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Are you a purpose driven entrepreneur struggling to get web traffic that converts into paying clients? Stop wasting time and money. Discover how to position yourself as the go to authority in your niche or industry. Infuse your Wow website with the best on marketing strategies and drive traffic to your website that converts to leads and clients. Listen to the On Market Your Business podcast today and watch as your ideal clients find you with ease.

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Let's head into the studio now with our hostess with the Mostess, Carol J. Dunlop.

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to everyone. How are you? How are you doing this holiday season? Are you stressing yourself out? Are you taking it easy peasy? Do you have a lot of things to do, or are you being in control? I want you to be in control of your life, your health, your business, all of that good stuff.

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Right? So I have a confession to make to you. For me, I had to kind of say no to something that I really, really wanted to do in a couple of days because I just wasn't going to have the time. And as my previous guest, Lisa Big and said,

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you have time. So the question to ask is, what is it time for it?

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So it wasn't time for that other thing I wanted to do, but it is time for this. And right now you're here for this excellent deep dive podcast episode about self-care and health care, featuring Doctor Julie Hafner. And she's going to give you some great advice to keep your health and self-care, health care, and self-care top of mind during the holidays because we all need that right?

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Yeah.

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So while you have this downtime for the holidays, why not get your

business set up for success in 2025? You need to get this masterclass that I have that I've been talking about in the last couple of episodes that teaches you how to go from your freebie offering all the way up to selling a one time offer.

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Just imagine,

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people come to your they come to your website, they see something they want. They say, hey, I want this freebie that you got. They download the freebie and they have no inkling that on the other side of this freebie is something awesome and amazing that they can actually purchase, and you're presenting it to them and they're taking advantage of it and their purchasing it.

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So some of you just came for something free zero payments. Now they've actually purchased something from you and now you got some money in your pocket. Right. So I teach you how to do all of that step by step in this masterclass.

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And it's called, the free to upsell masterclass. So you can get it by going to [unmarketerbusiness.com/free to upsell](http://unmarketerbusiness.com/free-to-upsell).

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That's free the number two and then upsell. And guess what. You don't just get the masterclass. You also get two months in the UN Marketing Academy. So you can explore all 300 and more video trainings that I have there for you.

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So now it's

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tech time.

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The technology software that I have for you today is my favorite favorite of all.

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I would have to say this I had StreamYard, but and I will showcase that at another time. But this is Activecampaign, so just imagine this when someone comes to your website in the middle of the night because they're searching for a solution and they find you, and then they opt into your lead magnet. Okay. What's next? Who's going to send them that email?

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You're asleep, so it ain't going to be you. But somebody has to send them that thank you email. Get their, freebie, get the freebie to them and also send them on the journey of nurturing emails. And that's not you because you're asleep, right? Active active campaign will do all of that for you. You can set up your automations.

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You can set up your flow, your nurturing emails, all of that stuff so you don't have to think about it. And you can rest easy at night, right? Because I love to wake up them in the morning with, excuse me, I love to wake up in the morning with new subscribers and money in the bank.

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All right.

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So if you want a 14 day free trial of Activecampaign, all you need to do is go to [KCI corporation.com/active campaign](https://kci-corporation.com/active-campaign) is one word altogether active campaign. So go ahead and get it right.

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What's holding you back from hitting well on your marketing plan? Fear manager. Imposter syndrome. Frustration that stops now. What if I showed you how to reach your target audience and get them to buy? How to make social media marketing easy. I don't understand the power of email marketing and how to conquer your fear of putting yourself out there.

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What if I provided you with simple tools and techniques, easy to implement training that bring you clarity and give you the expertise and the know how to convert marketing into money? Hey there, I'm Carol de Dunlop, the online wild strategist and six time bestselling author.

I teach purpose driven entrepreneurs, just like you to convert marketing into money. If you're a purpose driven entrepreneur who's ready to stop allowing fear and frustration to keep you stuck and instead embrace clarity, authority, and expert instruction to convert your marketing strategies into money in the bank.

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Then you need to join the UN Marketing Academy in the Academy. You'll take a deep dive into the tools, techniques, and training that helped me and my husband have the same. Our successful business. In spite of the 2008 recession, two major health crises, and of course, the pandemic. The Academy is about replacing expensive, frustrating and overwhelming marketing practices with simple, easy to implement marketing resources that get you in front of your target audience and get you paid.

