



Introduction

OBJECTIVE

Explore the Enlightened Listbuilding Approach. Determine your existing joint venture readiness, authority and visibility. Explore the key mindset shifts and strategies to get you into action. Clarify your Enlightened Listbuilding goals in order to share your message with more people, in less time.

MODULE OVERVIEW

You'll get the overview on all the elements of the 8 step Enlightened Listbuilding road map and how to best implement the program. Plus we'll visit the membership site to explore the modules, resources and bonuses and how to get support during your adventure.

- 1. Review Enlightened Listbuilding Roadmap and create your own.** It's always good to check in at the beginning of a journey and map out where you're headed. We'll cover the 8-step program and clarify what you'd like to accomplish in the program. Plus, you'll get the opportunity to accept the Enlightened Listbuilding Challenge.
- 2. Membership Site.** We'll explore where to find all the content, resources, templates and checklists. See video on the current module for a Membership Tour.
- 3. How to Best 'do' the Course.** The best way to move through the program, honoring your own learning style and some of the 'inner shifts' to explore on partnering and growing your business.
- 4. Getting Support from Adela and the Enlightened Listbuilding community.** We'll review the communication flow of the program, where to get your listbuilding questions answered and get peer support.
- 5. How to handle technical questions.** Procedure for getting your questions answered.

ACTION STEPS

- 1.** Watch the Welcome Video.
- 2.** Accept the Enlightened Listbuilding Challenge
- 3.** Enter ALL Enlightened Listbuilding calls in your schedule.
- 4.** Complete the Assessment: Are You JV Ready
- 5.** Complete the Assessment: Clarify Your Goals
- 6.** Complete the Enlightened Listbuilding Roster

These can all be accessed on the [Introduction Module](#).

WELCOME

Learning a new business strategy is very much like going on a road trip. You're sure to pack certain essential elements to ensure for a successful and memorable adventure. Here's what you need for THIS adventure...

- ◆ A road map, replete with rest stops and colorful destinations.
- ◆ Fuel for you and your car. That's the 'why' portion of your message.
- ◆ Excitement, anticipation and a sense of adventure.
- ◆ Lightness and curiosity, for times when you lose your way or get stuck.

Any adventure can be enhanced by the company you keep. Wonderful people, make for a more amazing experience, and an aligned group amplifies your ability to make BIG changes and take MASSIVE action.

Make sure to get to know everyone in the program. In doing so, you will not only learn a lot about what it takes to create authentic partnership, but you will also experience great insights for you and your own business.

Above all enjoy the adventure. Your message is an evolutionary experience. It will become richer, deeper and more meaningful as you embody it more and more. Let our time together be an invitation to move your essence into what makes you come alive!

YOUR MESSAGE AND YOUR ESSENCE

The things that make your business come alive are not the models, strategies and tactics. What makes your message magnetic is YOU and the passion and vision you have for your message. Even more, it's the certainty that you bring to every encounter where you KNOW your message makes a difference. You 'see' the possibility into being. You see the potential for it and are willing to embody it, as best as you know how right now. It's a continuum, just like you.

Although you have a trusted guide, and plenty of materials to support your learning, there are things you can't plan for. What's important is to lay down a solid foundation so that you can move through uncertainty, surprises and snafus, to ensure that you accomplish what you set out to do. Make no mistake you will experience discomfort and resistance. Your Essence is that dynamic infrastructure.

I'm not going to tell you to leave judgments and assumptions at the door, because they're sure to show up. I will invite you to explore what they're showing you about yourself, that you probably want to pay attention to . . . right about now.

Remember, you are a dynamic being, infinitely creative, in movement and flow. You are no different than the sun, the sea and the seasons, in rhythm and partnership with Life. What brings you alive is engagement and alignment with who you really are and the passion that stirs you into being. Unleash your Essence and embody your Authentic Message. It's a wild adventure!

The freedom we are looking for is the freedom to be ourselves, to express ourselves. Don Miguel Ruiz

THE ENLIGHTENED LISTBUILDING APPROACH

Enlightened Listbuilding is a lot more than strategies, tactics and technical know how. It's even a lot more than building your list and generating income. It is an approach where you partner to create value for those with whom you partner AND serve.

