

# Ep #110: How to plan for 2021 with Eyenie Schultz

## Full Episode Transcript



With Your Host

**Simone Grace Seol**

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Welcome to Joyful Marketing! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science and you can do it too. Listen on to find out how.

Simone: I have on my show today a superstar. Everybody asks me all the time like, how I managed to look so unique and amazing, and I always refer them to my one and only amazing - I don't even know what to call her. I could call her my style coach, but that is such an understatement for what she does.

The razzle dazzle magic that she does, to not only make me look one of a kind and amazing, but make me feel that way, so that I'm really shining that from the inside out. My mentor person, I don't know what to call you. My mentor human.

Eyeenie: Sometimes I don't even know what to call myself so that was good, thank you.

Simone: Would you like to introduce yourself in your words, mentor human?

Eyeenie: Sure. Hi I'm Eyeenie and I'm Simone's mentor human. Just going to keep that. So I refer to myself as an iconic image alchemist and style editor. Sorry, energy editor. So energy editor because essentially, I work with someone's energy. So when I have my clients, I see what parts of themselves they're showing, what's being left out, so we can really bring out - integrate those parts and help them expose their entire essence that they're showing up at their most iconic.

And when you're showing up fully and at your most iconic, you're fucking irresistible, as case in point here, evidenced by Simone. So that's essentially what I do and it involves lots of shit. There's the style piece, using the elements, there's also energy work clearing, there's a lot of shit that goes into being your most iconic self.

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Simone: Yeah, she's like a witch that helps you turn up your internal - I always say Eyenie didn't turn me into an icon. She located the iconicness that was already inside me and she's like, magnified it 1000 times. And so that's what she does with people.

And I meant to have her on my show for a while because as you can tell, all of this is profoundly relevant to how we market because how we market is how we show up. And what we say and how we say it and all of it is going to be filtered through your energy. What kind of energy you're showing up with.

And I'm always telling my clients it doesn't matter, it literally doesn't matter what your niche is, what your message is, what your offer is. Your what of it does not matter. It's all how you bring it. It's how you communicate it. You can say the same words, but depending on your tone of voice, it could be something unforgettable, or people could just doze off.

And so it's all about tuning your insides so that whatever you say, whatever your offer is, it comes out unforgettable. So anyway, I asked her to be on the show today because we're all getting ready for 2021. And we're all doing year-end review type things, and I think one of the times when looking at energy is the most important - looking at energy is always important, but when it's especially pronounced is when you cross these thresholds.

I think of it as a door. You open the door and you're going through the door, and depending on how you go through the door, it can shape your entire experience of being in the next room, right? So if you want to think of 2021 as being a room, or a house that you get to spend the entire year in, I'm like, let's get packed up right and let's go through the door so that you're setting yourself up for an amazing year.

And I don't have a lot of time or patience for traditional resolutions or goal setting type things. They never worked for me. They always just set me up for disappointment and frustration and like feeling ashamed if I'm being

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honest. And I just - if you hate it like me and if you want something better, this is it. That's why I got Eyenie here.

Eyenie: Yeah. And right now, I love this what you're saying, like, we're going through a door to a new experience that we get to decide what that room looks like. And in this case, we get to decide what this fucking universe looks like because what's happening right now, this year is especially significant and important when it comes to how you're preparing for what's next and who you want to be because we literally just over these last few days have entered a new era. The age of Aquarius. We're literally in the age of Aquarius now.

Simone: Isn't Aquarius all about disruption and shit just changing?

Eyenie: So it's eccentricity, it's like, flying your freak flag, it's just all the weird and uniqueness and all of that. That is Aquarius. This whole age is about - there's so much I want to say about this. So we're leaving the 3D. We're leaving linear time.

We're leaving the part, the time, the era where yes, maybe having to-do lists and then setting up resolutions that were really clear-cut and linear, for the first three months of the quarter I'll do this, and then that'll give me this outcome and then that'll just usher me into this quarter where I'll amplify that because I'm going to turn this on, really quantifiable, very mathematical, very problem solve-y, right?

