

Eyal : Welcome, Ryan Orrock to Interviews with Integrated People

Ryan : That's saying a lot [laughter]

Eyal : I have been kind of like following you a little bit over the past few months and I got really excited, there was something –somebody who does something similar to what I do and it seems that you're doing a kind of a very professional level that I really appreciate. So you're really nicheing the, focusing on this idea of marketing for sexuality professionals. Yeah? Is that a way to say it?

Ryan : Yeah, it's part of it. I mean, I see that the whole world needs to wake up and have a shift around sexuality and community and relationships, starting with sexuality. I grew up in a very repressed sexual environment, a lot of guilt, shame, fear, etc. And I had to find the way out of that and so I did and one way was through neo-tantra and later more traditional tantra and sacred sexuality and I came to the Bay area 3 years ago.

I did most of my training in Europe and what I noticed was there was a lot of fragmentation. It wasn't necessarily super professional, super big, you know. There's probably more people doing tantra in the 70's, I imagine, than they're doing it now in the Bay area.

And I just see a lot of big names here, etc., etc. so I thought how do we make this more professional? So I've been on a journey, I've been studying coaching. I've been studying intentional community that find ways to make this bigger, to reach millions, tens and millions of people like yoga.

Tantra sacred sexuality should be a big for this, it should be everywhere. So one way I do it is by exactly what you're talking about, coaching people who are working in this field and helping them up level thing because they're selling themselves for pennies on the dollar, almost all of them. And they're doing things they don't want to do. They're compromising themselves, there's legal issues, ethical issues, moral issues and you don't need to do any of that. So this is what I've been figuring out.

Eyal : So why – it's like you could have studied tantra and become a tantra teacher. As you know the main thing or the only thing that you do or become a body worker or whatever so why focus on the business side?

Ryan : I've done all of those things. I was teaching tantra in Europe, doing workshops and courses. I had a temple in Vienna. I also was doing body work with men and women. So I've done all of those things and they're all great but the universe send to me over ahead and said go back to America which I never thought I would do. I thought I was done, done with the states, I'd lived there for 15 years. So Europe was kind of my home. And I also thought – a couple of things, one of the things, because I thought that my teacher was really good. Actually you know him, John Hawken.

Eyal : Oh, Dark eros

Ryan : Yeah, that's one thing that he does, yeah. But I worked with John for 3 ½ years. I took every course I could find that he was doing. I followed him around like – he's a Reiki and psychotherapist, he's a Shaman, he's a tantra teacher. He's a very, very amazing teacher and I followed him around and absorbed and was kind of his prodigy for that time.

One thing I noticed though was people can do his workshop and it was 30 days of intense work and they would come out of workshop but their lives weren't necessarily changed long term.

At some point they were still embarrassed to say, "I do this thing called tantra." They have work. They have family. So the community didn't get established. So when he offered an advanced course, I just saw a few people come to the course and I thought, "Oh my goodness, how are we going to build this community?" He had a great business. He was doing that teaching but it wasn't making a huge dent in a world so to speak.

So this is one thing that I was frustrated about and the thing I was frustrated about is being one off sessions with people and they'll have a lot of change and shifts but then they go back in their old lives again.

Eyal : Yes, as in, No! I know exactly what you're talking about. It's like, arghhh, and you kind of like, it take – yeah if I could only see them for a few more sessions and know that they can make that change last kind of thing, yeah. It's like – that's what you're experiencing as well. It's like, "I can really help them"

Ryan : Right. But it takes time so how do you do that? [00:05:00] So those are the 2 problems that I brought to America and I think I found solutions that are helping on both fronts

Eyal : So which kind of solution did you find?

Ryan : Well, what I found is long term healing or coaching arrangement. So when someone comes to you, you don't just take the first symptom that they name and then say, "Oh, okay let's go fix that symptom and then goodbye."

But when you really dig and you're really honest with them and you help them find out who they are, really on a deep level, who they believe they are and they can be and take them through a longer process to accomplish all their dreams, all their goals. Everything they can imagine being and accomplishing, right?

And so coaching taught me about that. I studied coaching rather intensely with some great people including Jason McClain and that was really supportive of that and for community, it was sort of the same thing. The more that I worked long term with people and I've been working with some people now for a year or a year and a half, couple of my clients, and we're developing community because we have that continuity of connection and the money and the energy flow to make that happen. So working on creating that community now but yeah, the first key was definitely working with people long term.

Eyal : So you basically have a first chat with them and then you would do something that they call, "Don't give them what they want. Give them what they need."

[laughter]

Ryan : Yeah, well people aren't honest when they first come to you, right? I mean, none of us are. We're shy, we're afraid, we just mention the one thing. In reality we want lots of levels of things and so

Eyal : I think that people don't know. Would you agree that sometimes people don't really know what they want inside? They think that they want, you know, it's like whatever or better orgasms or whatever but actually the is totally different. It's like, they think they want more money but actually they want more fulfillment with what they're doing. It's not the money, it's what comes with it.

Ryan : That's right. Money is a means to an end, totally. And yeah... go ahead

Eyal : I see with many things. It's like, "Oh, I want a relationship. I want a relationship." But no, you don't love yourself. That's what you're going to need in a relationship, in order to feel that somebody is acknowledging you.

I also get women coming and telling me, "I want a relationship. I want a relationship. I want a relationship." Then I'm like, "Okay, don't see anyone for 3 months." They're like, "Ahh! What are you telling me?" I'm like, "Yeah, that's what you need to do in order to get a relationship. You need to get in touch with yourself. So that's, yeah, that's good stuff, you know.

And it's interesting that you're talking about the long term kind of like walk with people. One of the thing that I find with people that I work with, like coaches that I talk with and my clients as well, that sometimes they're like, "Oh yeah you empowered me so much. It's like I don't need you anymore." And I do see that. It's like they have amazing consummations in their lives. I do a like a five session process with them over like 3 months or something.

And then there's the website. There's a Facebook group. There's support via email so there's like, there's a few directions apart from the actual start sessions and then after 3 or 4 months more guys make – loving themselves more, more relaxed in what they do, relaxed with themselves. And happy with offering their gifts and sometimes, doubling their rates, tripling their rates, having more clients and then they're like, "Okay, we're good. We don't need you anymore."

So the question is – the question I've been asking myself, is that real or is that – because basically they say we have empowered you or you empowered us and thus we can go by ourselves. And I'm like, okay I feel great with empowering them but I also feel that it's not that they need me after those 3 months. I did empower them to get them to a place that they can take care of themselves but if they had my guidance, they'll be where they want to be like kind of faster and easier. Does that make sense?

Ryan : Absolutely. It's like, yeah, it's like you want to learn piano alone or do you want a piano teacher? And how long do you need a piano teacher? Pavarotti had a voice teacher. Michael Jordan had a basketball coach and not just until he got good but forever, right? So as long as they were doing it. So yeah, a coach is going to help you go faster, better get your stuff and for me that sounds like, maybe somebody needs some rest. I've had that happen before. Sometimes working with me, and I can imagine working with you, can be so intense that people [00:10:00] might need a break.

Eyal : Guilty as charged.

[laughter]

Ryan : So you have to pay people sometimes and give them some rest. Like I'm signing up people for a year at a time now. You can't work with me under a year for a coaching program. This

allows us time in, you know, a relaxed manner, get to where you want to go and cover bigger goals than you thought you were possible when you came in the door with me.

Eyal : So that's quite a big commitment. If I would meet a coach and I'll go, "Wow!" Commit for you, what does that mean? They pay you in advance or what does commitment mean to you?

Ryan : I haven't had anyone pay the year in advance. But I want them to say, "Yes, I'm going to be on this training with you for a year. I'm going to do this and I must say that there's – not a lot of people that I talked to are ready for that but small percentage of - that's probably 10% of people that I talk to that are ready for that and I'm just filling that program up right now and it'll be full but it was just sort of my heart, my vision, and I know what I can give like you so I'm going to say, "We're going to do a long journey together."

