



Transcript: Jama St John and Darla LeDoux

Darla talks about Commit. Freak Out. Align. Profit. Repeat. The Alignment Adventure and how to use it to make you millions.

Jama: Hello, and welcome to your Strategic Business Building call. I'm your host Jama St John of Strategic Virtual Solutions. I started my business in 1996 and have grown it to a successful, multi-virtual assistant and Infusionsoft consulting and training business. I know the challenges that online business owners face on a daily basis and started Strategic Business Building so you can get quick strategies from experts who have been there.

The goal of these calls is to help you get strategies and tips that work. We're talking about a plan of attack that you can take action on immediately.

And today we have Darla Ledoux with us. I've known Darla for several years, and I'm so excited to be interviewing you today. So thank you for being here.

Darla: Thank you! I'm glad you're excited!

Jama: Darla is a profit acceleration coach and owner at alignedentrepreneurs.com, formally Align and Profit. She spent much of her life in corporate doing all the things she was supposed to do to be successful. She made sure to always look smart and have the right answers as a consumer research and product development engineer.

But when she began to notice that her right answers were actually wrong for her, she was terrified. She resisted her calling as an entrepreneur, speaker and coach for over ten years. Darla calls this the great entrepreneurial flip-flop. Then she finally made a decision to step into her truth and follow her heart. Darla guides frustrated business owners into alignment with their true business goals and supports them to design their programs, packages, pricing and marketing to align with ideal clients and profit with ease. And today Darla is going to talk to us about *Commit. Freak Out. Align. Profit. Repeat. The Alignment Adventure and how to use it to make you millions*. She is going to talk to us about how to work it into your business and her consistent strategy for adding six figures a year and two ways to find yours.

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So, welcome, Darla!

Darla: Thank you! I'm so excited to be here!

Jama: I'm excited to have you here! So tell us what the alignment adventure is.

Darla: So I created this conversation, pretty recently actually, because one of the things that I've noticed – so as you mentioned, I work with business owners who feel frustrated because they're not either moving as quickly as they'd like in their business, to grow their business, or it's not as fun as they'd like. You know, maybe they're making money but they know they're not fully aligned with their true purpose in their business. And so one of the things I've seen or one of the reasons I see that that happens, that we either don't make enough money or we feel like we're off from what we're really meant to be doing, is because of this thing that happens, which is we make a commitment to do something major in our business, to really stand out and to make things happen or to be seen, and then something will happen to cause us to freak out. And it happens all the time. I actually teach about this; I call it the Cycle of Proving and I teach about it at my retreats and client masterminds, because it happens without fail. We see a big vision and we start to move toward it, and something will show up to validate our fear, right? And so that's the freak out.

And for most people, for most of us, we like to stay safe, we like to remain in control, or we like to look good; we don't want to risk looking bad or doing something wrong, so when the freak out hits, we pull back and we start to play smaller. And that's why so many people either don't make the money, because they don't push through that fear, maybe they make some money but they are holding back on their true message, kind of thinking that, "Someday, once I've made it, once I've proven myself, then I'll say and do the things I really want to do."

But that's not very fun. That's not really being in alignment. And so for me, when I think about running a business in alignment, what that means for me is you're really aligned with your own truth: the truth of who you are, your purpose on this planet, the difference that you want to make in the world. And being that person can be scary, right? It forces you to make big commitments, and then align to what you said you would do.



And so I call it the alignment adventure, this cycle of committing, and then stuff happens, whether it's, you know, freaking out could look like getting nervous, it could look like getting sick, it could look like big distractions happening in your world. Jama, I actually created this shortly after I actually committed to something bigger. I had a big event recently, and for me to freak out looks like I literally – I couldn't think. I was so nervous, I could not think. I was working to create content, and I would go to the bathroom every five minutes, it was like my brain stopped working, and I thought, "I could just run. I could just not do this. I could just bail."

You know, I've been in business almost five years now. My business has grown over and over again, and I've had different versions of what that freaking out has looked like for me. And so I'm a big believer in sharing where I am and sharing what is actually going on for me, because I know if it's happening for me, it's happening for the people I'm connected to. It's an energetic law. And so I decided to create this conversation about it really being normal to freak out.