That was the way, up until now, which is why so many more creative people who are thinking outside of the box and experiencing life outside of the box, we're feeling shame, like you just said Simone, because we were in this 3D reality and as we've been moving out of it, people are still trying to push the 3D on to you, like this is how it's supposed to work, it's supposed to be organized, it's supposed to be predictable.

Simone: When I look at goals divided by quarter, like quarter one, quarter two, quarter three, even when I was working at a normal company where that was so normal, my brain just could not compute.

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Eyenie: Exactly, because it can't because energetically you aren't a match for that because you're already a match for this new era. And a lot of your people who are listening to this I guarantee are a match already for this new era, so this is going to feel like, thank god, thank you.

So as we move out of 3D, that shift, that same stuff that has been pushed on us for millennia is not working anymore, it's not the way. So the resolutions as we've been doing them or as people have been trying to get you to do them will not fucking work. And if you want big results, it's going to be in a 5D way.

Simone: Got to do it Aquarius style.

Eyenie: You got to do it Aquarius style. So here's the difference now. What's going to be most important is one, curating and tending to your energy like a MOFO. And two, taking a deep dive into yourself to really embrace your weird and your uniqueness.

Because up until the last 2000 years, again, we've been conditioned to fit in. We've been conditioned to do things like others. We have to be normal; we have to keep up with the Joneses, we have to follow this system or that structure because that's how we plug and chug ourselves, or we try to plug and chug ourselves to all the things that already exist.

This is the era where your individualism, your uniqueness, you go and our brain's like, no, but it's all about helping others and serving my clients. Yes, but the best way to do that is by first going in, getting to know yourself like a MOFO, understanding yourself, understanding your desires, and then projecting that outwardly. Your individualism and your uniqueness, which is totally Aquarius is what is actually going to transform lives. That's how you do it.

Simone: I just got chills in my bones. So it's what's the most unique about you is exactly going to be what's the most powerfully influential and beneficial influential to other people. So it's not like, do a focus group, gather data, listen to what other people say they want and give it to the greatest masses. That's not what it is. The first step is to go inwards.

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Okay, so obviously I love that. And could you just take one step back and tell us what it means - my brain always does a little - when people talk about 3D versus 5D, I feel like, wow, we're going to science fiction territory here. What does that mean exactly?

Eyeenie: Yes. So 3D is this whole every action has a very measurable, whatever the phrase is, reaction. So it's more scientific, more outcome based. If I do this for two months, I know that this will happen. That's 3D. So it's very straight in line. So time is very measurable.

Simone: It's like two plus two equals four. That's 3D.

Eyeenie: Exactly. That's 3D. So it's very straightforward, see what you get. And it sort of cuts out all other mind-blowing possibilities and quantum physics really. So moving into 5D, what that is, that is where the quantum lives. That is where mind-blowing possibilities live. That's where magic lives, literally.

So in the 5D, why it's so important to be - instead of externalizing and trying to please others, like you said, serving and trying to fit in and see what others need and then adjusting to that, why it's so important to go within and really tap into the truth of who you are and your mission and what you're meant to do is because everything that you desire, it's going to be manifesting and aligning more quickly.

So essentially, our energetic connections will matter now more than ever. What we're projecting - so we all inside of us have this mini projector. So our internal world, how we see ourselves, what our belief system, how we view the world, what we think is possible for us, we're literally walking around with this projector and it is projecting outwardly and showing us that...

Simone: Eyeenie is doing a hand motion where there's this projector in your chest and it's - literally imagine that you have a projector that's pointing outwards like, in front of your chest. So wherever you look there's the light beams emanating out of your chest. Illuminating whatever's in front of you.

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Eyenie: Yeah. So if all you see is, I have to do this in order to get this result, if it's very limited, then you're just going to keep getting that and more so now because whatever you believe is going to happen and manifest even more rapidly now because we are - essentially what happened, I'm just going to do a quick parenthesis.

There's a bigger portal. So Jupiter and Saturn I believe have aligned in a way that they haven't aligned in over 800 years, and they're alignment has opened up an energetic portal, literally to the universe. So we're literally being doused and drenched in this whole new - in these new codes, which it's an up-level, an upgrade for humanity.

