

Carol Tuttle Interview

Birgit: Today we have a guest who is not your typical internet marketer. In fact, most of you won't even have heard of her. She is an amazing person who has effectively used all of the internet marketing strategies to build a thriving business. Today I am really happy to introduce you to Carol Tuttle from Caroltuttle.com

I wanted to interview Carol because once I started receiving her emails, I could see she was a woman who knew exactly how to use internet marketing to grow a thriving business into an information empire, and I wanted to have Carol on the call because she uses a real-life business in which she has just taken the internet and used it to establish herself as an expert in her field. She is a great example of someone who uses the internet to motivate and inspire millions of people around the world. I know she is going to be a fantastic role model for you and an inspiration to all of us.

First I am going to have Carol talk to you about her business; what it is, and then we will go in and explore more about the details of how she uses the internet to communicate to the world.

Hello Carol; welcome to the call. Why don't we get started in hearing about the business that you are actually in. What is it that you do?

Carol: The area of expertise that I am a professional in is energy healing and personal transformational work and my primary way of doing business is internet market. I work in the field of energy psychology and I started my work years ago as a private practitioner and then started to... I am an author; a best-selling author, and I created a lot of home-study courses and DVDs and other media materials which teach different applications of what I do to teach people how to work with their own energy, their belief systems, and to really work with the internal dynamic of a person because the foundational belief is that; whatever you believe and whatever is going on in your inner world is going to be reflected in your outer world. So if we can manipulate and change that belief and clear your fears and inhibitions, you open the space for really wonderful things to happen and show up in your life. I took that to the internet world in about 2003 and I launched my internet business.

Birgit: I know on your website you talk a lot about energy medicine, working with your body, the chakras, and you know a lot about emotional freedom technique and you even have a course about dressing your truth.

Carol: Yes. I have actually gotten into a whole other field to the personal; I guess you would call it the “image consulting business” and I teach a program called “Dressing your truth” and it is all about the movement and the energy that we put on our bodies so we are able to profile a person; it is kind of a personality profile that we have that we can determine just the inner nature of who they are, the movement, the way they express themselves through behavior, personality, life experience, and we can teach them how to dress in a manner that supports their true self and it really enhances their natural beauty. We call it “Nature’s makeover from the inside out.”

I am really excited because we have doing it primarily just through live events and consultants, and we are just now starting to work with a programmer to create an interactive experience to teach this information that you might think you could teach in a live experience because it involves clothes and colors and jewelry and hair, but we really know that we are going to find a way to do it on the internet.

I have a significant data base of people that have come together who want to follow what I do; my list is about 45,000 people and it is worldwide and I get emails continually with requests that people want to learn the information that I have, but so much of it is visual or hands-on, that I need that medium to express that and so the internet is just fabulous platform to take information out that requires a visual interaction.

Birgit: What do you do on a typical day from an internet marketing perspective? What needs to be done?

Carol: I am in a phase now where a lot of the nuts and bolts are in place. It is kind of a machine. When you build this internet business, if you are doing it in a way with an idea to kind of work your way out of a job or to allow yourself to go onto new projects so that you don’t have to baby-sit or track what you are doing because the nature of it is so automated and so self-supportive within the technology, that right now this summer, I have been taking a big reprieve and quite honestly I only do what I am motivated and inspired to do and if I don’t feel a passion and a real enthusiasm for it, I don’t do it, and my business continues to run because I have created it to be an automated system that continues to support people through my email autoresponder series, the fact that people can go on any time to our shopping cart and buy... So I continue to have a successful business without having to have a daily investment, and that was really the “A-ha!” when I went from a private practice...In 2004 probably I really made the conscious decision to say, “If I keep focusing on my business as it has been created to this point...,” which was demanding of me

personally being somewhere with someone. At the time in 2004, my income was greater through my private practice than my internet business and I made a conscious decision to switch that and to completely actually get out of the private practice business and only do speaking events and internet marketing. We have pretty much reduced it down to that. I do live events, trainings and I do the internet business.

Birgit: How did you go about learning it in the first place? What were the first steps you started to take when you decided to move it to more online as opposed to the personal contact?

Carol: My mentor showed up in 2003 and I went to a program called “The National Publicity Summit” that Steve Harrison puts on that a lot of people may have heard of. I went thinking I would get other results through conventional, traditional media exposure, and I now know that the one person I went to meet was Yanik Silver because I watched this gentleman in a matter of 45 minutes generate about \$40,000 from a program that he offered that was internet marketing based, and I looked at my husband and it was very apparent to me that I was doing it the slow hard way; kind of pick and shovel and I was just like intrigued by this and I said, “I want to learn what he is doing.” We invested in a program that he sells called “Six Weeks to Instant Internet Marketing”. I followed his program and I was doing everything wrong at the time. I had a website but I sent everybody off the website to Amazon to buy my book. I didn’t have a shopping cart. I gave away a ton of content and I gave away tons of information and I learned what I was doing wrong, first off, and started correcting it.