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This academy is for purpose driven entrepreneurs who crave simple marketing strategies, coaches who need real life trainings to take the overwhelm out of marketing. Small business owners who are ready to conquer their fear of putting themselves out there. Service providers who want to use social media and email marketing effectively. Action takers who are ready to go live without fear.

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Marketing your business successfully takes work. And marketing without marketing. They don't know you exist. If you're ready to convert your marketing into money, you need to join the UN Marketing Academy.

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Join the UN Marketing Academy today by going to [UN marketer business.com/join](https://unmarketerbusiness.com/join).

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All right, so without any further ado, let's jump into the interview with Doctor Julie Hafner and then meet me back here because I got some more goodies for you.

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All right, everyone, I want to welcome my very special guest, who's also my client and sometimes my confidant, and sometimes my coach. And and a lot of times my friend. And that's doctor Julie Hafner. So, doctor Julie, welcome, welcome, welcome to the podcast today. And I want to start out by allowing you to introduce yourself to the

audience and tell them what you're all about.

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Well, thank you so much for that wonderful introduction, Carol. I you know, as we always laugh about, you know, it's always about the introduction. So I'll do my best. I am Doctor Julie. I am a functional medicine practitioner. I've done a lot of things in my career, primarily in the field of health care. And I run an organization called Doc Stress Busters, where I help people reduce the stress, get into the healthy parts of their retirement because, you know, everybody is healthy, wealthy and wise.

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So, I know that people plan for their financial retirement, but how many of us prepare for that healthy retirement? So that's what I'm all about. And, thanks so much for having me on the show.

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Share a great thing. I couldn't not do it. You know, functional medicine. I was a personal trainer for like ten years, so I'm pretty,

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Well, is it well versed? So. No, I know about functional training. In functional training. Functional medicine. I know about functional training. So I know about functional medicine. I'm so glad to have you here. So this podcast, as you know, is all about how to get more traffic to your website. So we're going to dive in with you and ask you, how do you get traffic to your website?

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Because I think it's relatively new, isn't it? Yes, it is very, very new. I just opened for business officially October 1st, so I'm really excited about that. Yay! And it's largely because of all the training and all the different things that you provide for me. You host a lot of my other, health care sites. You've hosted a lot of different things.

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So that's a great service that you provide. And I'm so lucky. But in answer to your question, it's it's it's a lot of work, as you know. Yeah. Marketing and sales is a major thing. For example, right now in the month of October, I am running, a wellness, console, which is going to be a review of your labs.

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Most people have blood labs, and I'm going to show you what your doctor has missed and how that impacts your weight and your health into retirement. So I'm going to be doing that for, you know, like a quick, easy, easy peasy fee of 49 bucks. It's worth a lot more than that because you get that nice report out of it.

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And it's a major thing. And in, in, you know, in, we're coming to the holidays, unfortunately, to say that one more time, and I'm going to be having a Black Friday sale where I'm going to be doing, some genetic testing that will be a little more pricey because the test itself is pricey. However you want to know and get down and do a down and deep dive, I'll be offering that as well.

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So that's one way that people can drive traffic to their, to their, either Facebook, Instagram, Twitter or their website. That's only one of the things. And as you know, you've shown me so many things, and I hope you continue to show me some more. Yeah, but I think we'll have to. You have to. And I think part of it too is, is that consistent posting, because that was an area where I know I did do it, I got it minutes.

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So I really want this time to really make sure that I post things of interest, post things that that would people would like to see and like to do. So I hope you all go to Doc Stress Busters and put a comment in there, because I want to know if I'm hitting the mark or or maybe off. You never know.

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That's what testing is all about. Exactly, exactly. So how do you come up with the things that you're going to talk about, say, on social media and get people to react to it versus the things that you're going to teach about when you have your webinars and stuff.

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Yeah, well, they did do a study, interestingly enough, if you want to hit a million, views, the answer is drumroll here.

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Popping

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up is the answer. So if you have a puppy do that. I don't have a clue. So I have it like I had to rent a pup. That would be a problem. Anyway, most of the things I do are to announce something that I'm doing, which is, you know, always interesting. I am doing. I've done five webinars.