Which means we can communicate - how you're always like, I think we can communicate telepathically, all that magical shit is more and more enhanced. It's all happening now. So that's why it's so important to make sure that your inner world is in truth. It's truthful. It's aligned, it feels good, it feels like it's really you, so you can project that outwardly. And then that is how you start getting quantum mind-blowing fucking results. It's not a to-do list where you feel guilty and shitty because you didn't exfoliate twice.

Simone: Totally. It's like if you - there's a past episode of this podcast where I talked about the best way to "find your people" when you're marketing to get your message out there is that most people, what they do is they go around, they start running around everywhere like a crazy person from street to street, if you'd like to imagine it that way, just grabbing random people like, do you want this? Do you want this?

And just run around crazy everywhere. And in this previous episode, what I introduced as a different metaphor is instead of running around, stay put on one street corner and imagine you're a street busker and you have your little violin and you play the most beautiful music that anybody's ever heard with your violin, standing in one place.

And then somebody's like, what is that music? And then they come, and another person comes, and there's a whole crowd that begins to form near you. And then people are just, what is that crows? And they come near that



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crowd and you get a bigger and bigger audience. It's like you magnetizing, drawing people in with the uniqueness and the beauty of your music and letting them come to you, rather than you running around like a crazy person being like, hey, are you interested in my thing?

Just sit still and play your music, or stand still. So it just reminded me of that street busker metaphor and it's so much less exhausting that way. And that way, people get to hear your music. So what you said reminded me of that and so I think you were starting to tell us and I interrupted you, how we can do that.

Eyeenie: Yes, and I love that. That's exactly what it is. Instead of you now doing with these to-do lists and going out and I'm going to reach out to 100 people a week, and I'm going to - it's not...

Simone: Join eight Facebook groups and I'm going to leave comments.

Eyeenie: Exactly. Wish all 4000 of my friends a happy birthday. The sum of those parts are very little. It's just scraps. So what we actually want to do - so I'm going to give you a couple of things that you can do to start tending to your energy so that the projection that's going outwardly is really - because that projection like Simone was just saying, it's not only visual for you but you can feel it. It's actually this reality experiences.

So if you start projecting the fact that you are limitless and you are magical and you are so unique that of course everyone wants to come to the yard and buy what you're offering without you even offering it because you're so magical, then you're going to start projecting that magic.

So one fun exercise, one fun way that you can start doing that is I like to do an exercise, I've told you about this too Simone, but you're going to curate your electromagnetic field. So essentially, this is a really fun way to get ready for next year. So what you do, you're going to sit down, you're going to take a couple deep breaths, relax, and then what I like to imagine just around you, you have this whole electromagnetic field, which means you're always attracting whatever's being put out from that projection.



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So you're going to curate it. So what do you want to put on it? And sometimes I imagine it's like a felt board like in elementary school where you then cut out felt shapes and they just stick. It can be tacked on, it can be magnets. So I want you to just sit down and imagine, what does your beautiful electromagnetic field look like?

And then start imagining what actually makes you - and it doesn't have to make logical sense to your brain. It rarely does. That magic shit rarely makes sense to your brain. So it can be like, I want so much glitter I can't even stand it. So glitter on my clothes, glitter on my notebooks. Glitter.

So then you put glitter on your electromagnetic board. I want clients to come out to me as if by magic and out of fucking nowhere. Just like how you say, I play my little flute and they just - so you imagine them floating in and you put them on your board, on your electromagnetic field.

Simone: Are you doing this literally or imagining it?

Eyeenie: Imagining it. You imagine your electromagnetic field and so however that looks to you, so it can be a color, it can be a texture. And then you start calling those things that just - what do I actually desire this year? What really will take me to the next level?

And a lot of times it's not what you think. It's just not. So maybe it's like, getting a facial every month. So I'm going to put that in, my delicious facial. Maybe it's really kickass shoes. Okay, those are there. It's that weird stuff or seemingly weird that starts creating a whole new landscape energetically for you that then allows you to be more magnetic.

