

Richard T: [00:00](#) Welcome to the Soul Of Business Show. We're 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 T: [00:17](#) 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 appreciate you being here today. I am so excited to have on today's guest, Bernardo Mendez. Bernardo is going to be talking about marketing in the relationships space.

Richard T: [00:34](#) Let me tell you a little bit more about him. He was mentored by Anthony Robbins and is certified as a strategic intervention life coach. Bernardo helps women overcome emotional challenges to find committed men in record time. His work has been featured in Redbook, CNN Money, NBC, Huffington Post, among other news outlets. He has over 14 million views on YouTube and over 118 thousand subscribers and his channel now reaches over half a million women each month. He's also the founder and host of yourgreatlifetv.com and today he's going to talk about conscious marketing in the relationship space. How he helps women to find their center and how he helps them to find their soulmate.

Richard T: [01:21](#) I've had the great pleasure of getting to know him through a Master-mind that we're in and I'm always amazed at the work he does and the heart that he brings into it. Hi, Bernardo, welcome to the call today.

Bernardo M.: [01:32](#) I'm super excited to connect with you. I'm happy to sharing this space with you. Really appreciate it.

Richard T: [01:37](#) Yeah, I really appreciate it. Now, can you give ... I think that there's a lot of relationship people out there and I think there's a huge need for it, both for men and for women. And you're mainly focused on women unless you've changed. Can you tell us a little bit how you go into this work and why this is your life's passion?

Bernardo M.: [01:56](#) Sure. I got into this work earlier in my life, not necessarily focusing on love but focusing on helping human beings change because I was very depressed when I was 17, and I didn't see a way out and when I finally found my light, or a way to get out of my pain, my next immediate thought was very naturally was, "How can I help somebody else go through the same thing? How can I help someone who's going through pain to not have pain and not maybe go through five years of misery. Maybe like a day or two, they can really find their balance again." So I got

hooked when I was 17 and ever since then I've been doing my own interventions with my friends and then with people who were going through different challenges. Food disorders, or maybe suicidal, just different types of challenges and later in my life two things happened.

Bernardo M.: [02:45](#) One, when I was maybe 18-19 I found difficulty into creating the relationship I wanted, so I know firsthand what it is to suffer from this. I know firsthand what it is to be ashamed around not finding someone who finds you as a partner. And then I also understood from videos, I started doing videos, that my biggest audience was women and this is something that affected women's life at every level and if this was going well then possibly affected women's life in other ways as well.

Bernardo M.: [03:17](#) So I said I want to make this my focus, so I can help women who are big part of the change the world needs right now to get this thing that they want. It's the first time in history that we have the capacity as human beings to create this depth of love. And for it to last some time, so I thought this is as good a time as any to go on something that is so needed but also so misunderstood. Love is something that's natural. I think love is natural but deep conscious love isn't. It's the last thing that's natural so how do we cross the bridge between what we think is natural to the thing that creates a fulfillment that we'll want and make it practical. That's been my focus since I started this.

Richard T.: [04:01](#) Yeah, that's amazing. Was there one point where, look I'm going to go all in on this idea and maybe ... because I know I'm a little bit entrepreneurial so I have a new idea every day or maybe even two. Was there a tipping point where you're like, "I'm going to go all in on this?" And then how did you shut the other things out so that you could just really go all in an focus?

Bernardo M.: [04:28](#) Two points in my life. One, my father dying basically, that was the biggest wake up call for me. I saw him suffer from cancer for four years and I knew [crosstalk 00:04:36] time was [inaudible 00:04:36] and when he died I was in my bed watching videos and I saw a video for dude, Gary V of all people who said, "You can do what you want. You don't have to not be working for someone that's not your passion." And I said, "Maybe there's something true." So next day I went to talk to my dad, like a month before he died and said, "You know what? I found my thing. Here's what I'm going to do." I told him what I was going to do. I'm going to buy some cameras and some lights and I'm going to start sharing my message and then I'm going to help people who resonate with my message.