The first things I changed was I started selling; at the time I only had a book and my book was on audio. My book is called “Remembering Wholeness” and...

Birgit: Can we still buy that today?

Carol: Oh yes; it is a best-seller. It is kind of a classic for what it teaches and it is very timeless in the information and successfully I am able to sell that through my own e-commerce site and then do very well through traditional and other channels like Amazon and retail bookstores and that, but we now keep people on my site rather than send them away. Then I started to ____; I didn’t know it, and I am a quick learner, that I needed to grab people’s email and name; I needed to create a data base; a community basically.

I got that going and we give away an audio called, like on the homepage, you go to CarolTuttle.com and you will see “To subscribe to Carol’s weekly email

called “I am a creator” and I have an autoresponder series that is a 3-year series, and if you were to subscribe and stay on it, you would get weekly emails for three years that are short and quick and I use text format; I don’t use HTML; I am real basic and it is maybe 4 paragraphs that I teach a principle and an application or an energy therapy interactive tool.

Birgit: I love receiving those emails. They are so inspirational and they always have a lot of information for me to learn.

Carol: Yes; they are easy to read and short. I felt that was very important. I noticed my own trends online that if I wasn’t taking time to read things that were lengthier, it is a good chance that my audience was not either any more. I used to send out the monthly newsletter that was really pretty....and I realized, you know what? They would probably like it more often and shorter. So I switched to that and that is where we have the biggest base of subscribers. We have with that particular group, probably 25,000 that subscribe to that; most people stay with it. They stay in the series.

I got to the point where I didn’t want to keep writing them, so I was close to my 3-year mark and I figured, “If I have people that have been on this for three years; at the 3-year period you get an email that says, “Congratulations! You have been subscribed for three years,” and I invite them to start the series over, with the idea that you are in a new place, the information will speak to you differently and you will get a whole other level of benefits from it. That way, I was really aware this summer, “What am I still having to show up and do if I want to make this completely self-sustaining; what do I have to tweak here?” and that is what I have given time to this summer. I am freeing myself to pursue more of the “Directing your truth” development and getting that information out there.

Birgit: Do you sell products in the emails?

Carol: I do. I make a suggestion. Obviously it is a marketing tool. I am not shy about that. I am a marketer; I like to market. I have no problem selling people things. I definitely have that in my... that is a part of my whole... For me, whatever you are doing should have an angle of marketing or you should be able to market in a way that you put it out at an angle that there is a benefit first and the marketing comes second, and there is always an opportunity to do marketing.

Birgit: People really appreciate the information that you give them; that is why they keep staying on your list because you are giving them something valuable.

Carol: Yes; I feel like if the value is there, they can choose if they want to respond to the offer. That is just there. It is funny because people will say that they want to know what you have and if we were not putting that out there as clearly as we were... people don't know necessarily about it, so we are very good at information our data base about what I have and what it is about in a manner that is not too pitchy or salesy.

Birgit: I feel your emails really down to earth. It is like they are just talking to me personally and your energy and personality comes through in them.

Carol: That is really my approach in internet marketing is to make myself a real person; I am a personality online basically; people feel they know me and I have a great benefit from that and they feel a rapport with me... In fact when people meet me, is it funny now because they will say, "I can't believe I am actually seeing you and meeting you because I have been reading and listening to you for so long!"

That is my approach; I created myself as a... I am the brand. Carol Tuttle, I branded me online; my face, my name so people could have a real direct experience with me and that is how I built my community around a relationship with me.

Birgit: You know when you said about the three years of emails; how did you write those? You wrote one a day or you wrote a whole slew and split them up?

Carol: I would just sit down and maybe do 2-3 month's worth and then I would put on my calendar where I was in the process. I would make a note that I had an email up to that date and I would do a bunch more; about 10-12 more of them. To me, I wasn't shooting for a 3-year length; it was just this year I looked at it and said, "Do I want to keep this to be an unending stream of emails or do I want to say, OK; three years; it's solid, it's good and let's invite people to start it over." When I when through this process of writing them, I didn't have that necessarily clearly as a goal in my mind; it just became apparent to me that is what I wanted to do now this year. I didn't want to keep writing them without a... I was just looking at how to free myself up from different tasks.