So start actually drawing in all those things that you want to draw in because it's not about checking lists off. It's about who you're becoming. It's not who you're being. That's what actually creates different results. Who you are being.

Simone: So imagine - I'm just trying to paraphrase what you said so I can understand it. So imagine there's a field of electromagnetic energy around you, which you don't have to. I mean, you have to imagine it but it's also

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true. You literally have a field of electromagnetic energy around you if you're a living being. Every living being literally has this around them.

And you can imagine it just surrounding you. I personally like to imagine it like a dome or a sphere that I'm in the middle of that you are enveloped by, or I don't know, some other people might imagine it another way. And I love this felt sort of sticker metaphor. Whatever color, texture, glitter, or whatever sort of energetic substance you want in 2020, you let the what of it come to you and then you imagine it either whooshing in or you stick it on or you rate it on you or whatever you want. You fill the space with exactly what you want, right?

Eyenie: Exactly. Not judging, not thinking oh shit, that's not going to get me my whatever, \$500,000 or a million dollars, whatever. Just trust that. What you desire, it's exactly the path to get there because it's energy. It's an energetic path rather than a task path.

Simone: Okay, got it.

Eyenie: So you can imagine it however you want, and you just start drawing that in. And if you do that a couple times a week, maybe for a couple - you can have a big ceremony and sort of to usher in the new year and really spend 15 or 20 minutes just going for it and totally curating your dome or your felt board around you or whatever it is, and really getting clear on that, and then reminding yourself of it, like once a week or something, just to bring yourself back to it, continue tending to that, continue keeping it clean and just curate it how you want it to look and feel.

So that's one easy fun way and it helps you even understand more what your energetic makeup is because that's how you actually are going to attract that stuff. A second thing to do is to ask yourself what parts of yourself, not what tasks, not approaches, no. What parts of yourself have you been resisting? What parts of yourself have you been trying to adapt or fold or bind and gag and put in the attic because you feel like you won't get the results you want in your life if you show those parts of yourself?

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So go in. Maybe, I don't know, just general things from clients. Maybe there's a really sexual part of yourself and you really wish that you had that yummy hot sex diva, all that shit going on, and you feel ashamed of it, so you've been tucking it away.

Simone: Okay fun fact, sorry I want to interrupt and tell everybody that that's one of the things I worked on with Eyenie in the beginning, which was about a year ago when we first started working together. We were talking about this and I realized that I'd been pushing down my own sexuality - not my sexuality, but my being sexy and that whole sensual part of myself because I didn't even realize this but at the time, subconsciously, it felt dangerous to show that side of myself.

And I was so shocked because I didn't even realize that I had this belief that it was dangerous to be sexy on the internet. And it's not sexy like you take your clothes off, but maybe it's wearing certain items where I just feel that frequency in myself. And we did a whole thing, Eyenie and I, we did a whole thing to help me step into that and not be - step out of the fear that I'm going to be ridiculed and drawn and quartered if I dare to be sexy in my marketing. Because I seriously thought I was going to die. And then I didn't die, spoiler alert.

Eyenie: Still alive and thriving.

Simone: Yeah. And then embracing that - working with that fear and getting to the other side of it was so transformative for me, not because my brand has to be sexy, but it was just a part of me that was let loose after I'd been stuffing it down for a while.

Eyenie: Exactly. And the more of those parts that you have, thank you for sharing that Simone, it's beautiful. And you felt the difference, right? It's like you freed a part of yourself up. Because the more parts of yourself you have like that, the less - so I talk about this a lot. The more of those parts you have, the little hidden secrets or those dirty little parts of yourself that you don't like, you're like ew.

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Simone: Because you actually spend a lot of energy hiding and pushing down.

Eyenie: You do.

Simone: They try to come up because they're essential parts of who you are and you're like no, and then you hammer it down, you hammer it down, and that's half the energy that you could be spending shining in the world and being creative and being magnetic. You're just spending half that energy actively pushing down, hiding what just wants to be part of you. That's why this work is so important.

Eyenie: Yeah, you're essentially - and it's exhausting. It's exhausting and...

Simone: Yeah, imagine you're playing Whack-A-Mole all day.