- Bernardo M.: [05:04](#) And I felt that was the strongest commitment because my father, as I said, died a year and a month a later but I couldn't fail him now. The second point came across me having a conversation with my friend discussing different things that I wanted to express, Sally [inaudible 00:05:19] is her name and we wanted ... I was going in different directions for my coaching. So I'd done coaching for different types of situations and when I got a chance to really feel the depth of pain and shame she felt around relationships, almost like it was some opening in my heart that I said, "This is it. I need to help heal this type of pain." It just ... I went over the limit in that moment. There was no turning back because up until that point I felt slightly shy or afraid or almost like I'm imposing in someone if I tell them, "Do you want some type of help?" From that moment forward I didn't feel like I was imposing people. I felt like it's my duty, if I can help someone to let them know that I can help them and stop feeling like I'm intruding in their life.
- Bernardo M.: [06:03](#) And I think that made the biggest difference because I didn't feel shame in terms of making an offer and have it work out or not work out anymore. It was like my duty you know to help.
- Richard T.: [06:14](#) That's the thing with conscious marketing because you ... The traditional way of marketing is almost like you're trying to force people, or convince them that your thing works. But really from a conscious marketing standpoint it's more the ... they come for more of the empathy of what they're going through and then actually truly believing in your service. We have a lot of conversations about that the people who are doing well in the market at the people that have true conviction. Not only that they can get the results but that they're the person that can show up.
- Richard T.: [06:48](#) Let's talk about, you're in a call with somebody and we talked about this right before with got on, but how do you take somebody through to see that you're the best solution and how do you lead them and show them that you're the person to work with? I think you're working with a lot of people who are probably in deep pain because of failed relationships and there's probably a gentleness you need to bring in there but also a straightness that you need to tell them the truth too, right?
- Bernardo M.: [07:17](#) Yes, I think there's a combination of honoring the space that they're in and also being very upfront about what's at stake. I think the definition of love that I take is not patting somebody in the ass basically gently, that's one definition of love but being able to say, "This is it. This is your life and if you want to do

something about it I can help you. Let's do it. If not, then I honor your choice but let's make a decision."

Bernardo M.: [07:40](#) So the way I look at this, this conversation is two things, you brought up tell them that I'm the best person. I don't know that I'm the best person necessarily at one thing I do make a focus of now is to make sure that they know who I am before we get on the conversation. That they had a chance to resonate with my message. That they've gotten a chance to witness some case studies of human beings that I've been able to help so that when we get on a conversation the conversations mostly about, "Do you want help? And if so maybe I can bring it to you." Versus, "Can you please tell me why you're the most qualified person to help me?" I know that I am in that moment.

Bernardo M.: [08:17](#) Actually when somebody brings up, "Tell me why you're the best person to help me." I say, "I don't know if I am. Why did you reach out to me?" They typically say here's why I reached out. Well, do you want my help? Yes or no? I'm not attached to the outcome. Here's the biggest thing in that conversation, my highest commitment is to help human beings hear what she wants, healing [inaudible 00:08:35] resonate. I don't want the money more than I want that. I want that transformation to take place and because of that and based on the awesomeness of the world where you can record a message in your living room and it reaches thousands of people, literally in minutes, I don't feel like I have to necessarily push someone and manipulate or get them to say yes to me. I want them to come up with a clear answer but necessarily a clear yes.

Bernardo M.: [09:05](#) A clear no is awesome. A clear yes is awesome. A maybe is part of the fucking problem. That's why they're coming to me because they've been in maybe-land for so long. All of my goal is to happen, see clearly where they are right now and do they really want to change versus them telling themselves they want change but not ready and also let them know this is very hard. You're wanting the one thing that most human beings want and few people actually get at the highest level. It's not just like readings book. It's not just like maybe watching a video it takes hard work. And if you want hard work the rewards are incredible. But it's not going to be easy.

Bernardo M.: [09:44](#) I think it's more a genuine, if you want help I'm here to help you if you don't want help I send you on your way.

Richard T: [09:54](#) What I think that we have the same mentor and he's big on it's either yes or no especially if somebody's wanting to work with you. Like you said, it's the maybe's that get us in trouble a lot.

And they ... I kind of liken it like there's all these programs running in the back of a computer and they're left on and then you're trying to do something and then your computer's running really slow because you have all these background programs.

Bernardo M.: [10:18](#) Yeah it's the assumption that most people have is they're reaching out to me therefore they want help. No my assumption is they may or may not want to help. People reach out for help sometimes they get high on the adrenalin of maybe I'm doing something about it and I'm just indoctrinating myself more into my own problems. So my thought it's not clear to me that they really want help until they verbally state it. And I feel like they really want to take the next step which is take action on it. That's when I know they really want help versus when they say they want help.

Richard T: [10:45](#) That's awesome. Let's talk a little bit about how you've been able to get the reach and build your business up and I know that YouTube's been a big part of that and also Facebook. You mentioned it earlier there. You said your kind of sharing the results and so you share a lot of case studies and things like that. Is that a big part of your videos where you're sharing stories and things like that?

Bernardo M.: [11:09](#) That's fraction of what I'm sharing. I share, of course I share results in terms of case studies. I also share feelings and thoughts that can open people to see things differently. Here's the truth of the video is you can help someone see more clearly. It's unlikely that just the video will help them to go to the hundred dash basically thing. Sometimes the video will help them create an opening and then there's something else they can do. It doesn't have to be work with me. There's something else they can do beyond the video to make it practical.