Birgit: How many people are on your team permanently and do you do outsourcing? How do you manage your team members?

Carol: My husband and I work together; this is his full time... we don't work full time, but he doesn't have another... he left a profession he was involved in about a year and a half ago to support what we have created and then I have an email intake manager; an email manager that all of the emails that go to

Carol@Caroltuttle.com , she manages that. I see every positive and appreciate email and we delete any of the negative stuff. I don't see that, and she... I base what I do through my own inspiration and what feels right to me and it is not right for everybody and that is OK. So Chris handles all of that and she will interact with people on my behalf. Then I have a customer service manager and then I have... This is it in my Caroltuttle.com world. Then we have a fulfillment company that does all of our shipping and all of that. So we outsource all of our shipping... They do production; they do all of the production and the shipping and then we will outsource when we need.. like if we have a new product and we need a cover designed, we will outsource for different things that we need for marketing materials. Then in "Addressing Your Truth" side, my daughter and daughter-in-law work with me on that. That's it. We have a very small team. I don't like having a lot of people I have to manage.

Birgit: Who is the techie person in the group then?

Carol: Technical support is in India.

Birgit: So you outsource to India for perhaps a programmer and the autoresponder you would do that yourself?

Carol: Yes; I do that myself, and we set it up so we can get in and we had our technical support in India recently create our web pages so we can get in and make immediate changed on content and that; my husband John does that. I don't do anything techie. I have no interest in it.

Birgit: Do your retain the people in India on a monthly basis or just piece by piece jobs and do you always use the same person or different ones?

Carol: The group we have is called "The Mango Media" and she has a whole team. Sue ___ is the owner and she has a whole team that play different various roles and so far we have had good success with her and her team and she then decides who on her team is going to do what. We just deal with her directly and I think we pay project fees and we have certain things that need to be done, designed or created or set up and then probably a monthly fee for... I have a membership site called, "The Carol Tuttle Healing Center", where you can go online and do interactive energy tapping or emotional freedom technique sessions on very specific issues so I actually offer one-on-one sessions through the internet.

Birgit: Do they phone you and then you talk on the phone with them?

Carol: No; they are videos I recorded that actually if you go to the Carol Tuttle Healing Center, you access that through Caroltuttle.com. It is a membership site, and my idea in this was... Years ago people just need support in following a tapping sequence with the script and the wording that supports clearing the issue, the belief system and the patterns and because of my private practice history, I had just gotten very sophisticated and very good at taking people through getting to their core issues and knowing what to do. So I translated that into a video platform, and so if you were to go on...you can actually join a 3-day trial for \$3.95.

So somebody goes on and they go into the sessions library and there are over 85 video and audio sessions on very specific issues from weight and body issues, self esteem issues, relationship issues, parenting issues, sexual issues... we have all subcategorized. Then within those, let's say you pick weight and body issues. You want a clearing for over-eating. Then you click on that, and a video and a PowerPoint is going to come up and you are sitting there as though you were in a session with me and I am giving you kind of the preface of what this issue is about and what are the deeper emotional dynamics involved, and then we start a tapping sequence and the person just follows along with me as we go through all of the core beliefs and the limiting patterns and then I wrap it up and give them some coaching and life support and most of them are about 15 minutes long. It is really awesome because you get the benefit of doing a session with me without having to be in a physical space with me.

Birgit: And I can do it at 4am in the morning.

Carol: You can do it when you are about to go to the fridge and binge. I tell people, "Get online and get this up. This is the best time to use these tools and the discomfort is there and you feel those charges and just do a session."

Birgit: How many other websites do you have?

Carol: I have probably active, probably 8 that are actual specific destination to sell a specific product.

Birgit: Can you tell us some of them?

Carol: Caroltuttle.com is the nucleus; kind of the heart of the whole wheel and then we have one called manifestingmoremoney.com, and these sell bigger products; they are all going to be over \$100 products. We have energyhealingbootcamp.com; that is a business course for people in the healing arts and how to use the Law of Attraction and how to use your own

healing techniques to clear and heal your own issues so you can allow growth and expansion to occur and then it has a lot of conventional marketing material and guidance too. Then I have energyhealing101.com and I created a home-study course that was sort of an overview and if you had to take Energy Healing 101, it was basically the basics and advanced ___ and how to use them in a practical everyday life situation. I have a lot of parents who buy that, if you are in a new job situation or a new sport, so I diversify these tools and give them real practical applications and designed this course that we sell.

