

FINAL LOB EPS412 Laura Aura

[Liz Theresa]

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I'm your host, Liz Teresa, and I help you launch, build online businesses you love. This podcast is all about entrepreneurship and I hope you like it. Hey, everybody, and welcome to another episode of Liz on Biz.

Here with me today is Laura Oro. Welcome to the show, Laura.

[Laura Aura]

Hey, Liz on Biz. How the heck are you?

[Liz Theresa]

So wait, can I? I'm good. I should answer that first.

I'm very good. But like, when I address you, should I say, Hey, Laura Oro all the time? Or do people call you Laura too?

[Laura Aura]

I mean, I answer to both. So whatever feels natural is totally cool with me.

[Liz Theresa]

But I like that when you say it, it's one word.

[Laura Aura]

It is. It's an embodiment. It's one word all together.

You want the backstory where it came from?

[Liz Theresa]

Well, yeah, because we were just talking about how it's a registered trademark and that Liz on Biz is also a registered trademark. And that I like to throw that R symbol around like, like, it's like, it gets me the best table in a restaurant, you know, like, that's how I feel about it.

[Laura Aura]

Let's be honest. It takes like a half a year to a year to get the darn thing. It does.

Not inexpensive. But, you know, this is a business show. We got to talk about the importance of protecting your freaking property, you know, like.

Were you always called that? No, I'm not. So long story short, I've been in business for 18 years.

My first business was in branding. I ran that for 16 years. And the very first thing that I did when I started that first business was join a networking group because I knew no one and I had no idea how to run a business.

So I figured I should probably learn if I'm going to do this. So I joined a networking group. It was every Thursday morning at the ass crack of dawn.

I hated it. But well, I remember those. Yeah, but it got me out of my comfort zone and helped me to build my skills.

And every week we went around the table and either gave a testimonial or a referral to somebody in the group. And this one lady stood up one day and she's like, Laura, there's something about you. I don't know what it is.

There's this aura, this Laura aura. And I can remember, Liz, in that moment, like my whole body was just like electric. I'm like, I don't know what that is, but it's something.

Yeah, yeah, yeah. And I didn't know what it was. I just kind of metaphorically put it in my back pocket and carried it with me until I started speaking, until I started coaching and started until I started creating content and putting the podcast out there.

And I realized like when I'm in like my fullness, when I'm completely aligned, my energy is big and it's energetic and it's electric. And that's what Laura aura is. So I look at the name as it is the embodiment of all parts of me.

Yeah, my inner child, my creativeness, my playfulness, my adventure side, my higher self, which is my my groundedness, my inner knowing my my guide and then present day me here doing all the shit. Right. So Laura aura is the embodiment of all parts of those just being my big electric

self.

[Liz Theresa]

That's cool. Like so like that's like your like share name. Yeah, like Liz on business, like how people talk about me.

And then and then it's it's interesting. I love this. I'm fascinated by this.

So I whenever I became Liz Teresa, so Liz Teresa isn't even my business. Teresa is my middle name.

[Laura Aura]

Okay.

[Liz Theresa]

And I was originally branding with my name name like in my before I got married, it was Liz Downey. Like and I didn't I just didn't like it. Like I didn't not that I hated my name, but I was like I didn't like that.

It was carrying everything I've ever been into something I was trying to create. And so I said, what if I free? What if I like what's my all my favorite things about me?

And what if I could amplify them? And then that was how I came to Liz Teresa was through that decision is that I was like, well, then Liz Teresa is going to be me at my best me in my doing all my favorite things me in my element, you know? Yeah.

Like how you talked about your Laura RNS.

[Laura Aura]

Very, very similar situation. It's almost like almost like an alter ego, right? Where you just like really, truly allow yourself to be that person.

Yeah. But honestly, it's really just allowing yourself to be who you really are. I mean, it's not it's not a this is not a fictitious version of me.

This is not something I've made up. This is just me not giving two shits. Yes.

And just being all of me and it sounds like you're doing the same.

[Liz Theresa]

Yeah, yeah, it is. It's very it's it's nice to like really celebrate yourself. I feel like I always say to

people, well, because you did branding and then I want now I want to talk about your speaker life and your coaching life, but like that a brand should be a celebration of you and a website should be a celebration of your brand.

And I always feel like that. And I feel like people miss that so often. But when you think of it in that simple term and feel like I'm throwing a party for all my favorite parts of myself, it's so much more fun, isn't it?