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On the fat facts, where I talk a lot about weight loss and weight control, and all the different markers. There's about 15 of them that I go over in little pieces. So that's one way I get I get people to listen, and I use that in my marketing as well. I have an upcoming one on specifically on sleep, because those 15 are going to get broken down into more and more detail work.

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On October the 15th at 630, I'm going to be having those, you know, those people come and learn a little bit more about why we need to sleep. And I'll tell you, if you work like an entrepreneur, like, like Carol does, like I do sleep is in a sensual thing in our world. I totally, totally agree with that.

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So now we're taught you're deep into this, world. Now, this was a dog stress busters and congratulations on that. But, you know, I did the meditation.

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How did you start all this out? Where did all this come from? I bet a health care practitioner. For years and years and years I've dealt with a geriatric population. I am a communications specialist.

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I've done that. I'm also done business in leadership. So I've done a lot of things. But what's the bottom line to all this was, is all that training kind of homogenized together when I realized that most people that are into, you know, their retirement years, some of the people that I've seen, all the geriatric senior population and those people are taking an average 14 medications a day.

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Those people are noticing pain. Those people are going to the doctor

for relief and they're getting another medication. So one of the things I really believe in is health and wellness. Studied it for over 25 years. And, you know, I really want to help those people that are not getting the answers that they want to have. Are you heard?

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Are you being listened to to somebody, listened to you and understand what you're saying? And you know, when the doc says, oh yes, you're fine. See you in three months. Guess what? That's a sign that you may need to be looking for other things like alternative medicine. Finding the root cause with this functional medicine. In a nutshell.

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Definitely.

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Because we need to be able. I have this story for you now. Oh. I was,

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caretaker for my husband, you know, after he had his stroke and all that. And I remember going to one of the doctor appointments, I mean, with several, as you can probably guess. But I remember going to one of the, the, the appointments with him and I had looked something up online about some medication.

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I don't remember what it was. I was going to Google after Google, I was doing what I was doing. Doctor, doctor, Google. And it was. And all I wanted to do was ask him what his thoughts were about that. He got so offended he did not want me. He did not want to even look at what I was showing him or asking him.

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And I wasn't saying, you know, do this, you should do that. I was like, what do you think about that? So I have an issue with, our primary care physicians or, you know, our medical professionals that we put into our life who don't even want to answer a question like, they take,

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you know, they look at you like you're questioning me.

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What are you talking about? But it's our life. How how do we how do we handle it? How do we get around that? Yeah, it's a really hard thing because think of it this way.

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Practitioners are usually part of organizations and they are being pressed. I mean, I feel sorry for them. They're pressed to see it used to be 20 patients a day.

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Now it's 30, 35, 40. I mean, depending on the practice, they want that revenue. And that is the issue right there. So how do you streamline your care? You get the person in and out as fast as possible. You use ancillary people to be able to do what they can to speed up the process. And, you know, so they fly from room to room.

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And that's really yeah, I mean, you know, so that's on their side. So, what I used to do, and I would advise this to every single person is I would take and sit down and think of the questions you want to ask when you get in that room. Remember that they have limited time, but nonetheless write it all down, put the the paper in the practitioner's hand and say, answer me.

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Two. You know, pick out whatever you want. Because if you open your mouth and they say, hey, Mrs. Jones, how you feeling today? And you say, fine, they'll say, great, you're doing great. See you in two months. Three months. That's true, that's true. I mean, they're trying to get in and out in like five minutes, do a total diagnostic, look at you, see how you're doing.

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Look at all your pills. Okay. And you have been like, wait a minute. Nothing happened. And the thing is, is most of the elderly people that I see, they're, you know, they're they have the philosophy that, you know, that, say

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God is the doctor or the doctor is God. You know, that's a big issue. And so that's, you know, that's a that's a problem because, you know, they want to be respectful and they understand that there's a medical teaching and whatnot.

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So okay, I tell them, I said, I know you don't have a big voice, but we're going to give you a voice. We're going to put it on the paper and get you to go and say, yes, I'm going to do this. And so in, before he asks you how you are, stick that paper in his hand and say, your hard and do that otherwise.