Jama: There's probably nobody listening that hasn't had a freak out moment.

Darla: Yes, and I started sharing it with people, and some of my clients said, "Oh my gosh! That is so helpful to know if it still happens to you, I'm normal!" And so, you know, I think it's something we need to address. We have this idea that when we get to a certain level, that won't happen anymore, and that's the world's biggest delusion, and it makes us be discontent with where we are, because we're hoping that someday when we get somewhere better, we're not going to freak out anymore. But as far as I can see, that doesn't happen. I actually don't think it's supposed to, because here's the rest of the cycle. After you freak out, then you're able to see, okay – what are the pieces of this big vision that I just committed to that I'm still out of alignment with? Maybe I'm afraid to get on stage. Maybe I know that if I'm more visible, people will see that I don't walk my talk, and there are some changes I need to make. Maybe when I align to that bigger version of myself, some of the people in my life might not like it. You know, it's one of the biggest things we're afraid of, is that people will leave: if you're too successful, people might leave.

And so we start to see all of those pieces that are out of alignment for us and we can choose. Now you can choose to step back and play small, or you can choose to say, "This is who I am; this is what I am called to be in my business, and I'm going to make the decisions I need to make to align with that. And it will make me



nervous, and some people might not like it.” One of the things I’m a huge believer in and one of the

ways I’ve built my business is when I’m in that phase of aligning, I talk about it and I share about it, and I let people know, “Hey, this is what I’ve gone through; you might be going through that too.” And when I do that, it usually helps the people who are kind of in a similar place, that need me to be a voice for them, because maybe they aren’t strong enough or brave enough yet. They’re still working their alignment muscle, and they become my client. And I serve them through sharing my own journey.

So the freak out, whatever you realize you have to change, as a result of that, will make you money in the long run. And for some people listening, they may teach about it. If you do content marketing, you do teaching and training and that kind of thing, you may put that into your newsletter and really talk about what’s going on for you so you can be of service to people. Other times, it might be behind the scenes that you make changes, whether it’s changing a team structure, changing some way that you offer your services, a lot of time it can be raising your rates. The thing that you might be freaked out about is to make the change you really need to make, you may need to charge more.

Jama: Yes, which can then cause you to freak out again!

Darla: Yes! And it’s like the freak out or the break down - you know a lot of times we hear the phrase, ‘breakdown leads to breakthrough,’ if you’re really able to pay attention to it and ask, “What is this telling me? Why am I choosing to create this experience? What is this saying to me?” You know for me, in my more recent experience, it was, ‘Wow. I am still really afraid of being seen.’ And I have a half-million dollar business! I’ve been putting my stuff out there online for years! I’ve been hosting small events, but I had never done it in this way – that was going to cause me to be visible in a way that I hadn’t been before.

Jama: Yes.

Darla: And so I took that experience, and I was able to talk about the idea of hiding and the idea of hiding in plain sight. It was a theme that wove throughout my event. And, Jama, it was really hard for me to talk about it because I was kind of pissed at myself. I was like, “How can you still be hiding after all these years?” And I was



embarrassed, and yet it was true, right? Because when I look at why I was having that kind of reaction - why did I want to run? - that was the only explanation. So I had to commit to be visible no matter what. To show up no matter what. So that's my more recent example, but this shows up in so many different ways where we

speak our big vision, we start to take to take action, we open our mouths, we share with people what's going on, and then something will show up to validate our fear. Right? Whether someone is questioning us, whether someone is skeptical about what we want, or whether our body starts to break down, you know, or if someone dies – things happen, right? Then how we respond to that or how we use that and align to it makes a huge difference. So I've got tons of examples from myself and my life as well as clients and their experiences with it, so I'd love to share an example for me and an example for a client and how it made a difference, if that works.

Jama: Absolutely!