[Laura Aura]

That's a great perspective to take, you know, because Brandon can get heavy and serious very quickly. Yeah, there's a lot of pieces and a lot of emotion. My gosh, I can remember.

I always say I should have minored in therapy because because branding is very emotional for people. Yeah, and it brings up a lot of stuff. So, you know, it I like the perspective and the angle of throwing a party for yourself, because that's really what it is.

And when you're when you're doing that thing, that's when you're able to help people the most when you're not hiding behind a facade or making yourself look or sound like something or somebody else, when you're just truly embracing all parts of you, like for the right clients. That's where the magic happens.

[Liz Theresa]

So why did you why? What made you change? Because you said that for 16 years you were doing that work and then you switched to the coach speaker life.

[Laura Aura]

Yeah.

[Liz Theresa]

So what happened or what made that decision?

[Laura Aura]

Well, I ran the business for 16 years, but I had been in the industry for 22 years. So, you know, a minute and a half. You know, I love I was I was just done.

I mean, there's there's no fancy explanation other than like I did everything that I wanted to do. You did it to death. I wasn't feeling fulfilled anymore.

It was actually starting to feel kind of like going into it. And I'm like, this is not what this is all about. I'm not going to I'm not going to run something that makes me feel like crap every day.

You know what I mean? Like, I just I lost the spark for it. And I think it's truly just because I was just finished with that chapter.

And that's where, you know, I had already been speaking. I had already been coaching. So these these worlds were parallel to each other for a while.

And I was getting like, super bummed out because I didn't have time to speak. I didn't have time to coach, right? I'm going to do things that really lit me up.

And then I just I got to a fork in the road. Our biggest client, their contract was ending. And I realized I don't want to replace them.

Well, OK, we we have decisions to make here, Laura. And in 2023, that July, I decided I was going to sell it. I had a mental breakdown and just totally, finally owned that I was finished.

Yeah. And by that December, it was sold.

[Liz Theresa]

Wow. So and how do you like? Was it not Laura branded?

So like it was branded something else? Yeah, it was its own name. Yeah.

Wow. Was that like a relief, but also a little bittersweet, but a relief?

[Laura Aura]

It was all of it. I experienced every emotion that is humanly possible, I think.

[Liz Theresa]

Because it's like a death.

[Laura Aura]

Oh, it was absolutely. I went through a grieving process. So what's also interesting is at the same time, we had purchased a commercial building that we were getting ready to like completely redo.

We were going to do a co-working space and an event space. And like, so I was attempting to run three businesses at one time. Spoiler alert, that didn't work out.

Did you sell the building? I'm just I'm not made for that life. Yeah, I decided I was going to sell the building at the same time.

I sold the agency.

[Liz Theresa]

Yeah. Did you sell it? Did you wear a shirt?

Or was it OK?

[Laura Aura]

No, it was everything was exactly the way it was supposed to be. I wore my damn shirt home, you know, like. Yeah, it's for everyone.

The agency sold in December, the building sold in February. That's fast. Literally that weekend, I got COVID for the first time.

And it triggered an enormous depression because I was just at that point just grieving, right? Like my body was able to let down for the first time and probably.

[Speaker 3]

Yeah, yeah, yeah.

[Laura Aura]

Just letting go of like my identity was wrapped up in this. This is how I was paying my bills. This is, you know, what I had invested the last 20 plus years of my life doing.

So there was just a lot of mentally, emotionally and physically shedding this stuff. And it took a while. It took a while.

In fact, I think probably it probably took the better part of a year to really be able to, like, catch traction again. But I was down, down, down, like not able to function for about three months.

[Liz Theresa]

Do you miss it ever?

[Laura Aura]

Not at all.

[Liz Theresa]

Good for you.

[Laura Aura]

Not at all. I mean, no, I just...

[Liz Theresa]

It was over. Well, you do. I feel like people have a moment in their life when a chapter is nearing its end, where you have the inner voice, whether it's a relationship or a business or...

[Laura Aura]

I thought I would have moments where I'd be like, oh, you know, I would... Literally nothing. Like it's like that door shut and it's cemented shut.

Like I'm just not interested anymore. And I'm okay with that. You know, like I did what I wanted to do.

[Liz Theresa]

Yeah. And I'm sure you did beautifully. And now you've created this great practice, right?

