

Building An Unpredictable Business with Woke Up Knowing Experience Creator Dyana Valentine

Profit. Power. Pursuit. Podcast episode 122 Transcript

- Tara Gentile: Dyana Valentine, welcome to Profit Power Pursuit. Thank you so much for joining me today.
- Dyana Valentine: Thank you.
- Tara Gentile: Absolutely. All right, so because I know that my introduction is not going to do the work that you do justice and it's not going to create the expansive container that I really think that your work deserves, I would love for you to tell us what you do for your clients, how that work kind of works, just from kind of a bird's eye view and then we'll dive in from there.
- Dyana Valentine: Oh, sure. I am an oracle. So people ask me questions and they're usually questions that influence the path of their life or their career or their relationships and I go to sleep and dream and when I wake up with a dream, I report the dream and we talk about their question as it relates to the symbols in the dreams.
- Tara Gentile: Wow. How do people find out about that or even decide that's something that they want to do?
- Dyana Valentine: Well, in telling that brief little description, it's very clear to people whether this would be something that they're interested in. I mean, just even in the pause after I made my statement, I was like, "Okay, wow." Right? That's a pretty common response and I think it's so polarizing that it's very easy to qualify collaborators or clients. So even if I'm working with an artist and sometimes I give my dreams to artists to render them in visual form or music or there's even a one little one act kind of drama that a friend did a sort of scripting of and even collaborators will know, "Yes, I'm into it. I want to read some stuff. What can we do?" Or a client will say, "You know what? I totally don't have any idea what you're talking about. But I want it." It's very clean or they'll just change the subject and walk away and then I know they're not my people.
- Tara Gentile: I love that you say it's very clean and that I think kind of leads me to where I want to go next, which is the fact that for having what could be kind of esoteric work or kind of what might affectionately be referred to as woo work, you have a very kind of cut and dry, very clear ... Dry isn't the right word. Clean cut, very straightforward, very direct set of policies and procedures and copy on your website and I love that because I think exactly what you said is true.

People either are all in or they're all out, which is such a phenomenal way to approach talking about your business and doing business with people. How did you come to develop the kind of clarity behind how you were presenting your work and then the policies and procedures that were gonna go behind that?

Dyana Valentine: Well, it is esoteric work in the sense that it's ... I don't know. I don't know how esoteric is defined, but basically specialized knowledge or interest, right?

Tara Gentile: Mm-hmm (affirmative).

Dyana Valentine: So I think we've tended to use the word esoteric and it's now taken on this other meaning of a sort of more euphemized version of woo or flaky or spirit, pseudo spiritual or something. So much like other parts of my career, I've been an independent worker, I would call it. I wouldn't call it entrepreneur because none of the businesses that I've built up were things that could be sold because I'm the main performer. So I tend to say independent worker or freelancer. In all the phases of my work, I've been doing something that was out on the edge. So I started doing coaching when there were really only executive coaching school and that didn't resonate with me at the time for continuing education and so I think that in this circuitous way of being an independent worker, I have had to figure out for myself my own identify development has been the most important indicator for what I was able to perform in my work. Does that make sense to you?

Tara Gentile: Yes, absolutely.

Dyana Valentine: So as I became more clear and more sold in my identity and more mature and more trustworthy to myself, then naming myself or naming my work became easier because when other people would name me or label me, for instance, one of the first public labels I received in doing my small business consulting was instigator and at some point, I was able to embrace that label and use it as part of my branding. But when it was first announced from stage as I was about to walk on stage, I was really offended by it because in my life, being an instigator was really not a compliment. So yeah. So integrating those pieces and then trying to see what is that people are responding to in my work that would lead them to say instigator and so the labels have been instigator, evangelist, oracle. These are all things that I resisted. But they were my audience, the people giving me money were using these terms and I was backpedaling like a cat on a leash.

So incorporating those things and what they meant by their experience of my work in those terms, then being able to integrate those into my branding, into my identity helped me calm the fuck down. I'm sorry if curse words are not-

Tara Gentile: Swearing is fine.

