



Caroline Leon: How To Express What You Do to Your Potential Clients



Caroline Leon is a Conscious Business Coach who helps changemakers such as coaches, healers and teachers, to build and grow sustainable businesses rooted in integrity. In this session you will cover a number of practical and ethical ways to share the impact of what you do when words alone can't do it justice.

TOP EMBODIMENT TIP: Share Generously

The Problem With Traditional Marketing & Business Strategies

- Trap of believing we must shout louder & be more aggressive.
- Selling ourselves is typically harder for conscious, purpose-driven people.
- When we are in the mode of promotion we often forget to listen.

Another Way Of Marketing: Four Key Shifts

- These shifts in thinking and approach will move you from mainstream to a more ethical and conscious way of doing business.
- Move from attracting to creating, from selling to serving, from enabling to empowering your clients.

Shift #1: Move from mainstream marketing to conscious marketing.

- Explore how to be a more conscious business owner, having integrity, and being a force for good.

Shift #2: Move from selling to serving.

- How can I help this person?
- Creating clients through connection.

Shift #3: Move from describing what you do to demonstrating what you do.

- Hear how to be generous with your time and offerings while holding clear and specific boundaries.
- Offer complimentary sessions and/or workshops.

Shift #4: Move from marketing to connecting with.

- Build deep relationships with your network through reliability and consistency.
- Ask people how you may serve their business needs.

Resources

- ❖ **Website:** carolineleon.com
- ❖ **References:** [George Kao](#); [The Ethical Move](#); [Marketing For Hippies](#)



All Leadership & Business Presentations are Proudly Sponsored by [Michelle Boulé](#)



Michelle Boulé
COACHING & HEALING

[Michelle Boulé](#) is a Transformational Life Coach, Healer, and world-renowned and award-winning Dance Artist and Teacher. She is the CEO of a multi 6-figure coaching+healing business, helping compassionate creatives all over the world manifest the lives they desire with more confidence, joy, impact, and alignment towards their truth. Her online group programs, private coaching, speaking, in-person retreats, and teaching draw from over 20 years of practice in somatic therapies, energy medicine, mindset psychology, spirituality, and an award-winning international career in dance. Clients and students praise Michelle for her direct, intelligent, loving, and joyful approach to guiding groups and individuals.

As a gift to all Embodiment Conference participants, please [click here](#) to download Michelle's free **5 Step Guide to Erase Doubt, Claim Your Truth, and Create the Business and Life You Desire**. If you suffer from loops of self-doubt, indecision, exhaustion, or a life that is less than fulfilled, this guide offers powerful insights and practical Action Steps you can use right away to create the life you truly desire.

CONNECT WITH MICHELLE: Website michelleboule.com Instagram [@michelle.boule](https://www.instagram.com/michelle.boule) LinkedIn: [Michelle Boulé](#)

Interested in securing [LIFETIME ACCESS](#) to the Embodiment Conference?

				
Recordings	Cheat notes	Bookmarks	Learning lists	Recommendations
Lifetime access to sessions to watch as you please. Video and audio-only options.	Notes on each session to highlight key takeaways and fast-track your learning.	Bookmark your favourite tools to jump back whenever you need them.	Bite-size lists to help structure and guide your learning.	Find new teachers and discover topics personalised to your tastes.

Get lifetime access now