Those are the biggest players in our group; dressingyourtruth.com is an independent site that we promote "Dressing Your Truth". We are building that as its own brand. It has my name, because my name is more recognizable than the actual program, but we are building that to have its own presence in the marketplace. We are now just redoing dressingyourtruth.com to be a multiple page site. It used to just be a sales letter. Then we have rememberingwholeness.com, which is an inspirational flash presentation with music and slides and quotes from my book; so it is like an inspirational experience.

Birgit: So you used all of your expertise in the energy healing and created it into products that people could use online and that is really where the money comes from if someone buys a product. Is that correct or does it come...?

Carol: Yes; well the membership site is...people join that for \$67/month and they maintain their membership and it is up to them to determine the length of their membership and so that is an automated payment so we generate decent return for that because we have several hundred members on that at any given time and new members signing up so there is no product that goes out with that.

Birgit: Do you have to keep creating new products for that and putting new stuff up every month because sometimes I hear people say, "My membership site! It takes so much of my time and I am constantly..."

Carol: It is pretty content rich. I don't know anyone who has watched and listened to all 85 of the sessions and we suggest... We are not trying to keep people lifelong on that. We think people benefit from a 3-4 month experience with it. I am really honest with people and I give them guidelines to give them real value rather than just trying to get their money and find ways to grave their money every month. If you use this predictably and regularly for 2-3 times/week, in 2-3 months you are going to see a significant shift in your life,

and so I am honest with people. I meet all kinds of internet marketers and their primary interest is just getting the money.

Birgit: What value is it really and that is one of the reasons why I wanted to interview you because I could see that you give a ton of value and you also know and use all of the internet marketing strategies and I just thought it was a fantastic example.

Back to the videos that you created – did you use _____ or how did you make those? Did you make them in your house or did you have to go to a studio? How did that work?

Carol: It was interesting. Synchronicity playing out its best. A neighbor of mine in a neighborhood we lived in a few years back, was actually developing this interface and this platform to take information out through video and PowerPoint and my husband and he got talking and the owner; he owns a company called Synchnet and he thought it would be great for me to take my information into this format and he actually kind of used me as a guinea pig to build one of his first learning centers. He calls his a learning center. His studio is in his basement and I would go over once a week. I would have a commitment every week to shoot 2-3 videos, because I would have to script them and write out all of my PowerPoint and I would have to do all of the prep and then I would go in and shoot and I do have an ability to shoot impromptu and not have to do a lot of... If I can get the first shot or the first recording it will be better than anything else. I have an ability to just do that pretty effectively because I know my material so well and my camera presence is good enough and then with the benefit of the dressing program and knowing what to put myself in, I show up on camera nicely and I was able to shoot 2-3 of these every week over series of about 8 months that we built it and then we launched it finally. We have done some tweaking and he has made some improvements over the last couple of years, but it really was, for me... People that are interested, if you go to youremotionalhealing.com, that is our sales page for the healing center, and if you go to and get involved in that, his information and company is right there. His company is called Synchnet. He had everything I needed. He was a one-stop shop kind of thing.

Birgit: What I did hear in you describing that was that it did take time; it took you time to create, think about, script it out and even to go over there over a period of time. So often I find when you read a sales page and that, it sounds like you are making the money overnight and thousands and thousands just plunk in your lap and I think it is so real of you to point out that it does take some time

to create the products and develop the business to a point where the money is dropping out of the skies.

Carol: That should not be motive. I didn't start doing what I was doing to have an agenda to make money. I wanted to get my information out there and use a platform and an interface that allowed more people to benefit, so my motives were very different and I just thought that the internet was just the genius way to do it and I knew I could make a really nice income as well with less effort. I am a very practical person and it all looked very smart to me.

Birgit: More people could use it in the same way that you did.

Carol: I have people going to... I stopped going to energy healing conferences and I started attending internet marketing conferences in 2004 when I really decided that this was going to be my primary business focus, which was hard for me to do, so I learned that world, but I met so many people where their motive was, "I need money and this will be the way to get me rich quicker..." and I thought, "If you are not passionate about what you are putting out there on the internet, it is going to be really tough to get you to get it, because sitting in front of your computer gets old. All of this gets really tedious and you have to love what you have and want other people to experience it. I was very passionate about what I had. I thought everyone should know. .

Birgit: Which conferences did you go to?

Carol: I kept going to Yanik Silver's events, but I am not going anymore because I feel that I know enough and if I have the right programmers who keep up on the technology I don't have to know too much more; at least right now. That could change in the next month but. I know him really well. He was part of a mastermind group that he did and quite honestly I got so tired of sitting around with about 20 other guys and I am like the one female in the room and hearing about their wanting to make more money, bigger, faster and I told my husband, "You can keep going to these, but I am not having fun anymore."