Eyenie: Yeah. Okay, so the more parts of yourself you have that you're hiding and oppressing and ashamed of, instead of just letting it all fucking hang out, the more that exists, the less possible it is for you to be in integrity.

Simone: What are some of the - give me some examples of other things that - you work with a lot of people, so what you see people hiding the most. So there's the sexy sexual part. What else do people tend to hide? Because I get a lot of people wondering like, I don't know - they don't have awareness of what they're hiding or what they're ashamed of.

Eyenie: Oh yeah. So some of the greatest hits that I see, some that come up a lot are also like, the I'm not actually this nice. If I had it my way, I wouldn't actually be this fucking nice all the time. I wouldn't be biting my tongue, I wouldn't be arranging my sentence to make sure everyone else is comfortable. So maybe you have - this is especially true, fire is fucking frank, fire is direct, and fire has been taught that's a little too much.

Simone: Fire has some controversial opinions that might trigger some people.

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Eyenie: Precisely. Nice girls don't talk like that, nice girls keep their opinions to themselves, nice girls make sure everyone else is comfortable. So that's a huge one in girls and boys. That will keep you from actually speaking the truth, which will always keep you out of integrity. And it's almost - I don't want to say lying, but in a way, you are lying because you're editing yourself so much and censoring yourself so much that the truth can't come out. So that's another big one.

Another big one is eccentricity. Like I wish I could just wear all the fucking colors, I wish I could just have all the weird jewelry, the gigantic whatever, earrings and weird crazy hair half shaved, but I don't want to be off-putting so I'm just going to keep myself...

Simone: Yeah, that super cool eccentric chick can do that, but not me.

Eyenie: Exactly. I can't pull it off, right?

Simone: Which I think is crazy when people say I can't pull it off.

Eyenie: Oh boy, yeah.

Simone: It makes me want to reach across the screen and slap them with love and shake the fuck out of them because it's such a lie. It's such a depressing - it just depresses me to hear I can't pull it off because it's like saying - it's like looking at a dream or a vision and saying oh, that could never be for me, I could never achieve that.

Just because - listen, if you're a human being and you have even the vaguest stirring in your heart to want to try something, that means it's because you can pull it off. You hear somebody wearing blue lipstick, she's so cool but I can't pull it off, I'm just not that kind of person, you're fucking wrong. Stop it. Stop it. Go take \$18, go to a fucking MAC counter and buy fucking blue lipstick. It is not hard to put it on your face.

Eyenie: Yes, and then do a live fucking video and...

Simone: Do a live video.

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Eyenie: And then go to the grocery store with it.

Simone: Exactly. The more your brain is like, oh, but you can't - the more your brain wants to insist, the more you want to be curious. Like why are you fighting it this hard? It's just a pair of glasses, it's just a color only your lips. It's just a piece of clothing. Why are you so insistent that I can't? You know that it's not - it's something there.

Eyenie: Oh yeah. If it keeps on talking to you, and the more you - the resistance equals persistence. So the more you resist something that really is meant for you, that shit will persist. Whether it's some blue ass lipstick, whether it's doing more lives or wearing the sexy outfit or just telling it like it is in your fucking direct way, it'll keep - it will not leave you alone. So you might as well just embrace it and be partners with it.

Simone: If you have a stirring in your heart, whether it's blue lipstick like she said, or whether it's speaking a certain opinion, you can pull it off. There's nothing you can't pull off if you want it.

Eyenie: Amen.

Simone: Pull off is a lie. You either or you don't. You either desire it or you don't. You either risk it or you don't. You either try it or you don't.

Eyenie: It's a choice.

Simone: It's a choice. I didn't even know I'd be triggered by this. Apparently, I had a pent up - I hate pull off. Like I couldn't pull off that dance move, fuck you. Stop disapproving of yourself. Stop it. You can pull everything off. You have some bad friends. Get rid of your friends and get rid of friends who say you can pull off all the things.

Eyenie: Exactly. Precisely, and who will celebrate in front of you as you experiment and play with it, right? It's all a fucking choice, which is beautiful. Are you good with examples on that stuff?

