

SHE ROCKS – Share Ross Interviews Dyana Valentine

www.speakershareross.com

www.dyanavalentine.com

Share: Dyana Valentine I'm so happy that you're here because you rock! You truly do!
You truly rock!

Dyana Valentine: I don't even know what that means. I could be like Satan's signs or something. That's all I know about rock star. You know there was like a background of that. Some people used to say that it meant like the *Devil's Horns*, but I would always like it just means you're rocking. So I'm going to go with rocking.

Share: So I mean let's go to the casual version of that, yeah.

Dyana Valentine: Thank you very much. I like it.

Share: You're an amazing instigator. Your website is astonishingly stellar, I have to tell you. And I would want to know and I think a lot of people would want to know, how did you get from that place of, "Okay, I have this idea I'm going to be an instigator" to actually being a business? How did that work?

Dyana Valentine: Well actually, I was already running a business at the time I started using the charm instigators. So I have been in business by that time about 7 and half years, and about probably three of those, by that time solid years, had been, that was my full time gig. So when I first started my business, it was part time; it was kind of an idea. And I remember very vividly, the first time all of my income, you know how you just that month, you recognize all my income came from like "my little brain" and this speaking gig. That's really cool. So I remember very vividly that first month where my whole, you know at the end of the month from doing my reconciling was very rudimentary at the time. It wasn't like I was even balancing my check book. When I realized that no other income was coming to me except for what I actually made happen with my little freelance pause. And it was pretty hot, like that I was kind of, I sort of had to recognize then that I was running a business; I think I had an early thought of it that way. Like I said "Oh, in the next six months I'm going to build a business and this is what I'm going to do and this is what I'm..." it was not conscientious like that at all at that time. And then the first year when I started to do bigger speaking gigs. So I went from sort of anywhere from 6 people to 30 people in a room to 275 to 500 people in a room. That year 2008, that was a year that I really started to listen to the feedback that people gave me about my speaking, about coaching, and I really started to curate testimonials, and really ask people what they were

getting out of it, and I keep getting things like, “well I see pushing, nosy instigator, you know, too much, too loud, too forceful, whatever.” It was all things that couldn’t be taken and then that it going to weigh other times in my life. There were not unfamiliar comments. This was nothing new. This was no great surprise to me. But all of the sudden I realized that these were in the context, they were complements all of the sudden.

Share: Right.

Dyana Valentine: And I thought “Oh, how fascinating!” So I really liked instigator. I liked it for a couple of reasons. I liked it because it was sort of got into a little bit of the arena of a freedom fighter or somebody who is really like taking Umbrage with something and was going to shake stuff up for good, not evil.

Share: Right, yeah.

Dyana Valentine: So I vividly remember the first speaking gig when I introduced myself as an instigator and I watched the audience relax. I watched the audience like almost as if they were saying consciously like, “Boy I’m glad she said it, not me.” It was fascinating. It’s like I thought, maybe if I like talk to this giant personality of like, pushy, nosy, obnoxious behaviour for good not evil and I call it that, it will help everybody relax into the moment and go, “Oh! We just got instigated! Wasn’t that great?” you know, changed everything.

Share: That’s wonderful and that sort of leads into a thought process of I think a lot of what everybody’s searching is how to take something that can be construed as a weakness and turn it into a strength; which is what you did, where you said people were calling you pushy, bossy and all these things that a lot of times in a different situation you can be thinking “I might get fired for being this way.” But instead, you’re getting hired.

Dyana Valentine: I’m getting rewarded; left and right. And I think part of that is sort of I’d like to claim some level of maturity, you know, and the ability to like say, “Yeah I’m that and I’m also this.” And I’m also as much as people sort of look at me as a business person constantly teaching myself things that make me very uncomfortable. I never, ever until last year, I never looked at my whole year’s numbers, like profit and loss. I was like, please just let me, if I can handle those, I am really happy, but I can’t deal with that. Because I’ve grown up being like really afraid of money and thinking that if I made money that that must mean I’m an oppressor.

Share: Got it. So you had associations of money as being a negative thing and people with money were in a bad team or something?

Dyana Valentine: Well, some of that but more so that if I had money that meant somebody else didn't have it. So there was this sort of finite sourcing, you know. But as I started to look a little bit closer, it became kind of intriguing and it was almost, it's going to seem funny to say but it was almost like it was age-appropriate for me to finally like get to the place to talk about money.

Share: Love it.

Dyana Valentine: And I aged like even though really ideally, age would be like 8, mine was like 42.

Share: Love it.

Dyana Valentine: And I'm really proud of myself because I'm growing into who I am becoming and if I can continue becoming throughout my lifetime, I'll feel like a really rich person that can continue doing that. So it's part of my thing is like just that awareness that I'm always going to be a warning and if I can always push myself a little bit farther then it justifies me pushing other people a little bit farther. You know what I mean? It's seems like it's only fair.

Share: Yeah definitely. Well let's talk more about what you do exactly. Like if you had to explain Dyana Valentine, the Instigator to a little child, how would you explain it?

Dyana Valentine: Basically, this is the way I do explain it to my little children in my life because I have these great kids in my life for it's like, "Dyana, we don't get it. Why are you going on that trip again?" And I'm like, Oh I'm going to stand on a stage and tell people what I think what the truth is. And then they're going to tell me what they think the truth is, and then we're going to compare the answers and see if we can figure out a really cool game to play together based on what we think the truth is.

Share: That's fantastic!

Dyana Valentine: And so that's one of the answers, right?

Share: Okay that's great.

Dyana Valentine: Another one of the answers is "I like walk around a really big, bright light." So if you're standing next to me, you're going to be seen, you're going to be visible because I have this really big, bright light. And there will be parts of you that sometimes are hidden that are now seen because of this bright light. And once we see them, it's almost like a key that gets unlocked and you get more and more free; more and more able to do things you want to do; make decisions and test ideas and be even more of an outlaw. I feel that like I'm an outlaw

lighthouse. Yeah, they just find me and it's always people who are trying to do something in a really different way and in the great service to humanities.

Share: So right.

Dyana Valentine: Sometimes it's musicians; sometimes it's performers. Sometimes it's authors but it's always without a doubt, my clients are outlaws.

Share: That's cool. You're so cool.

Dyana Valentine: Actually I'm pretty cool. Thank you.

Share: Where is the transition between the old life as the idiot savant micro surgery tech into doing what you're doing now. Were you doing any of this with your colleagues or do they have no clue that this was a side queue? They must have seen it?

Dyana Valentine: I don't think anybody is really surprised to who I'm being. I don't think who I am has been a surprise to anybody. I don't think that I've ever really, even if I've thought I was in hiding or I thought I was successfully kind of passing as a normal?

Share: You know where a lot of private citizens?

