Rachel:

Hello, everyone. Today we're here with Eleanor Tara. Eleanor is a life purpose mentor and Vedic astrologer. She started her career in the music business and was a successful record label executive for over a decade but walked away from everything to follow her true calling--helping people understand their life path through Vedic astrology readings.

Over time, she began mentoring more and more of her clients around following their hearts to find their life purpose and that's become the main focus of her work. Eleanor draws on her various backgrounds to combine both the spiritual and the practical realms so that her work is firmly grounded in reality and can yield impressive, tangible results.

She works with her clients through one-on-one readings, mentoring programs and online classes. I've known Eleanor for years and I have a lot of respect for her. She has a huge heart, a ton of knowledge and a real hunger to truly help people. I've seen her go out of her comfort zone many times and I know that she's very committed to becoming the best version of herself possible. I've been looking forward to this podcast for a while. Eleanor, thank you so much for being here.

Eleanor:

Thanks so much for having me.

Rachel:

This is going to be fun. The intention behind A Better Life is to show people that if they have a choice they can choose a better life. In that spirit, can you take a minute to just brag and share with us some of the things you're most proud of in your life?

Eleanor:

The thing I'm most proud of in my life is the extent to which it turned my life around. I was working in the corporate world for many years and had no idea about anything to do with the world that I'm in now in terms of the world of personal development and spirituality and Vedic astrology and living in the Bay Area and all of that good stuff.

What I'm most proud of is getting from a point where that seemed most unlikely to a point where that's my whole life.

Rachel:

Can you tell us a little bit about that time period in your life when you were in L.A. and the record industry?

Eleanor:

Yes, absolutely. I was finishing up a 10 year career in the music business. I was actually doing really well in terms of my outer world success. I was a Vice President of the Warner Music Group and had a large number of people working for me and a great office and everything that one would think that they would want.

One day I just walked into that office and I just knew I didn't ever want to go back. I really wasn't sure what else I would do with myself. I also didn't have a sense of what else was out there. Then I got a very special invitation to a festival called Burning Man. When I went to Burning Man,

which is this huge festival out in the Nevada Desert that takes place every year, I thought it was just a big party.

When I went there, I discovered so many things that spoke directly to my heart that I had no idea even existed. It opened a whole world of possibility for me. By going there, I developed a sense of what else was out there and got an idea of what life could be like if I wasn't working in corporate America.

By following my heart and actually saying yes to this very last minute invitation to go, I basically transformed my entire life in that moment. I wound up quitting my job soon afterwards.

Rachel:

What were some of the things that you saw at Burning Man that led you to know what was out there?

Eleanor:

It was the people. The people that I met at Burning Man were all up to really interesting things. They were all really deeply in love with their lives and themselves. That was something that I had no context for. No one around me was in love with their life and no one around me was in love with themselves, that is for sure, that I'm aware of, at least not at the time.

The people that I was meeting, they were all after the coolest things. There was a couple who was creating world peace for a living. There was a woman who was creating a company about promoting products that have to be with optimism. There was a man whom I met who was launching a business selling raw honey.

These people were all out there really following their heart and their passion. To be honest, I actually think none of those businesses succeeded but all of those people are very happy in their lives. They went on to do other things that worked out for them. There was something very special about that, just seeing people like that who were working on themselves and unapologetically being themselves and expressing themselves in the world. It was very foreign.

Rachel:

I like how you just mentioned how the business didn't even work out necessarily, that they were all happy. I think that's such a great benchmark of just living your life. I know when I first started my Internet stuff I was losing my family and they were all telling me about this Internet stuff, like, "Are you just doing scams? Maybe you shouldn't be doing this," and giving me all these reasons why I shouldn't.

They love me and they're doing their best but I would just bringing it home to me. At the end of the day, who's happier? That's the benchmark to go after. That must have been just crazy going through walking around this festival, having no context for people and living life that they like and then

just coming into one after another. How did it happen that you ended up quitting your job? That must have been super scary.

Eleanor:

It was super scary. At Burning Man, the man that I met that had the honey business, one of the first things he said to me is, "You should quit your job." That was his advice to me. It was like, "Hello, my name is... and you should quit your job." He planted a seed in my mind. This person that I had a lot of respect for was telling me to quit my job.