Eyal : And then, what does that entail? They get involved with you for a year. They commit to you and then you see them a few times a month or once a month or how is that?

Ryan : I have tons of contacts. I recently posted an article on my website. It was called, "Using the golden rule in your business." And so basically, I ask what would I want if I were to coach here? I have my own coaches as well. I think it's important with every coach does and the thing that I want is to be able to contact people, whatever I have a question, whenever I need something and so I've got like a little walkie-talkie system on my cellphone and I get messages that way.

Eyal : Like WhatsApp or something?

Ryan : Yeah, exactly. I used Telegram usually, encrypted and things. So yeah, but I guess it's like WhatsApp. I've never used that but anyway, yeah so that and the – so we've got, I've got access pretty much all the time for this intense coaching system.

Eyal : Weekends?

Ryan : Yeah, go ahead

Eyal : Weekends?

Ryan : Weekends, it depends. I mean, it also depends when I'm avail. Of course, if I have sessions, I'm unavailable, right? That's how I do it but weekends to me, like, was it your site where I read the article, Why Do I Work On The Weekend?

Eyal : Yes

Ryan : Yeah, I read that article. I'm like yeah, weekends is just another day. I do try and plan off some time every week to be down time or you know. I definitely do that but it sort of happens naturally as well. I can saturate people bandwidth also pretty quickly. So it's not like they need me hours and hours. If I say go do this, go do that and then they have something to do. But yeah, normally it's 4 times a week, 4 times a month we meet, every week, it doesn't matter to me, it doesn't change the price if there's 5 weeks in that month and then almost unlimited support. So I'm really, really holding them by the hand and guiding them all the way.

Eyal : Wow, so that's quite intense. They actually see you, what is it, in person or over Skype every week?

Ryan : Right

Eyal : Okay, so do you feel that they actually need that level of continuous, continuous, continuous kind of like holding them by the hand? Is that – I believe that’s quite exceptional for a coach which is what I’ve I experienced to be actually meeting every week. Do you want to share more about that?

Ryan : Depends on who I’m working with. Some people I have done twice a month and longer sessions. I do customize it a little bit. That said the people that I tend to work with are very fast learners and implementers.

This group that I’m taking about, this long term group, I just launched it a month ago officially. I’ve been doing it with other people kind of it’s been happening but I launched it, I filled up 3 spots but there’s only 6.

I’m only working with 6 people with this intensity. Yeah, they work really fast. They implement things quickly and if we don’t need to do a week, great. We don’t need to do a week. I’m not really worried about it but we’re in contact and I know how they’re doing.

Eyal : So you meet them kind of one-on-one every week? So it’s not like a group that call every week or

Ryan : Yeah, I haven’t done a group thing. I mean, I’ve done webinars and things but I haven’t got a group coaching really off the ground yet. It’s a thought, something to do, maybe.

Eyal : Me, too. Basically, because I don’t want to commit to a certain evening of the week that I always have to be like,[00:15:00] I’m like I’m much more fluid than that.

it’s interesting. You’re saying a lot of things and I’m taking a few notes and it’s beautiful that it’s bring up so many things to talk about. One of the question that I wanted to ask you is about – this word that we’re using which is “coaching”. So one of the things that I’ve had some discussions with my friends and coaches is that – I’m not actually doing coaching and I believe that may be you’re not actually doing coaching because the way I see it and the way that I studied it – I studied just a little bit of coaching – is that a coach just take whatever the client tells them and works with that.

And one of the things that one of my best friends and coaches, Brent, is telling me is “No, we’re mentoring them.” We’re using our information, our knowledge, our experience, our perceptions even if you want to talk about spiritual coaching as well and guiding them through that. Do you want to relate to that? Is that something that you do as well?

Ryan: Yeah, you’re right. We’re using one word because it’s easy but actually I do a few things. I do coaching, teaching, training, mentoring, healing, professional supervision, counseling. All of these things are slightly different and I do pretty much all of them at various times with various every people. But yeah, maybe “mentoring” is a better word...

Eyal : I like mentoring. It sounds very – somebody would say, “I have a coach.” “Ah, you have a coach.” And somebody else would say, “I have a mentor.” So for me the mentor feels that – no offense – it’s like, many people do coaching programs and may be they’re okay coaches. But a mentor that has coaching abilities, I feel, I believe would be much more – which have much better results than a coach

who's is only a coach, doesn't know the subject matter of his clients. Like, if you have sexuality professionals, is it true that you would be able to help them much better because you are from a field, you've done that. So you can mentor them.

Ryan : Yeah. I was talking to a mediator today who was a lawyer and is she a better mediator because she's a lawyer? Probably. She knows more about the field. She's helped people with divorces and she knows the legal stuff. I think it's the same thing so yeah, I think that's a great point you're making.

Eyal : And I'm actually like playing with the ideas to changing those stuff on my website and change how I present myself and so on because I also have this idea that relates back to marketing which is whatever you study, don't necessarily use that as your title.

If you study Reiki and you put it something in the yellow pages that you're doing Reiki, you're one of like millions who are doing Reiki. If you are doing Alpha, Beta, Gamma, Tetra healing that's sounds like okay, that sounds like a little bit like, "Wooo" at least people are going to go, "What's Alpha, Beta, Tetra, Gamma healing?" Okay, what's, whatever you know. So I'm like, okay let's use other words which only we use and may be make it clear enough for people to understand that we offer some kind of coaching, mentoring, counselling and so on but differentiate us of by saying, "No, we're not coaches. We're not pure coaches.

Ryan : My teacher, my coaching, my coach – except for he's not a coach – evolutionary guide, right? And yeah, he wants some, "What's that?" and I played, I've gone back and forth transformational, eccentric, analysis, blah, blah. I tried all sorts of titles. The thing that I do at a moment is that I just talk about results. If you want to learn a thousand of dollars an hour, you want to earn \$100, 000 a year, come and work with me and who cares what I'm called. That's what I'm concentrating most on now, is the result.

Eyal : And how do people come to you?

Ryan : Oh you know what I've done. I've done a bunch of educational webinars where I talked about the issues that people have, I talked about the solutions that I found and what I'm doing more and more in these webinar is just coaching people right in the webinar. They're bringing me their problems and I'm just solving on there on the spot [00:20:00] and just ... [00:20:02] and these in my community and that's how I found a lot of people to work with me.

Eyal : So that's you're like a free webinar and you're announcing it on Facebook and for the mailing list and so on and people watch the webinar, you help them live and then they sign up?

Ryan : Yeah, and then they come and talk to me again. Even – to work with me, you know, you're going to talk to me at least once, maybe twice. And I do very expensive talk with people when they're with me if I think we might be a fit. So yeah, they going to talk to me a couple of times for free and then either we move forward together or I solved their problems that they have now or I send them to someone who can.

Eyal : So basically it's like—I'm asking about funnels and I'm asking that because that's the million dollar question always for people who do offer these different kind of services. It's like, okay I'm good. I'm amazing. Whoever I've helped like , you know, they've gotten great results. You know it's like

I've got a few of my clients the amazing ones that do it then they're asking me how to do it, "“Okay, how do I get clients?”"

I've had them say things, write articles and submit it to magazines and open a Facebook page and help offer free sessions to everyone just to get started. What's your take on that? How does somebody get started?

Ryan : The number one thing that I'm going to say for almost everybody is to speak. Because whenever you get in front of a group and speak, whether it's virtual or whether it's real or whether it's live or on-eon-one, not one-on-one but live, is people are always impressed by speakers. I always hear that they rather die than speak. A lot of, most of Americans ...