Darla: Awesome! So one of the experiences I had: I had just relocated; I actually relocated a couple of years ago to Denver, and I was just relocating and I decided I was going to rent a house without looking at the price tag. I was raised in poverty consciousness, never enough – you know, always get the best deal, and I decided I wanted to break through that. And I rented this house without looking at the price. At the same time, I also hired a personal assistant. And it wasn't working out. I didn't really know what she was doing; it didn't seem like she was getting anything done. And so I let her go when I hired someone else who was kind of a personal assistant/executive assistant, and she was helping me, and again, I was feeling like, "I'm not really sure what she's doing!" and I was getting really frustrated. And at the same time, I'd moved to this great house and I was feeling great, but I was having all these frustrations with getting support and then things started breaking. Things in my house started breaking, my tooth broke, my car broke – things just started breaking around me. And it really got my attention. And I thought, "What on earth is going on here?"

And then one day, and this was all in a pretty short period of time when I had just moved, I went and brought my dog to a new daycare, because I travel, and I was looking for a new place for him to go when I travel, and I went to drop him off and they said, You know we don't have his paperwork; it didn't come through, but that's



okay don't worry you can leave him." And I thought, "I kind of want you to require paperwork. And there were dogs barking, and it was, you know, like it didn't feel clean; it didn't feel like a nice supportive environment for my dog, and I just started to feel sick and everything in me was saying, "Don't leave him here. Take him. Leave."

And I couldn't do it, so I left him and I walked out into my car and I sat in my car and I started to cry. It was like, 'what is going on?' That's the freak out; when you spontaneously burst into tears, something's going on. I asked myself, "Why am I crying? This is crazy. I'm sitting in the parking lot crying; why am I crying?" And I started to peel back the layers, and what I saw was, I was so disempowered around this area that I couldn't say to the woman, "You know, I don't think that I want to leave my dog here." And so I made a decision to just leave him a day, and I thought, "I'll come back and get him and he can never come back again." But I was actually going to subject him to a day at this place because I was too scared to say to her, "I don't like the place."

So all of this is going on, and I am trained to look for the freak out and what it indicates at this point, and so what I saw was I moved into this great house, I'm working on getting an assistant who I'm not feeling very appreciative of and here I am and now my dog is too good for daycare. And the pervasive thought that was running through my mind was, "Who the hell do you think you are?" And immediately my mom's voice came back to me, and she used to call me ungrateful. And what I saw was all of this goodness in my life was triggering her voice in my head going, "Who do you think you are? You're so ungrateful." Because I was ungrateful for a place I didn't want to leave my dog, and I was ungrateful for paying people who weren't doing the things I needed them to do, but I was feeling so much guilt over having this great life that I couldn't even open my mouth about it! And it was crazy.

And so once I could see that it was triggering that and I could go back and look at, "You know that was never true about me." And I didn't have to prove anything to my mom about whether I was grateful or not! I could be grateful or not grateful! I had the freedom to be however I wanted to be and so I fired that team member, and I actually went back in and I said, "I can't leave him," and I took my dog back.

Jama: Yay!!



Darla: I know! I rescued him from the crazy daycare, and then I wrote about it. And I developed – actually the cycle of proving came from that, because I saw that I was really trying to prove to my mom that I was not ungrateful. And for most of us, our freak outs come from trying to prove something. Trying to prove something to some old version of ourselves. And the moment I started talking about it, I had my most successful campaign ever. I actually sent six emails and filled a retreat where I earned six figures. And I went on to teach about that, and it was just a big turning point in my life. But all of these things happened to line up to make me really vulnerable and I had to pay attention. And so a lot of times people, when things happen that make us vulnerable, we pull back and we say, “I’m not ready. I can’t do this yet.” But the truth is, that’s exactly where you need to move forward.

Jama: Yes. And it may be finding the people to help you move forward, because I have found that we see our stuff so much every day that we don’t see past that.

Darla: Absolutely.

Jama: We’ve got a couple of minutes left, so what would be the one strategy that you’d want our listeners to take away from this call?

Darla: When something causes you to freak out – the biggest thing, I wish I could kind of teach all of this in thirty minutes, it would be amazing...

Jama: Maybe we’ll have to do a part 2!

Darla: Yes, exactly! The biggest thing is if something triggers you into freak out mode – our hardest things as entrepreneurs is to say, “When do I push through?” especially if you’re intuitive and spiritual, right? “When do I push through so I can get to the other side, and when do I pull back and allow?” And a lot of times, it’s hard to know. So when something happens that triggers you, take a step back and say, “What’s out of alignment for me right now? What am I trying to prove or why is this person coming into my world right now or why is this thing coming into my world right now? What is it trying to show me? What is it trying to reveal to me? What is it trying to make me aware of?” Because if you can look at that, then you can begin to put those things into alignment.