You've coached. So you offer coaching and speaking. And so to me, well, and so I imagine, like, it sounds like you got December, you sold the first business, February, you sold the building.

Then you got COVID in there. So at what point did LauraAura.com come to light?

[Laura Aura]

Oh, LauraAura.com was built in the middle of the night in COVID during lockdown. It's good. So LauraAura.com was in growth, was the beginning parts of it, when everything went to hell during the lockdown. You know, at that point, I had the agency, but I had to let go of my team. I had to move out of my office temporarily. It was just, it was a mess.

And Liz, I was sitting in my basement. Okay. I'm by myself.

I realized that I'm in the middle of this mess that I allowed and created, to be honest with you. And I sat back in my chair and I was like, what does Laura actually want? Yeah.

What is the last time I asked myself, what do I want? And it was one of those early moments when I realized, like, I really want to speak. I really want to help women on a deeper level.

So I started to build out the website. You know, I duplicated my agency website and I overhauled it to make it my own. I know enough to know enough getting into WordPress.

Um, and, and I started to build it and it's evolved. Oh my gosh. A hundred times since then.

But it was, it was born in the, in the dark night of COVID.

[Liz Theresa]

Yeah. And how did that, that must've been also like, I feel like as a creative process, probably very therapeutic to be able to like put your stamp, you know. Well, for sure.

Express what was like kind of bubbling that you're working on all the time, but didn't have time for.

[Laura Aura]

Well, and I think it gave me a sense of control when everything was out of control. Like I could not control anything that was happening at that time. Right.

Like every, everything was reactive. Everything was heightened. But like sitting alone with a candle going with the lights dimmed down in my basement at 11 o'clock on a Thursday, tinkering with my website made me feel like I had my hands wrapped around something.

Again, this something was my future. So it was very, very therapeutic to be able to just like duck away and go deep on something that I knew I was really made to do.

[Liz Theresa]

So how did you begin to grow it? Cause like it became, you created this thing, right? And it was resonating and you were feeling it and you were like, this is where I'm supposed to be, which must've felt really good to finally find where you're supposed to be sitting.

[Laura Aura]

Yeah. Clarity is, clarity is pretty refreshing.

[Liz Theresa]

Yeah. Well, after all the muddledness, right? Yeah.

[Laura Aura]

Yeah. You know, I, at that point I had already started the Gutsy podcast. So I was already speaking and starting to find my voice.

I was already unofficially coaching some of my branding clients. So it was, you know, it was honestly just kind of a natural shift of like where I put more of my time and my energy. And honestly, the biggest shift started to happen was when I started to like claim that I'm a speaker.

Because before it was like, someday I want to be a speaker. When I get to the, when I get to this point, I'll be a speaker. After I do these things, then I'll be a speaker.

And then I was like, no, I, I just already am. Yes. And when I started to claim that I started to invest time in it differently.

I took courses differently. I got some training that I, I'm like, I don't know what I don't know. I'm, I'm literally changed.

I'm literally changing industries. Like let's, let's speed this process up. Cause while I'm not new to business, I'm new to this business.

[Liz Theresa]

Yeah. Yeah. Yeah.

[Laura Aura]

There's some shit that I don't know.

[Liz Theresa]

Yeah.

[Laura Aura]

So, you know, when I, when I fully claimed that I am a speaker and I started to act and show up like a speaker, guess what? I got gigs. I got gigs.

[Liz Theresa]

Yeah. And, and, and what would you say the money? Cause like, how does the money change?

Because like you go from running an agency after all those years, right. And you had staff, it's like, it's a different type of business. So like, did you, were you worried that you would be like about money at ever?

[Laura Aura]

Yeah. I mean, I have, I have money trauma in my life. So money is all money is always on my mind to be honest with you.

You know, honestly, it's easier. Yeah. Oh, the agency money life.

Oh, absolutely. There's just so much less overhead and responsibility. And like, there was a big shift that happened, had to happen internally because it was easy.

What I felt was it was easy to charge for a service that I could tangibly show you something with.

[Speaker 3]

Yes.

[Laura Aura]

And I had to do a lot of work to like, now I'm selling me. Yeah. Like you're going to pay me for my voice.

Like, do people actually get paid? I thought only like athletes and big time authors and celebrities get paid to speak. And it's like, this is why getting into it.