Eyal : Fear of sharks is bigger than fear of public speaking

Ryan : There you go. Okay, right, okay, good. So anyway, if they see you speaking we just sort of believe the person who's speaking and presenting. They get instant credibility no matter what. And also you have a one to many reach and you develop intimacy.

For our type of business, you need a relationship. You need intimacy to be able to work together. So I found that to be the fastest way. I have other ideas for depending on what a person is doing and who they are but for me and that's the best thing for me. I don't worry about Facebook. I barely worry about a webpage. I write articles but not really as marketing tool. I think all that comes later. I think that – I think you need to get in front of people, be seen. It's how Jesus did it, Tao Buddha did it.

[laughter]

Eyal : It's good we're comparing ourself to some cool people. I don't have a messiah complex, comparing myself to Jesus. Famous coaches I know. It's like Ziglar, Jesus, Ryan Orrock, that's keeping good company there.

[laughter]

So would that to be, it's like you hire a room and you organize some kind of talk and you announce it in your local community or is that more like work online? How would you do that?

Ryan : You can do both depending on who you're looking for, whether you want to work locally with people. Until recently, I didn't have any local client. My clients were all over the world but none of them were local. And that was fine. However, I do have and you can benefit if we are physically present. There are things that I can teach, show, demonstrate. I just recently had someone sign up who actually is in here at the Bay area and it's a different quality.

So I may start doing, I've sent – by the way my marketing is pretty much online, mostly. Since I've got to the Bay, I did it live in Vienna. But I may start doing more local things just to get a few more people who I can actually have sort of a local tribe, instead of just an international tribe.

Eyal : I'm totally there with you. I've done both and I find that I enjoy working with people from all over the world. I have one client in Hawaii, it's not only in Europe but mostly in Europe. So it's like that's great but of also there's a beauty to actually being able to see a client face to face or see groups of clients face to face. And I find also the nature of interactions are different. Like Skype works

beautifully, I get both into profound moments with clients, spiritual moments with clients, sexually moments with clients, emotional, loving, [00:25:00]everything through Skype and – then face to face is sometimes a little bit, has an extra layer that obviously Skype doesn't have.

Ryan : Right.

Eyal : I'm thinking if you kind of like and also as you speak you're saying like marketing online. So one of your titles is "marketing for sexuality professional" which is what got, it got kind of like my interest, "Oh this is a guy who's actually doing something that I have been speaking about for years." I was thinking about something a little bit wide which I was living in a spiritual communities, yogi communities, and I spent 7 years on a tropical island in Thailand and wasn't a yoga school there and in Melbourne, the alternative community is amazing. It's like really talented people and one of the things that I noticed with many of those many talented people is that they're talented and they are not really expressing it.

But they have great gifts and if you talked with them or you talk with somebody who had a session with them and then you talk with them and they say, "No, I hardly do sessions because I have to work half of the time in the local butchery or something."

And for years I was like, how do we get these damn hippies to – and I say to a local club because I was also a hippie and I have hippie friends and I go to hippie festivals and so on but how do I get those amazing hippies to share their gifts and to help other people? How do we get them to actually reach other people and make a living for that so they don't have to work in the pizzeria and they can do what they love, help other people and get paid which is one of my slogan so. How do we do that?

Ryan : Well, one key thing is just having them recognize their value first of all. I mean, there's a healer that I've started working with. She's become my main healer, working with me and when I met her she was either giving away a free session or she was doing for \$20 to \$60 sliding scale and now I've convinced her to go \$150 an hour. She's thinking about 250 per session now. She just didn't realize her value. She didn't realize that she was a world class healer that she could be doing this whole time. She quit her job and now she's earning a full time living – she didn't have the mind shift. The problem is when you're good at something sometimes you don't notice it because it's easy for you.

So you think everybody can kind of do it. People in high school people call me, my teacher told me, "You're a good writer," but I didn't realize what they meant until I got a job as a writer and I was making money. Oh my god, now I see that this is really a talent I have and this is the same thing. There has to be a mind shift that we help people see that first of all, you're time is incredibly valuable when you're on point.

I just wrote an article about this, why you're worth a thousand dollars an hour. And the reason is most of us are in job where we're using like 5% of who we are and when you move to a place where you're using a 100% of who you are, you just got 20 times more valuable because that's the one thing that you can do for people that nobody else can do. There's a new tribe, so yeah, \$250, \$500, a thousand dollars is all doable as soon as you realize that. And once you start acting for that, people start saying, yes. And you need half as many people to pay double the prices, and half as many people so you double the prices again. So it's not like you have to find a hundred of people to pay you \$10,000, no. You

have to find a few and then you've got a business. That's it. So that's what I do. I convince them of their value. I say, "Look, this is you. You're magical. This is what you should be charging," and that's a big step.

Eyal : Okay, that's totally preaching to my choir because this is like – everything to – yeah, that's exactly the work I've been doing with people and the question is how do you get them to realize their value because some people have actually become, "Yeah, everybody telling me, everybody telling me that I'm this and I'm that but I don't believe it. I don't think that people would pay, let's say \$200 for my services. I believe that and that and that person are much better than me and they're charging much less. There's a lot of – I want to be affordable to – I want to be accessible to everyone." So how would you kind of like answer those sentences?

Ryan : Well, let's handle the accessible part first. The first thing is like well, somebody told me recently that I want to be able to work with students and that and people who have no money and homeless people [00:30:00] and single mother. Single mothers, how do I do this? And I said, "You know what, you're saying is I'm the only person in the world who can help people. If you think you want to be accessible and have your prices really low. You think you really helping them while you're starving to death or working half time in a pizzeria? No.

And would you like to give away life free information and content and value and cheaper courses than have a few people pay you what you're worth which is a lot and then you can train other people to go solve these problems because you're not going to be able to do it alone and you're not doing it now. So that's the accessibility issue that I find hold a lot of people back which is really a self-worth issue I think. Usually that's an excuse for self worth.

The second thing is unfortunately you can't convince anybody or everybody that they are worth that. If they're not listening, they are not listening. So I cycle through very quickly. I used to have – there were 5 people in my community that I love to work with them. With her, with him, they're so talented, they're so amazing and I've tried, let me give you this, let me give you this and I stopped doing that.

Now, I present my material, I offer to speak with me and the people who come to me are ready to listen to these ideas. And those other people, yes, they're talented, they're amazing and when they're ready I hope they'll show up. But I have no magic way to prove to them that they are worth that besides showing them – okay, look at her, she did this and now she's here. Look at me, look at you, you all, you know.

Eyal : Yeah, that's beautiful and that's one of thing that I love when I work with a client and they get to this point where – because before it's like, "Oh no, I cannot charge more than." I had this client that was charging like 40 or 50 Euros in Europe after doing work for like 30 years and being like totally booked out and so on and she's still charging 30. And then I got her to understand what she's doing and how much value that she's giving to her clients and how much transformations they're getting. I have this part of my process which goes like, I want you to theorize and guess, and come up with every possible benefit, indirect benefit that they got from you. Not what they will tell, what you think they got from you. In the beginning she's like, "No, they only got this" but no actually this got better but maybe this got better and so on and then I'm like, "Oh wow, I am worth it" and then I'm like, what makes me tick, what makes me excited is when people recognize their potential and more over when people express their potential.

Like, recognizing is good but Tony Robbins, action, always takes action. When people actually do that and this client specifically was telling me, "I just did my first 200 Euro session." 200 Euros is about 280 U.S., okay. And she was like, "It was amazing" and I could really feel how, because charging more is like I was bringing them more value and I was like, "Yes! Yes! Yes!"

[laughter]

Ryan : Exactly.

Eyal : I love it. One of the notes, I have it here is the issue of wealth. And I personally, it's like I've been shifting through let's say my attitude toward wealth I've been shifting throughout my life. I was corporate. I was working in big businesses and being paid a lot and then I went to the hippie, alternatives, yogis, spiritual side and like money's bad and conspiracy theories and this and that.