Dyana Valentine: I don't think anybody was fooled by that. Even when I was in college and right after college and doing microsurgery and a biomedical research lab, I just happened upon that in the same way that I happened upon other things now. I have conversations with people who I think are interesting. I've been extremely diverse network and community of friends and clients and family and so I end up being able to have conversations with lots of different kinds of people. So I happen to make friends with a biomedical engineer in college, and he happened to be like super cute and I end up dating him, right. And he said, "You know, it think you might be really interested in this class over here and it's only for graduate students but you can talk to the instructor and see if you can do it." I didn't even know what the class was really and I just like walked up to the professor and said, "Hey I think I'm interested in this." And he was like, "Cool. Alright come over to the lab, let's try this stuff" and showed me a few things and I just got it. I thought it was really cool, I thought was super easy and he was sort of sitting on the other side of the table like, "Yeah, you're going to take this class." And I was like, "Oh, that's seems fun!" and he's like, "so, what's your background?" I just told him I didn't really have a background or have training. He's like, "okay." And later he would tell me that he just had never had seen anybody quite like get it like that and be able to do it that quickly and I always thought that was really cool because I didn't know anything about anything but

that was kind of a rad opportunity to do something that no one else was really doing. You know me like if I have the chance to do something no else is doing, and it seems kind of interesting and it's going to expand my mind? I am in! Like I will drop everything and quit jobs and move across the country and go do it because if you follow that kernel, the spark or the little sniff of bacon that makes you just float off your feet like everything goes better when you trust that, when you trust that instinct. So you said like what kind of changed? I don't think anything changed because I think I'm still finding really interesting conversations with totally diverse industries and I think because I'm just generally tuned in and I pay really close attention and I'm fairly articulate, I can kind of shape-shift in different industries. I don't need to know everything about your industry to be able to tell you whether or not you're telling the truth. And if you're telling the truth, you can turn the truth into language that your customers will understand; or into positioning for events that you're trying to figure out, or movements you're trying to create. The truth is going to be true to everybody. It's not like the truth is going to be that people won't understand. So I think that that has been the same throughout those times, you know I've always been sort of an instigator, I've always mixed it up, I've always told the truth whether it was nice to hear or not; and I always think my honesty is kind of run the spectrum from bullying, to power to the people. But I think it's mellowed out a little bit but I still unleash pretty regularly.

Share: Hard to believe that this is the “mellowed out” version. That's interesting and kind of exciting.

Dyana Valentine: Yeah. I think it's more finessed version. It's a little less bull in the China shop but I don't think other people experience it that way it's just that I was experiencing it. Like I feel more prowess around it and I like that.

Share: Do you remember your very first paid gig and was it as a speaker? And how have you changed? How was your message changed? How was the whole process changed for you from that first paid gig to you do now?

Dyana Valentine: It's very different. When I think about my first paid gig and this version of my life because I've worked since I was an early teen, doing a variety of things, and I've always sort of had something else going on even if I had a regular job, I was writing grants or I was doing other things with creatives because they are my people. My parents are artists, I'm an artist and I've always had friends who are artists, so I was always sort of doing something. But the first in this current ideation the first gig I had was I remember very vividly, it was very different than what I'm doing now because I did a lot. We got to the place where we were doing ideation and how to expand. A friend of mine is a composer for film and

TV, how to expand his business, how to make him more money, how to make his work process more fluid. So we did and up doing this we started with was the actual physical studio. So this is the guy who like fished about everything. And so we're of course sitting along a bar: me, him and his brother. And he's, yet again, on a total binge fest about, "Oh, my studio and I'm going to make more money..." and complaining and he's making like, six times as much as anybody sitting at the bar.

Share: Right.

Dyana Valentine: Every year.

Share: Of course.

Dyana Valentine: And we're like, "Shut the fuck up." You know? God, I'm so sick of him. And I said, "You know, for a small fee I can help you with that." And he was like, "What do you mean?" I said, "I think that I could help you run your business better. I think I can help you clean your shit up and get your studio to a place where you could do what you need to do." And I said, "You're getting to the point in your career where you're going to have to start entertaining. You're going to have to having producers come to you to the studio to hear your work. You've got a sound room, so you need them to hear what you hear." And things like that because I knew enough about music to kind of comment on that. And he's like, "You don't know anything about... I'm a big [0:15:57.2] whatever."

And his brother was sitting on his side was like, "Shit or get off the pot. I'm so sick of years of hearing you bitch about it." So, he was very embarrassed, you know? We like kind of shamed him in that moment.

Share: I love it.

Dyana Valentine: Anyway, two weeks later, he calls and he says, "Alright, you come over the studio. I want you to help me with some stuff." I was like, "Are you asking me to help you?"

I know I have to like, force him a little bit and I just said, "Yeah. Yeah." I ran into it. "But you can't tell anybody."

And I said, "Okay, if it's a secret; because I told them what I thought what my rate was I think at that time I was like \$25 an hour. And he's like, "That's outrageous." And I'm like, "Suck it up, sponge-lips." You know? So, anyways, he was talking on the phone and I said, "If it's going to be a secret, you're going to pay me \$50 an hour."

Share: Oh, my God! That's awesome.

Dyana Valentine: And he was like, “Okay. Fine. Fine. \$25 an hour, come on over.” So, I went over and we basically started by like doing like basically professionally organizing but I was an amateur so I just made it up as I went along. And we just cleared out tons of just energetic garbage.

Share: Right.

Dyana Valentine: And physically got him the right furniture and a lot of it was spaced up but happened was once the space got cleared out, like, stuff started to fire and he was like, “Wait. I want to do a whole music score for a movie and I want...” Like his—he expanded right before my eyes.

Share: Right.

Dyana Valentine: And I went, that’s what I want to do. I want to call to be conditions so that my creative friends can express their motivation because some people called me like “Are you a motivational speaker?” Or whatever else and I was like, “No. No. No.” We come with our own motivation.

Share: I agree.

Dyana Valentine: You don’t plant that in someone else. You come with it. And now, the society or your family or your friends might not be happy about what you’re motivated to do. You might be motivated to watch TV eight hours a day, whatever but we’re all motivated to do something. So, his motivation as his creative expression just started to blossom before my eyes by removing these tiny little obstacles. I thought to myself, this is like porn. Like, I want to do this all the time.

Share: You were hooked.

Dyana Valentine: Yeah. I was in. I was in. And I was, like, I want to be a professional organizer; I want to be a muse; I want to work with creative people. And I thought it was going to be all in, like, unleashing that physical space.

Share: Yes. Yes.

Dyana Valentine: But it’s...

Share: Because that was your first experience.

Dyana Valentine: Yeah. But it very quickly got to the mental space and I realized...

Share: Yeah.

Dyana Valentine: That was really where the work had to happen because once those other obstacles were removed that have been there for years, then you still have your art. You still have to deal with the arts. So, that's what I do is I get to come in now at the level of the art.

Share: So, that's really cool. Now, did that guy helped you to get more clients? Or how did you go from him to saying, "Wow. This is really great. Now, how do I get more clients to be with me again?"

Dyana Valentine: Yeah. He didn't want anybody to know that he had to be [0:19:03.9]

Share: I think that is so funny.

Dyana Valentine: But it because I was doing it and because I was talking about it, other people got really excited and that lead to lots more work. I mean, I think he was my gateway client, for sure.

Share: Right. Now, is this the time where you—you couldn't have had a website or anything, right? Did you have a website at that time?

Dyana Valentine: No.

Share: This was all word of mouth, right? You were just out meeting people and talking.

Dyana Valentine: Yeah.