Birgit: I know when I started going to the conference, I did it because I wanted to be able to know enough so that I could get my husband organized on a daily basis, but I found that there really weren't many women there and I wondered why that was and...

Carol: I asked Yanik myself; I have asked him many times, "You need to have more women out here," because we do approach it differently. I can see where women have kind of taken on a masculine nature in a business model and they have lost their feminine heart sense and heart center and I think, "Wow!

If you will just truly bring your feminine intuitive heartfelt nature into this, you are going to blow these guys out of the water.” Hands down, if you follow your inspiration and your heart, more than the logic, because what happens when you start to learn all of this stuff... In the early days all I had was my inspiration and enough knowledge to do the next thing and the more have-to’s and shoulds and programs and tactics that I learned the more it clouded my own inspiration in my heart and I have come back to that now. Last year was kind of the pinnacle year where I really saw what I had done and said, “I have lost my intuitive guidance in this. I can’t do this anymore based on what everybody says you have to do.” A good example of that is; I had never tested anything; like try it this way, test it... I have never done that.

Birgit: On your sales page for example?

Carol: No. I don’t care. It is not fun for me. I don’t enjoy it. I just trust. I just say, “It feels good. It feels right I am going for it.” So I have broken a lot of the standard basic, “You have to do it this way...” and I would sit and hear this and tell myself, “No I don’t...No I don’t...” and I got bought into it more and last year I remember standing up and my husband and I share an office and I said, “I can do it this way anymore. I have to go back to the basics and how I have fun playing in this business or I will just walk away from it because it is not fun anymore.” So I have taken this summer to step back and see; what do I still really love and what am I passionate about, because otherwise I am just going to a job that I feel I have to go to like anybody else and I completely miss the point of what I have created, and “Dressing Your Truth” is my passion right now. I want to share it with a lot more people and so we are going to find out how to best do that through the internet.

Birgit: I noticed the last couple of conferences I went to that there does seem to be a shift to more of just what you are saying; a female centered marketing approach and the guys are trying to learn it and I really believe that in the next 2 years we will see this shift in sales pages and in any products coming out just the way you were saying.

Carol: I was the one the always said, “You don’t need a sales page so long. No one is reading that stuff. Get to the point!” Then I got talked into it and then I created these lengthy sale pages and now what have they done? “Oh they shouldn’t be that long anymore.”

Birgit: That is what is so important and key and especially once you have created some success, I think then you gain more confidence in what you are doing and I think that it is great that you are going back to just looking at what you

like to do and what works for you and you have already built a fantastic business so everybody should be coming to you to learn.

Carol: I am happy to share. Some people love all of the stats and all of that and if you love it, do it, but there is nothing you have to do to be successful. More than anything you just have to believe and follow your inspiration and be willing to... When you get inspiration and when you feel moved to do something, if you start to judge it, analyze and critique it, you shut it down. You have to be willing to move when the inspiration comes and that is what I have been very good at through the years; just go for it with uncertainty, because it might work and it might not, but most of the time in my experience, it has worked. But if I start to get my head on it and wrap my mind around it; man! You can really talk yourself out of anything.

Birgit: What other advice would you give to people who are starting out either on the internet or even in a regular business?

Carol: I never exceeded my profits. I never went into debt. I only grew as fast as I had... If you are in a situation where you have to get a small business loan, or even a grant, do it in a way that is really practical that keeps you in a place of composure. If you start to see more money going out than coming in, you get panicky and stressed and it can only create more of what you don't want. You put yourself in a deficit energy and it is very difficult to turn that around. Be wise with just the growth. Another little mantra that I have learned to live by is; what is the rush? If you get into that whole thing with money, it will be detrimental because I have seen that happen for people too and I have been careful and not overextending myself and we have always been profitable.

Birgit: Did it cost you a lot to get going?

Carol: No; nothing. In the early days it was me and a web designer. It was the two of us.

Birgit: Did you spend a lot on programs or seminars or just a small amount?

Carol: No. I would go maybe to one a year which was... I am not a junkie that way. There is a point where you have to apply and put it into action rather than keep learning. One event I went to traditionally ever year was Yanik's Spring Event; the one I can't think of the name of. It is his big event. If you go to surefiremarketing.com that is his site. I maybe invested \$3000-\$5000 a year in that learning curve and typically if I bought all of the stuff or what I did buy there, I didn't spend a whole lot of time learning from it. I got busy again, you know?

