

MY **BIG** BRAND SYSTEM

MEMBER NEWS

Featured member - Kat Henderson-Sturtz

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Kat's sites, 56vibes.com and KatSturtz.com, have undergone quite the transformation since she became a member of the Big Brand System.

In this interview, Kat reveals where the 56 Vibes name came from, and talks about how she runs her business with a mixture of courage, tenacity and — of course — intuition!



What drew you to the business you're in: How did you start?

I've always been very intuitive and habitually curious, but it wasn't until 2008 when I turned 56 that I gave any serious thought to creating a business that allowed me to merge my writing and marketing skills with my passion for understanding and using intuition in practical ways.

It was a scary proposition for many reasons. Financially, for sure, because it meant walking away from the stability of a corporate advertising sales position where I had done very well. Plus, my husband was struggling with another major medical problem that left him unable to work. Our reserves were already exhausted.

But the biggest fear was the mainstream opportunities I might be throwing away once I

came out of the psychic closet. Up until then, I had never openly discussed my intuitive ability in any mainstream environment. This included the majority of my family and friends, editors, and a wide variety of corporate and small business contacts with whom I had worked either as an employee, account rep or independent contractor. My freelance writing career was on the mend and I had a small group of people who came to me for readings and spiritual counseling, but they didn't represent my target market.

The term psychic has gotten such a bad rap. Many people think being psychic is evil or silly, dangerous or stupid. Then there are the people who just like to make fun of things they don't understand. And others who steer clear of psychics because they DO sense things more intuitively than others. It scares them to admit their own intuitions have any positive purpose or have others think they take it seriously.

It was this last group who I felt most drawn to serve. Creatives and small business owners and professionals who had for whatever reason stifled their own intuitive awareness and lacked self-confidence in interpreting it in a meaningful way.

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But my entire life has been a zig-zag affair, full of anomalies. Why should now be any different? I became like the Fool in the Tarot deck ... ready to step forward into a new journey that required above all else a leap of faith.

I took a few baby steps into the scary unknown and found there were prospects interested in the services I had to offer.

What's the biggest marketing challenge you're confronting right now?

Being habitually curious, my biggest challenge is staying focused. It's so easy to get distracted by new ideas and information. I love research. I love reading. I love learning how others recognize and solve problems. No bit of trivia is too mundane to capture my attention if I let it.

Over time I've learned to rein it in when necessary by scheduling time to let it fly wild and free at others. Some people take vacations. I go off on discovery quests.

Another big challenge for me is giving my business the same respect I give to my client projects. I'm my own worst client! I alternate between nit-picking my own projects to near death to procrastinating working on them completely. I decided the best thing to do was fire myself! Didn't manage to go that far, but I recently hired a virtual assistant and copyeditor. Learning to delegate has helped me get out of my own way.

What favorite marketing technique can you share with members?

Hands down it's brainstorming! The majority of brainstorming I've experienced in the business world is little more than rules of courtesy disguised as "being creative." You know

what I mean. Directives like: Let everyone have a chance to share an idea. Don't interrupt. We're going to list as many ideas as we can on the board in 15 minutes. No idea is too silly or stupid to share.

To brainstorm successfully you have to be willing to go beyond your comfort zone in voicing an idea. Most importantly, you can't give lip-service to the brainstorming caveat "no idea is too silly or stupid to share."

Whether in a group or a team of one, you have to be willing to go there. To shout out an idea that you realize is absolutely ridiculous the moment it pops out of your mouth or scribbles off the end of your pen. You have to brainstorm until the conscious mind runs dry. Then you need to take a moment, close your eyes, breathe deeply a few times, surrender to your subconscious. Then let your intuitive mind have at it a while.

What you'll discover are hidden reserves of ideas and wonderful solutions your conscious mind was too polite, humble, scared or intimidated to dig up on its own.

Idea Genies

You have an unlimited supply of ***Idea Genies*** inside just waiting for you to let them out. I love helping people find them.

Pamela Wilson is the award-winning graphic designer and marketing consultant behind Big Brand System. Since 1987, she's helped small businesses and organizations create "big brands" through a system of marketing and design that makes them look professional, cohesive and successful. In short. BIG.

Visit her site to access her blog full of tips and tricks, free Marketing Toolkit and other programs
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