Dyana Valentine: Okay and also get down with what was actually happening. So we all have this plan or idea of what our work should be doing. But when we step back and

look at what's actually happening when our work travels in the world without us, so my TED talks or videos that I did at 4:44 in the morning in my bathrobe or reports of people telling their friends and family and colleagues about how their life, career, relationship, marriage changed due to the work we did. Then I start to see that the way your work travels actually defines what it is you do and if you don't respond in kind by getting aligned with what's really happening, then you're doing a great disservice to your business.

Tara Gentile: I love that. Can you kind of piggybacking off of that, can you tell us the story of how you decided to choose oracle or assume oracle as your title and what you are going to name yourself as oppose to being named by others?

Dyana Valentine: I didn't name myself oracle. I didn't use that term and I resisted it for the first probably three or four years of the work because it's much like other terms that are used in specialized sort of astral plane or other plane. I basically look at myself as someone who can ... I pay attention to tracks of information or data tracks that other people don't pay attention to or haven't trained themselves to pay attention to or haven't practiced in, right? So I look at it very logistically in that way and so I feel like a technician a bit and I think my work is not seen as technical work. But I see it as technical work because I practice at it and I've created structures that help me make sense out of this work so that I can actually use it for good and not just sort of scattershot, generic ... I don't know. Sharing of astral plane material. It's very directed now.

But when other people were using the word oracle, I sort of was like, "Wait, wait, wait. That's actually a thing where people ..." There were virgins trapped in a temple and drugged and they were used for very different things than I'm using myself for and I did some research and I talked to a couple people who I really trust who are scholars in the area of sort of this kind of performance art or this kind of service, light work or however you want to describe it and we talked about oracle and I talked about my resistance to it and I also wanted to be clear that I wasn't identifying with a particular tradition, a particular orientation, a particular assignment, which could possibly be an appropriation in any way, a cultural appropriation. So I really did quite a bit of work before I got to a place where I realized that my resistance wasn't in being an oracular worker. It was the capitalization of the word Oracle, which is such cosmic comedy, if there ever was. So I had Oracle as a capital O, Oracle, like the Oracle of Los Angeles or whatever that is.

But what happened last year when I actually really shifted the forward facing business that I do to the dreamwork, to the oracular work, I realized that my resistance in releasing the website was because I had represented Oracle with a capital O and I went into my little Squarespace website and I changed it to a small O and it solved the energetic conflict.

Tara Gentile: That's fantastic. I love that. That is a phenomenal story and I both really, really identify with being a detailed oriented person. I also really, really don't. But it's the details like that where I am totally on board with you. The difference

between a capital and a lower case letter can make all the difference in how you think about the identity, how you think about whether that's you or not, whether it works for your business, whether it's energetically aligned. I am so with you, so on the same page with you on that one. So thank you so much for sharing that because I know that's gonna click for at least a few people listening and probably for a lot more. So thank you for that. Let's kind of keep going with this idea of kind of the clear and direct communication that you have on your website and then I've got some other questions, some other topics that I want to tackle around your business as well. You have a no refund policy on your website and so we're gonna go really nitty gritty now. We're gonna go from identity to no refund policy.

Dyana Valentine: They're all connected.

Tara Gentile: Yeah, totally.

Dyana Valentine: They're all connected.

Tara Gentile: Yeah, it reads, "I begin my work for you at the moment you pay. Therefore, the fees are nontransferable and nonrefundable. Thank you for honoring my work with your commitment." I think it is an absolutely beautiful no refund policy and it is obviously an extremely functional no refund policy for you too. How did you land on that and have you had any challenges with implementing it?