Birgit: When you were talking about the different websites that you have, how do you keep track of them from an organizational standpoint? Do you make a list and then say, "Well I have to do this for this site at this particular day of the month...?"

Carol: None of them require my attention. Actually I have them all on the back of my business card and I have 9 websites that are active and none of them require... The only one that requires some interface for me is the caroltuttle.com. I do a radio show every week called "Living Your Truth ____" and it is broadcast in our local market live on the radio, and it is live via internet anywhere in the world through the radio station's site, and so I get listeners worldwide that listen online, and so we archive that every week; my husband does that, and we put that in, but other than that; there is not a lot of maintenance right now. We are rebuilding "Dressing Your Truth", but I have my daughter overseeing that; that is her job. She just comes to me for feedback and review and input, so that is not even my project.

Birgit: So at the beginning what you did, if it was also so little time or...?

Carol: No; it was all me. I did everything. I hired one of my kids to start shipping products once I had a product line. We started in the basement... we have been a real home-based business. Every one of my children has worked for me. Every one of them has been fired and rehired in the same day. You get mad Mom and then you fire us and then you rehire us in the same day. They have all learned how to put little CDs and DVDs in boxes and ship them off.

It is interesting; we are in the very early stages of "Dressing Your Truth" and I have my own make-up line and a skin care line and we are about to launch a jewelry line. My daughter ships all of that and we laugh and we say, "Someday it will grow so much that we won't be the ones shipping it anymore."

Birgit: Something to look forward to I'm sure for them.

What struck me is how simple your business has been. So many people just work, and work and work and work and it seems like you did put some time in but not that terrible.

Carol: There have been times where it has been intensive, but it has always been enjoyable whatever point I have been at. I kept creating more opportunity for myself and I am kind of a... It's funny. When I look at all I have done and all of the things I have created and all of the products, I kind of go, "Man. I don't know how I did all of that, but I did." I don't know if becoming a grandma a switch turns on and you say, "I just need to make sure I have time for me and I

have time to fly out and see my daughter and that I really have space in my life.” I had to shift my priorities.

Birgit: That is what life is about. I’m sure your business will sustain you and keep going so it is just nice to have that freedom and to be able to do the things that matter in life.

Carol: I don’t know if this is an advantage, but I grew up with an entrepreneurial father and a family-based business and we talked business almost every day of my life at dinner time. My mom worked for my dad and some people may recognize this; he invented grabber screws and he built literally a world-wide multi-million dollar business off a better idea and many other little side businesses that are not even related, but because of his success in one, he invested in creating others and so whether it is in my blood or I just have that example to take the risk and go for it, I did have that background to support me.

Birgit: That is fantastic. I am sure you learned a lot from that too.

Carol: Yes. As a kid, first you go through all of these kinds of feelings of neglect because your father was a workaholic, but now you are in a place where you say, “I really appreciate everything he taught me. All of the good examples and how to now bring it into balance so I don’t have to be extreme like he was.

Birgit: Did you feel that you managed to do that; somewhat balancing when you were starting out?

Carol: Yes I feel that I have been. I see my children and they are all balanced people. Our relationships are very good and that to me is kind of the fruit is how well I have done as a parent and it has always been very important to me that I did not neglect my family for my own pursuits, and I have a very, very supportive husband. It is beautiful, because what I don’t like to do; the details and the daily stuff; that is his gift. He loves it. I am more the creative mind and the personality and the big thinker and he is more details and manage the money and keeping the smaller things going.

Birgit: Back to when you did start more online in 2003 and 2004, did you have to spend a large amount of time at that point?

Carol: I probably gave it 20 hours/week; 20-30.

Birgit: So you weren’t overworking?

Carol: No; I don’t think I have ever done that. I couldn’t; I have 5 children.

Birgit: Did you have some obstacles that you had to overcome to create the success that you have in your life?

Carol: Actually those are showing up now because I have been so willing to work so hard my whole life and burn the candle at both ends learning to let go of that and allowing more to show up magically and effortlessly and to live a life that doesn't require so much of me, but I still have tremendous success; I would say that is presenting itself more now because I have been so practiced at just doing whatever it takes thinking it had to take whatever it took and it is all perfect. It is just what it was and I am having fun with it and that is important for me.

Birgit: It sounds like you have run your entire business from intuition and having fun and that is the most successful way to run anything.

Carol: I have continued to let it be a priority. I know that there is a place for all of the systems and convention and business models and you put that in where you need to but if takes over it starts to dominate your world.

Birgit: Were you an energy healer before; you had a private practice that way?

