



Patty: Thank you for joining us on this episode numbers five with Ali Daniel who is the explorer of personal growth happiness and the true self. She also has a podcast called The Punch Drunk Soul Podcast. And she is a business coach helping people to really get all these ideas that have having their head for thinking Yeah. Do people really want to buy that? Yeah they want to buy it. So she hopes people do just download all the bed information and create their own business program out of it and had a really great conversation. Just her background her history of what it is that she does and really what she's doing to leave her own like a so I love

having that discussion with her. And you are going to enjoy the nuggets that we have to share this one as well. So here we go with Ali Daniels.

All right. So on today's episode we have Ali Daniel welcome to Her Legacy Podcast. I'm so excited to have you on the show just because as a fellow coach I'm sure we're going to have a lot of different the different ideas and information for people who are listening who are thinking about many things specifically. This whole idea of being okay with wanting to leave your job because I saw your whole bio mindless stuff that was really intriguing. So before I get ahead of myself welcome to Her Legacy Podcast.

Ali: Thanks Patty I'm really excited to be here. Yeah.

Patty: Thank you. And so I want to know I want to get braggy what you believe is your superpower, Ali.

Ali: Oh that's a good question. So it's something I've actually been doing a lot more digging into myself personally because it's something that I teach my clients is kind of finding their their superpower. And there's a brilliant. So I've been digging even deeper into that recently myself.

So essentially my superpower is helping other people kind of get more clarity on their superpower. So from kind of taking all the knowledge and experience and passions that are in their head and getting that into a business like putting that in like monetizing their knowledge and monetizing their passions getting getting what's in their head out on paper and kind of in a clear business that will get to power.

Patty: I love how you call that on your site. You said their zone of brilliance because a lot of times people are like really I can monetize that. It's like we're so in our own thing that we don't recognize the sheer talent or that uniqueness about it about what you find out to be the case.



Ali: 100 percent. I don't think there's a single client I've worked with before who has and at one point felt like. I don't really think this is valuable or don't other people know this already. You know like we all do that we second guess our own knowledge and experience just because it seems so common to us that we don't realize the other people don't have that same information and we don't realize the things that we've gone through the experiences we've had are unique to us. And there are other people out there who haven't had those experiences and haven't had that learning process yet. And yeah we just assume that everything in our heads is already known by everyone else when in reality it's so far from the truth.

Patty: So good. So when did you give yourself permission to step into your own superpower because reading through your bio is kind of scoping out a little bit striking you think you came from the advertising world. So that transition was probably so huge that you went through this whole thing like really is this what I'm gonna do. I'd love to hear that.

Ali: Yeah I think a lot of a lot of my story has to do with actually getting really sick. I got like this weird auto immune illness that I won't go into. Like all the crazy spiritual world belief that I have behind it. But I truly believe that when you're not like following your purpose and you're not finding meaning in your life that it creates like this disease within you that literally disease and that manifested physically for me for a couple of years I was feeling really stuck and lost and felt like I should be doing more like I just I wanted more fulfillment more meaning out of my work.

But I just kept ignoring and pushing aside thinking like no this is the path that everyone takes you go to college you get a job you can corporate ladder that's just like just the way it is I just forced myself into that narrow pathway and the universe you know source God energy whatever you want to call it was kind of trying to nudge me onto my true path my rightful path which was being an entrepreneur and helping other women find that freedom in their life because that's what I feel I was missing was that freedom.

So I think getting sick was a huge part of that realization journey for me that this wasn't what my life was meant to be like I am meant to be doing more and just creating more having more impact in the world. And so getting like really made me rethink about my life and the direction I was going in and what I really wanted to do with it because I realized then that life was really short and being sick took away like I don't want to say it took away two years of my life. But I mean it kind of in a way it did. Obviously it was a blessing in disguise for me now but yeah I realized like how short life is and and if you're not following your rightful path like it can be pretty painful.

Patty: Oh my God. Totally. And here's the deal that I know. I think it was Oprah. I remember very vividly in one episode she said it's like the Universe speaking to you and to your point where you want to say God the universe whatever it is you believe that it initially started with the nudge that it's a bigger nudge and then it needs like a two by four across the field this is serious as you know it's time to like Buck up and realize what's going on.



And I totally agree with you. I mean I went through and we talked talk about worst stories in terms of corporate but it's exactly that. It's just like we are so preconditioned and so like about what society tells us we should be doing and I love that you're standing for what it is that you believe in and in essence you really become that beacon of hope for others that are looking for the same thing. So scoping it. Wow.