Dyana Valentine: I have only had one challenge and it was a completely understandable challenge. So someone scheduled, we scheduled a piece of work and then they weren't ready, right? That happens sometimes. But the challenge was is that at that time, I allowed people to schedule. But I didn't require them to pay at the time they scheduled because often people were scheduling way in advance of working and so it seemed like a really great idea to the person and we scheduled and then it got closer to the time. I said, "Okay. I need you to do the PayPal magic thing," and then it became kind of a conflict and then I realized in the conversation that it was a person who really wasn't ready for the work. However, I had been working for three weeks already for them and the work was already in full motion. So that's why I made a clear statement in that way and it really helped and it also helps people understand the gravity of the work. I mean, it's more than a Q&A kind of thing.

Even if someone schedules a 24 minute session with me and I don't know who you are, I've only seen your name in my Calendly schedule and seen your payment, I'm actually holding you in the space of the work from the time you schedule, from the time I see your name or hear your question or have you on my calendar, you're already in the field of work and it took me years to figure out that that was the case because when I was first starting, I would even have dreams or messages that came through for total strangers who weren't even my clients until I refined those structures we mentioned before. So it took me awhile to sort that out. I mean, it has been six, well now seven years, almost seven years of an empirical process to figure out how this work works and

what my place is in it, what my role is in the greater service of this sort of field of work and then to create those structures.

So this is now a casual recreational kind of work and it's not transient in the sense that I can't just sort of pick up a piece of technology and divine something for you. There are many, many great practitioners who can do that and then put it down and then they're done with the work. My work has a continuousness to it. It has a perpetual cycling to it and so it's very important that the people who are in the field are meant to be here.

Tara Gentile:

That makes a lot of sense and I think it probably makes, again, a lot of sense for a lot of people listening, even in completely different fields, that feeling of holding space or holding even just the tax on your mental bandwidth when someone books with you I think is really very real and I love the way that you described that and how that relates to your no refund policy. It makes a ton of sense. So let's go a little bit further with this preparation piece and the holding space and how you really get ready to have what might be a brief interaction kind of live with a client, but really is something that's taken place over weeks or maybe even longer. You put a serious emphasis on preparation, both in the response that you just gave and also in all of the materials throughout your website, both for yourself, but also for your client and so I'm kind of guessing that you probably view a lot of your life as preparation for delivering your service, both your waking life and your dreaming life.

Can you tell us more about how you prepare for the unpredictable nature of the way that you work?

Dyana Valentine:

I don't find it unpredictable. I find it actually quite routinized and structured. So the infrastructure is quite routinized and quite regular. The messages that come through might be non traditional, usual, again, other tracks of data that people aren't paying attention to. So even when you go to a professional who has information, your dentist has information about your anatomy in your structure that you don't have. We all have access to all that information. But we don't go study it and use it and create a structure around it, right? So I look at it as pragmatic as that. So that's one this. In terms of the directness and the cleanness of the language, I think and I hope that my website transmits the way that I transmit as a person. I am very forthright and you've had this experience where I've asked you questions that were probably very direct and I don't shy away from the real questions that I think often lurk under the surface of the socially correct or right questions or the wrong questions, which are the questions that make us just feel like shit over time.

So I focus on the real questions, which I can now see much more clearly than my clients can see them, honestly. I will say that. Some people come to me with the real questions right on the surface. But usually, it takes a little bit of work to get to the real one. So I think that it was very important to me to be well prepared in what I'm doing. I'm very committed to whatever crafts I've practiced and my business has changed dramatically over 18 years and even

switched topics like this one. So I think it's very important to be prepared, to be solid, to then have a grounding so that I can hang out in the astral plane and pick out data for you that serves you. I have to have some kind of really significant, solid, a connection to earth, to pragmatics, to logistics and I know also that people coming into the work do not know what to expect. There is literally no one to compare this work with.

So it's not like they're shopping around for oracles and they have three other people who they can say, "Oh, this is a much more analytical oracle and I can really relate to having an analytical mind or this is a more relational oracle and that's more my learning style, my style of connecting to the world." There's no one to compare it to. So I think that in terms of creating a framework for people to have an adventurous, really out on the limb experience, I think it's important for people to understand I take it seriously. I've worked very hard at creating a safe and functional space for us to do hard work in and also, I set a high bar. I'm not really interested in tire kicking hobbyists who are like, "Ooh, oracle. I want to do that," because that makes it very hard for me to do my job.

