

Richard: [00:00](#) Welcome to The Soul of Business Show, for conscious creators, authors and entrepreneurs, where we talk mindset, meaning, money and mastery. I'm your host, Richard Taubinger. Find out more at consciousmarketer.com.

Richard: [00:15](#) Hi everybody, thanks for tuning in. I'm Richard Taubinger the CEO of Conscious Marketer and the host of The Soul of Business show, and I really appreciate you being here today. I am so excited to have Jackie Ruka on our show. Jackie's going to be talking about how to get happy and create a kick-butt life without overwhelm and disease. I think that this is such an important topic because as entrepreneurs, as business people, often we sacrifice one thing for the other, and we have unintended consequences of creating one thing, we create other things.

Richard: [00:53](#) So, let me tell you a little bit about Jackie before we get going. She's the founder of Get Happy Zone, Inc., a personal development hub. She guides overworked skeptics and unfulfilled professionals from breakdowns to the breakthroughs knowing the best opportunities are the ones we create consciously, and obviously my business is conscious marketer, and we use the word conscious in so many ways, so we'll figure out how Jackie uses it here. She's also known, and I love this, as Americas Happyologist, and her mission is to guide clients to blaze a path to vibrant, fulfilling life that they're dreaming of.

Richard: [01:32](#) She's also the author of Get Happy and Create a Kick-Butt Life, and I'll give you more details about that later. We have a full talk today, so you're going to want to stick around for the whole thing, she's going to give us the five common things that derail entrepreneurs, she's going to talk about special issues for women entrepreneurs, and then also talk about the importance of bringing in the courage to allow happiness and joy in your life. Hi Jackie, thanks for being on The Soul of Business Show today.

Jackie: [02:03](#) Hi, thanks for having me.

Richard: [02:07](#) Now, before we dive into these awesome topics, I can't wait, can you tell the listeners a little bit more about yourself and how you became Americas Happyologist, and created this movement that you're creating? How'd it all come about? Did it come about through unhappiness first, that you had to seek it? I'm interested.

Jackie: [02:30](#) Well, yes and now. I mean, I started out as a psychotherapist, I worked in psychiatry and mental health for a number of years, and that was at a time when the society is very much focused on depressed, anxiety, and treating life through pharmaceuticals and pills. I was ... although that does have its place, and I'm not knocking that, I've just found that more and more people were becoming co-dependent or reliant on things instead of going within and learning about thyself ... know thyself. Oftentimes, depression and anxiety can be situational, but at the same time, to me, happiness is a practice. It's something you should be practicing, just like you do yoga, or brush your teeth, or exercise.

Jackie: [03:28](#) So, I stepped away from the mental health world, and I actually took all of my skills and strengths as a psychotherapist and I moved it into business, and I think when anybody's going through a transformation it's important to focus on your strengths. One of my key denominators was that I'm a people person. So, based on ... I'm more like a people magnet, I guess, so based on that I basically just kept growing in the business world through my people skills, and ended up creating and launching very well known brand products out there in the world that are more life saving products, and I learned a lot about business, branding, creating large amounts of money for organizations, I guess you can put it, profiting from that.

Jackie: [04:41](#) I ended up burning myself out, and working a 60 hour work week, never being home, not paying attention to my diet, not exercising, not sleeping, all of those things that tend to happen when you are either an overachiever or a workaholic. Unfortunately, stress is very common in today's world that we live in, and there are ways in which we can overcome that or prevent that from happening in the first place. So, I came to a crossroads, you could say I had a run in with Buddha, and-

Richard: [05:22](#) What was that ... can you just be a little more specific? Did you go a retreat, or were you just mediating?

Jackie: [05:29](#) No.

Richard: [05:29](#) Oh, no.

Jackie: [05:29](#) It was an accident.

Richard: [05:30](#) Oh, an accident.