Share: I think as entrepreneurs, we get hung up with my website and my tagline and my logo and my social media. But I think there's so much to be said for going out and meeting people face to face and networking and the whole human interaction thing. We forget about it because of our beloved computers.

Dyana Valentine: Well, this was 1999. So, you have to also, take in consideration the cultural context of you know, not everybody had websites...

Share: Definitely.

Dyana Valentine: Who was doing freelance work, I mean, like having a business card was a big deal.

You know, like it was a big deal for me. Like, I remember my first business card. I was like, "Shit, like, I am now a designer. What am I going to do?" I was like, "I'll just take asterisks and I'll make them really big and then fade back the color a little." And I made some craptastic thing, you know?

Share: I love it.

Dyana Valentine: But when I printed it out on the colored paper, I was like, “Look, my first business card.” So, that was the context that I was working in at that point. So, by the end, I think, by the end of that year by the middle of the next year or something I had my first, like, I-website.

Share: Sure.

Dyana Valentine: But I wasn’t getting traffic to that or anything like that. It was just something that I could say to people. Like, I have an email with my name, you know, an email address at dyanavalentine.com.

Share: Right.

Dyana Valentine: So, it seems like they think I’m a little more legit or professional but it wasn’t necessary.

Share: No. It was a different path. I mean, what was, I have to ask, what was on your first business card? What did yourself?

Dyana Valentine: I’m sure that I have one around. I think, at that time it was Dyana Valentine, Creative Collaboration.

Share: Wonderful.

Dyana Valentine: And I had my information. So, I really thought I have to have a business name.

Share: Right.

Dyana Valentine: I stuck with that for several years really until I have my current branding. I wasn’t leading with “Dyana Valentine”. I was leading with “Creative Collaboration”. That was my business name.

Share: Got it.

Dyana Valentine: Because I thought I was going to be a behind the scenes person, like, I thought, “Oh, no. No. No. It’s your art. Like, you need to be upfront.” And then, you know, when people kept coming to me for me and when I started to become a speaker and stuff I realized, “Oh, they’re not understanding creative collaboration.” Like, that doesn’t mean anything to them. They’re recognizing me as me. It wasn’t like I had some magic model that everybody was following. It was like, “Oh, four hour work week.”

Share: Right.

- Dyana Valentine: Like, what my product or my model wasn't the brand I was.
- Share: Right.
- Dyana Valentine: And when I finally caught to that, my business blew up.
- Share: That's fantastic. How—at what point did you caught up to that then? Was that 2000?
- Dyana Valentine: I think it was 2008.
- Share: 2008. Yeah, that's what it is.
- Dyana Valentine: Maybe it was earlier than that. It might have been like the end of 2007 and the beginning of 2008, something like that. But I mean, that's like, you know, that's like half way through the life of my business. You know?
- Share: Right. But that's fantastic.
- Dyana Valentine: Yeah. And I think, we—if we don't evolve like, you know, I think a lot of people get—they get kind of this fixed mentality of like, "This is what my business is and that's it."
- Share: Right.
- Dyana Valentine: And it's just...
- Share: Not open.
- Dyana Valentine: Never true. We're not the same as we were seven years ago.
- Share: Yeah.
- Dyana Valentine: Why are we expecting our business to be exactly the same? It's going to change.
- Share: Yeah. Did you—it sounds like you never really sat down and wrote out a business plan or a mission statement. Did you write down a...
- Dyana Valentine: It was—a business plan is to me a—one version of the business plan is if you're going to ask somebody else for money, you're going to go really big. You're going to get some investors. You're going to put some shell out some serious cash to like, go to a \$50,000 certification program or you're going to do something in your business that you're really going to scale.
- Share: Right.

Dyana Valentine: Then, that makes total sense to me. And I have helped people right then and I know the ends and outs of them and all that good stuff. I have not scaled my business so I'm still a solo entrepreneur. I don't think that that's going to last much through next year. I mean, you can interview me next December and I'd be really curious to hear that interview because I think that I my business has to change because literally, physically and emotionally like I'm outgrowing the constructs of what I'm doing and it's kind of not serving me as well. So, it's something radical has to happen. So, I might make hang-up. I may have a business model...

Share: Right.

Dyana Valentine: With a plan attached to it this year but the traditional idea of a business plan is like if you're going to ask for money and I've never asked for money, so...

Share: What about in mentor or coach for you, have you ever turned to somebody outside for help or guidance and who was it and at what point?

Dyana Valentine: Like all the...

Share: All the time?

Dyana Valentine: Well, I'm a social—you have to understand like I'm built for social interaction like I will always, always, always put people first over money, over outcome always. It's just a core value of mine and it has lots to do with how I grew up. I grew up in kind of a socialist environment. My mom was a director of a community centre; my dad was a community leader so, like and we didn't have any money and they were artists. I mean so, keep that in mind that like...

Share: Yeah.

Dyana Valentine: was like humans. So, when I have an idea or when I'm in a creative process, it almost always has to do with other people, almost always.

Share: Right.

Dyana Valentine: And I do a lot of sounding board activities on my own ideas. I'm almost checking in with people and I like that. I enjoy that process. It's very comforting to me. There are some times when I keep an idea to myself for a little while because it's too tender and somebody else is, you know, you're vulnerable if you put yourself out there to somebody else's opinion. But, yeah, I have had many, many tremendous mentors and guides and even like little gatekeepers, like, people who come into your life who you're like, "Why are you here? Why have you brought this grief upon my world?" But I now kind of look at those

people as gatekeepers, like, they were some reasons I needed to stop and that little eddy of like, crazy romance or whatever it was.

Share: Yeah. Yeah.

Dyana Valentine: And just be there and like know that was foxy and hot and wanted and super smart so that I can kind of get squirted out the other end a little bit worse for their... But kind of like inspired.

Share: Yes.

Dyana Valentine: And I even consider those people mentors. I consider you know, my lovers, mentors in a lot of ways too.

Share: That's cool. If you could go back in time and go talk to yourself again when you were first starting out, is there any sort of advice that you would be just love to give to yourself?

Dyana Valentine: Well, one it's slightly sarcastic.

But one thing that pops into my mind is like within the first five minutes of knowing someone, you know the answer. Like, whatever that is. You know whether they're good person to work with; you know whether they're going to be a good person to fuck and date or you know whether you're going to be a good person to fuck, date and live with.

You know what I mean? I really believe that you know within the first five minutes and I would be like, taking myself by the shoulders and be like, "You know the answer. Cut this shit out."

Share: Right.

Dyana Valentine: You know? "You do not have to torture yourself just because you're people first. You don't have to make this a big experiment. You've done this experiment before. You understand the outcome, move on." So, that's what I would say. And I think, that would've—I mean, granted I wouldn't be the person I would be today, I am today, without those experiences. However, I think it would have been really nice to just kind of bypass at least one of those total waste of like, "God that was a—that was just an over investment Dyana, come on."

Share: Right. Right. Where you just went too far and then it was like you weren't trusting your own instinct enough.

Dyana Valentine: I go too far every time. It's what I do. It's who I am and so part of it is yeah, I couldn't have known what I know now at 42.