Carol: I was very successful in that for 12-13 years. I try and do the best that I can in whatever I do.

Birgit: Do you now work with JV partners? Do you have an affiliate program and do you use that a lot? How does that work in your business?

Carol: We have an affiliate program; we have yet to see that it is a big player for us. We have a few people that are pretty significant players with that. I don't do a lot of JV's; it has to be something that I am very fond of and it really fits in our world. I have made it a practice to be real pitchy and salesy with a lot of stuff so I am selective that way.

Birgit: So you don't go and just use someone else's email and just send it out all over the place?

Carol: No, no. Typically I have to be involved in it or it has to be something really awesome that I think people will benefit from that I am not ever going to create.

Birgit: When you do launch a product, and you have created quite a few, do you do a big product launch or how do you introduce it to people?

Carol: Yes we will do big product launches. I am not doing a lot new...the new products that we are going to come up with will all be around "Dressing Your

Truth” and energy profiling; that is our focus now. I don’t see myself doing any more energy healing type products around those lines; we are going to really focus on products for the wardrobing and the profiling system.

We do some clever things and here is one of my most clever and it was just hilarious to me. My daughter became pregnant with our first grandson and I decided in 2007 that I wanted to do a big summer celebration and that I had a big announcement; “A Grand Summer” I called it; “A Grand Summer Celebration” and I had a grand announcement. I created the whole anticipation thing and in June I did some big... I don’t even remember what I did each month, but my big announcement was that I was going to become a grandmother somewhere around July 10th; that was her due date. We even had a name-the-baby contest and interestingly my daughter did pick one of the names that was submitted and we gave a credit to our store to the winner. We did some of these clever and fun things around becoming a grandma and then the pinnacle of it was that I had a special event that was going to occur when the baby was born. His due date was June 30th and he was 10 days late. I had more people emailing me asking, “Has the baby come yet?” Every 4 days I would say, “The baby is not here yet, but we know he will come because he has to...” and I would use it. There are just some things in life we are not in charge of.

The day he was born I had a picture of me and him on the homepage and I had a Grandma Tuttle sale; we did a 50% off of anything on my website and in one day we sold I think it was like \$68,000. It was nuts!

So then his first year birthday we did it again this year, and I had not planned it. It was just spontaneous and I said, “We should do a Seth’s 1st Birthday Sale,” and I did another 50% off and I think we did like \$45,000.

Birgit: That is great. You will have to do one of those every month, but then it becomes worn out.

Carol: As I have more grandchildren I will probably have an unannounced when it hits me the Grand Sale once a year in honor of being a grandma. It is really great because then people email you and say, “I love being a grandparent. Aren’t these grandchildren wonderful?” I just get to experience the personal part of people’s lives too when they take the time to email.

Birgit: It really shows how you use your own spontaneity and creativity and put that into your business and then that turns into money and also it brings you a lot of joy too in the relationships you are building online.

Carol: Yes; if I have to sit down and plan the 1-year marketing calendar and what we are going pitch and when, it is not as fun. I like to see what shows up and what inspiration I have and say, "Let's do this!" The only thing is that my customer support she says, "I need a few days. You have to give me a few days."

Birgit: Is that because she gets a lot of calls then?

Carol: We have to know if there is inventory and she needs to go out smoothly and she just doesn't want to create the backend of the problems. Why don't you send me your address, because I want to send you my energy profiling DVD, because once you know your energy profile, you will know why I act swiftly and I have an active reactive swift energy that decides quickly and moves it into action. My husband and my customer support; I am a type 3 energy. My primary element is hydrogen and it is the composition of me, and my husband and my customer support they are both Type 2's they are more oxygen/water/fluid flowing. They can't move so swift. They need details in place and it is too much if the details are not in place. I have to give her time to get some details in place.

Birgit: So I don't have to go to a course that you are giving; I can do this online?

Carol: We have a DVD that we sell called, "Introduction to Energy Profiling" and we don't have, through your own assessment, you can actually look at what energy type you are. There are four types and they are all related to the four elements that create us which are nitrogen, oxygen, hydrogen and carbon or you could say air, water, fire and earth, and those create distinct movement and expressions in us; in our personalities and behavior, the way we take information in, the way we create in the world. I am a Type 3; I am a hydrogen or fire, which is active/reactive swift movement. Oxygen or water is fluid flowing, detail connected, steady, subtle; so the air, the nitrogen is upward light, buoyant, random, refreshing and the Type 4 which is the carbon or earth, is constant, still, steady on course, black and white, on track, precise, keen... And it is a fabulous program. People really understand their nature or their core self from understanding the movement of their being and what is influencing that. So really in a business approach, knowing your energy profile would be a great advantage to know if you are moving in harmony with that; if you are allowing that movement to guide you and say, "I am true to it;" you are going to see what you are best at and what you are not going to be so oriented for and you can find support there and know that you are going to lead with a certain gift and capacity for doing things, it really helps you stop

belittling yourself and putting so much pressure on yourself to be everything that maybe isn't so apparent.