Bernardo M.: [11:41](#) My thing is I definitely want to add value when I create a video so my biggest thing on creating videos is how can I say something that most people are unaware of or are looking at the surface level solution? And I want to say, how do you like ... I just recorded something yesterday, How To Be More Radiant and Beautiful. Well I could talk about exercise and movement and lipsticks, I could talk about the things that prevent someone, in this case a woman, from radiating more light. And if I focus on that then I think the other things, which are important, can take care of themselves more easily than if I focus on the surface level thing that's not sustainable so my whole thing is my focus is how can I share a video that adds value to someone's life, that goes deeper than the norm and

that can allow someone, if they want more help to reach out for help.

Bernardo M.: [12:30](#) If they don't want more help to just take the next level action in their lives which is just not watching another video but making something happen. And I think because of that some people ... some women resonate with my message and feel like I'm being a friend that they ... because their friends are not going to sit down and tell them the things I'm telling them so they know I'm honest. They know I'm being upfront. I talk the way I talk. I don't sugar-coat things. I drop F bombs if I need to, to emphasis a point and some people hate and some people like it. But I think it's more like love and hate versus that vanilla ice cream middle of the ground thing, some women love my videos and some will hate them. It's rare that somebody will say, "Well I don't know." They probably have a [inaudible 00:13:12] opinion and I like that about it.

Richard T.: [13:15](#) Well I think with 14 million views and reaching a half a million people every month you're doing something right. So like ...

Bernardo M.: [13:22](#) Thanks.

Richard T.: [13:23](#) I remember listening to this. A lot of times it boils down to simple mindsets both in if you're trying to find a soulmate but if you're also in marketing I think its simple mindsets that are break-out factors and that simple mindset of how do I got deeper with something that somebodies struggling and provide real value on those videos and if I can do every video that way then I'll feel good about it whether they're a client of mind or not. It's huge, it's so simple and yet I can guarantee I probably thought, "How do I create video that ..." If you come from the purpose for a second, "How can I create a video that has a million views." It's like the wrong direction, you know what I mean.

Bernardo M.: [14:11](#) [inaudible 00:14:11] sometimes I feel like some of my best videos have very few views and some videos that I think are okay have lots of views so you never know what's going to resonate with people. The thing that I know that resonates most with people is commonality are those that have risen to the top are me being really upfront and being very honest and having some level of emotional connect to the subject or where the human beings who listen to me can go inside and feel something. The videos where there's more feeling involved typically tend to reach more people because they ... when you feel something you can make ... it's easier to create change than when you don't. When it's just intellectual in nature.

- Bernardo M.: [14:45](#) I think that's probably part of the reason but I haven't figured it out. I do my best to figure out the algorithm, might be impossible.
- Richard T.: [14:54](#) Well you just gave another secret there, you get people to feel something. I mean if your video can do that, I also think it's the key to what we've been working on, top secret manifestation project and from all my studies it's also the secret to manifesting things in your life if you can start to feel where you want to be before you get there because it just happens naturally. So, that's probably for another podcast.
- Bernardo M.: [15:17](#) [crosstalk 00:15:17] inspiration that pulls you because there's going to be inevitable things that you have to go through to start a business, to create a relationship. When you have something strong that moves you in spite of the harshness then you can get there. When that's missing it's easy to throw in the towel before times do because there's nothing truly inspiring you to move forward or to take the next level action.
- Richard T.: [15:41](#) So one more question just about this is a little more tactical but how do you stay on track with doing your weekly video or how you have that discipline because my sense is it's both that you're doing it but that you're consistent. Consistency to be the main factor in people who are successful like you. What have you done or how do you create accountability for yourself in your business and life.
- Bernardo M.: [16:08](#) Things that make it easier for me, I know typically, sometimes I do at least a video a week, sometimes I do two. But typically having a day where I do it. No matter what happens I'm committed to doing. That helps. Being aware of the consequences of not doing it which is reaching less people. Also, very selfishly my numbers dropping which I don't like. I want my numbers to get better every month. I look at my statistics and I say I want to reach more human beings, why because I know not only business gets better but you have no idea the emails I get, the messages I get from women who I'll never meet in person. Will never have the cash for what I'm offering but are changing their lives in some big ways. Either leaving an abusive relationships, entering new relationships, getting married and showing me their ring. That's incredibly exciting and that doesn't happen if the numbers drop.
- Bernardo M.: [16:58](#) So it's not just, "Well I want to sell more." Yes, I want to see more and I also want to make sure that my reach ... I'm going to be gone one day and those things will continue to living, hopefully. And helping people so it a commitment to both.