So I took a class called Mic Drop Workshop with Jess Ekstrom. So if anybody's listening and is thinking about like, either speaking or improving your public speaking skills, whether that's in the boardroom or with your clients or on stage, 10 out of 10, always recommend that program. And it taught me it showed me it modeled to me that women get paid to speak every single day all around the world.

We just got to tap into it. We have to own it. We have to be willing to step into that space.

And so again, that embodiment of like, I am a speaker. Yes, people will pay me to speak. Yeah, I've had to do again, some internal work to feel comfortable.

Like, I don't have like a physical thing that I can show you like a logo is pretty. I can I can show you that on paper. I can, I can show you what a great website might look like.

But I'm putting myself out there now. I'm getting more comfortable. Am I 100% comfortable there?

No, I'm still working on it. But I'm way more comfortable now than I was a year ago.

[Liz Theresa]

Oh, yeah. I mean, I love that. Like, even just owning the word, just changing.

I want to be I am.

[Laura Aura]

Yeah.

[Liz Theresa]

And then if you start acting, it's like the acting as if to, you know, people say, like, if you act as if you already, I don't know, the pets, the manifestation stuff that they teach, if you act as if it's already happened, the thing, whatever the thing is, it's going to be more likely to be on its way. Yeah, it actually happened for you.

[Laura Aura]

I remember it was often, not often, always very difficult when somebody was like, what do you

do? And I'd be like, I'm a graphic designer. I'm an agency owner.

I'm a speaker. I have a podcast. I have a building.

I have a this and I have a that. And I'm like, okay, this is way too much. And when I, I remember one of the first times people were like, oh, what do you do?

After I started to make the shift and I was like, oh, wait, I'm about to like say this out loud. And it was a little bit terrifying. And I was like, oh, I'm a speaker.

And they were like, oh, that's cool. What's that like? And it just sparked a new conversation.

I'm like, I, if I'm going to be, I have to act as if I am. Yes. It's the only way that this shit's going to happen.

[Liz Theresa]

And then I bet you probably also had that weird stomach sickness feeling the first time that you charged a lot of money.

[Laura Aura]

I did. Yeah.

[Liz Theresa]

Did you like throw up when you sent the email? It was just more likely, but like, you're like, you're like, you said it and you're like, oh, well, it was that that mental banter of like, do people actually pay people to speak like this?

[Laura Aura]

Is this ridiculous? Am I giving them enough? Like, is there enough value in this?

Why would they, why would they pay this amount of money for an hour's worth of my time? Like, you know, it was just all this and it's, it's just all crap. Yeah, it's all made up.

There are people that charge 50 times more than what I just sent that for and get it without question. So it's all, it's all relative.

[Liz Theresa]

Well, because sometimes people that are reaching out to you already know that they're going to hire you anyway. That's the other thing with like, I feel like with specifically what you do. One time, do you want to know a really funny way?

I got a speaking gig.

[Laura Aura]

Yes.

[Liz Theresa]

Somebody was like, oh, I heard you speak at and they said, um, what event? They thought I spoke at the social conference for women. I was like, not only did I not speak, I didn't even attend it.

I have no idea. That's great awareness. And then she's like, God, I thought it was you, but do you want to do this anyway?

And I was like, yeah. And then I got the job. It was paid.

I got a paid speaking gig.

[Laura Aura]

I mean, that's the best way possible.

[Liz Theresa]

They made me a poster. So then I have the, they gave me the poster. I hung it on my wall.

It's so excellent. Yeah. It was for a networking group that I don't know if it still exists, though.

[Laura Aura]

Very nice.

[Liz Theresa]

For them. But it was still, it was one of, and I didn't, when I looking back, I would, if I were like, going to go out there and be like, I don't know. I feel like if I were you, like, because I'm going to send, I'm like where you were, because I'm in, I'm an agency owner.

I don't have that itch to leave because I love, I really love websites.

[Laura Aura]

Amazing. I'm like, I'm so glad that you do because we need people that do.

[Liz Theresa]

I really get so excited. I still do speaking that I have the show and I do speaking. But like, I remember I did the talk for them.

I had zero prep. I walked in one of my favorite ways. That's how the show is.

Anyway, I kind of show up just as I am. And I walked in and I just got a feel for like the people in the room. And I said what I felt they needed to hear.

[Laura Aura]

Yeah.

[Liz Theresa]

And it was enough.

[Laura Aura]

That's, you know, reading the room is a superpower.

[Liz Theresa]

Yes. I think we underestimate it.