Simone: Yes, perfect.

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Eyeenie: Okay, beautiful. So yeah, essentially, what we're moving into really is just you, yes, experiment with the blue fucking lipstick. Do anything that you are drawn to. Now is the time to move to it because every single thing, including - we're just going to keep talking about blue lipstick - carries consciousness and codes and information that's going to help amplify you. So just trust the fuck out of it, especially in this era.

Because you're just communicating who you be and those are all little mini portals as I say, that are going to help you express that more, not only to what you want to draw in, to the universe, but it's helping you step into more who you want to be and that's more powerful than any resolution on the planet.

Simone: Question. What would you say to somebody who says I would love to tune into that and curate my electromagnetic field with things I want to experience, but I'm not really sure when I try to think about it, I draw a blank, or I can only think of some version that feels incremental from where I am and nothing cool like glitter. For some people who might be having a little bit of a hard time with knowing how to imagine it, how would you help them?

Eyeenie: Yeah, so one thing - and honestly, I did this work for myself. I didn't know this shit about myself when I started doing this. So I was literally blocked by this stuff too, so I totally get it. And one thing that really helped to sort of start setting me free was - it's super simple but it will change everything for you.

Make a list. So just literally write down stuff that just off the top of your head that you like, that you love, that you're interested in. It can be anything. I've had clients be like, the only thing I can think of is I love The Beatles. Then write down The Beatles. There's something about The Beatles or there's something about that thing that resonates with you, really jives with your energy, so it matters.

Simone: Rum raisin ice cream. You love rum raisin ice cream, put it down.



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Eyenie: Put it on your list. I love 80s movies, I love whatever the fuck it is, the smell of fresh cut grass. Write it all down and then you go get your Pinterest board and you spend even 20 minutes, I would put a timer on this. Spend 20 minutes and just put in keywords of the shit you like. Rum raisin ice cream, blue lipstick, whatever, and you just start pinning the shit that - actually, I want you to remember back when you were a little kid or a teenager and you had the biggest crush ever or you would hear these songs and just feel like, oh my god, I really want my life to feel this way.

I want you to tap into that. I'm still kind of that 13-year-old. So anything that makes you feel that way on the board, that brings out the feeling as I call it, just that yummy feeling, pull in that yearning, put it on your board.

Simone: It's like your body will literally be pulled towards the screen. Your body will be moving forward. If I can ask you that, don't think about it. Really just pay attention to how your body feels. Because sometimes your mind will lie about this. Sometimes you'll put something on there because you think you're supposed to like it, but then when you feel into it, there's no magical spark that you felt with your third-grade crush, or when you think about rum raisin - I happen to love rum raisin ice cream.

It's like, do you feel that buzz? Do you feel that buzz? Or do you think you should feel the buzz but you don't? You almost want to kind of lean back in your chair and look at it in soft focus eyes, to diffuse the think of the thinking mind and just let your body react to the images, let your body react to the items, to see what genuinely feels yummy and it pulls you, and what just feels like, meh, but you think you're supposed to like it.

Eyenie: Precisely, yes. Otherwise known as the fuck yeah. It's almost like do I want to make out with this? Do I want to make out with this picture of the rum raisin ice cream? I kind of fucking do. And you pin it on your board. And that could be a good gage. You spend about 20 minutes, you go through, and then when you go look at your board, I guarantee you'll have a glimpse into your energetic makeup. You just will. No matter what you put on there.

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The colors, the feelings, the whatever is evoked, it's you. And that's a really good start. And start noticing, you'll be able to - you're distilling it and synthesizing. So you'll get really valuable information from there and from there, you can start curating whatever you're imagining your electromagnetic field looks like.

Simone: When Eyenie and I did this a while ago, one of my things - and I'm telling you because I want to let you know that it can be weird. One of the things for me was the smell of the dirt floor of a forest, a day after it rained. And it smells like - I don't know how else to describe it. Like wet forest floor. Like something's fermenting, there's a bug, it's just musky in that earthy way.