I saw a little bit about your program and you had this really great video with these women who were on there like the 20 something women maybe 30 and it just so amazing where they coming to that realization earlier in their lives like do you find that that's. I literally just saw an article on LinkedIn about this very fact. Like the millennials are like I said this last year plan is not happening. How do you feel about that? Do you see there's a shift happening?

Ali: Oh my gosh definitely. I see a huge shift happening and it's something that I talk about with like my friends who really just don't get it. But I do think that it's hard because a lot of them like they don't understand online business schools are not in this world and so I'm sure there is some biased perspective with me being in it but definitely do see I mean all stats that you look at about a workplace about people's happiness and fulfillment at work. Like they're just horrible. Well 80 percent of people are unsatisfied with their jobs. And my one of my clients actually is working as a career coach and helping women get promotions. And she was pulling her audience and she found that even the women she is working with people who are trying to climb the corporate ladder their five year plan is to have their own business.

Patty: Oh my gosh!

Ali: Yeah like yeah it's just it's a huge ship that's happening to everyone wants everyone wants to make their own life. Everyone wants to make their own work. Why is that? Why do people find that so hard to fathom. But you know like I don't think life was meant to be lived behind a cubicle. I don't think life was meant to be spent 70 percent in an office doing work for other people.

I mean granted we always need you know people working for us and we need like employee kind of structure. But I still don't think it has to be this way that we've had it up to this point. And I think people are kind of riding like we're going or who are shifting towards something else like we don't want this. We don't want to see. People are getting sick left and right and having so many illnesses and frustrations and anxiety depression and I think so much of it just boils down to people being unhappy at work.

Patty: Oh my God. Totally so chatting me about the genesis of your program and how you saw that this was literally the environment of what's going on right. People being unfulfilled because on your website you talk about you help them find purpose create lasting happiness building confidence.

So all of these work hand in hand the confidence to leave right the confidence to say I'm gonna leave my job. And in spite of everybody looking around me again. Absolutely not many do it. And finding purpose like what is it that what am I gonna doing so there's so much in there. It's



a tall order. How did you come to that crossroads you were like I'm going to put it together this program.

Ali: Yeah that's it kind of happened after I actually went to like this one business Master Mind event from James actually dvd live of last year I think October 2017. And basically he had like this panel of know new entrepreneurs. Nobody like no no Amy Porterfield no like Louis Hay as you goes you know every day ordinary people sharing their stories about how they got started and it just made me realize that I was hiding for so long. Playing small and thinking that I didn't have the value I didn't have enough knowledge that I had to become an expert. And I had to learn more and just be more in order to actually then go out and sell something to anybody like I didn't think I was ready for that yet. I thought I had to learn more.

Like I said I just keep consuming knowledge. So at that event I really realized that the people who are successful are just the ones who actually go out and try something. And you really have to start before you're ready was kind of what I what I learned from that like success happens when you just start before you feel ready.

So yeah that was a huge takeover for me and just getting out there and trying things like that's really what I try to convey to my clients is that nobody knows what they're doing. Nobody out here likes you even you and I who have experience in business. When we do another one check we don't know how it's going to work. We don't know what the results are going to be. So we're all out there. I don't wanna say running around with our heads cut off like chickens or head cuff as we're not you know a lot of us aren't going crazy like that anymore but we don't really know what we're doing either.

And I think that knowledge of seeing other people who had success in business also not knowing what they were doing and just starting anyway and just trying and seeing what happened was a huge like realization for me and literally two weeks later is when I monetized the knowledge that I was in my head and put it into a program and I launched it for the first time and I got four women in it and just kind of ran with it from there and tweaked and improved it and just kept relaunching it.

Patty: I love it. And so tell us about the world like so what do people find in the program?

Ali: So I have kind of like us five step framework that I've laid out that originally I developed from my own experience and then started with working with a few one on one client and then really refined it through this group gram .

But essentially the first step is really aligning and connecting with your true selves and finding that purpose and that meaning in your life that you're looking for and the direction that you're really supposed to be going in. So we do a lot of like core purpose value work and really try and figure out what drives you and then actually some practical like steps to actually get into alignment and really connect with your soul. Then we help then the next step is really like building out your vision and your ideal life vision with you what you want that to look like what it feels like.