- Share: Of course.
- Dyana Valentine: I couldn't have known at 36. However, like, that's what I would say if I got to go back in time and be like...
"Dude, look at my hair. I'm foxy."
- Share: Yeah. Trust in it.
- Dyana Valentine: "Listen to me. It's really you but I'm smarter. Let me tell you this, turn around and walk away." [0:28:20.8]
- Share: I love that. I have to comment on the "woke up knowing" experience. These amazing phone calls that you do which are based on the dream that you have the night before which you've always recall which is astounding in itself.
- Dyana Valentine: Almost always. Almost always. Sometimes I don't. Like I did—I've done one or two calls where I was reporting a dream that I'd had within the last few days but it wasn't those mornings because I couldn't find words for that mornings.
- Share: Oh, right.
- Dyana Valentine: But, yeah, they are dreams that I have had that I feel irrelevant but almost all of them are the same day. And when I'm working with a private client, their fresh streams are always like dreams of happening in the moment.
- Share: And I love the whole experience of it. I've listened to, I think, all of the phone calls and...
- Dyana Valentine: That is cool.
- Share: And then the most recent one, you've really tuned in intuitively to what a lot of listeners were going through. Every time they would talk, you would tap into something that was spot on.
- Dyana Valentine: I was surprised by that. It was pretty awesome.
- Share: That was pretty amazing, come on, hello?
- Dyana Valentine: Yeah. But it also, it's as surprising to me when something lands and I'm like, "Oh really? That meant something?"
- Share: I know. How cool?
- Dyana Valentine: It sort of—I'm sort of accidental oracle in a way. You know?

Share: Dude, a couple of questions come to mind regarding that as business offering. One is you said that the whole idea came to you very easily almost to a degree of like, “Oh, well. How could I possibly offer that because it’s so easy?”

Dyana Valentine: Right.

Share: So, it’s almost like, this is so easy. And then, the other aspect is simply, did you know that you have this whole intuitive side as well as everything else, you know, 10 years ago where you were like, “Hey, you know what? Someday I’m going to tap into that whole intuition thing that I have going on with my dreams and being able to really hear people.” So, it’s two sides: the easy path...

Dyana Valentine: Yeah.

Share: And then tapping into that intuition. I’d love to hear that because it’s very unique as a business offering, in my opinion. I think it’s very unique. It’s very forward thinking and you’ve picked a lot of people’s interest.

Dyana Valentine: Yeah. I’m really—I’m truly inspired by the level of interest because it is a generative process. Like, the more people are paying attention to it and the more layers of ideation and conversation that I have around it, the more it grows. I mean, it has become a very rich conversation in my life because of the interaction.

Share: Oh, yeah.

Dyana Valentine: So that’s been really fun. Intuitive, in terms of understanding or acknowledging my intuitive nature, when I was a kid I was pretty—I had pretty good spidey senses about people and I had some really special connections with some people in my life who I observe, you know, I’ll be aware that something was wrong with them or that we needed to reach out to them or something like that as a little kid.

Share: Wow.

Dyana Valentine: And, yeah, and then, you know, things change and you sort of start to play a social game and that sort of becomes not okay to ask people about things that you shouldn’t know.

Share: Yes.

Dyana Valentine: You know?

Share: Yes.

Dyana Valentine: Or that like because I would—I'd be the same kind of accidental, curious cat kind of then...

Where I would be like, "Hey, who's got the—what's Pauline have to do with anything?" And somebody in the room would be like, "Who you've been talking to?" Or "Whose kid are you?" Like, it would be this like crazy, you know, it would have just been like this spontaneous piece of information that I didn't make—I wasn't making any connection to, you know?

Share: Wow.

Dyana Valentine: So, I kind of shut that down like as teenager. I just kind of like, withdrew a little bit. And my Grandma who was like very intuitive, she died. So, I think it just kind of was like I had—I closed down a little bit and also became less aware of my own in term intuition at that time, I think. But, it definitely is having a renaissance.

Share: Outside.

Dyana Valentine: For sure. And I've been looking to, you know, I've been listening to my sort of messengers or my guides over the last 7, 8, 9 years. And trying to figure out, you know, what—I can hear that they're yelling. I just don't know what they're telling me to do. You know what I mean? And it was very frustrating because I knew that it was supposed to be a job and I knew that I supposed to be doing this business more and having this be the main thing. But nothing, like, it would—the first few years it was like very awkward, like, the pieces weren't fitting together and I was doing workshops but they didn't feel right and people weren't coming. And it was just oogy like everything was fucking hard. Everything was hard. And I tend to choose the hard way, you know. Like, if there's like a castle fortress and there's a big spiky wall with like entrails and blood dripping down it and like an open door at the bottom of it, it's like and in through the open door there's like warm fire and fresh bread, you know. I would be like, "That wall looks awesome."

I bet I can do that. You know?

Share: Yeah.

Dyana Valentine: And either something up there that isn't warm and fuzzy, so I'm like, "Let's do the wall." You know? So, I mean, part of that has been a great gift because I really have—I feel proud of the accomplishments that I've made in a way to choosing that way. But when "woke up knowing" came basically in like appear form, like, it came through complete. Like, there was no question. There was no hem and haw. There was no like, "should I do this?" It was—I didn't have to

talk with anybody. I didn't have to compare notes. I didn't have to ask any permission.

Share: Wow.

Dyana Valentine: I didn't have to wonder whether it was okay.

Dyana Valentine: I had no question in my mind. That was all from a year of recording my dreams because I did NaNoWrimo, right that National Noveling thing. I don't know what got into me to say yes to that. But a friend of mine was doing and I said yes. On the first day it was like I feel like it was better to donate a kidney getting that 1665 and 1557 words, however many words it was out like it took every morsel of my soul. It took about two and a half hours, like I can't do this every day. I thought, "Oh I can't let my friend down." I said it out loud and I tweeted it and what am I going to do.

So the next morning when I woke up I had a dream in mind. Then I was like, "I'm going to type up my dream." I typed up my dream of course it was like 1600 words. It took 20 minutes and I was like fuck yeah! I just jumped. I mean I never typed so fast in my life, just poured it out. I was like, that's what I'm going to do. So I just typed up my dreams every day. Basically cheating on NaNoWrimo wasn't honourable.

I started recording my dreams. It was really fun and I kept doing it. I think what happened was once I started to say to my subconscious, I'm listening and I'm at least recording. I wasn't reviewing them. I wasn't using them for anything. But the next summer, I realized like I have got about 60,000 words here. This is a work of art. This is my creation that you can't even pretend that's somebody else's. You can't pretend that's not created. You can't even pretend it didn't come from me. I was suddenly like wow I've been facilitating people's art for a long time.

Interviewer: Now, you have yours.

Dyana Valentine: Now, I just some art.

Interviewer: Are you going to do something with those 60,000 words of dreams?

Dyana Valentine: Oh, I love to. I think it would be a great book. It would be very interesting. I think it would be very fun to put some photography on it too. So I have a lot of ideas about it but just celebrating it. Just acknowledging and celebrating it I think just open the portal. That was like about summer of '09, oh the summer of '10 that I realized like I have this body of work. I noticed the bottom number

of my word document. I started to have art come through like poetry , songs and messages from my clients sort of like pretty regularly like whoever I was working with, I would have like an insight for them. It was blowing their minds. Then a really deep poem came through in January of his year. Then another poem came through, “Woke up Knowing” came through April 7th. By May 10th the site was up, the first podcast was rolling. I have already done 8 individual clients in 12 days. It was totally on fire.