I thought about it and I realized that for several years I'd known that what I was doing wasn't any longer my passion. It had been when I started in the sense that I was very excited to be in the music business, the beginning of that 10 years. Towards the end it really wasn't anymore. When I checked in with my heart, I realized how unhappy, how deeply unhappy I was returning to that office every day. What a disservice I was doing to the company by staying there at that point.

It took a while. I think it took a full year until I finally walked away. It was a big process for me of really just trusting. It was one of the first big trust falls I did into following my heart.

Rachel:

What did the logistics of that look like? Had you saved money or did you know where you were going?

Eleanor:

I had saved a lot of money because I was in a very good position with my work making enough money to save. So in that way I definitely had a leg up. I knew that I could survive for a couple of years without doing any work. However, I had no idea what I wanted to do or where I wanted to go. It was very frightening in that regard.

Also, the idea of knowing that once I left that industry and left that career path that I wasn't able to come back. At that point, I would have established a reputation for myself as someone who walks off from a job for no reason. They wouldn't have necessarily welcomed me back with open arms. It was me letting go of the corporate world all together. It wasn't me simply quitting a job.

Rachel:

What did you tell yourself before you made that decision? It took a lot of courage, obviously.

Eleanor:

It took a lot of courage. There was specific process that I went through. I was stuck one day and the next day I was clear. The process had to do with getting really clear on what I thought might happen to me if I quit. I really went deep into those fears and the potentials outcomes. I think I even made a collage about it, collaging visually the possible outcome that might surface.

The next day I was clear. I just knew what I had to do. This particular process I learned from a <u>Landmark course</u> that I was taking really made all the difference for me in that moment.

Rachel:

Was it just like journaling out all your worst fears? I don't know if you're able to share the process, the Landmark specific thing, but if there is anything you can share that would be awesome.

Eleanor:

It was a specific process from the Landmark Wisdom course, which I was in at the time. It was part of my transformational personal development exploration explosion. I basically signed up for every course from every single school or coach or teacher that was available that I found out about and did them all at the same time.

This was one of the many things that I was doing. This one, for some reason, just really landed for me. They have a particular process in the Landmark Wisdom course where you can break free of something that is looping around in your head. I can share it to that extent. I would say that if you're looping things around in your head a lot and you're stuck on those things, then this process is really helpful.

Rachel:

I know it's really helpful anytime if you're worried about something to just take some time to think about what the worst possible outcome will be. A lot of times if you don't take the time to get clarity on that, it just feels so much worse than it actually is because we've never defined it or just [indiscernible 9:01], which is even scarier. That's awesome that you're able to do that.

Eleanor:

It's something that I've cultivated a lot more since then and developed a lot more since then. I would say that on a daily basis I'm going very deep into my fears to get more comfortable with them.

Rachel:

Interesting. Can you talk a little bit more about that?

Eleanor:

One of the things that really changed for me or transformed for me over the years has been an understanding that fear is actually a signpost that something positive is happening. Without fear, we know that nothing is changing because change is inherently frightening to humans of it's at a true core level of change, if we're really genuinely transforming something.

That means one thing is dying as another thing is being birthed. If we're not afraid, it means nothing is dying and nothing is being birthed and so we're not moving forward. One thing I learned for myself was feel the fear and then take action. Feel the fear and then take action. At some point I stopped recognizing the fear as a reason to stop--"I'm afraid of quitting my job. Maybe I shouldn't do that" was my previous way of thinking-- and began to recognize it as something that was natural.

"I'm afraid but that's because I'm doing something that's scary and that's okay and the only way I'm going to have any forward movement is just by doing that scary thing anyway."

Rachel:

Now you just do that on a consistent basis where you just feel the fear. How is that working for you? Have you had positive results or have you had things where you have to take a step back and reassess?

Eleanor:

Before I answer that question, I want to just point out that there's a second part of that process for myself. Not only do I look to see where there's fear, I don't just look to the fear and then do it without checking in with my internal guidance system. Another really big thing is I feel in deeply to my internal yes and my internal no.

If it's, "Yes, do the thing that you're scared of," then I'll do it. If it's a, "No, don't do that," and there's fear, I won't necessarily do it at that point. If it's a genuine "No" that comes from the depths of my clarity.

