've read your books. I've listened to your podcast. I've watched your videos. I've seen you really, right? And so, I expand your perspective of what you can accomplish and I can articulate it back to you because I know what you want. We've been partners in this. And not only do I expand it, I energize it. That's part of that most valuable cheerleader in me that just goes no dang it. Now that I know that that's what Peter wants to have as part of his vision, I am going to help see that in my head and feel it in my heart and know that what we created together and your excitement around that. I remember how excited you were, right, and what you wanted to do to really give that fuel in life. And now you had some picture of what it was going to look like. I held that in my heart the whole dang time. And so, when that unfolded in that, what, six months or whatever it was three to six months of when that unfolded, I knew in my heart because I was your co-creator. Yep.

Theresa Rose

Right? Yep, yep. Yep. I thought about before that just before we got on. I was in just went, Yeah, and and I was hoping that we would get to that point in this conversation that I could share that story because it meant a lot to me. It'll continue to mean a lot to me. And it's and I say this all the love in my heart. You are very unique in so many cool ways. Some people may not understand you at first, but if they just give you, if they just give you a chance. Just, just I mean, some of the stuff it's like okay, that's that's, that's a little left coast. That's a little okay, but that's fine. I mean, Yeah.

Peter Margaritis

Just the way.

Theresa Rose

You've got to just trust the process.

Peter Margaritis

The beautiful mind works, man, you've just got to trust the process and let the process happen. And magic happens at the end.

Theresa Rose

Exactly. Because it's here's the thing, it's economics, plus the energetics equals the exponential growth. Right? That was my own model that I created after reading, Thinking Grow Rich over and over again. Especially, Chapter 10, The Power of the Mastermind. What I broke it down to, because that's what I do. I'm a crystallizer. Is I broke it down to yeah, we need to have the economics. We need to understand what the market will bear what are the trends? What are the strategic, you know, programs you're gonna put in place? You have the right network. You have the right lead generation. You have all

the website. You have the economics, that and equally important in the equation are the energetics. The energetics of the vision. I'm going to see you bigger than you are. The support I'm going to give you so you're not doing it alone, right? You have that resource from the heart, too. It's not just that I'm providing you the head of here, here's a great marketing model and the right messaging and the monetization plan that you're going to use to execute it. I'm also equally I feel like that's my, in fact, more important part right? Is the is the heart. Because so we're in business, and we all know what that looks like. We've seen those stories, where people are all about the money and all about the head and all about the ego and all about what are they going to do for me. And when you can truly legitimately turn it away and go, I'm going to just share all of, all that I can bring to this person, so I can really see them succeed in the world. There's something amazing that happens when you balance that part too. Right? Not just the head, but the heart too.

Peter Margaritis

Yeah, we need to a little head in the game, but that's small portion of it. We need more heart.

Theresa Rose

Right, yeah. Yeah.

Peter Margaritis

You know what, and we need to be kind to everybody, to each other in ways that go beyond cutthroat. And to some degree, that's a old school. That's still out there. But the more of collaboration, the more co-creating, the more of crystallizing the more of this stuff, the more our businesses will grow and our opportunities will grow from that.

Theresa Rose

Yeah. It's a yes, and. It's a yes, and.

Peter Margaritis

Everything in my world is a yes, and. I've gotten, I've gotten people go because they know how much I hate yes, but.

Theresa Rose

Ah huh!

Peter Margaritis

Or they, or just the word but. But they'll go but b-u-t-t, Pete. There wasn't just but. It's butt.

Theresa Rose

I like it. I like it.

Peter Margaritis

And actually, I've got I've gotten some students, some students the other day said they saw something on TV or whatever. And they were talking about improv. And I went, what channel was it? What was it about? What music? They went, I don't know. Well, I said, well, go back and find it for me, please. Bring

me gifts, these gifts that I can go explore and, and more and more people are. I'm hearing more and more people use the same language I'm using which is good. Doesn't mean that I'm spreading it, but it means something that is catching on to it.

Theresa Rose

It's societal. Its societal, and it's like there's a time and place for everything. You know, 10 years ago, bringing improv into an organization was very unusual and very, you know, just really radical, right? To do that kind of thing. And now, where are we in the world? Because of all of the things that are happening in the world, we required stronger tools.

Peter Margaritis

Right.

Theresa Rose

We require stronger tools than just, you know, limited kind of happy talk, right? We need to actually get into the emotion of and the physicalisation of connectedness, right connectedness.

Peter Margaritis

So, I have a question for you. Okay. Thinking about, thinking about all this, thinking about content. And do you know Cathy Fyock? She's in the NSA. She's a book coach. She came into the center chapter and she started off things with I hate to write. Oh my god, I love this woman already.

Theresa Rose

Yeah. Yeah.

Peter Margaritis

But she was being authentic. And then I just started thinking about okay, creative content. So, what if you hate content creation? How do you put yourself past that?