[laughter]

And then literally, I'm still working on that. I'm still working on myself on changing some of those beliefs because they're always hiding somewhere. So it's like, "Okay I'm worth \$500 per session but then I'm not worth a thousand dollar a session. That's wrong, that's too much. I cannot give that much value." So one of the things that I'm working on and you might relate to that as well is changing people's wealth mindset. Changing what they believe about money, what they believe about charging, what they believe about setting, what they believe about marketing. Like this woman says, "I will just be available to people but they have to find me." I'm like, are you kidding me? It's like, I thought you were an amazing healer and you're doing people wrong if you're not putting yourself out there.

Ryan : That's right.

Eyal : So if you just want to relate to these idea of wealth, [00:35:00]consciousness, and how much you're charging, and how much and how strongly you're putting yourself out there and money and rates and all of these, I just want to ...

Ryan : Well, okay I have a couple of things to say about this. Number 1, so if you buy Buggati or a Ferrari for \$200,000. Does that car get you from point A to point B ten times better than \$20,000 a car? Not really, right? Because 10 times as much is a little bit better. May be it's faster sometimes but it's not really 10 times better. You're not going 2000 miles or 6000 miles an hour instead of 50 miles an hour. And it's a same thing with healing. And these prices, prices are incredibly elastic for one thing. They don't really, in a real world they don't mean anything. There's plenty of people who charge really high prices who aren't that good. There's plenty of – and like you said there's the other way around even worse. The first thing I do when somebody comes in to me like in the demo session usually is that I tell them instantly, "Double your prices."

Since I've started coaching, I've doubled my prices 4 times in a little over a year. And every time I do, it makes me up my game. I get all these feelings like you said. I get all scared and nervous and what happen is I'm going to ask people for more money but it makes me better. It makes me more present. I think about what would I want to really want to give, how would I really want to give it, it limits the people – let's go for the people I'm working with. I've fired my entire client load several times now. I've gotten rid with everybody and said, "Okay, we're going to a new level. If you want to play at this new level, it's going to cost more money." And it's gotten me better clients so I'm helping

more deeply so I'm serving more. So I love throwing out that initial challenge out, double your prices, when someone walks in the door with me and seeing what happens. Like, if they can handle that, I have people swallow and say, "Okay, I will." Then I know we're probably going to be able to work together. And if they're like, "No, no, no, no, no." Then I'm like, "here, go work with other person on your beliefs for a while and then come back"

Eyal : Yes, send them to me. I will change their wealth consciousness ideas.

Ryan : Okay, I will send them to you. You know you can do ... [00:37:24] with them. You can do all these belief changing exercises and that's okay. It's not my favorite thing to do. I just like to throw people on the cold water and then – but yeah, I will definitely send them to you because some people are not ready for that yet.

Eyal : So what you're saying is like – I've been exploring it with people as well and I've been also following other professionals. Well may be they say double your rates and one of the thing that I find is actually some people double their rates but they don't have the underlying mindset.

So I worked a lot also and by the way, my sexual work and business coaching and spiritual coaching, I work a lot with mindset shifts. So the idea of somebody's mindset is not in the right place, they cannot orgasm. It's not that they can't orgasm because they have a problem in their body, they can't reach orgasm because their mind is telling them that they can't. And some people double their rates, and I've seen people do it, without the underlying beliefs and it backfires. It doesn't work.

It's like people don't pay them their rates. They lose clients and they don't gain new ones because underneath they're still saying, "I'm not worth it. I'm not good enough. I'm not really helping my clients. People would hate me or people are hating me because I have raised my clients." And for example, that Jane woman hated me because she can't afford me anymore. She says at the time – what the word – somebody who's expensive. Let's use the word "expensive" and so on, etc. So how would you relate to that? To the idea that sometimes doubling prices doesn't work because of mindset?

Ryan : If you double prices you bring up all the mindset. You shouldn't just double your prices without a coach. You shouldn't just double your prices and try to make it work.

Eyal : Exactly

Ryan : If you going to double your prices, if you going to do anything in business, get support, get help, get someone to help you take those stuff because yeah, it's difficult to do it alone. Although I've seen people just do it. It's okay but yeah, if you're not sure whether you have money issues, double your prices and you will found out quickly where your beliefs lack

[laughter]

Eyal : Yeah, because the question is – I'm really there with you with the idea of having [00:40:00] a coach because I was helping this woman and she was like, we kept going back and forth and she said, "Okay, I will raise it, I wouldn't raise it, I'll raise it and I wouldn't raise it" and we had two full sessions with a little bit of email support in between just because she was freaking out about the idea of doubling her rates. By the way I'm using the word rates and not prices because prices is something that you put on milk and rates is – I'm not an ... [00:40:28] master or anything but for me the words create the reality. So rates is something to do with a service. So she was freaking out and I kept holding her

hand and kept reminding her that remember that you're fully booked but you don't have any savings and you don't like some of your clients, anyway and you want to do other stuff. So I kept coaching her and this idea of double your rates and your money beliefs will come out because you don't need to do a lot of clearing before. Clearing limiting beliefs and doing also some exercises in order to shift that.

Ryan : Yes, most people are going to need a lot of support and prep for that. I mean, do you do like to send money is and start writing. Like, money is evil, money is wrong, money is bad, money is something I need. You do that when you start working through those

Eyal : Yes, and also for personifying so rich people are

Ryan : About to, right.

Eyal : Because rich people are because then say, I know rich people – it's like there was a sentence I heard from my mom. It's like, "Oh, they have money but they are really cold. They are emotionally cold." It's like, we're not poor but it's like, I have some of these sentences. It's like, rich people only want this. It's like, No, they don't.

Ryan : Right

Eyal : And personally I've been doing programs Evan Pagans, self- made wealth or something like that, reading books and so working with coaches for – I think now it's like a year and a half or something like that. And it keeps progressing and keeps on getting better. This is what I share with my clients. But what I find is that whatever level that you go to like you just said, double your rates and you'll find like, it's new sets of beliefs.

Ryan : Right

Eyal : One of my coach friends and it's funny that I have so many friends who are coaches. Some of them were my coaches and they became my friends. Some of them were my clients and they became my friends. So he calls it the money shoes. Money shoes, which is like, you're okay with money shoes at let's say \$500 an hour. The moment that you double your rates to \$1000 an hour suddenly you're in bigger shoes.

It's like kids who are wearing their parents' shoes and they're a little bit flopping. It's like until you actually grow to that resonance, grow to that level, grow to that rate. You're a little bit in a beginning, oh my god this is wobbly. So one of the things that I'm interested in is how to make that shift smooth and how to make it work. So it's not like some of those people that they mention and I've seen that, it's like charge so low and nobody's coming, nobody's knocking.

So yeah, I really feel that working on the limiting beliefs and identifying all of the voices in their head – one of the favorite one was people would hate me and they think that I'm a bad person. I would lose my friends. I would lose my – this one woman who had her professional circle like, the association that she was a part of basically told her, "No, you cannot do this. You cannot charge that much." I told her, "Okay, leave the association."

Ryan : Yeah, exactly. They're holding you back

Eyal : Yeah, like you know the other crabs in the basket idea.

Ryan : Bucket

Eyal : Bucket. And that brings me to something else which is the idea of premium rates and premium clients, and premium everything. That's something that you mentioned earlier. It's like yeah, have a few clients which are paying you a \$10,000 and then you can do a lot of those other things. You can help people for free or you can train other people that would train or that would help all of the homeless and people on social wealth or whatever. So what's your kind of take and approach on really premium rates and really premium clients?