And that's really like what motivates you and that's what keeps people going not only through the programs but then through afterwards and then the next step is really like defining those on a brilliance and picking that neish that really specific neish that they're going to go out in their business with. But just based on their own knowledge and experience that they already have within them.

Like I said like we said earlier most people don't realize what that is yet. So it just takes a little polling and asking the right questions to really draw that out. And then the next step is outlining their first offer essentially taking that zone of brilliance and packaging it up into like a step by step system for them to go out and use with their clients. And then the first step is just launching and a lot of that has to do with confidence so there are a lot of there's some lessons and confidence in facing your fears and what was that really what confidence really is.

And then I have like a five part kind of sales process that they go through Rose bowl and it says like no funnels no crazy marketing tactics and strategies. It's just this one really simple launch method you don't to think about e-mails or Lanni Saito's or Upton's or any of that. So just to get them started just to get like their first one or two clients. That's really what they leave with.

Patty: So that's awesome. So can you give me an example of a client of yours that may have been in a space where they're like oh my gosh they're really scared because this typically is, I mean I know personally with my clients it's almost like you have to give them permission that it's like they don't see it for themselves. And they're looking for somebody to give them the nod. And once they have that nod and then I would love to hear a success story because I know you have them.

Ali: Yeah definitely. I've got two that I can think of right now. I mean. Yeah. So the first line is I like my client Jessie she came about the freedom of really thinking that what she wanted to do was kind of be a social media consultant or really work on their social media and in the middle of the program when we're starting to define there is a brilliant and there neish she was like I just don't know you know what to pick here. She was trying to decide between the social media thing and then also like auto immune health coaching and she was struggling with auto immune disease for Hashimoto's for like eight years.

And I could tell based on the things that she'd been talking about that she really wanted to do the auto immune coaching but she was afraid she didn't think she had the knowledge. The the I don't want to say certification like the degree you know the pedigree she wasn't you know a doctor or a nurse or anything like that. So she was definitely really afraid to step into that role.

But I asked her the question like which one excites you the most. And then which one scares you the most. And both of them were the auto immune coaching and that's one way to really if you want to get real with yourself like ask yourself which which of your choices scares you the most and often that's the one that you're really supposed to go with .



Ali: So yeah. So from from the program she came in thinking you know she want to do social media and then she left with it. I was wanting to be an auto immune coach so now she's focusing on Hashimoto's specifically and she's started a podcast. So yes. Yeah. That was a really exciting time.

Patty: That is amazing. I have. I mean first of all I've never heard of an auto immune coach. That's really cool. And the fact that now she's even broadcasting it via podcast which is such a great way to just connect with people on these topics and I just think like when you look at that. I mean how neish is that if you think about it just a little bit like really.

But yeah it's kind of like I mean people talk about their auto immune diseases but the fact that she could package it in a way where she's creating a solution for that problem. I mean that's what entrepreneurship is. You know we find solutions to problems that are really really great way to look at that. That's amazing.

There our legacy leader. Thank you so much for checking out today's show we're about halfway done but I wanted to give you the opportunity to engage further as this episode incites some creativity and you know if you're interested in leaving your own done to the world leaving your legacy. I have a very special three part video series for you. That's what I call the business Trinity and as solopreneurs.

We are looking to create a sustainable business. And what I have found is three distinct pillars to make it happen so I'm sharing that with you. Absolutely complementary. Head on over to businesstrinity.com. Again business trinity.com. Grab that three part video series for yourself and include some downloadable in there and we'll walk away with clarity on where the opportunities are so that you can leave your legacy. Let's continue with the show.

I love that. And then the other thing I'm thinking of is its such this whole thing is she would have never have seen herself doing this had it not been for the path that you help to guide her. Yeah. Which is exactly why coaching is so absolutely important. And I know that at the beginning we said coaching this and out like whatever it is that we talk about.

It's I mean fact of the matter is all professional coaches all high level players understand the importance of having a coach. Yeah. I think it will become more and more part of the vernacular more and more people are going to understand that investing in coaching is so is so essential. I mean how do you feel about that you have that as a common practice?

Ali: Yeah yeah actually yeah. I have invested in multiple coaches and I have one now and I'm planning to have another one next year. I mean I don't see a reason not to win when your goals are something that you haven't done before it's a lot easier to learn from someone who has done it before. Just do it. Backlister.