Rachel:

Can you talk a little bit about how you feel that internal yes or no?

Eleanor:

I think this is a little bit different for everyone. I recognize it as a correctness. For example, if I said to you, "Your name is Rachel," there's a certain recognition of truth that you feel inside of you, at least what's true for you. Somewhere in your body when I say, "Your name is Rachel," you feel a yes to that.

Whereas if I was to say, "Your name is Bookcase," you'd probably feel a little bit of a no in your body. "Okay, my name is not actually Bookcase. It's Rachel." That's the kind of recognition that I use to find my own internal guidance in terms of, "Yes, I should do this," or "No, I shouldn't."

Rachel:

I imagine that's something then that you really have to hone in for a while because I'm sure it's a very whisper one way or the other, right?

Eleanor:

Actually, I found for myself that it's actually really crystal clear. What needs to be honed in your trust of your yes and your no. In fact, I find that most people know. They know exactly what they want deep down on their soul level. They can recognize that correctness, they just don't want to because the answers are terrifying.

We'll get, "Yes, I should leave this relationship," or "Yes, I should quit this job," or "No, I shouldn't do this thing that seems very comfortable that pays a lot of money." Those are the kinds of answers that we'll get. To be able to trust the outcome is what takes a lot of time to cultivate. I find the only way to do that is by simply taking that leap, trusting your yes or your no, going for it and then noticing the results.

Rachel:

That's an awesome distinction. You quit your job, you didn't know what you were going to do next, you had a couple of years where you were

going to [indiscernible 12:55] job but still really no plan and spending a bunch of money on personal development so how did you then get to that point from there to where you are now? I know you can't give your entire couple of years story. What were some of the highlights that got to where you are now and the path you took?

Eleanor:

One of the highlights is I just kept following that yes and that no. It took me on different journeys that had unexpected results. For example, at one point I went on an international trip that I didn't know very much about, with people I didn't know and I wound up meeting the people who introduced me to my entire community of friends in the Bay Area.

That also led me to move to the Bay Area where I met one of my most important Vedic astrology teachers. Then I was able to study with this particular teacher in the Bay Area. That wouldn't have happened if I hadn't been following my yes to this random trip that I took. Basically, it's just been a series of unfoldment, of following that yes and following that no and listening to it unwaveringly for many years.

Rachel:

That definitely takes so much courage. How was it the story of your friends and your family, not the people in the Bay Area but the people who knew you before then, what were they thinking and saying to you?

Eleanor:

Amazingly enough, no one had anything to say that wasn't positive. It's hard to believe, of course, because I'm sure a lot of it seems very strange to a lot of people who maybe don't have a frame of reference for it. I think that when we are really solid in ourselves, when we're following our yes with full confidence and full alignment, that the people around us tend to reflect that back to us.

I haven't received any kind of external invalidation because I think my internal validation has been so strong.

Rachel:

That's an awesome point. I know you help a of people figure out their life purpose. When you're helping them, have any of them reported to you that their friends or family aren't responding well to them?

Eleanor:

Only when they first come to see me, at the beginning when they come in. I haven't had anyone report any issues when they are in the process. The thing is, they're taking action based on that really certain place in their body and their soul. They're completely aligned with what they're doing and in fact that's the essence of what I teach. Of course, there's a ton more that we do but that's one of the core pieces of it. When they have that, nobody seems to push against that.

Rachel:

Interesting. That's pretty awesome. Can you tell us a little bit about how you work with people to find their life's purpose?

Eleanor:

I work with people one-on-one where they can come in for a Vedic astrology reading and we look at their whole life path. That's one way. I also work with people in a six-week course that I have called "Live Your Life Purpose Now," where they come in and they actually start out not knowing their life purpose and not living it and by the end of six weeks they're living it and they're clear.

Rachel:

By the end of six weeks, I guess people aren't quitting their jobs necessarily, right? What exactly are the transformations after the six weeks?

Eleanor:

The transformation is that they're clear on what their purpose is and that they understand how to live it in every moment regardless of what their job is. It may be that someone does eventually want to quit their job and get a new job or start a different career or start a business. It's actually not necessary to do those things in order to be living your purpose in every moment.