We have all four energies in us, but we lead with one or two of them very predominantly. I have been really true with mine. I have built my business in harmony with that movement of me; the expression of me. I could see when my husband and I started working full-time together; it was like water and fire.

Birgit: You thought he should be acting exactly like you probably.

Carol: Yes; we just kept reminding ourselves, "OK; he is going to express himself and move through this differently than me. There are things that I need to just be involved in that I am better at and I am just going to take that action quickly and there are things that he is going to be better at and we really learned how to decipher that and honor that. Now we work well together.

Birgit: Yes; once you acknowledge it and understand each other, than it comes together easily and you can appreciate each other's gifts.

Carol: That is our goal though to get an interactive... To put the energy profiling online so you can go on... It will not be a personality test of answering questions. Those to me are just dry and boring and I have to...I won't even do them. They are just so tedious. I am going to create some wonderful interactive mediums for people to come to what their profile is that will involve different technologies online. I am not going to do it through, "Answer these questions." I don't think those are the most exact ways of understanding ourselves. We haven't come up with that yet, but we will. I think by next year. We just had a gentleman show up that loves my work and loves what I do that is a genius programmer and web designer and he is going to go through the program that we do; our live events so we can put our brains together and see what we can create.

Birgit: When you say that the gentleman showed up. You have talked about that a fair bit throughout our talk that things show up and that is using your intuition. How do people on the internet or even anywhere in life... I often get the question, "How am I going to make some more money? How can I create something?" I am wondering what do you think about why people make so little on the internet and others make so much?

Carol: I recommend and I will explain this all in my "Manifesting More Money" Bootcamp; that was a two-day event and we got very thorough and very clear on why that is and it comes down to some core beliefs and patterns that we create with money. Money is a neutral energy that we put a perception and

belief on and it obeys us basically and patterns that we continue to experience that if you are not conscious of them, those patterns live us and when you become conscious you can become free of them. It is pretty simple to do.

Birgit: I am sure everybody would love to get something like that to really change them and help them out in their life overall.

Carol: I appreciate you including me in this and I would love to send you a copy of that.

Birgit: That is fantastic.

You talked about building your list, and do you think that is one of the most important keys to structuring your business?

Carol: I have never actively gone after that and the strategies to do it; I just know my viral presence is probably my greatest... My book "Remembering Wholeness" has been marketed more virally and for people that don't know what that means; the term got created; I didn't know this; it is like a virus; it spreads naturally. I didn't have to do anything about it. Viral marketing is just word-of-mouth. People telling other people and "Remembering Wholeness" we have sold probably 70,000 books since its publication in 2001 and it's been primarily viral and that is how people mostly find out about me and come to the website and sign up. That is a real book. Do you have a copy of that?

Birgit: No I don't.

Carol: I have to send you a copy.

Birgit: Thank you. I didn't realize you had so many sites. I only was on the CarolTuttle.com one and I didn't realize you had all of these programs.

Carol: I could say to myself that I am not doing a very good job of exposing that but...

Birgit: Are you saying that you didn't even go out and do any search engine optimization?

Carol: We tried it and I don't like doing it personally and we have paid money to do it, but there is not a huge crowd looking for energy healing so it is not like I can optimize a lot of what people are searching. I could go after weight loss and depression, but then if they hit my site and it is not your conventional method, I have a learning curve to create a customer, so I just trusted that more and more people are getting interested in this.

We may do some things different with the “Dressing Your Truth” because we are in a more mainstream market with that. That doesn’t have any kind of... it is a makeover system.

Birgit: But there are a lot of people these days trying to raise their spiritual consciousness and I think you are really a forerunner in that and I think more and more people will be drawn to that.

Carol: That is what I have trusted that it will continue to grow. And people, because I have positioned myself they will find me just by the fact that my name is out there.

Birgit: And when you are doing things that come from the heart and just trying to give the information that you know, always just naturally good things will come back to you.

I want to thank you for all of the information that you have given us. I think you just put a totally different perspective onto internet marketing and everybody is going to... I think it is just going to be fantastic and I know that women who listen to this are really going to be able to use it and totally relate to it.