Jackie: [05:32](#) Yeah. My company car kept breaking down on me in the middle of the freeway in Los Angeles, and unfortunately they couldn't figure out why when I took it to the mechanic. So one fateful morning when I was driving to LAX, I was driving down into the valley, and I had no ... the car just decided to conk out on me. I had no control, no power steering, no nothing. So, that's when, basically, I was kind of freaking out, your whole life kind of flashes before you, and then I just visualized what I needed to do. I knew I needed to get off the freeway, I knew there was a ramp, I knew there was a light, I knew that I could get down to a safe spot. So, I just visualized all of that happening, and what I didn't know is where the car was going to end up.

Richard: [06:26](#) Right.

Jackie: [06:29](#) Fortunately, the car slowly rolled in front of a furniture store in front of two eight foot Buddha statues, kind of hovering over my car.

Richard: [06:37](#) Okay.

Jackie: [06:38](#) So, that's how I knew it was time for me to make a completely 180 in my life, in my career, because I had been listening ... had been, actually, ignoring a lot of the things that were happening to me physically in my body. I kept ignoring my intuition and what I knew I needed to be doing that I was ignoring, and basically kind of forsaked my own personal self for the golden handcuffs. That's when I literally walked away from a six figure career, and I decided to heal myself naturally, and while I was healing I decided to take all the tools out of my toolbox that I hadn't been using for many years, especially the ones that I had as a psychotherapist, and I wrote a book.

Jackie: [07:38](#) That's how the ... I studied positive psychology, I studied how it's our happiness that leads to success, and not the other way around. Based on that, and all the studies behind the science behind happiness, is where this book blossomed, and it became a brand and here we are today. So now I help people, and entrepreneurs, and professionals prevent that from happening, as well as how to better navigate their careers, their brands, and their personal lives so that you have balance in your life, and momentum in your business without sacrificing yourself.

Richard: [08:27](#) Let's talk about some of these things that disrail entrepreneurs, and I know you have five of these things, so as entrepreneurs we're creators, we want to go and ... it's like we're connected to source, or inspiration, or we just have really powerful minds in

some cases, but so we start to go out there, and maybe the initial inspiration comes from some bigger idea, plan, but how do we get derailed along the path? What are the main side roads that lead us astray?

Jackie: [09:00](#) Yes. Okay, so that's a whole other topic that we could probably talk about for an hour, but I'll keep it short. As entrepreneurs, we usually have multi passions, and lots of ideas, which is wonderful. What I have found is where people might get stuck, it's not really that you're stuck, it's that you're creatively blocked, and being creatively blocked, to me, for many of the clients that I work with is deep down there is a very strong desire to do something impactful, but oftentimes as entrepreneurs we tend to not focus on that one thing that is going to create a lot of impact, and have all these other ideas that end up causing you to stray from the one thing that you really should be putting all of your energy into, and as I say, just ride one horse.

Jackie: [10:01](#) Sometimes entrepreneurs end up derailed their own vision because they've got all these other ideas that they want to do, but yet they're not really getting where they want to be because they're focusing on too many things at once, or they're not delegating them in the manner that they could or should. So, it's about getting super focused and very, very clear, and sticking to the mindsets, the success mindset and the growth mindset because then what tends up happening is you end up in this stuck mindset, and ... or a fixed mindset, and you go right back to thinking all these wonderful great ideas and things that you want to do, but then avoiding the one really good thing that you should be putting all of your energy into.

Jackie: [10:50](#) Oftentimes, the question is ... and it's usually about five shifts that need to take place with this, and one of them is what's your why, and what's your what? When you know your why, then it can lead to your what, and when you get off track or you feel stuck, then all this self doubt, as I call it the itty bitty shitty committee comes into your head, and then you're kind of swirling around, and you end up kind of ending up in this emotional ... either being a fence sitter to what it is you want to do, yet you're not doing it, or being a resister to it where there's like, "Oh, I know I need to be doing that.", but you end up sabotaging it. This happens-

Richard: [11:44](#) So, basically the source of that is you're trying to do too many things, and then you just get scattered, so you just got to find the one thing and then focus on that, is that true?