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Otherwise you're out of there. And then I, I've seen, I've seen many, many family members. They're like, what just happened?

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And you know, like mother was supposed to ask about this, this. But she's been having high blood pressure, and the medicine is working, and and, you know, so what do you do? I mean, so I tell the people with and actually in some of the sessions that I work with them, I will sit them down and write that down, making sure that they have that paper.

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And then they get to they get to go and do what they can, you know, and hopefully, you know, to follow up, follow up. So it is a hard it's a hard thing. You, you know, and and like you said, Carol, you're the only one that's in your body, you know, whether it hurts or not, you know, and, let me say this real quick about pain in general.

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Pain is the body's signal to the brain. Hey, guys, there's something wrong here. There's something upsetting. So what do you do? You listen to that pain. It tells you something, and it isn't always a medication. Sometimes it's finding out where the pain came from or why the pain came from. Tell you a real quick story.

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Matter of fact, a friend of of a family member, was having pain in their, their upper back in the scapular region, which is this part up in the back of the shoulder, you know, behind there.

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And they kept having this pain. Kept having this pain. Guess what? It turned out to be kidney cancer. Oh my gosh. And you think, oh how would that relate. Well the body is, you know, that the body is

sending pain signals. And maybe he had other pain signals and the guy ignored it. Who knows. So you actually had a kidney transplant?

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I mean, this is you know, this is the kind of thing that happens. So be heard, be understood, be listened to when you go into that appointment. That's what functional medicine is all about. We have the time we give a darn. I mean, not that the practitioner doesn't, but we have we have less patients. And then finally, you know, we look at what can you do, what can you be involved in.

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How can we create that collaborative event when you go to that practitioner? And I see people virtually. So you know, I don't have that luxury. I don't always see them, I actually see them. But now with telehealth, it's a common place. So yeah, yeah. Thank

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it used to be it used to be crazy. Oh I'm going to see a doctor on the screen and they're going to tell me what to do.

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But I'm actually a member of a healthcare organization that they are all online. And then they have different practitioners in your local area that you can go see. And I think they just sent me a note that they're going to start doing house calls. What people are going to come to your house? What kind of craziness is that?

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So I want you to tell, the people that are listening right now, what is the difference between what you're doing functional medicine and then traditional medicine. And then one caveat there. Can they mix? Can they work together in harmony? Truly they should. But there's a lot of territorial stuff going on right now. Just, you know, just so you know, we're all we're all seeking the same client.

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So that makes it a little bit of adversarial, you know, relationship. The difference, the basic difference. Traditional medicine uses drugs and some lifestyle changes to affect symptom reduction. So that's the big the big key is all they're trying to do is solve the the symptoms, treat the symptoms and not quote unquote problem will go away. However, functional medicine looks at more details like for example, we have a test called the GI maps.

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For those of you that are interested. It's a fabulous test. I've done it on myself because I feel so strongly. I wanted to know, and the stuff that it picks up is stuff that it's like, why am I having gas? Why am I having bloating? To get real down and dirty about this, you know, your body is controlled by the gut system, so why don't we examine it?

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Unknown

It's not a test that's paid for, but if and it's also a functional medicine, it's mostly a cash based process too as well. That's a big difference. So we don't rely on insurance you know. So that's one thing. The other thing is, is we get into what is going on in that body. Do you have bacteria, do you have inflammation?

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And then we look at supplements and not just the kind you buy at Walmart or CVS. And we look at pharmaceutical grade items that are going to solve the problem. Is it going to kill that bacteria without an antibiotic? Is it going to strengthen the walls of the gut and the microbiome, which is what controls and how we process our food and get the nutrients out of it?

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That's called bioavailability. So all these things are so important. And the docs just quite frankly, they don't have the time. Plus, remember, most medical students do not learn about nutrition. That's just maybe a ten minute course. They also don't learn about swallowing. They don't learn about therapy. They don't learn about, you know, all kinds of different things.

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And we we look, we do them all. So that's that's what we look at. That's so interesting because I remember when I was personal training years ago, I was actually a personal trainer for ten years. And the biggest one of the biggest things that the doctors would tell us is that we don't get this training in medical school.