And it doesn't necessarily smell good, but it smells alive. And something about that smell, I want to make out with that smell. I do not want to make out with a pile of dirt. It's one of those - it just makes me feel a stirring inside. So think about what gives you that feeling, and it could be something totally weird or something totally normal like your dog.

Eyenie: Exactly, and it's perfect. It's perfect. So yeah, that's really one amazing way because it's visual, because you start to feel it, because it's good practice to really start understanding that - getting to know yourself. Even a remembering of, oh my god, I'm so fucking cool, how did I forget I was this cool? How did I forget I loved this thing? I could actually feel this lusty makeout-y way just on command really, by thinking of this stuff that I love.

Simone: This is everything, by the way. I don't think this work is optional if you want to activate your most iconic magnetic frequency in the new year, in your being as a person, in your marketing. I do not think this work is optional. It's not nice to do. I really hope every single one of my listeners will do it.

And if I can ask another follow up question, if somebody does this work and they're like, oh my god, this is amazing, it's mind-blowing, and they learn all sorts of things about themselves and have these sensory experiences, and

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they're like, okay, so now how do I translate it to my business? How do I translate it to marketing? Because the gap - you know how the gap between the energetic sparkle, aliveness, and okay, how do I actually talk to people? How do I actually do the mundane things of business? Can feel like a gap. So how would you bridge that?

Eyenie: Yeah. And this part is also really just in total alignment with this new era, right? The age of Aquarius. So everything, not only do you get to curate your electromagnetic field, but every single thing that you put you - so I would invite you to visit your offers, your current offers.

Start with those. Go and read your feed and look at the posts, how you're writing and your images, are they giving out the energy that you want to make out with? Are they that fuck yeah energy? So go...

Simone: Are you producing, creating from that fuck yeah energy?

Eyenie: Yeah. As you can testify, that's where the magic happens. That's where the big change happens. So nothing gets posted, nothing gets put out there unless it feels like a fuck yeah, unless you actually feel like, oh my god, a little bit thrilled. It's like a combination of thrilled and a tiny big scared because you know you're stretching and putting something that's so charged out there. You don't put it out, right? It has to be a fuck yeah.

So because you want everything to be a fuck yeah, that's what makes you irresistible. So when you're posting in that fuck yeah - so what I was saying, when you're writing a post, what can I not talk about today? What is yearning to come out? So ask yourself some questions to draw out the topics or the words or the phrases or the concepts that are going to not only spark you but obviously then spark - it'll be that magic that brings people to you without efforting because it's all energy.

So you want to make sure that you are projecting this energy, projector on your chest, that your posts are projecting the same energy. We want it to all be super fucking aligned and in integrity.

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Simone: So go into that space of the curated Pinterest board, magnetic field dome thingy, plug into that energy, into that - marinate in that frequency as often as possible, check yourself against it as much as possible, create from it, and edit based on it. Does this feel like this? What can I do so it feels more like that? What do I take out so it's more like that energy?

And when you are operating more and more from being plugged into that energy, it's just going to feel - if you don't have a lot of experience at this, you might be worried like, isn't it just going to - it sounds like a lot of work to make sure my energy's right. But really, the reason that's not how it is is because it's like imagine being in your favorite room in the world, or your favorite space in the entire world, wearing your favorite outfit in the entire world, and wearing your favorite shoes in the entire world, and drinking your favorite cup of coffee or tea in the entire world and being around your favorite people in the entire world and working from that space.

That's what it is. We're just taking the time and intentionality to surround you with the things that bring out the most you-ness. And so again, if you're not used to it, at first you might have to kind of play with it and see how - and not be perfectionistic about it and be like, I must be doing it wrong. Don't go crazy. This is a lifelong exploration and like Eyenie said, she first had to figure this out for herself. It was trial and error, right?

And it most certainly is also trial and error for me, and as you just commit to being more curious about what makes you come alive, I guarantee you, you're just going to download more and more pieces of it as you go along. So if you try it once or twice and you don't feel like a glitter unicorn 100% overnight forever, nothing has gone wrong.

It's almost like you're getting accustomed to a new kind of technology, right? You're playing with a new way of seeing the world, a new way of being. So give yourself the spaciousness to warm up into it.