Ryan : [00:45:00]You know the funny thing is there's people who are willing to pay whatever – if you're good at what you are and one thing I found out. We had a webinar last week and we had people who are working with intimacy and sexuality and some of them at kind of base level. Like, "Look at my body. This is why you should hire me," and you change that, you know what I'm saying?

[laughter]

We help them shift that to see, "Oh I'm really good at spot creating creativity and fostering creativity. I'm really good at providing a loving feeling of being taken care of and being – and giving her mother energy right. Everyone has something different that it's their superpower. One of mine is clarity. I see your position. I can describe what's going on. That's one of my superpower. So I have people not market the things that everybody else has. Like you said, if you are a Reiki practitioner, so what? There's a thousand Reiki practitioners but my particular combination fits for very specific people and very specific ways and I market to them. And I can choose whatever price I want, you know. There's coaches that charge \$150,000 a year, you know. There's, Tony Robbins charge over a million dollars a year, right

Eyal : Five

Ryan : I didn't know that but yeah, okay, great. 7, 6, 5 million. So anyway, when people want to come into your space, if you want to go lower, great, you can offer a discount from that. But why should you stop people who have the money and want to pay you from paying the full price to get the service that, you know – everybody's happy. They're going to be happy; you're going to be happy. You're not going to be worrying about money. You're going to be totally focused on them and working on them – everyone wins when you just allow that energy exchange to happen.

Eyal : How do you find the people that can pay you those rates?

Ryan : Number one, you have to go through a lot of people. I used to be, in my old rates I used to convert 80% of people to client. At my new rates, I'm converting about 10% of people to client which is good because I'm getting closer to my optimal client.

Eyal : Specifically, you're doing free sessions and as you mentioned earlier you're doing sometimes two free sessions for some client

Ryan : Yeah

Eyal : So out of that you're closing 10%

Ryan : Yeah, and about 10%, and you know what, nowadays I feel it. If somebody comes in to my space and I know they're one of these clients, I mean for me it was really a spiritual experience. For

me it was like the universe telling me, “You want 6 of these clients and these are who they are and these are the profile.” And it for me it was like obvious that this was almost, this was a spiritual mandate for me.

So when these people show up I felt something really weird lately. I feel the settling in my body. I feel this connection. I know who they are and it’s really, and I’m like, “Okay, you told me to get this price for these clients so here they are so here I’m going to say it and here we go.” And then we work to figure out, you know, the money, to solve it together, to – it’s a collaboration though because we know we want to work together. It’s not me selling them something.

Eyal : Let me clarify kind of the question and say I get you are working with many people and you said earlier about how you’re getting your leads through online marketing. I’m guessing that between like Facebook ads, Google ads and stuff like this

Ryan : I’m not paying any money for advertising. I’m just hosting in a few groups and thing

Eyal : Seriously?

Ryan : Yeah, seriously because how do you target whose advertising? I don’t know how to do it and I’ve wasted a lot of money advertising. I’m just hosting webinars and groups and stuff. I’m having friends pass them on. I’m doing JB’s with people who are big in the community and then gathering their names that way.

Eyal : Okay. So that’s already a few funnels or a few channels that you’re getting clients. So that’s Facebook groups, just job branches and that’s the webinar is basically as, attracting people to listen to see what they can get from you. And then they’re like, “Ah, this guy is cool and I’ll work with him.”

Ryan : Right

Eyal : So it’s quite interesting that you’re not doing paid advertising because when you kept saying marketing and online marketing so on I was like, “Okay, budgets for Facebook ads and building campaigns and Googles and whatever,” so that’s quite amazing. Because one of the things I’ve experienced for myself and I’ve seen it with two clients is sometimes it’s difficult to breakout of a social circle.

Like when I was creating – I helped set up a tantra school in Australia and it was a problem to go[00: 50:00]outside of the hippie community. It’s like we wanted to raise our rates but then it’s like how to do it because people, some of them literally cannot afford it. It’s like a belief. It’s like for them to afford it they have to, I don’t know do something great here.

So the question is how do you break out of whatever community that you’re in – even with the Facebook groups because some Facebook groups are like geared around certain communities, around certain profile, socio-economic profile?

Ryan : Then nobody should do what I’m doing. What I’m doing is harder. It’s much easier to do it – because I am finding in my community, preaching the choir and finding clients to pay a lot of money. I think you have to be very, very – you have to know your game at that point to make it work and it’s taken me a lot of work and a lot of time to do that.

Most of us who are in the game are preaching to the choir and we're not – we're telling the same thing to each other back and forth and it's ridiculous. No, you need – I'm really close to Silicon Valley, right? So I'm going to say if you're working with me, you go to that event where you're the black sheep and the broom, where you're different.

You don't go to a healer's conference where everybody is a healer if you wanted clients for healing. You go to the I.T. conference where nobody has ever heard of healing before and it's like shooting fish in barrel, you know. There everybody's curious about you. There you're different. There you're weird.

Eyal : You come with your light clothes and Rastafari and dreadlocks and yeah, okay, wow
[laughter]

Eyal : Yeah, I'm totally there with you, mate. It's like one of my significant ex has said. Kind of like, she was like, all of us like service providers are just trying to – posting in those Facebook groups trying to get each other's client. We need to break out of that.

Ryan : That's right

Eyal : It's like – I remember that we first had, in one workshop we had a dentist, we had a systems engineer, we had like people with like, regular people with regular jobs. Because one of the things that I really believed for years was that we need to get our gifts and for example, the niche that secure the professional, we need to get it out into the world. And this is why I love what you're doing so much because, you know, it's like, the hippies are probably a little bit more gasmic than the corporates.

They're a little bit more connected to their body. They're dancing. They're going to nature, you know

[laughter]

Even if they're smoking weed and I'm not pro weed but it's like when I was smoking weed many years ago, yeah it really connected me to my body. My whole body was like vibrating. So it's like I'm so excited about people like you who are helping professionals market their beautiful gifts and offering them to the bigger public outside of the alternative healers, sexuality tantra coaches, groups and community.

Ryan : We have to do this to grow it, to survive. There's all sorts of reasons because time can take our wisdom from up in the mountain and instead of shouting from the top of the mountain, "Hey, come up here. Here's the wisdom," we go down and grab people's hands and help them up, you know.

Eyal : "I'm on the mountains. I'm on top of the mountains, I don't understand why I don't have disciples."

Ryan : Exactly

Eyal : I'll come to the sea of Galilee and do some tricks

[laughter]

Ryan : It's so ironic all of these references [laughter] but any way

Eyal : That's okay, it's okay. We can roll on that. That's a good thing.

So I want to just focus on something that initially was the thing which is – is it true that sexuality, marketing for sexuality professionals is it one of your main things or is it just one of your kind of like the things you're putting out there to attract certain kind of clients? So is that your main clients are that or is it just part of the?

Ryan : At this point I have a bunch of projects that I'm developing. I've got a relationships course. I've got a lot of ways to fill that mission of reaching these millions of people. You and I both put up one million people in 4 years now so

Eyal : My god, you read that!

Ryan : Yes, I read that, baby! Woohoo!

Eyal : Oh well, yeah. That was when I was in Sweden and yeah, well that a very intense time. Yeah?

Ryan : [00:55:00]Yeah, and I wrote the same thing, you know, for whatever reason. So I've got all of these ideas that I'm working on that are kind of bigger. I mean an anorgasm program for just the normal human being and non-hippies and a vaginist [55:17] and all of these things. So we've got that in the work. I've also got perpetuating with my relationship system that I teach people that I work with but my most – some of my most intense coaching is really was the sexuality professionals, yeah, to answer your question.

Eyal : So tell me more about that because that's – some of my clients doing this work and as you mentioned there's safety issues, there's legal issues, ethical issues, energy issues – I'm getting all this energy from clients or whatever – and so if you just want to share a few ideas about that. Like what you do with sexuality professionals.