[Laura Aura]

Yeah. Trusting yourself, hearing yourself, picking up on the energies. If you're tapped in or allow yourself to even experiment and get curious about it, that can tell you everything that you need to know about the energy of the space and what those people need to hear.

[Speaker 3]

Oh, yeah.

[Laura Aura]

I use my intuition in every aspect of my business. I mean, it's just at this at this point, it's an asset. It's how it's how I run my business.

It's how I guide my clients. It's how we get to the bottom of things very quickly. I can I can hear, see and feel what you're not saying.

Yes. So it's it's a superpower.

[Liz Theresa]

Well, because it helped me know what stories they like, what stories I need to tell with the

common thread. Like my whole thing is about showing up. Be the star.

You know, you are also trademarked by me. I always have more things like I just thought of another thing. I want to trademark while we were talking.

And I was like, I'm not going to say it because then I'm like somebody listening. It's like I have to protect the idea. But like, you know, I don't know.

Have you ever been copied? Probably at some point, right?

[Laura Aura]

I'm mimicked, you know, inspired by I guess you could say. And then every once in a while, a weird ass account will pop up where they're just reposting my videos. What does what does this get you?

I don't know. I guess you're trying to monetize it. I don't really know.

But knock on wood. I've not had too much of that yet.

[Liz Theresa]

I've had a few where like there was one where a girl had a star. Like I have the star logo is like my thing. And like there was a girl that also had a star.

And then she was like, I help you from concept to creation. It's the name of my signature program. And like I was like, oh, at first I was like, everybody gets mad.

But I was like, oh, my God, people like me that much. That like, do you know what I mean? Like that they actually the idea is so good that they like copy.

[Laura Aura]

They want to mimic it. Yeah.

[Liz Theresa]

Yeah. And I'm sure she doesn't even I could tell I was like, oh, it's not embodied for her. Like she's just performing this.

But I was like, oh, that's really cool. Yeah, cool. I mean, I know it's bad, but like, it's kind of cool.

[Laura Aura]

I mean, there's a little little nod to the head of like, OK, I'm doing something that's capturing people's attention.

[Liz Theresa]

But like, so what do you speak on, though? So like, what do you when you give a speaking when you give us when you deliver your voice, your beautiful and I deliver my voice, I speak on making gutsy moves.

[Laura Aura]

So I talk to a lot of women, a lot of women in business, a lot of leaders, women in charge of shit, right? Like there's just this wobble, this wavering back and forth between wanting something and having it or making a change or going going after the thing that you actually want, where like like women, specifically people in general. But I tend to work with women the most where they like get so far and then they go back.

They get an idea and then they talk themselves out of it. They start thinking about something and getting curious, and then they shut it down. And it's like there's there's a change that needs to happen.

There's a there's a space in between wanting something and having it. And it's all that mind junk in between that's making it a circus to try and get it. So my talk, the way that I coach everything that I do is about helping you actually make that move, whether it's a little tiny piece at a time, or we're making a big ass move and we're strategizing that.

Ultimately, it's time to it's time to do the thing.

[Liz Theresa]

So how's that?

[Laura Aura]

Thanks. It's working out pretty good. And you know, you you can bet your entire ass that this is what I teach.

And I have had to make gutsy move after gutsy move after gutsy move in my life to embody and really understand what happens in these moments.

[Liz Theresa]

It takes guts to be the one that says, I will help you get the guts. That takes that takes a lot of guts.

[Laura Aura]

Yeah, I mean, I think I've been in my fair share of moments of making those gutsy moves. And,

you know, I think that my my life and my energy shows the result of that.

[Liz Theresa]

I love it. I mean, well, like, look at your glasses. They can't.

But before you guys, we're both wearing glass. I don't even wear glasses. I just wear them on the computer because it does.

It does help even if it's like placebo effect. Yeah, it helps me get less headaches and anything like that. And so that's why I'm wearing these glasses.

They don't do anything. But like you like these really pretty glasses. And then you said they're just cool.

[Laura Aura]

Yeah, they're just they're just cool. I think they're cool. They're they're chartreuse.

That's my signature brand color.

[Liz Theresa]

That's why they're chartreuse.

[Laura Aura]

They are. Yeah, I'm just I just got back from a speaking gig in Indianapolis. And I wanted to represent with a little touch of touch of the brand color.

Yeah, you know, it's like wearing wearing non-prescription cool glasses because I want to is a gutsy move.

