

## ~On Conscious Business & Conscious Lives~ & ~On Branding Yourself~

In life and in the business world, we all desire to feel inspired. When I Am inspired (or in Spirit) with what I Love, I Am one with it. Equally, when I come from a vibration of lack of inspiration (feeling disempowered and the like), I feel disconnected, separated from that which I Love. Dependence, co-dependence, separation, and even independence are all extremes that in life and also within the business world we clearly see are free from working individually and collectively. What is required is what Buddha lived and taught which is balance, the middle path. That middle path is Interdependence. One need only to look to nature to see interdependence.

The Sun is free from saying I Am going to shine over here and I Am going to be independent on my own and to heck with the rest of you I Am creating on my own (independence), nor does it say oh ground I cannot exist without you I must shine upon you and you have to take care of me (dependence and co-dependence). No. Rather, nature is in co-creational harmony of interdependence as the Sun shines and in turn the flowers grow and so on.

Within the business world, there is a leader who tells you what to do (aka the boss) and you who does it which has us feel disempowered and uninspired. What if business could be creating and co-creating dreams, visions in which all, including the boss, feel inspired? This then inspires the whole company and therefore increases productivity and manifesting a thriving business. What if business is about benefiting all in the business and in service to and benefiting all of humanity rather than the boss/slave worker gotta get whats in it for me, us vs. them mentality which creates separation and clearly no longer works?

This is the new business model we are to teach the business world within Conscious Business. For the same way we use the spiritual wisdom within our daily lives of Love, compassion, compassionate listening, loving kindness, and all the attributes of Love, can also be used within business, simply adapted to the environment of the business world within these for main visions~

\*The Divinity Spark Within ~ Seeing the God/Source within one another first in a REALationship (a REAL relationship, connection with one another) rather than just an employer/employee(s). Nourishing our connection within and with one another (in business or within any place in our lives)

\*Lighting the Match of Inspiration ~ BEing inspired from within first so you then can inspire others

\*The Flame of Inspiring others ~ Going from what no longer serves/works for us and into SOULutions of what does work within the business itself, with those who work in the business, in relation to/with customers, and more (can also apply within life in our relationships and all of life).

\*The Chalice~ Inspiring the Earth within sharing our gifts with the earth to create a business (a life) that is thriving in service to all humanity.

Conscious Lives mean Conscious Business and Conscious Business means Conscious Lives, they are one. For you are unable to be spiritual and conscious within life and free from being in business and vice versa and still be within integrity. Spirituality is inclusivity, it encompasses every area of our lives. When we can heal and transform our relationship within, with others, we then can also heal and transform our businesses and jobs/careers.

Equally when we can heal what is giving us issues within our business lives/career/job, we then can also heal our relationships. There is free from being any separation, they go hand in hand. They are one. ~Lady Nenari, Princess of the Sea 06 June 2016

~On Branding Yourself~

Branding yourself in business (or even in life) is not about what facade can I put out there or on so that I can get you to like me, buy something from me, or what I can get from you. Branding yourself is about who are you REALLY? It is simply you BEing YOU! Real, raw, vulnerable, and from the heart and simply sharing your gifts with the world. It is how may I serve and help YOU through the gifts that Source has given me? When you come from that genuinity, that realness, the brand then comes to you rather than you going to it. The branding then IS YOU! Ask yourself this ~ If I were to die this day, what would people say about me and my legacy of what I gave to them? Did I change their lives for the better? THAT is the branding, not what sounds or looks good to "sell" and image. It is about being the REAL YOU and then the brand comes to you

~Lady Nenari, Princess of the Sea 06 June 2016

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The Princess was asked in a letter about what she felt her keys were to digital marketing, and also she read an article about how to get a sale. Of which, the Princess shared this wisdom in channel upon such~

I would say your key to digital marketing is three things ~ one is branding yourself as I have, two is consistency and three coming from the heart in being genuine. Most people do not like being sold to, they want a relationship with you in which trust is there not some gimmick but a way in which you can really help them and change their lives for the better ergo coming from the heart in being genuine. Consistency is building that relationship of connection again not just to sell someone something but truly connecting on a consistent basis showing you care and are willing to help them and all of humanity ergo my second part of consistency. And branding yourself comes from what do you want to be known for of your legacy in helping people with whatever it is you are giving to this world. Everyone knows me as The Princess of the Sea and as Diamondlady. That is not just a branding to me, it is who I Am and what I give to this world. This is why I have people come to me from all over the globe.

~Wisdom on getting a sale~

Tried and true tip is that it is not about "getting a sale" it is about helping people. When a person knows you care about them and want to and do do your best to help them with what they need, THAT is growing a business. Too many times people take a business to mean that they gotta make money. Which yes is true, TO A POINT. If you are doing your business for money reasons then your vibration is not that of helping people and caring about providing service in how may I give, how may I serve and the business will go nowhere. Be in a resonance of how may I give, how may I serve, what can I do to help you and/or co~create with you for the benefit of all including us and THAT is how you grow a business, through connections, through love, through giving ~Lady Nenari, Princess of the Sea 24 April 2016