Ryan : Yeah, first convince them of their own worth or help them open up to their own value. Find their gift, their magic. Find out who they're truly meant to serve. If you do those 3 things, almost everything else will fold in itself.

You know your value. You know who you're meant to serve and you know who you are and what you bring to those people. Then it's just a question of getting in front of that group, finding out where they are. Like you said are they on MeetUp? Are they at tech conferences? Are they in swanky hotels? Where are these people? How do we meet these people? Professional meetings or whatever and then giving that message in front of them and then talking to them. If you do those things then we start working on everything else.

Relationships are – I'm really excited about teaching and working with people holistically because you can't touch one point of people's lives without touching everything. So once we start money going your relationship. How many docketts I, "I can't have a boyfriend, "I can't have girlfriend because of my work," and you know, so that comes up. We work with that.

We do health issues. We look at how is your body doing? How are you taking care of yourself? And managing money is huge. These are all just fly through your fingers and out the window.

It's an issue – you can – a lot of ... [57:17] they earn a lot of money and then it's gone, you know. It's shopping. It's whatever. So helping them learn that.

Integrating into a sort of community, getting regular healing. I mean it's very, very holistic what I do. There's almost not a place of life that I don't touch when you come and work with me as a coaching client. We're dealing with everything. We're just starting where you said we're going to start and then when you realize as soon as you solve one problem, you create new problem so then we start solving those problem.

Eyal : Yeah, and I totally recognize it both for myself and also for the people that I work with and then there's this – it's like it's a very special line of work and because it's a very special kind of work people encounter stuff that you know, accountants don't encounter.

Ryan : Right

Eyal : And also, it's like, and also because there's always the legal issue. That's a little bit of a sour point or sad ppoint. I think especially in the U.S. You guys are regulated so much it's like – I don't know I think it's not even legal to do genital touching in most of the U.S. apart from California or something.

Ryan : Well, you know – can I talk about that briefly?

Eyal : Yeah, please

Ryan : Okay. Because I was in Germany and then Germany when you walk down the street and there's a McDonald and there's a tantra studio and then there's an accountant. It's just normal. It's just tantra and sexual. No big deal.

Here in America, it's totally different. The journey that I started when I was here is how to get the same result as I would get on the table with people without going on the table. So I started using hypnosis and trance and guided journeys, energy work and I'm happy to say that just about any result that you want to get that you thought you can only do on the table, you can do without touching. You can do it legally.

And so I also train people and I'm coming out with more and more courses about that – so stay tuned – about how to do that. How to move from having to work on the table, of having to work genitally with just talking to energy. My favourite, well, I shouldn't say "favourite" but my longest term client now and I'm working with her, she, I mean people have orgasms with her and she's 2,000 miles away and they're on the telephone. And she's not saying anything sexy. She's just energetically doing that with them. So you don't need to do that stuff and if you want to, if you can, there's all sorts of ways – if you absolutely need to, if you want to do that, there are ways to do that are much, much safer much better, more healthy for you, your boundaries, [01:00:00]your emotions than just doing it. Than just doing it, you know, without much consciousness.

So I teach all of that stuff and encourage that as well.

Eyal : That's a – I don't know how much time we have but this is like a whole huge beautiful topic

Ryan : Yeah, it is

Eyal : And something that I've explored myself, tried myself, discussed a lot with people and kind of like my birth and my journey was yes, from the table, it was actually on the floor that I was against ...[01:00:36] a few years ago.

[laughter]

Ryan : Okay

Eyal : No, it's not like somebody come in and have a crazy orgasm and you roll off the table or something but – and yeah, it's like 99% of my work these past few years have been via Skype and also no touch at all. But to be honest, I still believe that there are some things that you can only do by touch. I don't know if it's a limiting belief. For me it feels kind of more holistic that there is mental work. There is verbal work, so mental-verbal. There's emotional work. There's energetic work and there's also physical work.

So sometimes a person needs to be – you know, either as a pressure point or as a physical, you know somebody has like muscles which are knotted and yeah, you need to work that tissue in order to release the knot.

One of the things I'm literally asking myself is like what is the balance of that and when is it really needed and when it isn't needed and like you said you can ... [1:01:47] therapy and so on. So do you think that there are still cases, there are still people that really need the physical part of the work? And they're not legal, the serious genital touch, the yoni massage, all of these stuff.

Ryan : Well, I only – I'm not arguing or with but I only say 3 things probably about this. There just came out – well, first of all there was a study done for people who've never shot free throws before. They shot free throws, they practice and then after they wrote down how good they were and then 3 groups where one was only practicing in their head 30 minutes a day, one wasn't practicing at all, one was practicing in real life.

The real life group improved 24%. The group that was practicing in their head improved 23%. So almost as much as real life just by imagining. They just found out they can build muscle by imagining lifting weights now. That was a new study. If you imagine lifting weights your muscles will grow.

So the power of the mind, and when you're in a dream, you don't realize when you're in a dream that it's not real, right? So the power of the mind is amazing. It's, I don't think we know anything about what is possible. We're at the very beginning, we're doing like this much.

So we've had – I've seen ... [1:03:08] healed with energy or distance. I've seen anorgasmia overcome. I've seen all sorts of things. That said, yeah, if you're going to work really, really and at an advanced level – well, actually one more step back. I think the reason it was so important for me to work with genital touch in Germany and Europe when I first started was to overcome the shame around that, to make it normal

Eyal : Your shame

Ryan : Yes, my personal shame as a therapist and as a recipient and as a therapist.

Eyal : And as an American

Ryan : And as an American and as a former Mormon, actually. But anyway

Eyal : Oh wow. The plot thickens

[laughter]

Ryan : Yeah. I was originally in mission in Germany, all of that, but I don't think there's such a thing as a sexual healer or a non-sexual healer. I think there's just healers and I think people who don't deal with sexuality are healers that are ashamed of dealing with sexuality. I don't think we should have this division. I think everybody should be a healer of everything, you know. So yes, I agree with you

Eyal : Amen to that. That's a beautiful way to say it. It's like healers that don't deal with sexuality are having guilt issues about sexuality. Guilt and shame and fear

Ryan : Yeah, my opinion. I think sexual healing we do it the way we do it just to overcome that guilt and shame. So you're used to touching genitals. You're used to seeing that as a normal beautiful part of the body and then you can do a lot of ways that may not necessarily need that.

Are there may be cases where people need it? May be, I don't know. I have not – the people I've worked with lately, I have not had almost anybody where we're like, [01:05:00] "You know what I really need to see you in person." There is one case that I can think of, someone who has such horrific trauma, that I didn't believe it when I heard it. You probably wouldn't hear it. And that person I'm thinking, you know what you need to probably be physically present with someone for some reasons. May be not because of the genital touch but there's some other things that are important because of that.

I personally, I've seen anorgasmia, erectile dysfunction, premature ejaculation, I've done all of these without any touch. So that's what people want to get to, great. If you want to do major, mystical, powerful stuff beyond that, yeah. May be you have to use types of them all. I don't know. I haven't found the limit of so far.

I think it's a combination, like it's two things. Basically, just to kind of clarify it. One of them is touch – actually, there's a few levels. Okay, so one of them is presence in the room. So, you know, we're talking about Skype sessions. I think sometimes having a man's presence let's say with a woman who was raped for example, so just having a man's presence and he's holding his space and she's trusting him is healing by itself.

Ryan : That's right

Eyal : Which you wouldn't get via Skype. The second level is touch and even if it's fully clothed on both the patient and then the client, fully clothed on, and there is touch on the body, there's another level of healing from there. And then being seen naked is another level of healing and being seen naked again by the man who is in the room. You can see somebody in Skype but it's different.