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We don't know anything about really about weight loss, building your muscles, keeping yourself healthy. We just worry about how many pills we can give you to make you feel better, or to take care of whatever symptom. And I know that's why a lot. And this was years ago, and I

know a lot of doctors were frustrated with that.

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So you thinking about today, I know they're even more frustrated because there are certain things they can't do, certain things they don't have time to do. And I think that's where you guys kind of fill in. That's where you actually fill in the gap. So number one, you can actually have a conversation with somebody who knows what they're talking about.

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And number two, they could I think that you can help them by creating a specific customized program for them that they can follow, and they know it's for them, am I right? Yeah, absolutely. Everything is individualized. And, you know, when we talk about things like especially because I do weight loss and that especially not all people lose weight from all products.

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You know, that's why we Weight Watchers, we have Jenny Craig. Are they the best? Maybe yes. Maybe no. Will you lose weight on. Yes for a while. But then there's the issue of maintenance and rebound. Are you going to gain it all back? Well, that's one of the biggest frustrations and some of the things that we do and is semi-gloss iron GLP one, are they really safe for you?

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Unknown

Well they have their place. It depends on how much we want to use. It depends on all these other factors. Remember type two diabetes is comes from too much weight okay. A lot of times you you know, it sends all of your body out of whack because your body's trying to get this. You know, this weight to be, you know, understood or practice.

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And the other thing is to think about now they have what's called type three diabetes. What? Oh my goodness. That the type three diabetes is dementia okay. And it comes from things like it adds to the problem of lifestyle problems where you sit on your fanny all day and we're on computers much more. We don't exercise, we don't eat right.

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So pretty soon the brain doesn't get the nutrients and the biofilm. So the things in our in our bodies. So when we go in we take that, you know, vitamin from from Walmart. I hate to pick a Walmart, but you

know, there's a lot of other ones too. Yeah. But but but you know, you see the ads, you know everybody's rushing to Walmart to buy whatever it is.

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Unknown

Do you know what's in that stuff? No, I think apparently you don't. I and and the funny thing is, is I used to think that I could just go to any store and buy, oh, whatever by the minute. It was fine. Guess what? It's not. You don't know what's in them. It can be sawdust. It can be products that you don't even want to put in your body, let alone.

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And I'm not talking about the freaky people that are like counting, you know, every Michael. You know grandma, right? I'm talking about. Well, they're not regulated. A lot of that stuff isn't regulated. So yeah, this is so you need you need companies, you know, like designs for health, like full script, like, these are the companies that do the business of protecting the public.

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And yes, they cost a little more. I hate to tell you, but do you want it to work or do you want to just, you know, you can just take it the bottle and just flush it down the toilet. You might as well do that if you can. You know, doing that bioavailability. Can the body use it or is it going to be seen as a foreign substance and excreted right out.

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So those are these are all these things that you know, and I'll I'll be real honest with you and your audience. I was so blind when I was a lot younger. As I've gotten older, I never knew. And the stuff that we eat and the stuff we put in our bodies and this and I'm like, oh yeah, it'll be fine.

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No sitting there now I'm finding out, oh my lord, look at this. Don't eat that, don't eat that, don't do that. Yeah, if they know you know stop. Yes. No. Stay away from that and that. And that is so, so critical. You want to be healthy, you got to do it the right way. Sorry. You do, you do.

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Unknown

And I think going to see you is one of the right ways that you can do so. Doctor Julie, I know that you have a challenge for our people, our

audience, who is listening. What is your challenge that you would say that you would give to them, that they probably do, you know, pretty quickly, but it's still going to put them in the right direction to get in their self in order.

00:27:40:59 – 00:27:56:41

Unknown

I would say the first thing I would do if you if I was starting from scratch, I think that's the challenge you're trying to make me come up with. And I'll actually have to post about this as well. So thank you for the good marketing tip as always. Carol is right on it.

00:27:56:41 – 00:28:22:01

Unknown

What I'd like to see everybody do is, as you are looking through your cabinets in your kitchen, look and see what you got in there and it look and see if you can read the label, if you can read the label like, you know, like sugar, salt, onion, onion powder, you know, all these things.