Rachel:

Can you expound on that a little bit because I think that a lot of people think they need to take a leap of faith and quit their job. Maybe for some people that's their path but for other people that would put them in a really not awesome situation.

Eleanor:

Absolutely. It may not be aligned for them. For example, if I quit my job before I did, I wouldn't have had the funds to do the exploration that I was able to do. I think it's really different for everyone. The distinction that I really love to impart is that you actually are your purpose. Who you are at your core is your purpose.

Your purpose has a lot more to do with your values and what you want to create in the world than it does what your job title is. It's not so much about the labels as how you're expressing yourself moment to moment.

Rachel:

Do you have any examples of anyone who went through your course who maybe was in a job that felt very different to them from their purpose but then once they realized it their purpose was more about how they were expressing themselves as much as the actual career, like how they were able to shift things and just be in the world?

Eleanor:

There is a woman who was doing several different things were her career. She had a cooking show and she had desire to perform, to do a lot more comedic performances, so she was wondering is, "Do I need to scrap one thing and focus on the other things. How can I start to explore without necessarily doing a complete 180?" What we had her do is to go out and create opportunities to be on stage and doing comedy, whether she was actually generating income from them.

The important thing wasn't to create income from comedy it was just to get out there and start doing it. Once you get out there and start to taste the feeling of doing something you can get a better idea of whether A) it's exactly what you want to do, if it is in fact the most aligned expression of your purpose and then after that, once you're sure, once you've had some experience with it, you can start to investigate how it could become a source of income.

In her case, she's currently in the exploratory stage. She's been [indiscernible 18:41] different shows and she's starting to get out there more and get more of an experience from doing comedy but she's still working on her other projects. There are always ways to explore what you think your purpose might be without betting the farm.

Rachel:

I love that. That is such a great point--just still not shutting off any part of yourself but still not taking the rug out from under your feet. That's cool. That's great. That makes a lot of sense. Is there something that you think that people traditionally talk about life's purpose that you find to be not stellar advice? I know one of the things I love about you is you have pretty strong opinions about things and I usually agree with them, which is great.

Eleanor:

Thank you. One of the things that's conventional wisdom for life's purpose is to go and read a bunch of books about life's purpose or strength finders or personality tests to find it. I always think of it as so comical. Of course, I did this myself when I was looking for my life's purpose and would get the most ridiculous answers, like, "You should be a priest or a bus driver or a house cleaner."

Naturally, none of these things would ever really resonate with me. Of course, I actually think strength finders and personality typing can be incredibly useful tools to find out what you're good at but they're not useful tools in finding out what you love to do and what your heart truly wants you to do.

I think that that advice is off for people to go and take those tests in order to find their life's purpose. I think it's barking up the wrong tree.

Rachel:

That makes sense. I've done so many different personality tests and I now that I have a lot of empathy but I never really knew what to do with it. How does it feel for you now doing what you're doing compared to before? What are the primary, if you could expound on that that would be awesome.

Eleanor:

There's a real grounded joy in what I do now. My entire being as absolutely lit up when I'm in the process of either giving a reading or supporting someone in finding a life's purpose or creating material for my life's purpose course. There's something in me that can't get enough of it.

There's a veracious hunger for more. It's insatiable because it's already satisfied, in a sense.

It comes from a place of satisfaction and constantly wants more, constantly wants to expand. It's a really unique feeling and a really unique experience that I think is completely only experienced when you are in fact doing something that is aligned with your purpose and living your purpose. It's what I want for everyone. I want everyone to have this experience because it is a flavor of joy and happiness that is unparalleled.

It's not manic. It's not, "Oh, I'm jumping up and down cheering and I'm going to crash later on, come down from it." It's this real, genuine joy that comes from the infinite wellspring of divinely sourced creative energy.

You have that feeling that people talk about where you just wake up and Rachel:

you can't wait to get to work? Do you experience that?

Absolutely. I wake up and I have to negotiate with myself to have breakfast and take a shower before I start working. There are times when I just want to roll out of bed and run straight to my desk. Every night I have to wrench myself away from my work as well. I really just want to keep doing it until I am exhausted.

> My biggest challenge right now is actually convincing myself to do other things that will allow me to rest.