Interviewer: Wow.

Dyana Valentine: So that's, you know. That was sort of the trajectory of this particular creative expression.

Interviewer: That's exciting. It's very exciting.

Dyana Valentine: I loved it.

Interviewer: I know. Have you found that it was going the direction thought it was going to go? Like you put it out there, do this and boom it started happening.

Dyana Valentine: I didn't have any designs on it. It was really something that it came through in its own little package. It was a separate website. I didn't want to put it on DyanaValentine.com at that time because I liked it being separate. I like it being some sort of glam version of myself out there. I like that I didn't have to explain it. I didn't have to link it. I didn't have to make sense of it. It didn't come with its own business model. It came with its own fee. The fee came in the first vision. I mean the first vision, that 25 seconds. The idea came, the fee came, the beta test design came and the website design was all in that first vision.

Interviewer: Wow.

Dyana Valentine: I never experienced anything like that that was business related. I experienced it in other ways and for other people's art but not my own stuff. So it was real gift and I was simply yielded to it. I just said I had a budget. I said, I'm not going to spend a dollar over 3 thousand dollars.

So I did the website, the photo shoot, copywriting and one other thing. Some other logistically thing, I think it was like hosting and something else that required income. It came up to like 2750. I just kind of stopped there and then I paid a VA for several calls to like edit the audio so that basically brought me up to 3000 because I said I'm not going to spend a dollar over 3 thousand until I start making money until people start paying for “Woke up Knowing”. So, it was great. Then spontaneously, one of the people in the beta test gave me some money for her Woke up Knowing session.

Interviewer: Wow

Dyana Valentine: Because she felt it was valuable and even though she knew she was part of the beta, I wasn't charging in the beta. She gave me some and I was like, "Really?" Like that. She said, "It was remarkable. I never had an experience like that. I think it changed a lot of things for me. I think about it all the time I listened to the recording every month and so I want to give you something." That was like rad!

And then a total stranger which what I really wanted to be... I love working with my friends and family and clients and stuff but then a stranger just dropped over the site, booked a session, and I was like, "No way. This is rad." So it just kept rolling. It was like, okay I got it. This is worth a thing.

Vision for next year is to do more of the style of the original vision which is groups of people in a retreat setting. Where I literally ring a bell or signal people to come to me and report a dream, answer questions. They go away, I go into another cycle. I'll call them back. It's just a live process that happens kind of randomly with a group of people who assembled for that purpose. Among others, the vision I have of it now is like I really have to do it for other people's conferences and other people's retreat.

Interviewer: Right.

Dyana Valentine: So it's a group of strangers but who are inclined to it. I just come in and do a morning session. So that's what I am promoting for next year's. I am talking to a lot of my peers to say, "Hey you do these master mind groups and I'd like to do "Woke up Knowing" for your group. So it's going to be great.

Interviewer: That's exciting, a totally new concept. I totally get what you said when a stranger contacted you. There's something really powerful when you have a stranger that hires you. It's like, "Oh, they don't know me or anything." That's a great moment for any business.

Dyana Valentine: Yeah.

Interviewer: I totally get that.

Dyana Valentine: Yeah. It's a place where strangers can come because in my coaching work I tend to work with people who've been referred to me. They've all come through somebody else's lens. I know something about their work. I've done a little research on them or they've introduced their self to me. They've completed the application. They have to apply to work with me now. Before I was kind of just taken whoever I could take physically or my schedule. So I'm much more

selective in my waking coaching. But Woke up Knowing is really meant to be that, it's meant to be something that is an esoteric experience that I'd like to know you. That's nice for me.

Interviewer: That's right, very unusual.

Dyana Valentine: It gives me permission to be some kind of unedited. I say exactly what comes out of my mind because I'm half asleep when I'm doing it.

Interviewer: And you're good at saying whatever comes out of your mind. So this is great.

Dyana Valentine: Just imagine, it just kind of turn past seven. That total Woke up Knowing is like an opportunity to really, really jam. Like it sort of like the equivalent of like paying in full make up, on- stage, sweating. Like it's that I'm radical, amplified version of myself. I'm pretty amplified as it is so it really takes it somewhere else. It's a performance. I really feel that. I feel like it's an improvisational performance art that somehow I've been training for and I didn't realize. I'm quite good at and I feel totally secure in saying that about.

Interviewer: You should. It's fantastic. You mentioned something about people have to apply now and be referred for coaching. Part of that as well is because you are so busy. So I'd like to know, do you even have a typical business day? What does your typical day look like?

Dyana Valentine: This is actually something that is under analysis in my household right now. I do tend to be busy but I don't know if I am properly occupied. That's something I'm trying to tease out the difference between those because I've always tend to be so social, very involved in a billion things.

Something that occurred to me years ago, I've realized that I am way more introverted than I even was acknowledging myself. I think of it this way. I cultivate my creativity in an introverted space. I express it in extraverted space. So whatever everybody sees of me online and even in my life if I leave the house is my creative expression. So it tends to have an extraverted outfit on. But I need recuperation time. I need lots of quiet time. I need lots of down time. I mean I'm a really big fan of freedom. So I like having blocks of time off like working retreats where I can really basically sleep for 2 days. Have a burst of inspiration and sleep for 2 days then have a burst of inspiration. I need it so time and business whatever, if I did a time analysis for last year for about 6 months. I've realized that about 25 to 35 percent of my time was true investment time or getting directly paid like there was income or possible profit related to that time. All of the other time was kind of being busy.

Interviewer: Got you.

Dyana Valentine: When I look that in paper, I was like, well that's does not going to make sense. No wonder I am so tired.

Interviewer: Right.

Dyana Valentine: 70 percent of my time at least was like just

Interviewer: Just running around, being busy, talking, doing things

Dyana Valentine: Look at my calendar, it's full

Interviewer: Yeah

Dyana Valentine: How would that mean? Now I'm sort of working at doing the reverse at that is where the vast majority thing that hit my calendar are directly related to that equation that I told you about before, bright light, hidden truth, freedom.

So if some of my freedom activities or some of my things are related on my own sense of personal freedom or my own sense of freedom to make better decisions for example. That for me is a feature of an example of being well rested and well nourished. So from spending time exercising or spending time preparing food or spending time learning about my nutrition or taking a class or whatever then that's going to be related to my freedom.

If it's not related to my bright light, my speaking or my instigating or my improv or my being interviewed like this, if it's not about shining the bright light, I'm gonna say no. If it's not about uncovering hidden truth are really investigating. For me I took Gale Larson's Real Speaking workshop in Sta. Fe last year. That to me was a hidden truth activity because that was about me getting aligned and being able to hear myself. So that when I was on stage I was really speaking from that heart center and space and speaking from what I know to be true for me. That was invaluable. I mean it was invaluable. As an investment, no brainer is in a hidden truth column.