00:28:22:01 – 00:28:34:30

Unknown

If you can read those words, chances are it's probably you can save it all and say it's perfect, but at least you start there. If you read Dave and Hydra Cola a up and you.

00:28:34:34 – 00:29:05:45

Unknown

Know that you can't even pronounce that if you can't pronounce it, guess what? It's a chemical. Throw it away. And especially for those preservatives, because a lot of people that are suffering from guest problems are very sensitive to, to, to these preservatives. It may not be gluten, it may not be something, it may be preservatives. You, if you do it the right way, in a safe way, you may be able to put that that bread or that pasta back in your diet.

00:29:05:45 – 00:29:25:59

Unknown

But again you got to know what you're putting in your body. So start there, start there and then and then find a functional medicine practitioner in your area and go see them. You know, and I have I have office hours. I'm going to actually be starting some, some office hours, probably Thursday the afternoon. So you can stop by and just

00:29:25:59 – 00:29:29:39

Unknown

check in and say, hey, I just want to know, what would you do if.

00:29:29:39 – 00:29:49:16

Unknown

And then I'm good. You know, obviously I'm going to say you need a full assessment, but let's just start you somewhere. Let's start. Yes, yes, I love that doctor Julie, thank you so much for coming on today and spreading this wealth of knowledge that you had, because you're taking me back to my personal trainer days. And I used to talk with, doctors and, you know, medical professionals all the time.

00:29:49:29 – 00:30:02:39

Unknown

I still do for myself and my husband, but not so much for others, you know, because I'm not in the personal training thing. I'm in that marketing thing now, but just it takes me back. I'm very happy about that. Tell people how they can find you online.

00:30:02:39 – 00:30:09:45

Unknown

Super fantastic. Thank you so much. Everything's kind of getting started and Carol's going to Carol's.

00:30:09:45 – 00:30:16:37

Unknown

My girl. She. She's going to take good care of me. You will see, the. I have a,

00:30:16:37 – 00:30:31:09

Unknown

I have a platform on, Facebook. It is doc stress busters, on Facebook. And I also have a personal site where I'm posting a lot of the similar things and things like that. And you'll see you're also in.

00:30:31:09 – 00:30:48:46

Unknown

Oh, by the way, I forgot to tell you, Carol, in December, you'll see a series on food as medicine. So especially ready for the holidays because we're always going to be a little more. So we're going to talk about food and that kind of thing. But that will be Doctor Julie, at Doc's Stress Busters. So I've got both of them.

00:30:48:46 – 00:31:07:42

Unknown

One's the personal ones, the business. So stop by visit. I will also you'll be seeing a, a website and a new website soon. And I have and you can look for all the links to book your call. It's, you know, it's the links are all in there throughout the whole thing. And feel free.

00:31:07:44 – 00:31:26:30

Unknown

I mean, just or drop me a DM, and I'm glad to answer a question. So. Great. Thank you. Now, everybody, take her advice. First of all, you need to do that challenge. Go look in your medicine cabinet. Go look

in your refrigerator. Go look in your cabinets. Can you pronounce the things now? Your medicine cabinet? You probably won't be able to pronounce some of those things.

00:31:26:30 – 00:31:44:58

Unknown

I don't know why I said medicine cabinet and pantry. Go look in your refrigerator. If you can't pronounce the ingredients that are in your food, you probably want to think about getting rid of that stuff. That is my challenge. That is our challenge to you to do that. And believe me, you'll feel a lot better when you're when you know what's going on.

00:31:45:03 – 00:32:05:43

Unknown

And to validate yes, yes for college. Yes, definitely. Give yourself that gift to yourself. Better health, better health all around. And then look for that. Stress Busters is coming online really soon with her new website. But go to Facebook and you can find her. And she's very good about communicating with you, answering your questions and all of that.

00:32:05:43 – 00:32:16:49

Unknown

So thanks everyone for joining in. Woo! Thank you so much for being a part of this, doctor Julie and I will see you all next that. Bye for now. Thanks for having me.

00:32:16:49 – 00:32:39:55

Unknown

Is your website ready for prime time? When your ideal prospects land on your website, do they see the true professional you are? Are they greeted by a site that's not quite ready for prime time? For 30 years, we help coaches and service providers transform their online presence into powerful, client attractive machines. As a premiere website to Sanders in Atlanta area.