So I think having the elaboration of the structure and the clarity and the transparency in terms of what I'm doing, what you're doing, what I expect, what you can expect, I think that sets a framework for people who I really enjoy working with, who are straight shooting, ambitious, curious people who are not afraid to be told the truth.

Tara Gentile: That is awesome and I loved your dentist analogy. I just have to say that. I know that was a few minutes ago now. But holy crap, that really, to me, brought everything into crystal clear focus in terms of what you do, how you do it, the way you look at your work and just so attractive in terms of ... or making your work attractive too. You've talked quite a bit or you've mentioned quite a bit the empirical process that brought you to where you are now and the understanding that the work that you do now and I'm sure we could probably talk for hours about what that empirical process looked like. But I'm wondering if you can give us a little bit of-

Dyana Valentine: A short version?

Tara Gentile: Yeah, the short version, a primer on just-

Dyana Valentine: I know. I'm so verbose. Thank you for tolerating it.

Tara Gentile: I love it.

Dyana Valentine: And you can interrupt me anytime. I'll give you the short version.

Tara Gentile: Perfect.

Dyana Valentine:

When Woke Up Knowing came through, it came through as a very clean and clear edict. I was wide awake one morning. I had a waking vision, which I have all the time. I have daydreams all the time where I visualize things and I visualize things for clients all the time, come up with interesting solutions to things while wide awake, which is why I can offer oracular service in waking time. But that took awhile to get there. So I had this waking vision. It seemed totally wacky and really interesting and when I stood up, literally, physically stood up from the vision, I saw a website. The Woke Up Knowing Experience with Dyana Valentine. Schedule here. Pay here. It was very straightforward and that was the first version of Woke Up Knowing in 2011 and when I started it, it was really sort of secreted. I mean, I did announce things and I did do some calls and things.

It was to a very limited group of people and think that that was reflective of my doubt of this new idea, my doubt of this calling, my doubt of this assignment from the astral plane because I have great ideas all the time. But I don't follow them up. 90% of them, I wish other people would go follow them up because I'd like to see them happen. But I don't really feel like doing it. I don't know if anybody can relate to that. So I had this assignment and I decided that I was gonna make a beta test out of it and anybody I told the story to who at the end of telling them a story said, "I want that," I would dream for them and I would dream for them for free and I would just take notes and record and play around with the idea. So I did that and every person I told the story to said, "I want that."

So I ended up having a very full schedule for a period of time and then I started charging for it and people were paying me and scheduling for it and charging for it and I was still studying it. I was still curious about it. I was ready to give anybody their money back if it didn't work or I didn't have a dream or whatever. So I started this process of annotating what was happening, what I thought was going to happen from someone's question, what experience I had with the clients, whether I liked the sound of the person's voice, whether I enjoyed the interaction, whether they picked up the phone or not, whether I felt like I was showing up, what my circumstances were. Was I stressed about school? Because I really wanted to know what influenced the quality of the work and everything kept working. Everything went great. Everything went well. It served. People were blown away. People were telling other people about it.

Radical shifts were happening in their lives because of the elucidation or the shining of light on the tracks of information that they had access to, but just hadn't known they had access to. So because my self doubt is monstrous and is so influential and I am attracted to the Sisyphusian way of life, I decided to make it even more rigorous for myself. So I dreamt for people who gave me questions and languages I don't know. I dreamt for people who were huge critics and cynics and never did anything woo. I actually actively recruited people who were hostile to the work. I worked with young people, old people, people from different cultures and I took notes and I told myself, "If it works

over some period of time, then I'll keep doing it," and then when it got to that time, I extended the deadline by another year and another year because I honestly, I just thought it was too fucking weird and wacky to do and at year six, which was last year in April, I had an epiphany of my own, which I will tell another time if you want.