- Jackie: [11:55](#) Yes. One, feeling very inspired about what it is that you really want to do, because if you're just not that inspired ... it's a great idea, but you're not super inspired about it, then chances are you're not going to put the amount of action that is required to get to that success point, or you just get bored with it, and then, "Oh, I'll just move onto the next idea." So yeah, it's just like, "Okay, let's bring us back down to center here of get down to what does your heart really desire, and what it is that you really, really want to do, and where do you see yourself going?", and re-engineering it. That ... which is all basic stuff, but we ... everybody I know gets into this, what I call this downward spiral. My goal is to get you into the upward spiral.
- Richard: [12:55](#) Right, no that's really helpful. We have three levels of conscious marketing, because people ask, "What's conscious marketing?", and the first level in our definition is just clarity, and I would say probably with 90% of our clients, because we run a lot of agency clients, I would say like 90% of them don't know what they want, and so we have to ... and then even if they know what they want, they're not quite sure who they're marketing to, or how to reach them with distribution, or what exactly the offer is. So, a lot of the initial stages of conscious marketing isn't trying to save the world, but it's just getting clarity on some of those initial pieces, because then the focus can occur.
- Jackie: [13:40](#) Absolutely. It's ... I mean, it's great to have a mission, and you want to make it a positive impact on the world, as I'm sure many people you work with are those people, but it's also very common to not know who your rich niche is, and what your message is, and how do you want to make people feel. We get so caught up in how it's supposed to look, or how it's supposed to be delivered, and all the funnels, and all this other stuff, that people get so caught up in the how ... and then that's the other thing, people get stuck in the how. My goal is, how do you want to make people feel? Oftentimes, and this is the other part of where entrepreneurs get stuck is lacking the emotional connection, because we're so engrossed in what it is that we're doing, but then we're not really connecting back with self.
- Jackie: [14:51](#) So, when you get back down to center of where did this derive from, and what is it really meaning for you, and if there's meaning to it and it matters, then that is what you need to vibrate out to the people that you want to connect with, because anything in business is ... and especially, conscious business, is about connection. It's about people, because we're all in this together, and although social media is a great avenue and anybody can launch a business nowadays, the one thing

that is super important is connecting and having conversation, and getting to know people.

Jackie: [15:44](#) It's hard to do that in social media unless you have somebody helping you, or you're doing it yourself, and it's time consuming, but let's not forget that we are actually talking to people, and it may not always be eyeball to eyeball, but it has to, in my opinion, come from the heart, and being transparent, being authentic, being vulnerable, being truthful. I think that when we end up having blocks, like I talked about we get creatively blocked, because maybe you're not knowing what those feelings are, or you're not connecting to that, and a tool that I recommend, and it's the number one thing that helps you to unblock your internal blocks, and that's journaling.

Richard: [16:42](#) Journaling, okay.

Jackie: [16:44](#) Yeah. So, journaling is so important to writing down your fears, and getting back down to self. All of that self talk that's happening isn't really about your emotions, it's about your ego. So, we want to get back down to, what is underlying here, because our thoughts lead to our feelings, then lead to our actions, but if your thoughts, which really are what ... our thoughts create our destiny. I mean, there's so many who talk about mindset and how your thoughts create your reality, and how your thoughts lead to your feelings, and then lead to action. Oftentimes, people don't get what they want because they're too busy focusing on what they don't want.

Jackie: [17:42](#) So, that's where all this fear, and limiting beliefs, and things like that take place. Especially if you're going to create something new, or you're launching something new, or you're writing a book, or you're putting yourself out there in the world in a different way than you had been previously, it's part of stretching your identity, and it can be very, very scary, but it doesn't have to be scary. That's where a mentor, or a coach, or a specialist, or [inaudible 00:18:20] can help you get to where you want to go, because they've already done it. So you don't need to recreate the wheel, kind of thing.