What I'm starting to find out is the vast majority of what I had on my schedule is changing now with stuff that didn't really fit in any of those areas. They were just really obligation or "I probably should do this thing or gosh, this makes sense to do it now even though I'm not really feeling like going bra shopping" so should just knock it out. So that's starting to change now.

I feel more a little conscientious about it but that's something that I really do with my clients as I really want to know how you're spending your time. You know, your best time because my best time is between 4:30 in the morning and

9:30 in the morning. And there are very few clients who I will put on that space. I will put clients on that space who are in an extreme time zone. We have that requirement. Now that I only have clients that I am exceedingly committed to and I'm really, really moved by their work. I will put them in there if they are really at a turning point and I need to give them my best time of the day. I really need to honour what they're going through. I have the inspiration to work them.

Otherwise, I'm still smart. It's not that I'm giving them my [00:14:33] but I put my clients in my second best time of the day. I put my creative time in my best time of the day. That's made a huge difference. Huge, huge, huge, I cannot emphasize enough, gargantuan difference in my output, in my quality of work and also of my peace of mind in the way that I move through the world. So I'm getting more efficient. I'm a little like if you look at my calendar it's ridiculous and embarrassing. It's not sustainable.

Interviewer: It's just all blocking. It's just like covered.

Dyana Valentine: It's just covered. Today is just a nightmare. Today really should have, my day started at 5 o'clock in the morning. I'm just looking at the seat. What were the gaps where. I started working at clients at 6. I had one gap between 10:15 and 11:15 but I was driving 40 of those minutes. I had another driving gap, another driving gap. Then us, so it's like...

Interviewer: Crazy.

Dyana Valentine: Redonkkadonk. It doesn't make any sense. I mean crazy. Not every day is like that.

Interviewer: Okay.

Dyana Valentine: But when they are, I have to really say to myself like are you willing to sacrifice tomorrow because today is dumb ass.

Interviewer: Right. How many hours at night do you sleep?

Dyana Valentine: I do sleep a lot because obviously I am in training for this like diva oracle job.

Interviewer: You have to be rested.

Dyana Valentine: I do sleep a lot but I also do naps during the day like today I didn't have a nap but almost every day I'm sleeping little bit during the day. I sleep some between 7 1/2 hours in the winter. I learned some really interesting statistics that we're diurnal, we're daytime...humanoids are basically daytime animals, that if we are left in our own devices our body will sleep somewhere between 4 and 6 hours in

the summer and between 10 and 14 in the winter. We actually need more sleep. Sometimes I'm sleeping more when I can swing it but like today I'll definitely be ready to go sleep like around 8 but I'll probably be going to sleep around 9:30 or 10.

Interviewer: That's great. You recently spoke at TEDxOjaiWomen.

Dyana Valentine: Amazing.

Interviewer: I was going to ask. How was that? Was that phenomenal and exciting?

Dyana Valentine: It was fantastic! I highly recommend it.

Interviewer: You bet.

Dyana Valentine: You bet what?

Interviewer: I bet you went over fantastically well.

Dyana Valentine: I hope so. It's definitely a new talk. It was a new genre for me. It was a giant leap. I will not lie to you. I lost sleep last week. I was extremely nervous. I questioned my ability to perform. I was very really upset at the potential, for disappointing my host because I really like the woman who hosts TEDxOjai, Judy Womack from her website, no more an island. She's an amazing women business social. She's really a cool person. I really didn't want to disappoint her. She was very happy. I am very happy that I took the risk but it was absolutely, no question, my least prepared talk but my most total heart centered and complete divinely inspired talk so far.

Interviewer: I love that, heart centered is what it's all about

Dyana Valentine: Totally

Interviewer: You've been doing speaking for obviously for a long time. What advice would you give to anybody for non-traditional tactics for speaking gigs? How do you get speaking gigs from non-traditional ways?

Dyana Valentine: How to get the gigs or how to speak non-traditionally?

Interviewer: I think it's how to get the gigs, that's the question that came up for breaking into speaking. This is from Anica.

Dyana Valentine: I don't know that I have any answer for that because I'm kind of an outlaw. Everything I do is kind of accident. It's just happens. I got my first speaking gigs because I played charades in a Christmas party of total strangers. I knew one person at the party. I played charades.

Interviewer: And you said you got a speaking gig.

Dyana Valentine: I rocked at it. At the end of that thing, the host of the party said, we're doing this conference. We've love to warm up our audience. We think you'll be very great at that. Then I say that was such a blast. I'm thinking 30 people in Santa Monica, you know what I mean? Two weeks later I got a speaking contract for 400 hundred people in Chicago, 8 months, 7 months later or whatever, I was about to shit my pants. It was like what? It was the biggest thing I've ever invited to. What I mean to say was I don't know what I'm doing. It was totally dark out. I kid you not, I am not exaggerating people tell me that I am full of shit. But it has really happened. I freak out for six months.

Interviewer: Really?

Dyana Valentine: Freaked out.

Interviewer: Like, you weren't sleeping. You were...

Dyana Valentine: I wasn't ready. I was crying. I was trying to figure out how to get out of the contract. I kept talking to my friends like, help me have the conversation were I pull out of this speaking guide while they still have time to find another speaker. Like, I was beside myself. I mean, I was already in the printed program and I was like, "Oh no!"

So, you know?

Interviewer: Well.

Dyana Valentine: I am kind of like an, you know? I'm a little... It's was—I have a little bit of the haphazard [0:20:40.7]. But I will say that I trust it. I think saying out loud what you want, that you are interested in being a speaker, that like I really love teaching workshops. I love my podium freestyle. I love striding around a room of people and being able to tune in and find the little pockets of gold and bring them up on stage and have that be like a really well-facilitated life process because I know I want that when I'm in a conference or a retreat. Like, I want my money's worth.

Interviewer: Yeah. Definitely!

Dyana Valentine: And I make it my mission to give that. So, you know, and it's also my calling, like, you know. I think that there are a lot of entrepreneurs who think they're supposed to be speakers because that's like... Okay, you're supposed to be a speaker and you're supposed to publish a book and you're supposed to this and you're supposed to be able to report that you've had a six-figure year within a year of starting your... I mean, it's—the standards are fucking impossible and

they're also not appropriate for everyone. I mean, yes. Good Lord, it will be great if everybody could have, you know, mid high six-figure a year because that would be wonderful.

Interviewer: Yeah.

Dyana Valentine: But the reality is that we're not all built to have large scale business models. We're not all built to be CEOs.

Interviewer: Yeah.

Dyana Valentine: We're not all built to be authors. We're not all built to be speakers. There are many, many people who are authors that being an author has done nothing for them. It's just created another project that they had to finish and now their garage is full of books.

So, I think it's very important for you to get clear on why you want to speak. What's the message that you want to send out there? Does it resonate with your core cause? If it doesn't resonate with your core cause, forget about it. Drop it. You know?

Interviewer: Yeah.

Dyana Valentine: It's like a tennis ball. It's going to take your teeth out.

Interviewer: I think that goes with what were saying about "woke up knowing experience" in the sense of, you know, trying to break down the castle walls and go through the blood or just go through the open door...

Dyana Valentine: Yeah.

Interviewer: And go straight to the fireplace.