There are healers who are doing amazing work via Skype and I totally believe that and applaud that but I feel there is a gift there and obviously, going through genital touch, what some practitioners do I've never done that. It's like actual sex with the client which is a huge taboo in the States but it does happen in other places

Ryan : Right

Eyal : So it's like, it has its benefits as well

Ryan : And it's not an either/or, you know. It's like whatever you want to do you can do however you think it's effective. Great, go for that. And everybody's way of doing it is very useful for a big group of people so, yeah

If you do have limit, if you aren't physically present, you have to make do with what you have. And so let's learn to do that well because I think in the future that's going to happen a lot. And yeah, sometimes why not? If you've got these tools, use them.

Eyal : Nice one. Working on – talking about sexuality as something that you heal and I think it's beautiful kind of the work that you do, that at least part of it – oh hello, Carrey – part of it is specifically people will deal with sexuality. What is kind of like the importance that you see specifically on healing sexuality?

Ryan : For me if we heal our sexuality, if someone, if we heal our guilt, shame and fear around sexuality, we heal everything else in the world. If you're free sexually and probably money is number 2 but if you're free sexually, you can't be controlled anymore.

You won't go – if you're having amazing, orgasmic bliss and pleasure and fun, you're not going to work a job you hate. You're not going to stay in a relationship that doesn't serve you. You're not going to scream at your kid. You're not going to take a gun and go kill people who did nothing to you. Right? So for me that's the core. That's the key's ..., the eve lily's thing, same thing in men and then the shame about sexuality and being able to be sexual creatures and really going for it.

If you can solve that I think, all the other problems that we have in the world will be solved. That's why I'm in this field instead of fighting or nuclear disarmament or whatever. This is – because I think we solve this, we solve everything or make a huge dent anyway.

Eyal : Yeah, I'm totally there with you. That's – I see this as a combination of a few things. I'm about to write an article about that which is the, kind of the strongest energies or the strongest- not exactly just energies but like the controversies and the problematic, challenging things and concepts for people is sex, money and spirit.

Ryan : Uh-huhm

Eyal : Spirit is like – okay, people are religious but sometimes they have trouble with other religions or they have internal problems with themselves about their religion. "I'm Jewish but I'm not following those rules," and, "I'm Christian but I'm not a good Christian. God would hate me. I would go to hell"

Ryan : Right

Eyal : [01:10:00] So the energies of sex, money and spirit, the moment that we deal with them, it's like so many things will change in a person's life and then in the family and then in the community and then in the society and the nation and the whole world, basically.

Ryan : Absolutely

Eyal : Work of people like us that are doing are actually, we're working with people who are working with people

Ryan : Yeah

Eyal : So that's the easiest getting to those – affecting the life of 1 million people is by working with people who work with people.

Ryan : Right

Eyal : And especially about these serious core problem, challenges, energies which is sex, money and spirit.

Ryan : Right

Eyal : So I have utmost respect for you for doing your part in that in helping people

Ryan : Namaste, brother

Eyal : Before we finish, I have kind of one more topic which is you mentioned that you work a lot and you have a few clients and you see them every week and there's email support and there's intercom and so on, what about work-life balance? Your work-life balance and what you do for your clients

Ryan : Well, go read the article you wrote about me and read again

[laughter]

I don't work hard. I am the laziest guy I've ever met. I only do what I enjoy. I retired from the I.T. field about 4 years now. I used to have a translation agency. I used to be a consultant. I've sold it all. You know, I walked away from it and since then I have not done anything that I don't want to do. Yeah, I've done stuff that's scary, you know, sometimes I've done a lot of scary stuff but I'm doing what I enjoy and I focus on that. If I feel tired, good, I rest.

[laughter]

For me it's very simple. It's just easy. You just follow your body. I don't take any, I don't drink coffee. I don't take caffeine. I don't push myself up and I don't push myself down. I don't take sleeping pills. I wait for the body to do what it wants to do and I let it resolve itself that way. So I make sure that I have an equilibrium but it seems to resolve itself as long as I pay attention to my work, my meditation, my connecting to my body. I've been okay. May be it will get a lot busier. May be I'll have to have a new level of support on that but at the moment I'm handling it well.

Eyal : So you're feeling like you're working a lot but it's not really work because you're doing what you love. What do you do apart from work? Like what you do apart from – I'm still calling it "work" because it's sex you get paid off, the passion, the mission and so on. What do you apart from work?

[laughter]

Ryan : You know I've done so many things. I've done ballroom dancing. I've done, I studied singing in college. I was a singer. I've sung all over the world with some pretty intense choirs and men's

quartet and things like that. I've played chess. I like walks. You know I do a lot of things. I played jimbei. I played piano. I played organ but I must say at the moment I'm very, very focused on this.

I've been building this. I've been creating this. I sort of dropped all the rest of it for a while. I want to get into comedy. I think that would be a fun hobby to do. [laughter] Yeah, but I'm not doing a lot of it right now and I want to get back to it but it's in a real ramping period. I'm kind of boring at the moment but I do have a lot of stuff I want to do as soon as the foundation's laid even better.

Eyal : I'm totally there with you and I even share some of the things that you just described. I was like, "yeah, that. Did that, yeah. I want to do that, yeah."

[laughter]

And yeah, I guess it's one of the things that I'm personally excited about. So I'm also doing some kind of lifestyle coaching. So I invoke the idea of lifestyle and having a really full life when you really explore everything that you love to do and you nurture yourself and you have hobbies and you have friends and you have spiritual practice. And all of this stuff it's like contributing to a holistic life. Some may call it an "integrated life". So yeah, that's beautiful.

How do you deal – really, the last questions – how do you deal with administration? Because one of the things that I personally found and what my clients found and the more they started to do more work, the more they started to be more successful, the administration is just so much bigger. So there's financials and there's taxes and there's organizing workshops and there's so much stuff around them. So how do you deal with [01:15:00] the admin stuff?

Ryan : Right. First of all, I make my admin very simple. I find a lot of people who are spending a lot of time doing stuff that either doesn't need to be done or somebody else who can do easily and cheaply. I'm like you because I was an I.T. consultant for 10 years. I've had my own companies. I've done all these stuff. I've had people working with me so now we're getting to a point where I am starting to hand off and I'm actually looking for someone right now who would be interested in – I will just do a plug – who will be interested in learning about what I'm doing, about what we're doing here, part of this mission, so I'm looking for someone more dedicated basis to go and take that on and be more of the admin part.

I actually went into retirement for 3 years after I closed my business. So I've only been working for about a year now, actually, really, and now it's time for me to start building up all those people. But yeah, I know from my professional time before, hand off whatever you can – when you're earning that money, when you're earning what you're worth, you can pay people to do all the stuff that needs to be done. Right? And you only do the stuff that you're very, very ... [01:16:09] and that you really want to be doing. That's a happy world right there. So yeah, definitely, I mean I think I read about, I mean I even had a cook. How cool is that? I want to cook.

Eyal : That was amazing. That was Amsterdam. I still did not get back to that level here but one of the things that I found professionally is that I tried working with virtual assistants and it didn't work I think for a few reasons but I guess that I need to get somebody really good and pay them kind of like, basically, somebody Western and pay them Western prices. Because I was trying to work with people in the Philippines

Ryan : No, no, no

Eyal : And there was just too much, like I'm Israeli originally. I left Israel many years ago but still I have like my character and my persona is so different. Like, I need somebody who can really interact with me on this intense level. And also I heard it from other people as well. It's like, it's like finding a good virtual assistant or a good personal assistant – may be more virtual but actually living in your area and who can interact with you is not easy.

Ryan : No, I think it's like finding a partner.