[Liz Theresa]

That is gutsy.

[Laura Aura]

I mean, think about it. Like we often associate being gutsy or bold with like the big stuff. But more often than not, the gutsy moves happen in those tiny, tiny decisions.

Those little micro moments where you where you choose to do it or not. You say it or you don't. You go after it or you don't.

You put on the glasses or you put them away because I don't want to look stupid because they're not real. You know what I mean? Like, yeah, yeah, yeah.

It's a small thing, but it's what adds up to your fulfillment and your freedom. Your freedom. That's a good one.

[Liz Theresa]

I dig that.

[Laura Aura]

Your your freedom. Yeah, yeah, yeah. And just starting to like feel alive again, like feeling like yourself again.

It happens in these micro moments.

[Liz Theresa]

Micro moments. I just love this idea of gutsy micro decisions and gutsy micro moments, because I think that that's really that's a very power. That's just a very powerful thing.

Like today, OK, this is my this is not even gutsy, but it felt gutsy. I like got this new bralette. Yes.

And I was like, do I want to wear it today? But I don't have the perfect over thing, but I wanted to wear it so bad anyway. And so I put a shirt over it.

So you can't even see how cool it is. So I was like, I'm still going to do the bold thing and wear it.

[Laura Aura]

But you chose to put it on. And even though no one else can see it, you can feel it.

[Liz Theresa]

Oh, I feel way cool.

[Laura Aura]

See, that's what way cool. OK, that was a gutsy move.

[Liz Theresa]

It's gutsy.

[Laura Aura]

Take that back. It was absolutely a gutsy move because you had a desire for something.

[Speaker 3]

Yes.

[Laura Aura]

And you allowed yourself to do it. Yes. That's literally all it breaks down to.

It's it's not fancy. It's not complicated. It's not this big ass thing.

It's literally like I have a draw. I have a desire. I have something that I'm wanting to do.

Thought about it for a hot second. And then I gave myself permission to do it. And I took action to do it.

That's what literally what it boils down to.

[Liz Theresa]

Sounds like, well, in the private coaching containers that you do, are they in a similar position where they're like having trouble doing the thing?

[Laura Aura]

Oh, yeah, absolutely. Yeah, I mean, they're they're not lacking in ideas. They're lacking in the in the clarity.

They are like it's overcomplicated. Where do I focus my time and my energy? Who am I to do this?

I need somebody to bounce ideas off of. I'm trying to navigate the stuff alone. Everyone else comes to me, but I have no one else to go to.

Those those are my people.

[Liz Theresa]

Oh, God, that last one. Everyone else comes to me, but I have no one to go to. I feel like that's everyone that listens to this show.

[Laura Aura]

Yes.

[Liz Theresa]

We're all these we are the we are your perfect client. Everyone should hire you.

[Laura Aura]

I mean, I totally I couldn't agree more with you.

[Liz Theresa]

We need that. I think we all need the kick in the bum to do the thing. I mean, like last night.

So last night I was because it's, you know, it's getting cooler out. So I was like, oh, like, is it too early to switch out? By the time this airs, it will be it's it will be the time that you're wearing cardigans and stuff.

But I was like, oh, can I switch it out now? Like, it's too early to put my cardigans on the closet. So anyway, I text my friend, Tricia, who's a stylist.

And I said, Tricia, like, is it time? She was like, and I was like, also, I need to clean out my closet. I have too many things.

And then she said, oh, my God, I was just thinking I really want to teach people on how to, like, do closet clean outs. And I was wondering if it was too early for me to talk about it. And I didn't know if it was worth doing.

And she's like, and now that you text me, I have to do it. I mean, like, sometimes people need that, though.

[Laura Aura]

We are always thinking about shifting for the next season.

[Liz Theresa]

I mean, do you have shiftees in you? Like, you have, like, little shiftees? I like in my closet.

Things you want to do? No, just things you, oh, shift dresses. No, I mean, like shift, shifty ideas, like of things that you want to launch or do or explore.

[Laura Aura]

Oh, listen, as a natural creative, I, there's always something channeling in. And honestly, I've had to learn to, like, know when and how to, like, move forward with something versus letting it go. Like, I could create 30 different programs right now without even thinking about it.

But it's just, it's just not necessary. Like, at this stage in my life and in my business, I want to go really deep on a few things that make impact. Just because I can make all the things doesn't mean that I should.