00:32:40:00 – 00:33:10:28

Unknown

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00:33:10:32 – 00:33:39:45

Unknown

If you're ready to make an impact with your website, download our free

Wow Website Planner today. Inside this planner, it'll give you all the information you need to create your own Wow website. Whether you use us or someone else, you need a website that converts web visitors into paying clients. So go to KCI corporation.com or slash planner right now and download the free Wow website planner.

00:33:39:45 – 00:33:58:09

Unknown

Did you enjoy that interview? I meant you did. Wasn't it just in time for the holiday madness that Doctor Julie reminded you to take care of yourself, put yourself on the front burner and think about your health care and your self-care. I love it, I love everything about, functional medicine.

00:33:58:18 – 00:34:09:29

Unknown

Like I said, you know, I was a trainer for ten years, so I know about functional training and functional medicine, and it really puts the control in your hands. And we need a lot more control these days. Right.

00:34:09:29 – 00:34:23:27

Unknown

So right now it's client spotlight time. And the client that I'm spotlighting is Michelle felt it I know I spotlighted Michelle a couple of episodes ago, but I needed to do it again because number one, I mispronounced her name.

00:34:23:42 – 00:34:38:51

Unknown

Her name is spelt as it looks like felts, but it's spelled it. And all this time we've been working together, I've been saying it wrong. Probably because I never said her last name to her, and I did apologize to her. And she was like, yes, this felt so. I'm so happy that I got that and I got a chance to redo.

00:34:39:01 – 00:35:05:13

Unknown

And the reason I'm bringing her back to the spotlight is because her book, Legitimizing the New Hustle, Creating People First Workplaces hit bestseller not only in the Kindle version, but in the best industry, not only in the Kindle version, but in the paperback version as well. And she's my first client that has done that writing bestseller in the paperback and the Kindle version.

00:35:05:13 – 00:35:18:59

Unknown

I am so proud of her, but it's no wonder because that book is simply awesome. It talks about how companies and people who are marginalized or, you know, don't get the opportunities that everybody else have.

Maybe they've,

00:35:18:59 – 00:35:30:04

Unknown

done a stint in prison, or maybe they have drug and alcohol abuse in their life, or maybe they just have never gotten that chance that they needed to do the stuff that they wanted to do.

00:35:30:04 – 00:35:59:53

Unknown

So she gets these employers together for and to create work, to create space in their business to bring these people in, not shown them, not saying no, because you're not this are not that. You can't be a part of my company. They are accepting and they are changing their workspace environment to accommodate people of all colors, all races, all cultures, or whatever you call it.

00:35:59:55 – 00:36:23:22

Unknown

You know, they're just accepting. And these these employers should be, you know, get a big round of applause for what they're doing. And Michelle Feltz and her husband, Dean, are doing an awesome job with their company, One City, and their program momentum. And she did this book. And I'm just I'm just so proud and honored that I had a chance to work with her and to help her bring this book, and that's its bestseller.

00:36:23:33 – 00:36:31:21

Unknown

Yay! So go and grab your copy at People First workplaces.com. You won't regret it at all.

00:36:31:21 – 00:36:42:09

Unknown

Hey there. Would you like to be a guest on the Unmask at Your Business podcast? Simple. All you need to do is go to UN market or business.com/podcast.

00:36:42:09 – 00:36:58:31

Unknown

So are you ready for your spotlight? Be on the lookout. All you need to do is be awesome by either being a client or by letting me know that you used, did, or follow the advice you heard here or on a previous episode posted on social media.

00:36:58:31 – 00:37:09:04

Unknown

And be sure to tag me at CSI Corporation and use the hashtag best UN Marketing Strategy, and you may find yourself in the spotlight right here.

00:37:09:04 – 00:37:29:09

Unknown

All right, so let's recap what the episode was about, what the interview was about with Doctor Julie Hafner. Number one, doctors are busy in the US right at your questions and have a list ready for them so you can get your questions answered right away because you know they only going to give you about ten, 15 minutes and then they're going to the other one.

00:37:29:14 – 00:37:35:34

Unknown

Number two, be involved in your self-care and health care. You only have one life. You better make it your best life.