Richard: [18:29](#) Well, you've given a lot of different insights there, and you were going to give five things that disrail entrepreneurs, I think I got ... I was listing it, I think I've got five or six listed down here, because I was like, "Oh my God, there's a lot here." So, but disconnection from yourself, disconnection from others, having ... understanding what other people are ... like how you want to feel, focusing on what you don't want, and then lack of focus.

Those are all different things that you've said here that have kind of ... I think there's insights in every one of those, but I really like this stretch your identity, because really I think to be successful you have to become somebody new. You have to become a higher version of yourself. Let me ask a question, because you're the happiness expert. So, how do we stretch our identity so that happiness becomes more of who we are versus something we're striving for, or something that's at the end of the road, but it's just that we start to exude that on an ongoing basis?

- Jackie: [19:37](#) Right, so that's a really good question. First of all, let me just preface that everyone has their own version of happiness, and everyone is responsible for their own happiness. It is not someone else's responsibility to create you being happy in the moment, or you being happy in a situation. Happiness is a choice. I think many people lose sight of that, or maybe have developed some kind of sense of entitlement, or whatever it might be, but at the end of the day you choose to be happy or not, just like you choose how you perceive a situation, and the attitude that you have about it. So again, it's about how you want to choose your thoughts, and how you choose to go about living your life. To me, it's a daily practice. For others, it may not be. You'd have to find what works for you.
- Richard: [20:42](#) Earlier in our talk, but you said, "Happiness is a practice. It's like fitness or eating.", or something like that, so can you just define what that practice looks like? Do I have to do 10 reps of happiness, or how does that work?
- Jackie: [20:57](#) Okay, so there's about 10 different scientific strategies behind improving our happiness, and I'll just give you a few.
- Richard: [21:04](#) Okay, cool.
- Jackie: [21:05](#) I already gave you one. One is journaling. One is actually expressing ourselves, expressing our emotions onto paper, expressing our fears, those types of things. The second one is savoring daily moments, even if they're moments of sitting in traffic that was really not fun, but yet you made it to your destination safely. So, it's also about savoring moments where somebody let you into the freeway lane that you were trying to get into, or someone said, "Hey, you go ahead"-
- Richard: [21:47](#) As you're rolling down the hill with no power steering, right?

Jackie: [21:49](#) Yeah. I had a lot of gratitude for landing where I visualized where I wanted to go, not knowing Buddha was going to meet me there. So, it's savoring moments. It's journaling. It's an attitude of gratitude, and to me part of the practice is setting intentions. Every successful person from Tony Robbins to Oprah Winfrey sets intentions on a daily basis, not just on a "this is my intention for the year". They do it daily. I do daily intentions. I wake up in the morning, and I say to myself, "Something good is going to happen today." It's a feeling that I am creating, and at the same time, I'm changing the thoughts, which you can wake up in the morning and not feel good, happy that your foot landed on the floor, okay that's all good stuff. Be happy that you woke up.

Jackie: [22:56](#) So, but when it comes to going through transformation, or going to another level of yourself there's three things that usually take place with that. It's a combination of what is known as flow. It's creating flow in your life. Flow is being happy right now, and using your strategies and actions together. So when you're happy right now, and you've got that inspirational vibe going, and you're taking inspired action with the strategies you put in place, you will be successful. That is called flow, and creating flow is part of the practice of-

Richard: [23:43](#) I read the book Flow probably 25 years ago. Is it Michael ... I can't pronounce his last name.

Jackie: [23:49](#) Yeah.

Richard: [23:52](#) But he's quoted a lot, but that flow state ... because I used to be a financial trader, like a floor trader, so there's definitely a flow state when dollar bills are winging by you-

Jackie: [24:05](#) Oh yeah.

Richard: [24:05](#) ... as it is in sports and all kinds of business, but you're saying it's the flow state of being in the flow state of happiness, and then being in action and having the right strategy all in one, it's like a connection.