Enlightened Listbuilding is a much deeper connection than what you might ordinarily encounter in expert interviews, telesummits, radio shows and podcasts. It is about creating an opportunity where insights occur and people are served not only by the content rich information, but are invited into an experience that creates a shift of being.

This is a lot easier to 'do' than you think. It does, however, call your full Essence into the playground. This is no place to hide who you are and what's different about you. It is the place to revel and relish in your uniqueness.

You already know that everyone is on information overload. Honoring uniqueness, and the infinite diversity of humankind, however, is seriously lacking. What the world is hungry for, on every level, is authentic connection and community. You can serve it up beautifully through your expert interviews where you connect and co-create a better place.

If you're anything like me you might have had old school parents that taught you to leave 'the place better than you found it.' Let's intend to leave every encounter, every engagement, with the sense that you have created an extraordinary experience, and those who participated are 'more,' as a consequence.

Call it a clan, call it a network, call it a tribe, call it a family...whatever you call it, whoever you are, you need one. Jane Howard

The Enlightened Listbuilding approach is an...

- opportunity to engage with your partners Essence to Essence
- environment for aha's and engagement
- invitation to create connection and community

Be the bridge that activates your Tribe's potential through the power of authentic connection and an extraordinary experience.

INNER SHIFTS

Love brings up everything unlike itself. **A Course in Miracles**

Whether it's your business, or in your personal world, the moment that you set your intentions on a goal, everything that is in the way of your accomplishing it will show up for you to re-align.

Here are some inner shifts, that will create extraordinary possibilities as you partner with others:

1. **Experience vs Interview.** This is not just an interview. You are creating an experience. Folks already 'know' what needs to be done. They're still experiencing the gap from where they are, to where they want to be. You can help them bridge it.
2. **Co-creation vs Competition.** The universe is abundant. There is no need to be in competition with one another. The invitation today is to tap into your infinitely creative nature and co-create new ways of win-win-win partnerships and business.
3. **Selling vs Sharing.** You can't be in business if you're not generating income, that's a hobby. In order to be in business, and share your message with more people, you need to make money. Reorient around 'selling' and see it as an offer and a sharing of your gifts and talents. Make more offers! You don't serve anyone by hiding out.
4. **Relationship vs Date.** Partnerships can be long term, like relationships, or they can be like dates... or even one night stands. The more you partner, the sooner you will find other conscious entrepreneurs who are eager and willing to co-create an abundant business.

ENLIGHTENED LISTBUILDING ROADMAP

Here are the 5 steps of the Enlightened Listbuilding Roadmap:

1. **Plan Your Event.** Determine your theme, identify, get to know and connect with your experts.
2. **Prepare to Host Your Event.** Set up your web pages, prepare your copy, sign up for affiliate programs and schedule and record your interviews.
3. **Drive Traffic to Your Event.** Use email marketing, and social media, to promote your event and boost registration.
4. **Host Your Event.** Host your event, create buzz along with your partners, and reap the rewards of folks who say, "Yes!" to your offers and are ready to take action.
5. **Promote Your Event and Repurpose.** You'll want to leverage your interview and continue to build your list, share your message and generate income with these three simple strategies.

Download the [Enlightened Listbuilding Process Map](#).

*The miracle is this – the more we share,
the more we have. Leonard Nimoy*

EXPLORE YOUR WHY

What is your 'WHY' . . . If who you are is unlimited essence in dynamic self expression, then your WHY is the rocket fuel that propels your moment by moment movement. It is the pathway that you create with your choices, it is the road uniquely traveled by you. It gives rise to your brilliant being in the world.

Your WHY is your warp and woof in the tapestry of creation, your blank canvass, alive with color and texture. If drama or doubt rule your waking moments, if chaos and confusion are the rudders that rule your world, you have not tapped into the greater game of WHO you really are.

Your WHY will deepen the groove of your brilliance and fan the flames of your potential. As you shift your focus from limited three-dimensionality, your WHY will embed itself within the essential fiber of your nature and dominate your daydreams. Your WHY is the catalyst that unleashes your innate genius and sparks sacred momentum in your world.

What is the 'Why' that propels your vision? Take a moment to explore.

**Your life purpose becomes clear the minute
you stop thinking about yourself. Jeffrey Alan Hall**

CLARIFY YOUR GOALS

As you are formulating your goals, remember to make them SMART. I've taken some liberties with modifying the acronym meanings.