Wow. That's amazing. I've been experiencing that lately with writing. I'm so excited to get to the computer and start writing. That's really fascinating. It's pretty cool to hear about how fun that could be for somebody. I love it. What's the specific action stuff that you take on a regular basis to continually enhance your life?

I just keep following my yes. That's it. It sounds so simple and I know I'm being repetitive but it's the thing. It's the ultimate thing that will change someone's life for the better ongoing. It's just truly listening to your soul's guidance. Of course, our souls' guidance can lead us to places that are gnarly sometimes and it's not always leading us to a place of rainbows and kitten initially but it ultimately lands at a place of fulfillment. It's just sometimes the path to get there can be a bit crooked.

Totally. I don't think that anyone would have imagined that you're a Vedic astrologer where you started from. For sure, it's definitely not linear.

No, not linear at all.

Now that you've come and you've just done so much awesome stuff for your life, you've changed your life for the better in so many ways and you've done so many things to improve yourself, what's something that

Eleanor:

Rachel:

Eleanor:

Eleanor:

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Rachel:

you think that people don't typically share about improving yourself, either it's not sexy or that rainbows and kittens you were talking about?

Eleanor:

It's terrifying. Kind of what I was thinking before to the fears, that every step is scary. It never stops being scary. I think there's an illusion that once we arrive at a certain place things won't feel frightening anymore. The truth is, to feel fulfilled, we're constantly going to be in a state of change and we're constantly going to be coming up against our edges and always against our edges of fear.

It's the one instance in which I think no pain, no gain is actually true. I would actually say no fear, no gain, because you have to keep coaxing yourself and pushing yourself beyond the limits of your comfort. There's really no way to do this and be totally comfortable. That's a myth. Most people don't' share that. They don't share the part where before they launched their new program they're nauseous for five days or a completely hysterical mess, crying and doubting everything that they're doing.

Rachel:

That's a great point. Would you mind sharing something that was scary for you about putting your programs together?

Eleanor:

Gosh, all of it. What's been a part that wasn't scary? Every word I write I am fearful of. What will people think? Did this sound right? Is it in my voice enough? Is it too polished or polished enough? Is this really me? Will I regret saying this? What if I change my mind? There are so many thing that come up when we're putting [indiscernible 24:57] out into the world.

I'm sure I'm not the only one. Anytime we go to express ourselves authentically from our deep soul level, there's just a lot of surface, ego-driven doubts that come up.

Rachel:

What are the things that you tell yourself when you write something and you say, "I don't know how this is going to be construed by people?"

Eleanor:

I just check in, check with my heart, ask myself, "Should I put this out there?" If it's a "yes," I just do it anyway and then I still feel scared. I still wonder how people are going to receive it. It's an ongoing journey in terms of being able to not care what people think. I think that anyone who says that they don't care what anyone thinks is probably not speaking the whole truth. I don't know, being human, if that's really possible.

Rachel:

Their [indiscernible 25:45] should be connecting to other people. I think it's just a survival instinct to care what people think.

Eleanor:

Absolutely, to be part of the clan, to not be evicted from the tribe for being different or for being an outlier.

Rachel: As you put yourself out there more and more, has it become easier for you

to say things or do you still feel the same kind of fear but you just know

how to manage it better?

Eleanor: Probably the latter. I think that the closer something is to my heart, the

more true it is, the scarier it is to express it.

Rachel: That makes sense. Just to keep this real, and as you were talking about,

we don't ever really get to this place where everything is just perfect. We're always working through things. Is there something now that you're currently working through in your life? If so, even if it's something that's

beyond what we were talking about, how are you working through that?

Right now I am working through challenges with my health. I've been feeling really fatigued and looking for a solution around that. It's been a bit of a mystery in terms of what's going on. It has to do with my stomach. I've been working with some healing coaches who are helping me look at what

foods are perhaps irritating my stomach.

It's really difficult sometimes to be in the unknown, especially around our health. I'm super fatigued and weak and then I'll go to do my work and then I forget what state my body's in and I'm so juiced up and excited and alive and I just want to keep working but then what my body actually

needs right now is a lot of sleep and a lot of rest.

It's been really interesting to balance that. Also, it's hard to admit that I'm

struggling, especially in an area like my health.