So that makes me more complicated. That makes it harder for you to understand what I do and how I help you. And it's more stressful.

And I'm just not all about that life anymore.

[Liz Theresa]

Yeah. Well, because it's, but it's probably tempting sometimes.

[Laura Aura]

Oh, for sure. Especially when I'm like, oh, this could be great. And then, like, the ideas are flowing and all this stuff.

[Liz Theresa]

You should do, like, a conference where you're the keynote. Like, it could be, like, gutsy weekend. And we should all come.

[Laura Aura]

It's really funny you say that. Are you doing it? I, listen, that.

That's a good idea. It's been an idea for about a decade.

[Liz Theresa]

So I was thinking about it when I asked you that.

[Laura Aura]

You are not the first person to say, why don't you host an event? Because I put up a TikTok a couple weeks ago, and I was like, where are all the events that don't suck? Like, where are the events where, like, we come in a room, and we're in, like, comfy clothes, and the seats are couches instead of these sterile tables.

And couches. And we have these conversations that are deep and meaningful and needy. And people are crying in the audience.

And someone has a question. And I get down, and I sit on the ground with them. And we have a fucking breakthrough moment.

And, like, everyone's feeding off the energy. I'm literally getting chills because I'm saying this.

[Liz Theresa]

You need this.

[Laura Aura]

And everyone's like, why don't you just make that? And I was like, it's been in my notes on my phone.

[Liz Theresa]

It's in my notes on my phone.

[Laura Aura]

For, like, a decade. It's, you know, it's one of those things where it is.

[Liz Theresa]

I think you're going to meet somebody, and they're going to help you put that together so it's not on you. Yeah, I think someone perhaps listening to this.

[Laura Aura]

I was going to say, if there's a... Across you. If anyone's listening and is in that industry...

Fence and stuff. Somebody that does that.

[Liz Theresa]

Or someone that has the space that already has all that vibe. Because I'm like, I can totally already know it's happening. Like, I can, like, see it, like, as if it's happening for you.

[Laura Aura]

Thank you. I receive that. I have chills.

It is, it is. I think it's in my destiny, to be honest with you, to host this Gutsy Moon.

[Liz Theresa]

Gutsy Retreat.

[Laura Aura]

Gutsy Retreat, Gutsy Weekend. You know, I just, I... Liz, watching women settle drives me up the wall.

It physically pains me.

[Speaker 3]

Yeah.

[Laura Aura]

And a lot of times they just don't have somebody in their world to help them, or guide them, or push them, or hold them when things get hard. Or to get them back on track when they start, you know, their BS starts coming up. And if I have the opportunity to help you through even the smallest of shifts, then I feel so much better and I'm doing what I'm supposed to do.

And I think that that conference, that event, whatever is... Whatever is gaining a heartbeat right now is going to be a big part of that.

[Liz Theresa]

I feel like the energy's swinging, and you feel like there's something coming. I feel like that for you. But I really do.

Because I'm like, I just think you should be doing it. But I'm also kind of like, I think that we all need to be reminded... What's very powerful about the word gutsy, and what's very powerful about what you're getting at, is that we all need to be reminded and pushed, like you said, because the work we do is important.

And I really feel that like, you're here to deliver that message. And then it's like, we're all like, I'm here to build and create and help people be visible. Like, that's my thing.

It's visibility, visibility, media, all that. I love, I could eat it like a sandwich. But I'm like, I bet there's...

I know there's people that make like crochet bunnies and sell them on Etsy. I know there's people that like design hoodies and do print on demand. And there's all these different types of businesses that I feel like exist.

But no matter what you do, it's all important. It's all of it is important. And you are important.

And the work never stops being important. And this is something I always remind people, because it's always like, because what you're doing still affects somebody else in the world.

[Laura Aura]

Well, that's the one of the coolest parts about when you say yes to yourself, and you actually do the thing. You show somebody else in your world what's possible. Like you guide them, you give them the permission that they don't need, but maybe needed to see modeled.

Your electricity, your lit up, your happiness, your freedom, whatever, show somebody else like, Oh, like, hey, that's what's on the other side of this. It's scary. But like, when I see and when I know what's possible because of it, it gives me a little bit more courage to want to make that move myself.

So I'm a huge fan of like, this is like the gift that keeps on giving. Because you lit up going websites, lights up your clients, and your clients then light up their clients. Like, you know, it's just this incredibly sparkly snowball effect, where people are doing what they're intended to do.