Specific. Your odds of achieving a goal are higher if you make it VERY specific. Think – Who, What, Where, When, Which, How.

Measurable. Establish concrete criteria for measuring your progress. Think – How much? How many? How will I know when I get there?

Actionable. You can take action right now towards your goal. You have to be willing and able to take action.

Relevant. It needs to matter to you and your business. It needs to nourish your 'WHY.' You won't have the juice to see it thru, otherwise.

Time-oriented. A goal should be anchored within a time frame. With no time frame tied to it there's no sense of urgency. You're also free to accomplish the goal earlier than the suggested time frame. ;)

Take a moment to explore your SMART goals.

~ ~ ~

What is your BHAG (Big Hairy Audacious Goal)? This is your unreasonable, far fetched, no way can I do this goal.

What is your first SMART goal?

What is your second SMART goal?

What is your third SMART goal?

What will change in your business, and your life, as a consequence of accomplishing these goals?

ENLIGHTENED LISTBUILDING CHALLENGE

The only way to create a shift in your business is to take Massive Action. That means sharing your message with more people, no matter where you are right now. Here are the three elements of the Enlightened Listbuilding Challenge.

1. Six recorded interviews.
2. Participating every Friday in the 'Share Your Message' post over at the [Enlightened Listbuilding Facebook Fan Page](#). I'll post at 9am ET on Friday and you can share a tip, and a link.
3. Participating in the experiential assignments.

Members of the program who complete the above will participate in a VIP Day with me, where we will dive into your business and plan out a BIG goal so that you can take massive action! *This is a \$4,000 value, which is what I charge for a VIP Day!*

"Perfection is a continuum."

HOW TO WORK THE PROGRAM

The bulk of the training will be delivered by short and task-targeted videos. There will be a check-in assessment after each module, to ensure that you have completed the training and are taking action.

The calls will contain an overview of the content and an opportunity to get coaching, feedback and support on how YOU can implement it more effectively in your business. Come to the calls with questions, as this will be a primary way to get you into movement.

Engage! Connect with your colleagues. Check-in after every module. Complete assessments in each Module.

GETTING SUPPORT DURING THE PROGRAM

There are several ways to get help during the program.

1. Tech support. Any questions regarding your account, membership access, changing payment format, etc. should be directed to our private customer support ticket system at [help desk](#), so that my team can respond in a timely manner. Please do not email me, as it will take longer to resolve. The helpdesk address is: <http://adelarubio.com/helpdesk>

2. Tuesday Coaching Calls. Every Tuesday, after the training overview there will be an opportunity for questions, coaching and feedback.

3. Facebook Group. Post questions, connect with other folks in the program, share your wins and what you need help with.

4. Get It Done Days. We have 3 all day coaching days in the program, usually on the last Friday of the month. This is your opportunity to get into massive action and get it done!

5. Private Coaching. If you need to move a little faster and want to schedule some one on one time, you are eligible for a special rate while you're in the program.

I encourage you to participate as much as possible, especially in the Facebook Group. Information does not create shifts, only experience does.

ASSESSMENTS

Are You JV Ready? You'll more easily arrive at your destination, if you're crystal clear on where you're starting and where you want to go. It's the best way to map out the adventure. [Complete the assessment.](#)

Clarify Your Goals. As you are formulating your goals, remember to make them SMART. I've taken some liberties with modifying the acronym meanings. [Complete the assessment.](#)

Enlightened Listbuilding Roster. Share your website, social media sites and Tribe with your colleagues. The more we know about who we serve and how, the easier it is to recognize alignment and possibilities for partnership. [Complete the assessment.](#)

RESOURCES

Evolutionary Adventurers Club. Create an environment of curiosity and lightness by engaging and exploring your Essence. There are libraries of guided meditations, monthly writing circles and a highly conscious and fun community for you to connect with. You can redeem your 90-day membership on the [Bonus Page](#).

Success Blog. This is a great blog for entrepreneurs. They have a print magazine also, which comes with a monthly CD. The blog is fantastic, [check it out.](#)

[Webinar Replay](#)

[Slideshow](#)

EXPERIENTIAL ASSIGNMENT

Partner with a Power Pal. Some folks call this a study buddy. Do some 'getting to know' you exploration of folks in the program and schedule some calls to explore partnering throughout the program. There's no better way to get the practice than doing it!