And yeah. Going back to the point that you were just saying how Jessie would have gone into maybe social media business around that. Had she not been in my program and I do want to say



that the reason I focus so much on this like Soul alignment work and really finding your purpose first before digging into the business stuff is because it's so important not to just make a business.

Your business it is a business but you're going to be working crazy hours and you know dedicating your life to something and if it's not something that really fulfills you and really excites you then you're just going to get burnt out you're gonna get tired exhausted. And it's not going to last. You're going to quit at some point or at least you're going to be really unhappy.

And the point of my program is to find that and I think what's most cogent is to find that freedom not just not just doing the same kind of work like you're just being employed to your business at that point.

Patty: My God you said my claw. Here's why. Because what you're doing is you're in since like shortcutting the process to get them right to what they really want to be doing instead of like it just like you said in her case she was oh social media because it's hot or because maybe it's a credibility factor like or its popular or it's easy or it's like the it's comfortable right.

And we knew that in that comfort ability maybe she would have been bored wasting her time to your point and you're doing that work and the at the beginning is so natural it's like why aren't schools teaching this not only me. It's so very yeah. My God so crazy. OK. So with everything I mean we know that everything is an evolution. How has your business change as it's as it's grown or where do you see things moving towards for you.

Ali: Yeah I mean it. So it changes with every launch that I have with every client that I work with. I get more and more clear on and on what my superpower is what my my brilliance is and. And yeah it just it changes constantly. So that's another thing that I talk about my clients to is like you pick one thing now and it's not going to stay like don't be so afraid of choosing one thing to start with because it's going to change it's going to shift in the future.

And I always love the point at ready for you as an example. I think when she got started she was like an MTV dancer. And then some dance videos and then she was like a skating coach. And then now she's like this ball in a business coach. I like things changed so much and that's the thing you pick right now isn't probably not going to be what you're doing and a year from now and that's a good thing.

So yeah. So I think the way my business has shifted is you know at first I started with so much mindset about what it takes to get started in business like actually how to actually launch your business. And the confidence behind that because that's what I had just discovered and I helped people one step behind me and pull them up to you know that new step that I was on.

And then as I progressed in my business and learned more about business and learn more about finding your ideal clients and your neish the problem that you solve and outlining your system like the more I learn to buy them why I've learned by teaching my clients.



That's kind of how my business has just progress with me. So yeah it's just its really cool because I know that the more I learned the more I get to pass down to my clients too. So it's just kind of a natural organic progression of like this stuff I enjoyed doing. And is this stuff something I would enjoy teaching. Yes. OK cool let's pass it on.

And if it's not which I have found like I started to work with a few clients more on the technical stuff like running a Webinar and that kind of like Final process isn't really heavy and I don't like that part. So now I do still rely on a lot more of the mindset and basic business building foundations of that like yours on a brilliant or sit on your clients. And the problem we are solving really sticking to that and just really repeating that process over and over again. Yeah I really do love that part of getting started.

Patty: I agree and it's honoring yourself from what you love doing and I just wanted to pinpoint the phrase that you said like it felt heavy. If it feels heavy it's like your own innate ability to say this is a feeling right for me and I think so many times we feel like we have to push or like push through something push through the pain and when you really don't have to I see that a lot.

I mean I personally experienced that in my own life where I think that what business is supposed to look like and only have it I make it so hard on myself. I love that one piece go. It wasn't just this thing where it's almost like we question ourselves for having those feelings when those feelings are the ones we should be honoring. So yes.

Ali: And I think it's so easy to look at other people in the industry and see what they're doing and think like you said oh I should be doing it that way lots of other people are doing and kind of following that path. But. But the cool thing about entrepreneurship is you really get to choose what you want it to be like you get to make up your entire business.

So if something does feel heavy like don't do it. And I think part of what we should all be learning from when we want to leave our 9 to 5 jobs or any one of the corporate world is that we don't have to follow the same path that other people are doing. And like I said earlier like nobody knows what they're doing anyway so why would you go all of someone else.

They don't know what they're doing either. They're just trying as well. So like don't go out and all of people. I had someone messaged me the other day about like oh this girl's us doing something similar to you. And I was like I don't like looking at stuff. I don't care like she's doing her way that's awesome. Amazing. I hope and wish her the best of success.

But I don't want to get clouded by other people. How they're doing their business anymore. And I used to do that so much and I think that's a problem that so many new entrepreneurs and aspiring entrepreneurs have is like. They're always looking to the experts in quote unquote experts. There are people ahead of them what are they doing.