00:37:35:34 – 00:37:41:08

Unknown

And remember that Doctor Julie can create a customized plan for you.

00:37:41:08 – 00:37:58:12

Unknown

And don't forget about her challenge that she has. And that was to look in your cabinet, your medicine cabinet, your your refrigerator, any kind of cabinet where you keep food or medicate well, mainly food wherever you keep food.

00:37:58:17 – 00:38:21:01

Unknown

And see if you challenge yourself to see if you can read those ingredients or if you even understand what those words are. Are they simple? You know, like onions, salt, pepper? Or are they? I'm not quite sure. I'm done. I'm done. I'm some long words you can't even pronounce. Maybe it's time to get rid of those things. And when you go shopping again, make sure that you can understand what those ingredients are.

00:38:21:10 – 00:38:24:35

Unknown

Because like I said, you only have one life. So take care of yourself right?

00:38:24:35 – 00:38:33:39

Unknown

Would you like to get free coaching for me? Simple. All you need to do is go to on marketer business.com/podcast.

00:38:33:44 – 00:38:55:11

Unknown

Now, this is the book that you guys need to get right now. It's called Prayers and Inspirations for mom for nurse. This book is all about

inspiring and motivating mom nurses with prayers and inspiration and inspirational stories so that they can keep going. Because, you know, entrepreneur life is hard. You know what I'm saying? Every day there's something going on.

00:38:55:22 – 00:39:15:58

Unknown

You got to put out fires. You put out fires there. Just like I said. I felt like, you know, I was being harassed and I didn't want to do the thing that I didn't, that I really didn't want to do. But I had to put it out because it's just not enough of me. So this is book, and this book is all about inspiring mom and nurse to be their best to do their best.

00:39:15:58 – 00:39:37:16

Unknown

And number one to keep going is me. And I believe it's for other entrepreneurs who are on here, and they're each sharing their story about their moms. I shared my story about my mother who who was, you know, my number one cheerleader till my husband came along and they were both like, right up there. Unfortunately, my mom passed away only a couple months after we were married.

00:39:37:16 – 00:39:55:29

Unknown

So she's been gone from this earth for 30 years. But she was my inspiration because she was an entrepreneur. My grandmother was an entrepreneur and my great grandmother was an entrepreneur. So I had no choice. I had to be an entrepreneur as well. And I love the life, but sometimes it gets a little rough and we need some help to keep going.

00:39:55:34 – 00:40:05:21

Unknown

So go get that, go get the book. You can find your copy at [CSR corporation.com/mom](http://CSRcorporation.com/mom). One word mom. But

00:40:05:21 – 00:40:28:28

Unknown

as we end this out, I want to thank Doctor Julie Hafner for being a super guest. And then next week you got me here and I'm going to be talking about turning podcast pitfalls into biz success. Did your first attempt at podcasting fail or is your podcast not doing as good as you thought it would?

00:40:28:28 – 00:40:44:37

Unknown

Is, and not bringing revenue in like you like you think it should, like it could? So I'm going to go over all those pitfalls and show you how you can flip that around and make your podcast a success and bring in revenue and clients for you. So stick around for that

00:40:44:37 – 00:40:47:44

Unknown

and that'll be great. That is the episode for next week.

00:40:47:44 – 00:41:01:12

Unknown

Now be sure to leave a review about this episode if you found it valuable for you, and if it helped you in some way. Also, I'd love it if you would like it. Maybe share it with your peeps, your friends, your audience,

00:41:01:12 – 00:41:25:32

Unknown

If you feel like this is something that you want to keep up with, because I got some other great episodes coming out, and you're also free to check the other episodes that I've done previously, because this is episode number one, 64. So I got a lot going on. I would love for you to subscribe. I've got some great episodes coming up, and I would love for you to be part of them or make me part of your business in helping you to succeed.

00:41:25:37 – 00:41:38:14

Unknown

I love that, so thank you so much. Bye for now. Have a happy holiday! I will be on next week with that one and we'll be broadcasting through the rest of the year. I got some great episodes for you. Bye for now.

00:41:38:17 – 00:42:07:03

Unknown

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00:42:07:08 – 00:42:08:29

Unknown

See you next episode!