Jackie: [24:17](#) Correct. So I'll give you an example. This is a story that I actually ... I used to live in Santa Barbara and I was at the Santa Barbara film festival where Oprah was being awarded that day for her work in The Color Purple, and this actually wasn't really that many years ago, it was like four years ago, and [crosstalk 00:24:37] lives in Montecito, and she actually spoke very specifically about this, because she had ... was at a point in her

career where she had done everything she wanted to do. She had that t.v. talk show, she became a producer, she became the first African American woman to touch all these American lives, and she was now at the point where, "Okay, I didn't think ... nobody ever thought I could do it, I did it, and now what?"

Jackie: [25:08](#) That's when the book *The Color Purple* came out, and she became obsessed with that book, especially the character Sofia, in the book, she felt like you knew Sofia. Sofia was ... she embodied Sofia somehow by reading this book, and she just started handing out *The Color Purple* book to everybody. I mean, she used to carry a back pack and giving out this book to everybody. Then she had this a-ha moment when she was meditating, and she was trying to figure out, what am I supposed to be doing next? She was kind of at that crossroads of, "I know I'm supposed to be doing something, but I'm not quite sure what that is yet.", and then she had learned that Steven Spielberg was coming out with the movie *The Color Purple*, and that's when it hit her that she wanted to be in the movie, and be Sofia. Although she had never been an actress, she had no formal training, all she knew was in her mind, that's what she was supposed to be doing.

Jackie: [26:13](#) She called him up, not many people can call Steven Spielberg up and say, "I want to be in the movie, and I want to be Sofia.", and unfortunately he was like, "Well, I already have a very well known actress who's going to be playing Sofia, Oprah, but sorry, but thank you." She went back to her default mode, which is eating, back to her old habits, and then she decided, "Okay, I'm just going to check myself into the fat farm.", which is what she did. So she checked herself into the fat farm, she was out every single day walking, walking, walking, and in her mind she kept visualizing that she was Sofia, and she was in this movie, because she had embodied so much of this woman's life within her own life as a child.

Jackie: [27:10](#) So, because of that strong belief of knowing that this was what she was supposed to be doing she just kept focusing on that belief, and as she was focusing on that belief she was actually feeling much more positive in knowing that she could actually become an actress and be in movies. So, as she was walking the track one of the works at the fat farm said, "You have a phone call.", she went inside, it was Steve Spielberg. He said, "Okay, Oprah, I listened to what you told me about your belief that you are truly Sofia, and I will give you one audition. The catch is you have to be here in 24 hours."

Jackie: [27:58](#) She said, "You never saw a woman pack so fast in her life." She said, "I hightailed it out of the fat farm, I went straight to Dairy Queen" She said, "I got on the plane.", and she said, "I called the number one acting coach in New York City and I said," she said, "I'm going to be doing something I've never done before in my life. I know this is what I'm meant to be doing. This is the biggest, huge leap of faith that I will be taking, and I need you to help me get there." So that's what happened, she went on the audition, and obviously the rest is history.

Jackie: [28:41](#) What she was explaining was flow, because she actually ... it was the very strong belief of what she was meant to be doing, and getting into that belief system and knowing that this was what she was meant to be doing. He obviously knew she had to learn and gain some skillset that she didn't have, but she knew that she had the ingredients, and the passion, and the know-how, and everything that was part of Sofia already within her, it was just about expressing it in such a way. She was so happy that she was going to be moving to this next ... it was like divine intervention, where that transformation and that kind of lucky time when you're like, "I'm know I'm supposed to be doing this, but I don't know how I'm a going to get there."

Richard: [29:46](#) I think there's a couple interesting things. One is that it was kind of like she was in the role of Sofia for six months before the audition. So, she was walking around, it's almost like she was trying that identity on. The other thing I think that sometimes hangs people up is when they want to reach a goal they ask, "What do I need to do?", and then they start trying to learn it themselves, and Oprah was like, "Who do I call?", and so she called Steven, we can't all call Steven, but then when she got the shot it wasn't like, "Okay, what do I study?", it was like, "Who do I call next?"