And they just get stuck in this like constant learning mode and then we compare where we're at to where they're at which has years of experience ahead of us and we think we need to have all of this stuff done before we can actually like have a business and that's just not true.



Just with so much overwhelm it's like just focus on what you're doing stop downloading the freebies stop going to the webinars like stop consuming all this content is just getting you overwhelmed and just simply like put your blinders on. Figure out what you want to do and like just try something that goes back to just trying and putting it out there.

Patty: Yes. That's all right. Ellie we're going to bring it home. A couple questions for you. If I were a song pick I think of a favorite song for a song. What song would you pick?

Ali: The one that came up for me really fast as the song Just Dance. And I don't I just.

Patty: David Bowie.

Ali: Know it's not David Bowie what is it? So it's like Lady Gaga or something and just Dance.

Patty: Oh that one is Lady Gaga. I'm thinking David Bowie.

Ali: I think because I love to just be silly and dance a lot by myself. That's probably why that would be loving that.

Patty: All right. What is one personal development or growth habit that you have?

Ali: I would just say meditation has been the biggest one that has stuck with me. That's how I got started in personal growth and entrepreneurship and everything. It all comes down to that one mindfulness practice for me.

And this is something I say a lot to my clients and friends and whoever wants to listen that like it doesn't matter what kind of action you're taking. You can have all the life goals strategies and to do list in the world. And you can be taking all the action. But if you're not able to focus your awareness and your attention on what you actually want if you let yourself kind of go down negative rabbit holes then you're never going to create those results that you want.

So that is one practice of meditation has really helped me focus my conscious awareness on what I want and you don't have to do like a whole bunch of stuff it's just a simple meditation practice of becoming more aware of your thoughts. That has been like the number one thing that has helped me and that I try to pass on to all my clients.

Patty: That's excellent. So just out of curiosity is there an app that you would suggest somebody starting out with meditation.

Ali: I started out with that headspace. It was really helpful for me just to get started. It was kind of like learning how to meditate and I use that for probably about six months until I started doing my own practices and I really like Oprah and Deepak do like a 21 day series every now and then. I love those things are great. And the OPCOM is what I use yeah occasionally not too as well but headspace is the one I got started with and I definitely would recommend that one.



Patty: Yeah. I also love Holocene. I don't know if you've ever heard of a spy the center point Institute and it's some like Tibetan bowls with rain and all this other other noise in the background. I found that that wouldn't help me get probably the deepest into interstate that I was looking for. I mean they're kind of longer half an hour but I figure if I can even swing 10 minutes you know. And here's the thing is that people feel that they have to be in it. Like into a meditation for you know 15 30 minutes in the thing that I hear most is oh I don't have time. Yeah. It's like even I have only been five minutes you know.

Ali: I've found in five minutes awful. And people think that you need this like a nice peaceful meditation place of quiet to do your meditation. You don't like you can do it on a bus ride you can do it on the subway to work you can do it when you're waiting at a red light. I mean when you're washing dishes brushing your teeth eating a meal these are like all times that I've found that I've been trying to be more like mindful especially when I'm brushing my teeth or eating a meal.

Those are like triggers for me to remember. Like I'm just brushing my teeth right now. Let's just focus my breath. Let me brush my teeth. It doesn't have to be like something like a 30 minute practice that you sit down you have crystals and and you know it can be anywhere. So you can have any noise like noise all around you. But just learning to focus your awareness on your breath and when your mind wanders you just burn it right. That's right that's the practice.

Patty love that. All right. Allie after all is said and done when do you want your legacy to be.

Ali: My legacy. I definitely want to just leave people with more freedom in the world like I would like to spread that sense of freedom to as many people as possible.

Patty: Good feeling to have it is definitely, it's my highest core value. Oh my God. First and foremost. So how do people get a hold of you? Find out more about your program how to connect to hear your coaching?

Ali: Yeah so my blog about I started way long ago as punchdrunksoul.com. And I have a podcast with the same name that I'm launching shortly relaunching have a few episodes out. And you can find me on Instagram at Punch Drunk Soul punching soul everywhere and then I do have a Facebook group as well. You can go to punchdrunksoul.com/squad. S=Q-U-A-D. Wanna join that?

Patty: That's great. Thank you so much for being on Her Legacy Podcast. Much luck and hope to have you back.

Ali: Thanks Patty was so much fun. I would love to move back in time.

Patty: Thanks so much.



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