Eyenie: Yeah. And grace. And here's the thing too; call bullshit when you get overwhelmed. This is meant to be fun. What we want to tap into is your

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truest nature, your truth with a capital T. That shit doesn't require efforting. So what we want to shake is the brain's, "Are you doing it right?"

Simone: That's not your truth. That's your brain being an asshole.

Eyenie: Yeah, exactly. So in those moments where you feel overwhelm or you're like, I'm confused, I don't know what I like, just be like, you know what, I'm going to call bullshit because that's my brain running interference, and I do not get to my fuck yeah and that yummy deliciousness by listening to my brain's naysaying.

So you call bullshit and you go back. I'm going to give you a little mantra. I know. I fucking know. I know. I know. So you go into your Pinterest board and you say I know what I love, I know what feels amazing and delicious, I fucking know. Okay, blue lipstick, then you type it in. Rum raisin ice cream, type it in.

And then you literally scan until you feel - not even what do I think I like on these options? What is just jumping out at me that, like you were saying, literally pulls you to the screen because you're like - you will know. You will know what you see that image. And if you don't see an image with that search, you go fucking put in another keyword. You don't have to compromise.

Your brain will keep telling you you do and then you'll have that decision fatigue. That's when your brain has taken over. So trust yourself. You know. I guarantee that you know. You know because it is your essence.

Simone: I love that mantra. You know. It's so piercing. It pierces through all the bullshit that your mind generates, all the noise. Like bitch, you know. Don't tell me you don't know, you know.

Eyenie: Don't roll up here telling me your ass doesn't know because you fucking know. So just anchor into that. You know.

Simone: That is so perfect. This is how you - we're going to bring it all the way home. This is how you cross the threshold of the door. I hope you do

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this exercise. I hate that word. This practice. This playdate you have with yourself at the cusp, at the threshold of the New Year. And know what energetic field you want to live in and set the intention to enrich, to keep revisiting it throughout the year and enrich it as the year goes on, and to keep enriching that relationship with yourself because that's really what it is.

And let it all unfold magically from there. That is the most perfect thing ever. I completely, completely agree. This is all genius and a million times better than fucking setting resolutions or quarterly goals.

Eyenie: Yes, and I want to say one more thing. The commitment. So the resolution shit, you're committed to a result. Like I'm going to go workout 37 times a week and I'm also going to whatever. So with the resolutions, why it doesn't work is because you're trying to commit to the result and it feels overwhelming and daunting.

All we want to you to commit to here, this practice is about committing to keeping your energy clean and aligned. Like you're committing to yourself. Not to a result. You're committing...

Simone: So good. Mic drop. You're committing to yourself and feeling the way you want to feel, and feeling as alive as you want to feel, as you can feel, feeling your desires, feeling that fuck yeah feeling. That's what your commitment is to. That's where your devotion is to. It's not I'll be happy when I lose 12 pounds, I'll be happy when I make \$50,000, et cetera. Fuck all of that.

So if that's how you set your compass for the New Year, you totally 100% are going to set yourself up for the best year ever. Amazing. Eyenie, even though I love and hate telling other people about you because I love it because everybody deserves to know about you and I hate it because I don't ever want you to be too busy for me. I dread the day where Simone, I no longer have time for you on my calendar. But I will make a personal sacrifice and ask you to tell my people where they can find you and work with you.

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Eyenie: Thank you. I hang out on the Facebook a lot. So Eyenieeyenie, twice. You can come hang out in my Facebook group, which is called Dress Your Way to Six Figures and Beyond, Style Magic for Creative Entrepreneurs, and on Instagram. I'm also on Instagram as Eyenie Schultz.

Simone: Okay, link to all of that in the show notes. If you follow her on one of those, you'll be all set. She is amazing to follow. So thank you so much. That was everything I wanted and so much more for my listeners to hear at this time.

Eyenie: Oh my goodness gracious, it was my true inverishable pleasure to be here and dork out with you. It was so fun. And thank you everyone for listening.

Simone: Happy holidays everyone and happy magical sparkly Aquarian New Year.

Eyenie: Happy Aquarius.

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