Richard: [30:24](#) So instead of what do I do, or what do I learn, it was like, who do I call? So it's connecting with the right people, so that flow is easier, because I think a lot of people get side railed, and they're like, "Okay, I've got to go buy this online program, or do this.", versus, "Who do I need to know that already knows this that can shorten that span?"

Jackie: [30:42](#) Well exactly, and that's where I think entrepreneurs, and women especially feel like we need to do it all ourselves. We need to figure it out all ourselves, instead of asking for help. I mean, the greatest leaders out there ask for help, because they know they can't do it by themselves, and yeah, reach out. Who do you know? Who can help you? Who could steer you in the

right direction? Who can get you to that place of that flow that you know can happen for you? It reminds me of that girl ... that video that's going out now about that gymnast, that UCLA gymnast. She found her flow. She was like-

- Richard: [31:33](#) My daughter was actually at that meet.
- Jackie: [31:35](#) Oh my God, that's awesome.
- Richard: [31:36](#) Yeah, she actually has her own recording of the perfect 10 score of the gymnast. So she was actually ... my daughter's in ... so I'm just mentioning that, because it was like, my daughter is obsessed with gymnastics, and so she was so excited about this UCLA gymnast getting a 10.
- Jackie: [31:53](#) Yeah, and her story was she had hurt herself in the Olympics. She really wasn't enjoying herself in the Olympics at all. I mean, it was pretty grueling, she ended up hurting herself, it really wasn't exuding why she probably got into gymnastics in the first place, but she continued to be the athlete that she is at UCLA, and she's rocking it. She doesn't have the pressures, probably, that she did previously, because she's got the ability to express who she is in an environment that she feels good and positive in, and all of that combination of those feelings and emotions have her in such a place where she's just in her genius zone. She's in her place of where she is really rocking it.
- Jackie: [32:51](#) That to me, is so positive, because it offers a ripple effect, and part of my mission is to really exude as much positivity in the world as we possibly can. Even you and I just talking about that caused us to smile, and all of our endorphins just totally perked up, and that's where you want to be in that ... when I say, you want to be in that happy right now, you want those endorphins flying, and you want to be so stoked about your strategy and your execution that you're just like ... you're unstoppable, and you're limitless.
- Richard: [33:32](#) Right. That seems like a nice transition and to kind of close this off, but I've really enjoyed spending time speaking with you today, and I want to share a little bit about how people can work with Jackie. Now, you're up in L.A., is that right? Is that true, but-
- Jackie: [33:52](#) I actually live on an island now. I left California and I moved to an island in South Carolina called Hilton Head, so I'm an east coast girl. I've always actually been an east coast girl. I grew up on the east coast in New York and New Jersey-

Richard: [34:09](#) Oh nice, okay.

Jackie: [34:09](#) ... but I lived in California for 25 years. So, now I'm in the south, living on an island. So yeah, I'm on the east coast, but everything ... I work with people via Zoom, and remotely, and I actually have quite a few clients who are also in California.

Richard: [34:30](#) Okay great, well you can find more about Jackie at gethappyzone.com, and you can sign up there for a free clarity session, and also she does ongoing coaching, if you're closer to her she does live events. I know you're doing a new years goal setting workshop that's going to be happening soon, and then you also do ongoing mentoring, and I just want to be around your energy. It just exudes power, and feeling, and I get happy just being around you. So, thank you so much for being on our show today.

Jackie: [35:07](#) My pleasure.

Richard: [35:08](#) Yeah, it's been a lot of fun. Again, you can go to gethappyzone.com to learn more about Jackie. I want to thank everybody for being a listener on The Soul of Business Show. Again, you can go on iTunes and get all the episodes, and you can find out about more about what we do at consciousmarketer.com. Thanks, Jackie, for joining us today, and have a great year, have a great day.

Jackie: [35:29](#) Thank you, you too.

Richard: [35:31](#) Thanks for listening to The Soul of Business Show. Find out more, and subscribe at www.consciousmarketer.com.