Rachel: I'm actually in the same spot as you. I know we were connecting on that a while back but it is really tough. I know, for me, I had this goal for this

month that I wanted to write four books and I have all these goals about getting a certain amount of podcasts and just a huge goal list and then the

body's tired.

Eleanor:

This incongruence is really tough when you have all that excitement. Have you established any [indiscernible 27:52] system or anything that's helping you? I know you're talking to healing coaches but have you been able to

do anything else or is this all exploration that you mentioned?

Eleanor: It's still in the exploration phase where I'm working on really identifying the

source of the challenge. I've taken a few tests that I'm waiting for results on. Hopefully I'll be able to identify the specific issue and then find the specific solution. In the meantime, I'm going to take some time to rest for

the next few weeks before my next big launch.

Rachel: Good for you. Have you ever done a food journal, by the way? I think

people who are listening might be able to benefit from this too. So just like

noting what you've eaten and how you feel before and after you eat the things that you eat?

Eleanor:

Absolutely. That's been a really great one. There were some symptoms that I was able to alleviate right away just by eliminating certain foods that I never in a million years thought I would have any problem with. Healthy foods like spinach or paprika or things turned out to be the ones that were causing the most trouble. That's definitely a good thing for people to do.

Rachel:

Yes. It's such a good tracker. I was shocked, too, at some of the things that I wasn't able to eat. For anyone listening, basically, I know the practice that I do and if yours is different please say so, but what I was doing with a nutritionist was basically writing my hunger level down on a 1 to 10 before I ate and then after I ate how I was feeling before and after I ate.

It's just fascinating what I would find. For example, in the morning if I would just have granola with almond milk, for the rest of the day I would just want carbs, carbs, carbs. If I would have chicken sausage in the morning, I would get tired for the rest of the day. For me, my best breakfast is eggs with some fish and maybe some sweet potato and then I'm golden and have awesome energy for the rest of the day. Just keep that food log over and over and just looking and seeing what the patterns are is so fascinating to me. Is that kind of like what you were doing?

Eleanor:

I don't know if I've actually sat down and tracked specifically from day to day how I feel over all. I was just looking for specific reactions. I think that would be a really great way to expand my inquiry.

Rachel:

I've been loving it. It's so cool once you have weeks of results to go back and be able to see because sometimes it will impact you the next day so just check out the patterns for stuff is really cool.

Eleanor: Great.

You touched on this a little bit. A lot of people listening right now might be inspired by you but still scared to make changes in their own life. What advice would you give them?

Eleanor:

Rachel:

I would say that it's good that you're scared. Just be scared and then act. Join the I'm Scared Club. It's actually really fun here and rewarding.

Rachel:

That's awesome. What about someone right now who's listening and they're struggling and feeling trapped by their circumstances?

Eleanor:

I would say that you know deep down in your heart what it is that you need to do. The sooner you do it, the sooner you're going to feel free. You can do it! Just do it. Just take a tiny step in that direction today if that's all you

can do because a little, tiny movement forward every day will get you out of struggle.

Rachel: I love that. Do you have an example step that somebody could take?

Eleanor: It depends on what they're doing but let's say they're feeling trapped because they're in a job that they don't like. They feel like they can't quit their job because they don't have enough money and that's what they really want to do. I would say find the way to make an extra \$20 this

month or just save an extra \$20 or something like that.

Find a tiny step in the direction of saving money because as you start to repattern your own experience of your capacity to affect change in your

own life, you'll find that it gets easier and easier.

Rachel: That's an awesome one. That's really helpful. I hope the people who are

listening write that one down. That's really good. This has been great. Thank you so much. I would love to know where people can go to learn

more about you.

Eleanor: They can go to <u>LiveYourLifePurposeNow.com</u>.

Rachel: Great! Thank you so much. It's been really great. I think can people can

get some really good, tangible things from this. I really like how you've been, "If you're scared, great, you're scared. That's awesome." I think that's going to really surprise people. I like that. It's a good [indiscernible 32:01] for people to be thinking about. Thank you again so much for your

time.

Eleanor: Great! Thank you.

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Review

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Thank you in advance!

I really appreciate you.

With love, Rachel Rofé