Dyana Valentine: Right.

Interviewer: It's like why tackle the impossible path that's painful and arduous and difficult when you can go through that other path that feels a little bit more natural. I do think that there are certain things, you know, in the Steven Pressfield book that does the work.

Dyana Valentine: Yeah.

Interviewer: But sometimes when you get closer to that path it's really right. You do feel this extreme resistance kind of like what you were saying about...

Dyana Valentine: Right.

Interviewer: Like you almost didn't trust the fact that they did ask you to speak at this, you know, at that time, enormous gig for you of 400 people. You were like freaking out, you know?

Dyana Valentine: Well, I felt like...

Interviewer: But that was your resistance.

Dyana Valentine: Well, I just felt like I misrepresented myself and that they and that I was like, "Oh, wait. Uhhh..."

Interviewer: I thought you were good?

Dyana Valentine: I thought you said 30 people in Sta. Monica, like what? You know? I just, you know, I just blocked it.

Interviewer: Yeah.

Dyana Valentine: I haven't even been there for the conversations. I was like, "Sure. Just play charades. I'm high on mojitos. I'll do anything." You know?

Interviewer: Yeah. Yeah. That's wonderful. That's wonderful story. Okay. Have you ever had an awful client? And if you did, how did you handle it? What did you learn from it?

Dyana Valentine: Yes. I sucked it down like sponge lips for way longer than I should have. I tortured myself over the head, tummy aches for hours leading up to those client meetings and hours after them. I couldn't stand them. I vilified them in my mind. I made a big drama. I talked about them in therapy. I talked about it to all my friends. It was dumb. I went on way too long. I tortured myself over them. We finally fired each other in a very like, awkward but mutual way and I felt much better after that happened. And it was not pretty or well orchestrated.

Interviewer: What was your take away from that? Have you kind of has that ever happened to you again? Do you—obviously you felt to your client's very, very well now.

Dyana Valentine: You know in the first five minutes.

Interviewer: There she goes with that line, again.

Dyana Valentine: Walk away from the dumbasses. And I don't mean that there are dumbasses. I just mean like from the dumbass situations.

Interviewer: Right.

Dyana Valentine: Like, you know. You know better.

Interviewer: Right.

Dyana Valentine: Stop it. It's not—it is not worth the 5,000; 1,000; 5,000. It's not worth it.

Interviewer: It's not worth the money.

Dyana Valentine: Because they will—that situation and your reaction to that will poison the well.

Interviewer: Very true. True. True. True. What about a best client? Have you had one client that you just gone, "I wish I could reinvent this client, over and over and over again because this has been the best experience ever."

Dyana Valentine: God. I can't count. I mean...

Interviewer: There's so many.

Dyana Valentine: Like once I started to figure out, like, who I want to work with I mean, they totally kick ass. Yeah, I mean, okay. I have one client who I worked with like several times a year. And we'll just kind of have spontaneous calls. She's one of the few people who like, whenever she wants time I just give it to her. I make time in my schedule; there's no question. So, she's one of those people. There are many people and who I've really enjoyed working with, mostly artists, mostly creative people.

So, she will call and she'll say, "Yeah. Valentine, I need some time." I'm like, "Done." Like, tomorrow I'll do what—I'll get up before the crack of dawn. No problem. Stay up late. I don't care. Whatever's convenient for her, I'll do it. And one of the reasons why I like working with her is because I can do full "Dyana speak" which most people kind of glaze over when I start talking super fast and get really excited about something. I can talk full speed "Dyana speak". She gets it. It makes sense to her and then she actually implements the suggestions.

Interviewer: Wow.

Dyana Valentine: Like she makes sense of it. It resonates with her values. She takes it. She does it in her own way which of course everybody, that makes sense for everybody who's like a mature, you know, person of their own selves and own make-up. But we—I call her my 17-minute wonder because we'll set up an hour and within 17 minutes we have rapid fire solved problems like four problems.

Interviewer: Wow.

Dyana Valentine: And she goes forward and like I'll hear her say something that we talked about the next day on television.

Interviewer: Wow.

Dyana Valentine: And I'm like, well I like this. I like this a lot. It's like, it's just killer.

Interviewer: Yeah.

Dyana Valentine: It's killer to be, to be such an intimate part of somebody's creative process that you resonate like that and you were like separated by Zeus or something like there's some way in which like we just found each other through the billions of people on the planet.

Interviewer: Yeah.

Dyana Valentine: And we were like, [Gasps]. So I have, I have several clients like that but I would say she stands out as the example for that.

Interviewer: She sounds really nice and I think...

Dyana Valentine: And I wish that for everybody. I want everybody—I want you to hold that standard in your mind because it happens all the time and you can have it, too.

Interviewer: That's exciting. Out of all the clients that you've coached, does there seem to be a recurring theme that you keep having to tell people, you know, in terms of getting them to break through to their creative ground or to launch their business in the right way. Is there that you kind of go, "Okay, I got to deliver that message again." Is there something like keeps coming up over and over again?

Dyana Valentine: Nothing that frustrates me. Nothing that...

Interviewer: I didn't mean for that to sound frustrating, more like is there a recurring theme that you...

Dyana Valentine: Yeah.

Interviewer: You feel you have to repeat to people especially, obvious because of this show for people starting their own businesses.

Dyana Valentine: Well, I think everybody who I worked with is starting something that feels new to them.

Interviewer: Right.

Dyana Valentine: So, even if you're starting your own business, it is very unlikely that it's the first thing you've ever had control over, have responsibility for. It's just another project, just bigger and has a little bigger impact and has a little bit of more social importance when you say you have a business. But, you know, most of us are grown ups and we've had responsibility for things before.

Interviewer: Sure.

Dyana Valentine: So, starting a business is just a new big project. Most of the people I work with, you know, they're already fairly successful and they're either—sometimes, I'm working with people who are doing genre shifts. So, that's kind of like the genre shift of having a job versus having a business. It's a genre shift. You're still working. You're still creating something. You're just in charge of everything and you have to reap the consequences and the rewards, you know what I mean? You're not just getting steady pay check that's coming from the sky somewhere.

Interviewer: Yeah.

Dyana Valentine: So, it's kind of like that. And so, I'm working with people who generally have one or more businesses and who are working on something that elevates them to a new level or they're speaking to a new, you know, I just—recently, I do a lot of presentation coaching and just coach somebody who's used to talking to basically Americans and a contained environment, clients who have hired him to be there. And now, he's moving to an international stage where he's starting to speak to thousands of people. And he's trying to figure out how he translates his work. So, you know what I'm saying?

Interviewer: Yeah.

Dyana Valentine: So, there's a baseline there of like success and competency but there's one up that's happening that shakes people's tree a little bit. That's the same thing that happens for small businesses. The tree is shaken all the time or at least you have a feeling that it is because things are really new and they move pretty fast.

So, I don't hear. I don't—I really don't hear, you know, even though I probably could generalize some of the stuff that people go through in terms of questioning their creative output or the confidence to take a risk or something like that. To me, it always sounds different because it's coming through these different lenses so it feels very unique to me.

Interviewer: Right.