They're happy because of it. And we're putting goodness out in the world. And heaven knows we need more of that right now.

[Liz Theresa]

Yeah, if you're doing work, and you're happy doing it that people I do, that's a ripple effect. That's the best version of the butterfly effect, right? I never even saw that movie.

But I understand the concept. You see the movie?

[Laura Aura]

No, but I know exactly what you're talking about.

[Liz Theresa]

Yeah, I hear the movies real weird. Isn't it real weird? It's really dark.

[Laura Aura]

I have no idea.

[Liz Theresa]

I think it's like there's a butterfly that flaps his wings. Somebody might die. But I don't I think it's sad.

[Laura Aura]

Well, I mean, there's in with when death when there's death, there's rebirth. So I could I could. It's true.

I could see that.

[Liz Theresa]

Yeah, yeah. Oh, my God, that's trying to get something really. So I'm a mom.

My son is six. So this just reminded me there's you know, the Lego movie.

[Laura Aura]

Yeah, I'm very familiar with that one.

[Liz Theresa]

OK, so you know how they say everything is awesome?

[Laura Aura]

Yeah.

[Liz Theresa]

OK, so there's that song. The guy's like, just lost my job. More time for my community.

I like every time he says that I like can't handle how funny that is. Yeah, but it's like how you can just turn anything that's like really bad. But it's true.

Everything that's bad always has the opposite.

[Laura Aura]

Yeah.

[Liz Theresa]

You know what I mean? Like the opposite is always true.

[Laura Aura]

Yeah, I have I have a kiddo, too. He will be 18 in about a month and a half. Yeah, super weird to do that.

Well, I birthed a human and then I raised him. Yeah, he just started his senior year. I was pregnant with him when I quit my job at the wait for it.

Yellow Pages, the phone book. You look at the phone book. That was my very first graphic design job.

So I quit that job when I was six and a half months pregnant with him to start my first business. So that was one of my first gutsy moves.

[Liz Theresa]

That's gutsy. And it's also wildly funny. And that's the chartreuse.

So you took the yellow and you better because their yellow is not chartreuse. They're like, no, it is more like a golden rod. I like everything about this.

[Laura Aura]

I appreciate that you understand color theory.

[Liz Theresa]

Yeah. Hey, you know, blame it on the day job. But I do.

I just I like I like you. So this is like been a very thrilling and rewarding conversation. I'm very excited to see what you do next.

I want to for your last because we're near your last question. I want to ask you a little bit about like your private coaching clients, because I feel like sometimes I mean, when people book a clarity call, because I'm sure like you do like what you do like a free call and then like you talk like to is like one of their hesitations to hire you because they're actually afraid of doing the thing. Oh, wow.

Because like if they're afraid and they hire you because they don't want to be, aren't they still scared?

[Laura Aura]

Yes.

[Liz Theresa]

That's kind of tricky business, right?

[Laura Aura]

I just welcomed a new gal into my mastermind, which is called Oraline, by the way. Great name. And thank you.

Thank you. And she messaged me. She's like, I submitted all the forms.

I think I took care of everything. I'm scared shitless. And I was like, you're exactly where you're supposed to be, my friend.

Welcome. Yeah, sometimes there's this like, and it's an internal thing. Sometimes there is this internal thought where people are like, I have to have it figured out before I can work with you.

And I'm like, dude, that's part of what we're going to do together. Like, yeah, if you would have had it figured out, or you would have known what to do, it would have already come to you. Like, there's something in there that we got, we got to dig up, we got to figure out, we got to get clarity on we need to simplify, right?

Like, that's part of the work that I do. So you don't have to have anything figured out other than I don't like this anymore. And I want something else.

And even if you're like, I don't even know what that something else is. It's cool. We'll figure it out.

[Liz Theresa]

I love it. Okay, tell everybody Laura Ara where they can find you online. And I want to call you Laura Ara now because it goes so nice off.

[Laura Ara]

Thanks. Thank you. Well, lauraora.com is the best place to find me. The Gutsy Podcast, if you want more of this in your ear, is a great place to get some more info. And then on social, I am at that Laura Ora all over the place. I make some pretty candid TikTok videos that'll get you get you moving in your daily routine.

[Liz Theresa]

Yay, you guys, all the links will be in the show notes. Laura Ara, thank you so much for joining me today. My pleasure.

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