Theresa Rose

When you, when you recognize what your true brilliance is, and you can draw it on a cocktail napkin, you now have the recipe for what your content will always be. And what most people hate content creation, why they hate content creation is because they don't know what to create. They don't know what to create. They're confused and then they go, Oh, God, then I gotta do another blog on what should I write about? What am I going to do something on? What I'm going to post on? They never, their confusion makes it even harder. And they also have been, I believe, sold a bill of goods that they need to amplify out the wazoo to try to make a difference. And so, they think they need to do all this time, a bunch of content creation. And I don't believe that. I believe that when you are crystal clear, and you can draw your brilliance on a cocktail napkin, you know exactly what you want to be doing in the four channels that people take in our creations. They read us, they listen to us, they watch us and they interact with us. That's it. The only way they do it. Choose one thing you actually love doing for each one of those four, and you're golden. That's your strategic marketing plan. That's your, that's your plan for what you're going to do for content marketing. One, what will they read in me one thing? Will it be a blog? Will it be an article on LinkedIn? Will it be I'm writing my book? What is the one thing it's going to

juice you up enough under you, once you're clarified that you'll do, right? I am a blog writer. I love writing blogs, right? So, it's like that's one of my channels. Do I do a bunch of other stuff to write? No, because I don't want to waste the time, right? Listen, doing podcast interviews, just like this. I want people to listen to my brilliance that way. They're gonna watch me on one kind of video that I'm going to do. Right, I'm going to do one video a month. And then I'm going to interact on conversations through Zoom on stages. And you know, in conference rooms, or at networking events, right? Choose how you want to share your content in a way that you actually love. Because if you don't love it, or at least tolerate it, you know, willingly tolerate it by choice, when you get to that point, when you really genuinely love it, you will do it more. You will do more blogging. You will write more. You will do more videos. You will get on more stages, when you really truly care about what you're, what you're talking about, and you understand it. And you can repeat it over and over and over again. And then the monetization comes.

Peter Margaritis

Yeah, absolutely. Yeah. And I've been tardy about I actually, I've been I've been working on an article now for this since Christmas. I'm about ready to finalize it. But that's the first thing I've written in a while.

Theresa Rose

Yeah, you know, other things get in place, other things get in place. And you know what, we also have primary content. Preferences, right. So, if you're not a writer, don't worry about it. Don't write if you aren't a good writer, hire someone to write especially if you have a model of your brilliance, you know exactly what you want that person to write about. Then you just offload it right. So, getting but it's also the business systems and making sure that you're bringing on the right resources to help you do that in an efficient way. It's the best onboarding tool you can use. Right?

Peter Margaritis

Right. Absolutely. So, as we begin to wrap up, if somebody came up to you and said, I heard you on Pete's podcast. are you talking about crystallization?

Theresa Rose

Yeah.

Peter Margaritis

Can you explain it to me again? Because I quite maybe not completely understood what you meant.

Theresa Rose

Yeah. Right. Well, thank you for asking. So, I do this crystallization process. It's a 10-step process that I do to, to observe people's brilliance out in the wild. So, I digest their content. And you get to decide what you put in your box of brilliance. Right? So, you see, you know, where you've shined, you just don't, you can't see it, right? You know, where you've shine, you just can't see it. So, you plop that stuff in a box of brilliance. I digest it. I diced it. I distill it down to its essence. I design a one-of-a-kind model around it. And then I deliver it in a mastermind of two. That process of crystallization, I want people to start to explore for themselves. Can they start doing it for themselves, they can look at their own content and see patterns and get ideas and open up creative channels for themselves? So, they can

start to see themselves with greater clarity. That's what is the crystallization process. And I would love for everybody who listens here who can get, wants to learn more, go to my website, go to Theresarose.com/clear. And they'll get a free copy of my 10-Part video. I do little videos of the 10-steps that I do when I do a crystallization process. And you'll get some clarity on maybe what your blind spots are and to see yourself a little bit better in clear light.

Peter Margaritis

So, give us the website again.

Theresa Rose

TheresaRose or Theresarose.com/clear

Peter Margaritis

You were gonna do it the second way. Well, Theresa, it's been an absolute blast. It's been way too long since we've caught up. And once again, congratulations on becoming a CSP. I hope I can make it to the CSP summits this next year. That tends to happen right as the term is coming to an end, but...

Theresa Rose

Well, if I may, if I may tantalize you a little bit, Pete, because you are part of the crystal circle people that I have strategically co-created with. I'm going to be hosting a little a little get together at Influence right before. Right before.

Peter Margaritis

I won't be an Influence, but I am going to try to be at the CSP Summit.

Theresa Rose

Oh, the summit, oh the Summit. Okay, okay, well, maybe I'll do one at the Summit too.

Peter Margaritis

There you go. So, it was great seeing you. Best of luck. Our paths will cross this year.

Theresa Rose

Excellent.

Peter Margaritis

Probably later part of the year unless we run into each other at an airport, which could always be a possibility.

Theresa Rose

It could happen. It could happen.

Peter Margaritis

Thank you, my friend.

Theresa Rose

Thank you. Take care Pete. Bye bye.

Peter Margaritis

I would like to thank Theresa for sharing her brilliance on how we can crystallize our brand. How we can amplify, how we can clarify and we can monetize our brilliance. Thank you very much Theresa. Wonderful job. Remember there are people who prefer to say yes, there are people who prefer to say no. Those who say yes are rewarded by the adventures they have. And those who say no are rewarded by the safety they attain. Be a Yes person. And thank you very much for listening.