Eyal : Exactly

Ryan : It's a similar search and I think you want at least one person like that who's that for you. And I do have, you know, I have one person who is working virtual. We work really well together. She helps a lot of proofreading. She does a lot of amazing work but I do need someone locally and yeah, that's a search can take a while before you find that fit. And you need that one person and they can farm things out to other places. I do a lot of stuff on Viber, Elance, or whatever, that's fine. But I do think you need that one person by your side

Eyal : Yeah. What I got is like, what you mentioned is, you know, not doing those stuff which is not crucial. I basically dropped a lot of ideas that I have for project, ideas that I had for marketing things. I dropped everything. I was like, "Okay, I'm doing – I'm writing my book and I'm getting a few clients. That's it!" That's what I'm doing at the moment.

Ryan : "No" is super important

Eyal : Yeah, saying no to things and also "no" to your internal kind of like excited person that wants to do this, that wants to do this and wants to do that. No, relax. Just do which are the most important instead of creating another whatever, subset of subset, whatever you mean.

Ryan : Right

Eyal : So kind of like – the last question is if there's anything that you want to, kind of like asking questions – and I obviously directed the conversation a certain way – is there anything else that you want to mention? That you want to say that you're really excited about, that you really believe in and you want to kind of like have the podium for to just talk about that.

Ryan : First of all, I'm really excited to have met you. This is our first conversation ever and for me it feels like we're brothers to do this like every week for years. That's like [laughter], c5. So I'm really happy we have this conversation. And you and me are on the same wavelength right now. I'm not sure how deeply people resonate with all of it. I think that you and I are on the journey for some time so we're having some thoughts that may be – but that's okay, fantastic.

The one idea that I would give everybody now is get a coach.

[laughter]

My progress, I did hundreds of days of workshops. I did all sorts of things and when I got a coach, all of a sudden progress started like this, you know. [01:20:00] So I'm the coach somewhere. Find someone that can help you. Don't do this alone. Don't try and figure it out. Don't make the mistake.

Find a coach, a mentor, a teacher, someone you can talk to. I mean I had Joseph Kramer on one of my webinars a few weeks ago and he has got quote – I have got a little clip of him on my website. But Joseph Kramer has done some of the things I want to do. He’s created psychological body work. He’s created the body electric. He sends big things. He credits all of that progress to coaching and he’s had coaches for 30 years every week.

If that’s how he did it, it’s not just Michael Jordan, it’s not just Mike Tyson or Pavarotti, it’s also people in our area. It’s Joseph Kramer – get a coach. Find someone who can support you. If you can’t pay for some find a friend to do some accountability back and forth, something. So that you’re not just doing it in your own juices, your own thoughts without seeing outside the box. That applies to every human. I think every human should have a coach, much less every sexual healer.

Eyal : Beautiful. I am totally there with you and it’s like what you say I’m getting images of kind of like – you know this is how carpenters would learn. They would go and they would study with the master carpenter. I’m hoping you’re getting the historical connotation there

[laughter]

Ryan : Yeah

Eyal : And then a samurai would have his sensei. He would have his teacher and so on and so. In the past, everybody was like, yeah, they had the master they would learn from and the master would coach them. Nowadays, somebody goes to Uni for 3 years or for 5 years or they take a coaching course for whatever or they do it for like a bikini workshop for like a few weeks or months then then they think that they’re ready but actually, you need apprenticeship. You need somebody to guide you and lead you and hold your hand and say, “Do this, don’t do that.” And whatever your experience is okay. It’s okay if you like hitting your friends. It’s okay if you’re feeling that you are shit. It’s okay.

Ryan : Right, right

Eyal : So I’m loving it. Everybody needs a coach.

Ryan : We have that thing about gurus in the West. We think “guru” is somebody who is taking over your life and making you do things. And I think we need to go back to like you said, the idea of apprenticeship, of learning, of serving together. That’s what has to happen and those old ideas – yeah, some people did it wrong, it doesn’t matter. It’s still a very important principle.

Eyal : Nice one. So just to finish it off on that note, is there anything that you want to kind of like tell the people who are watching or listening right now. And my subscriber, my mailing list people, is there anything you want to tell them specifically? Anything you want to offer them? You want to offer them free session just to check you out? What would they do?

Ryan : First of all, I want to tell them that you rock. You all rock so make sure you know that. I am happy to talk to anyone at this point. If oyu have nay questions about what I’ve said, if there’s anyting resonate, if you want to know more about it, sexual working hands off may be, come talk to me. I’m happy to talk to you for free at this moment. I still have time. I’m ... [01:23:28] based and I’m happy to do that and happy to help and find the place where oyu might be.

If you're looking for something geographically in the Bay area, that is something I can offer that you can't probably at the moment. So come talk to me if you're looking for that. Any questions about making this a business, about being big. If you want to change the world, you're on that wavelength, I'm on that wavelength. These are the people that you're looking for, that I'm looking for so come and let's begin a community. Let's start conversing and I hope this isn't the last conversation we have together, you and I.

Eyal : Beautiful. Is there – it's probably a question that I wanted to ask earlier but you can choose to answer it or not to answer. Let's say some people are listening and they go like, "Okay, I might have a free conversation with him and that's great but I feel like I would never be able to afford him because I think he charges a lot." So do you ever reveal your rates or you have discussed it, published it?

Ryan : Yeah

Eyal : Okay, so what is it?

Ryan : To work with me at the moment, \$2,000 a month, 1 year minimum commitment and I'll tell you what, every single person who's wanted to work with me and gotten the free session, they've walked out of the free session and made more than that about of money in about a week. I had one person make \$2,000, her first \$2,000 client, three days later. Another one has 3 or 4 clients and made two grand. Like they get so much value [01:25:00] from that one, if you really want to do it, we solved that problem and that's trivial. That's no big deal because you don't know your value yet. Also your value, you'll go through it. Like you said, if you need a lot of that work up time, okay but if you're willing to do what I tell you to immediately you're going to make enough to pay for the coaching with our free time together. That's my experience.

Eyal : So basically, it's the same kind of like approach that I have. It's like you give them the free session and then you help them to be able to afford you.

Ryan : Yeah. I mean it's a partnership. I want to make the money to be able to focus on them. They want to be able to get that focus from me so let's figure out how to make it happen. It's very easily doable if we work at it and if not, I know where to send people here and to you and other people that are abroad. You know, there's all sorts of people that make – and money is just like one part of it. You know, there's personality, there's energy, there's all sorts of things that should fit. You need to find the people that work with you. If you fit with me, we'll find a way.

Eyal : Beautiful. Nice one. So your website is?

Ryan : There's one right now that came from, it's sparkmk.com. "M" as in "mother", so sparkmk.com is where I have a lot of this stuff. I've got another site, dakini path, which is going to be renovated soon. Ryanorrock.com has a bunch of articles. I've got too many websites. That's another thing I – the main one right now is SparkMk.com, that's the best one for this type of work.

Eyal : Thank you for that. That's an interesting synchronicity because the service that I've been hatching or working on for a few months now and offering to people and about to actually announce is called "The Spark Session."

[laughter]

So there's so much synchronicity, wow, I'm like...

[laughter]

Totally, Spark

Ryan : Brothers, we're brothers

Eyal : What's MK? What does MK stand for?

Ryan : It was actually mark marketing. When I started I was marketing all this stuff so it was a marketing company and now it's more coaching but I still have the domain so sparkmk.

Eyal : Nice one. Ryan, thank you so much for being available for this. I think we have been going on for an hour and a half and that's beautiful. I totally see us talking again and going kind of like drilling, preparing to some of the issues and it's beautiful the way we can see somebody who's so much on the same kind of like wavelength and resonance as I am. I just want to reach out across Skype and just give you a hug.

[laughter]

Ryan : Yeah, same feeling. I felt I was alone in some ways before I found you so thank you.

Eyal : Nice one. Thank you again and for those listening thank you for the Intimate Power Interviews with Integrated People. Thank you, mate. All the best.

Ryan : You, too. Take care

Eyal : Bye