I realized that this work is what I'm supposed to be doing for some period of time next and I couldn't refute it. I had so much empirical evidence of radical shifts in people's lives. I mean, I get goosebumps thinking about the stories that have happened, that I knew I had to devote myself to the work and to actually make it the forefront and take the old DyanaValentine.com consulting and other work that I created, take it down for awhile and really polish this work and so that's how it happened. It wasn't really short. But hopefully it was-

Tara Gentile: No, that was phenomenal and thank you, thank you, thank you for describing the extremely rigorous process that you took the work through and the word documentation came to mind as you were talking about it and I think that this is something that people really shy away from in the process of taking what feels intuitive to them and turning it into something that they can really call their work and something they can really build a business around and this is gonna be one of those interviews where I make people listen to it when they are at that stage and so many people I know are at this stage where that description is going to help them so, so much. So thank you for that. I am curious about-

Dyana Valentine: Well, and I want to say something about that. I think it's very important. The romanticization of intuition is leading people into very dangerous paths I believe. I think people are spending huge amounts of money they don't need to spend. I think they're spending time, energy. I think they're challenging their own identity within their family structure because we have this very romantic idea of what following your intuition or your passion actually means and I would say when you have that inclination, like I had the waking vision, when you have that waking vision, it's wonderful. Protect it like a brand new baby and don't let anybody around you who will tell you that it's ugly. 100%. I'm down with that. But also inform, educate, bolster your intuition. Allow evidence to support your intuition and make a conscious decision because I think sometimes, people equate intuition with unconscious or subconscious and I would like to make intuition conscious, make it operational, make it into something that you can logistically explain, define, invite people to and you might not invite people to for the first few years. I mean, in my case, I'm a slow bloomer.

But I just want to put a plug in for educating your intuition.

Tara Gentile: Ugh, I so agree. Thank you. Thank you again for saying that as well. Can you tell us about that epiphany you had in I think you said April 2016.

Dyana Valentine: Oh, yeah and its actually related to money. So that's part of your jam. So I have since middle school home ec class, I have not balanced my checkbook most of my life and I always do fine, right? I always do fine and because of the way that I grew up and stuff, doing fine was advanced and probably now three years ago, I started working on bookkeeping for my person money. So I always had a bookkeeper or had somebody review my numbers at the end of the year for my business numbers were always straight above board, really clean division of business money and my money, all that. All that was really done. But I never really addressed my personal money and I really never addressed money in general. So I started doing these self education things. I worked with a couple financial advisors. I set up bookkeeping for my own personal money and also set up personal budget and I say this in a very cavalier, succinct way because we're in this recording. We have a time limit.

But I will tell you that I cried every single month that I had to look at my numbers. I was freaked out every time and then I got hyper vigilant and was like, "I can not buy this bag of potato chips because it's not in my budget or I'm over my snack budget. So I must stop eating snacks." It was really a whiplashy kind of dramatic experience, very psychological, really upsetting. I don't know if anybody can relate to it. But I would open Excel and I would just feel like I was gonna barf. So I did that for myself for two years and again, I was meeting with financial advisors. I was meeting with kind of personal finance people to help me with budgeting stuff and then I started to read books about how money actually works in the world that has nothing to do with my personal budget. In fact, a lot of the advice then I got when I sort of started expanding my education was about not having a budget, right? I mean, ideally. Whatever and there are lots of schools of thought on that.

But what happened for me last April was a combination of things. One, it was tax time and I was getting my tax numbers together and I realized when I looked back at my personal numbers, that I had been at or under budget for 18 months.

Tara Gentile: Wow.

Dyana Valentine: There was something about that experience of seeing ... Again, I think it's my empirical nature. It's that life above the eyebrows. There was something about the proof on paper that I am actually a responsible person who knows what's going on, who is no longer head in the sand and I now can point to a track record of personal responsibility. What happened in that moment is that I realized I'm okay and I mean that in a big, cosmic sense, that it was one of the few times in my life where I truly felt like I was okay. Now I want you to keep in mind the context. My business income had dropped 30% every year for three years after my dad died and I was in extreme grief and depression and I was really having a very, very hard time. I did not think I was gonna make it. I really didn't think I was gonna make it and one part of that was that I felt my identity as an earner, my identity as a responsible adult was deeply in question because I couldn't make stuff happen in that deep well of grief.