You know I mentioned my client who had just created her branding – her business name and tag line – and she’d been working really hard on her website, and she



showed it to someone. She said, “Hey, here’s my new brand!” to a friend of hers. And the woman said, “Oh my gosh. I don’t get it. I don’t get it at all. This doesn’t make any sense to me.” So she went into freak out, right? “Oh my gosh, I have to start over.” She started buying other domain names, and we’ve all probably done that at some point: maybe I’ll buy these six domains and one of them will stick.

And when we got on the phone next, and she told about it, I said, “Okay, was that person your ideal client?” “Well, no. No, not at all. Not in my target demographic at all.” And I said, “Okay, so help me understand why you care if she understands the brand?” And she said, “Oh, yes!” And she was then able to look at what that triggered in her: her need to be liked by everyone and approved of by everyone. And no business and no brand is going to be approved by everyone. Period. In fact, if there aren’t people who don’t get you or don’t like you, then you’re doing something wrong. Period.

Jama: Yes. I guess one of the big takeaways is when you’re freaking out, figuring out whether you’re freaking out in a good way because you are in alignment with what you’re wanting to do and push through, or to figure out whether you’re freaking out because you’re out of alignment and you’re doing something that really isn’t in alignment with what your goal is.

Darla: Absolutely. That’s why a lot of times we need help. That’s why I’m a coach. That’s why I love what I do. Because we can’t see it ourselves; we just can’t. And the example of that client that I mentioned, once she was able to see it, we were able to get even deeper into her insight about her ideal client.

One of the things I stress a lot is you’ve really got to understand the drivers your ideal client has. So when we could look at this person that she knew well and say, “Okay, who is she in this world and how does that compare to your ideal client?” It actually helped her know her ideal client even further. And then we could go through and say, “Okay, who are people you know that fit the ideal category?” And she was able to go out and bring in clients, even sooner than she would have, because of that freak out. She was like, “Okay, these are my people. Now I get even more who they are.” So there’s all this profit on the other side, when you can really take a step back and look at it and get into alignment with what that situation is trying to reveal to you.

Jama: Very cool. Excellent information today.



Darla: Thanks! Do you want me to share a resource for people if they want to go further?

Jama: Yes. So you've got a bonus gift for everybody. Share that information.

Darla: Here's what's interesting. When you commit, and committing might be working with a coach, it might be committing to speaking on a certain stage, it might be committing to taking a vacation even though you think you shouldn't; there can be lots of ways commit can show up. But when you commit and things start to come into your world, they're messages for you and they're things that will help you to do better in business, and they will also help your clients. And a lot of times, people need help with, "Well, how do I turn that around and make money with it?"

And so I have a teaching that I created and actually did it as a paid workshop a while back, and I started gifting it to people because I just love it so much. So your people can find it at www.alignedentrepreneurs.com/marketingkit, and this is called Campaigns that Connect. And it is an audio that walks people through actually looking at what's going on in their life, what's going on in their client's life, looking at the insight that's bubbling up for them, right now, in the moment, that they can turn into a marketing campaign. So you know I do some teaching around what is a brand message – you know the message that you put on your home page versus what is a marketing campaign. And then help people evaluate the resources they have right now. Like if they have a list, then they may do their campaign to their list – their subscriber base. If they don't have a list, what are their other resources and how can they use what's really, you know, coming into alignment for them that they're really excited about and passionate about and help them connect with the right clients right now.

You know people will often work through a campaign and activate, depending on their business model, three to five new clients from that one set of messages that they create. It's on this audio!

So that is literally a two hour class, so you'll want to carve out two hours. There's a workbook, there's a little meditation during the two hours that will help you get present to your message, and it's a lot of fun!

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Jama: Cool! Well, thank you, Darla, for being here today and sharing this information with everybody and for the bonus gift. And again, to get that go to www.alignedentrepreneurs.com/marketingkit.

Thank you, Darla!

Darla: Thank you, Jama! It was so much fun!

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