Dyana Valentine: I think the things that have been common, have been—have come out in like, products, like, pitch perfect. Like, everybody, like, I can't tell you how

exhausting it is to listen to people to talk at me about what they do. Like, they're just like... They take a big, deep breath and they're just like...

And I do it and it's embarrassing. And it sets up a very big barricade to get to the real stuff. So, if you can lead with the real stuff verbally and it matches what you're saying non-verbally because of course the majority of our communication is non-verbal. It's energetic.

Interviewer: Yeah.

Dyana Valentine: Even through Twitter, Facebook, whatever, we're transmitting information that is not in the little updates that we produce. So, if we can get those two synchronized so we have symbolic, we have a symbolic marker which is Language, for what energy we're bringing forward. Everything gets easier. Your web copy gets easier. You're setting up your services. You're choosing your stuff gets easier. Everything does.

So, for me "pitch perfect" is kind of a gateway for before I can have a conversation with you, you need to go do this so, I know what the hell you're talking about.

And so that I know what I'm talking about, too because I made that product for myself. So...

Interviewer: That's interesting. Wow.

Dyana Valentine: I think that's pretty common is that people have an idea or a problem or an insight or whatever and they don't know how to language it. And so, that's what inspired me to make that product because I'm not a big fan of just cranking up products like, I don't really get it. It's kind of boring to me. I sort of wish that somebody would just travel around behind me and listen to what I say and make stuff.

But I think that the things that become products need to be things that are can be used over and over again that have an essential purpose and that relate to our ability to obviously, be free. Be free to say what we mean, you know? Be free to stand in the light and expose our truths. Because a lot of times when people do pitches, they're just finding their way to tell the truth.

Interviewer: Yeah. That's very pointedly stated and its very interesting to me that you created "pitch perfect" almost as a passage between you and communicating to and with the clients.

Dyana Valentine: Yeah.

Interviewer: That's really interesting. It wasn't just an information, you know, product that you put out there. Here is my information marketing e-book for you...

Dyana Valentine: Yeah.

Interviewer: And a worksheet for you. It was actually something to help you do what you do...

Dyana Valentine: First and foremost.

Interviewer: Better.

Dyana Valentine: Yeah.

Interviewer: That's amazing.

Dyana Valentine: First and foremost it was for me to make myself more understandable to other people. Then, it was for, at the time, my 8 or 10 clients were all struggling with elevator speeches...

Interviewer: Okay.

Dyana Valentine: At the same time. And so, I was doing it with else, "Wait a second. We need to get everybody together on the phone. We need to have this be a workshop or something." So, I kind of streamlined that conversation because I was learning it as I was teaching it to them. It was coming out of my mouth like that's a good question. Let me put that in the worksheet.

So, it was a simultaneous creative process. But then, it turned in to this piece that I almost couldn't take clients after that who haven't been through it because I was like, I feel like we're sifting through what you think you might need in your business is before we can even work on a project. And it started to become kind of unsatisfying because I couldn't get to the heart of my work fast enough.

So, then I started to do things like, I did this with about three clients at that time. When I finished "pitch perfect", I was in the middle of working with a couple of clients I said, "You know what? You're going to—your homework this weekend is to go do this thing. Come back to me on Monday." It was a revolution. We got so much work done after that because suddenly, we were both talking about the same thing. We understood each other and we were moving towards the same goals. It was remarkable.

So, people keep recording it like, the pitch process is way more about understanding their own business than it is about coming up with an elevator

speech. So, I was thrilled when that was the outcome. I was like, “Score!” It’s kind of like, you know, Viagra was for something else.

And then it was like, “Yey! Give boners for everybody.” So, it was kind of what I feel like, you know, it’s really been a great tool for me. So, I’d say at the core, a lot of people, small business owners and giant international personalities, all struggle with saying what they mean so that they can do what they say. You know what I mean? It’s a cycle.

Interviewer: Definitely.

Dyana Valentine: If you can’t express yourself, it’s really hard to make your work come alive in the world.

Interviewer: Isn’t that the truth? You’re so good at the truth, Dyana. I love that about you.

Dyana Valentine: Thank you.

Interviewer: Okay. I have one more question for you and this is just a fun one because what you do is so outlandishly unique. When you were a little girl, what did you dream about doing? And I’m guessing—I’m just going to, I want to put a guess out there. Because your parents are artists, did you dream about becoming an artist?

Dyana Valentine: No.

Interviewer: Okay. I was so close.

Dyana Valentine: Do you want to guess again?

Interviewer: Let’s see... A ballerina?

Dyana Valentine: No.

Interviewer: Motorcycle racer?

Dyana Valentine: That would have been a good one. No, I wanted to be a child psychiatrist.

Interviewer: Oh, my God! I can, I would have never guessed.

Dyana Valentine: I decided when I was five that I was going to be...

Interviewer: When you were five?

Dyana Valentine: Yeah. Yeah.

Interviewer: Wow.

Dyana Valentine: Because I really loved kids even when I was a little baby. I would be like, “Babies! Babies!” I just love little kids and I was a little kid and I liked other little kids. I just really, I really want to help them. Like, I was around a lot of little kids who like, you know, needed help and I needed help. And I wanted the answers and so, yeah.

Interviewer: I guess that’s not far removed, in a way. I mean, you’re tapping into the inner child in all of us.

Dyana Valentine: Well, bright lights, hidden truths, freedom.

Interviewer: Yeah. Yeah.

Dyana Valentine: I mean, how much sort of a psychiatrist could that be?

Interviewer: Exactly. Well, that’s wonderful. Thank you so much. Is there anything else that you would like to add to tell female entrepreneurs who want to look at difference in the world?

Dyana Valentine: Yeah. I would. I have something coming through for everybody. Can I share it?

Interviewer: I would love for you to share it.

Dyana Valentine: Well, I would say this. I would say that, you know, we get trained to be sorry; to be sorry for being big; to be sorry for having an opinion; to be sorry for taking risks; to literally be sorry to take up space. I think that’s really true for American women. I think we get kind of trained to be sorry and to lead with “I’m sorry” and “I’m sorry” really means sometimes, it means “I’m afraid”.

That doesn’t mean “I’m afraid, you’re going to think poorly of me if I—my business fails” or “I’m afraid that you’re going to think differently of me if I ask you for what I want” or “I’m really afraid of what’s going to happen if I say no.” Like, people are so sorry to say “no” to things.

And I just want to reiterate to everybody that if we just watch our “sorry’s” just for today. If we just think about it when we’re about to say “I’m sorry” or when somebody else says “I’m sorry” question them and say, “Oh, what are you sorry about?” Really get into what it really means for people. I think that you would find that we’re all afraid of something but I believe there’s the option to decide to continue on, even though you’re afraid.

And I know that in times of my life when I was taking those risks. I mean, I take them every single day. Like, I was on the TED stage, scared shitless. But the title of my talk was, “I am not sorry” And so, if you took nothing else from this

conversation except for that, I would—I would feel like, you know, my time here was well spent.

So, go out into the world and instead of saying “I’m sorry” maybe just say “I am” and be a—see what kind of energy that generates.

Interviewer: Thank you. That is beautiful, Dyana. Absolutely beautiful. I am not sorry and I am... And thank you.

Dyana Valentine: My pleasure.