So you have to realize it the lowest income year I've ever had and it was the first time in my life where I felt I'm okay. I actually had the thought and then I could feel it in my body. "I'm okay," and something about taking responsibility, both for my mental health and my physical health and my financial health and stability and operating an extremely budget, I thought to myself, "I'm okay, and if I'm okay, then what would I like to do with myself?" The very first answer was Woke Up Knowing has been waiting for you. Do it and that coupled with the empirical evidence that it kept working for people and kept serving people and even though it was this weird things that my family doesn't understand, I didn't understand, I judge heavily a lot of, "Oh, I'll just go find a mystical answer somewhere for you and fix you," stuff. I'm offended by a lot of the ways that people misuse information.

So in that moment of clarity, I thought, "Well, I guess I literally have nothing else to lose," and if I did the Woke Up Knowing work, it's gonna cost about a fifth of what my other business cost a month. So I just started straightening out the kitchen table and taking out all these systems that were in place that I really wasn't using for my other business. I turned down two speaking gigs because they really were not what I thought was gonna be the most useful message for the audience, which how do you turn down jobs when you're barely making it, right? It seems crazy. But all of that came together in that moment of, "I am actually okay." It was miraculous from my perspective.

Tara Gentile:

Incredible story. Thank you again for sharing that with us. I think instead of trying to pick that apart further, I'm just gonna let it stand because it's beautiful and also I think, again, a lot of people are going to be able to, if not relate to it, I think maybe start looking for those opportunities in their own lives and instead shift gears a little bit as we start to wrap up here. Although, we could talk about your business, Dyana, all day long and the brilliant ways that you approach it. I'm really curious because I know that our listeners are curious as well. How do people find you? What brings them to you? How do you go out and find them? I guess, what I'm asking is how do you market your business? But I have a feeling it's much, much more than that or maybe it's much, much less than that in a very expansive way. So how do people find you?

Dyana Valentine:

Well, I had a track of data collection in the six years that had to do with this. So it's perfect. It comes down to a couple of things. One, when I talk about my work and people hear about it, they tend to be very interested. I have an extremely high conversion on conversations. So when people hear me having a conversation with you, I expect that people will seek me out. I hope to hear from the people listening. So when I'm interviewed for a podcast or a Mastermind or a group coaching or some assembled, pre-assembled group where people are able to listen to the work and then talk amongst themselves a little bit, there's something that happens when people are able to be in a room or be with people they know and go, "Did you hear that? She said she's an oracle. What?" They're able to have that little bit of, "What the fuck is

that?" Moment, that that actually really supports then people coming to me individually and it's very similar actually to my teaching experience.

So if I have peer mentor or students who've taken my class before who come and work in my classroom, students are twice as likely to come and see me after they have asked a mentor question. So people in the world who talk about my work with their friends and being able to see me in appearances or hear me in recordings is a very, very potent way to reach people. So it's why I'm so grateful for you and so grateful for the people who ask me to be on their platforms. I think that works really well. The other thing I realized last year is that physically showing up places and being transparent about what I do and talking about the oracle work and clearing all that sticky energy that existed for the first few years of the business actually helps me transmit very cleanly. So I think I'm transmitting very cleanly here and my website. You've even responded to it and I think you're one of my favorite structural, analytical thinkers. So you are gonna pick apart whatever you see.

So I think that now that the transmission is clear, showing up at things physically has made a huge difference in my business. So I filled the last three oracle sessions were filled by going to parties, going to events that I was interested in going to, not because I was strategically trying to go to them to get people. So I, for instance, wasn't going to whatever you would imagine would be an event that an oracle would go to to try to get people who are already pre-qualified know there's a lot of talk about going places where people are pre-qualified. That's doesn't happen to work for me. It actually works for me when I got to places where something is happening that I'm interested in, so a play, a thing, bit where there's a social component so that I can talk to few people. In the fall, I measured the number of people who I told about it personally and the number of people who hired me for a session and my conversion weight was up around 30 or 40%, depending on the span of time and the situation.

So for me, person to person is really the way. It took me years to figure that out, years, years, years.

- Tara Gentile: But it's something that you did figure out, which, I mean, that's kind of the whole theme, I think, now for this conversation is you paid attention. You looked at what was working and you decided to do more of it or test it in different ways and I just love-
- Dyana Valentine: I failed miserably. I went back to the drawing board. I tried something else and low and behold, the thing that really worked was super obvious and I was like, "Oh, man. I gotta leave the house. Okay. I'll do it."
- Tara Gentile: Oh my goodness. All right, I have one kind of final logistical question before we wrap up here, which is how do you manage or even determine your capacity for a service like this? I mean you are letting people into your dreams. You're

letting people into your kind of subconscious. Well, as you said, consciousness. How do you figure that out?

Dyana Valentine: I don't. I basically, I haven't reached my capacity. So my idea about it is that, and I have a sort of ... So right now, I'll tell you what my availability capacity is right now. Right now, I have the capacity to do four to five 24 minute sessions a week because of what my schedule is, right? I have time to do one to two intensives or the 24 hour emersions per month because they take quite a long time to prepare for and to recover from. So I think I can do two well of those and I can do one to two oracle sessions a month. I did not set those capacities by a financial goal. I actually set it by performance capacity and then I looked at the possible financial outcome of that and I decided that that was satisfactory. Do you know what I mean?

Tara Gentile: Totally.

Dyana Valentine: You know how sometimes you drive by the dollar? Because I figured out I was okay last year, I don't drive anything by the dollar. But I do drive it by my performance capacity and what I think my time is worth and my energy is worth and what I think the market will bear. So those do factor in. But the very first question is how much energy can I output? I can do about four pick up the phones, two couple week sporadic dreaming into a group of people who show up at my house. Those are the oracle sessions and then I can do a maximum of two 24 hour emersions and if I have a retreat where I'm dreaming for someone else's gathering of people, so those are usually three to four days of dreaming around the clock for a group of 10 to 50 people, for that I can really only do one of those per quarter because those actually I have to build a lot of empty space around. I can't do other things in the same two weeks that I'm doing one of those. Do you now what I mean?

Tara Gentile: Totally. Makes a ton of sense and I love how you described the balance between the financial and the energetic and the time and all of those things that I completely ... and the market. I'm so glad you mentioned that. Yeah. I completely agree and I love how you're determining, we won't say you figured it out yet, but how you're in the process of determining your capacity.

Dyana Valentine: Yeah and I think if I ... So I've only had one month so far where I was maxed out and it was delightful and it totally worked, which is why I think that number will work. But I haven't done that for, let's say, three to five months back to back. So we'll see how it goes.

Tara Gentile: Cool. Awesome. Thank you for sharing that. I was so curious. All right, so final question, Dyana. What's next for you in your business?

Dyana Valentine: Oh, a full schedule and also I'm just working. Right now, I'm really consistently working down through my wishlist, which is posted on my site of the places that I intend to dream and the people I intend to dream for. So that's really delightful for me. It's almost like a goal game for me to figure out how I can

work through that list and some of the things on the list are really weird. I invite people to go look at them and give me feedback or invite me if you have access to those places. So yeah, that's really exciting to me. I love this vision that is so effortlessly coming through about dreaming around the world.

Tara Gentile: Awesome. Dyana Valentine, this has been an incredible conversation. Like I said, this is gonna one I have a lot of our clients and our members go back and listen to over and over again and I hope all of our listeners listen to it a couple of times because I think there was just so many things, so many nuggets for them to grasp onto and use to inspire a new way to look at their own businesses. So thank you.

Dyana Valentine: Thank you.