Commitment to numbers, commitment to growth in my business, commitment to helping human beings great shift whether they ever work with me or not. And that's the majority of people honestly. If you think about the type of business that I run is not a gigantic business with thousands ... I mean I run a business where I help a select number of clients get what they want. That means the vast majority of people who watch my stuff will never clients. I'm cool with that. But they'll still create change in some way. They'll still do something to get their life where it needs to be and that's like a legacy, excitement for me. That's part [crosstalk 00:17:45]

Richard T: [17:46](#)

I get so inspired with the work you're doing and the heart that you bring to it so thanks for everything you're doing. Let's shift a little bit, kind of coming into the last part of this call. When you're working with somebody who's trying to find their soulmate or trying to find a deeper part of themselves, what are some of the blocks that you're helping them get over? If somebody is listening to this and they're like, "Look, I've been working on a relationship now you can just go to Bernardo's YouTube channel and get all this information." Which I would encourage to do, got to keep those views up right? What are some of the things that you actually help woman work through? What are some of the main blocks because I think that would be interesting to know the type of work that you do as someone helping them to get results.

Bernardo M.: [18:33](#)

There's lots of stories and lots of situations but there's several ... there's a few patterns that repeat themselves over and over again. I'd say the biggest one by far, without any confusion is low self worth. Meaning, somebody who understands maybe intellectually that what they deserve but doesn't necessarily feel it. When push comes to shove when situation comes around and when they feel connected to someone, not the guy they don't care about. Not the guy that's like, ah, but the guy they feel chemistry with, connected with, that they don't feel necessarily strong enough to say no when they need to or to say what they want out of fear of losing him or out of fear of maybe he goes away and no one will show up at the same level so I might as well just ... not showing up with enough confidence but beyond confidence, self worth to actually express what they want and get it. So that's one pattern that repeats itself again and again.

Bernardo M.: [19:24](#)

Another pattern that's very common would be someone who's expecting this miraculous explosive passionate type love but is not experiencing that within herself so it's like saying, "I want this guy to fall in love with me but I'm not in love with my life."

It's not going to happen, right? So it's like helping women who have lost their edge or the level of excitement or sense of passion or purpose in life to regain it so that the love that they get is an expansion of what they have versus the feeling of a void because that's ground for co-dependent relationship or like, "We're two halves and we're getting [inaudible 00:19:59]." No, you're a whole human being. And my ideal is that these women create connections with men that are adding to their greatness versus making up for their short fallings, right? So that would be another one.

Bernardo M.: [20:11](#) Another pattern that I see that's pretty common would be someone who has learned to thrive in the world mostly by stepping into the train of energy that doesn't attract the kind of guy they want. So if a woman has had to step into her masculine energy and doesn't know how to shut it off and doesn't know how to open up and soften and it's more mind and her heart then the type of guy she attracts is mostly the type of guy who is more feminine than she is and who is almost like looking for a mommy or a savior. And may create some resonance but there's not a strong polarity and also the woman starts feeling like she doesn't have [inaudible 00:20:48] not to long to the relationship. That one be another one.

Bernardo M.: [20:51](#) And the last one I'll say, women who are attached to guys who are not good for them. They are attached to a guy who's an asshole ultimately. And they can't seem to break free from that partially because it feeds into either what they learned what love is or because it creates excitement in a way that is not necessarily healthy but is very intense. And for most human beings, I'd rather feel intensity in some way than feel numb or dead inside. So they go for this darkness that creates intensity instead of creating intensity in healthy ways because that's what they know.

Richard T: [21:24](#) Well that's ... that's like ... those are four big ones so thanks for sharing that. One question because I was like, I think everybody listening is like, is that me, is that me or that me in my relationship? Or am I the opposite part of that? It's hard not to listen to that but my sense is that as you change a woman in one area or a man changes in one area it changes their whole life. Is that true where they start to show up differently in all areas of their life.

Bernardo M.: [21:52](#) The reason why I call my program Find The One is because the one is you. You find yourself. That's the one. Then the other one basically is your [inaudible 00:21:59] it's a reflection of who you now stepped into being. The way I look at this is you set

stronger boundaries with men you set stronger boundaries with your children, you set stronger boundaries with work. If you step up at work with more alignments then you can step in your own personal life more alignments. I think everything's interconnected and I think that my goal is not to help someone catch a husband, there's plenty of human beings that can do that, or to get a boyfriend. I mean any woman who can wear tight nice skirt and go to a bar and get a boyfriend but that's not what she's looking for. She's looking for a life partner, an ultimate companion, lover for life. That requires more.

- Bernardo M.: [22:35](#) So my goal is to not help someone catch a husband but more to have her live her most inspired life and her most connected life and almost the gravy on top of everything she's getting, get that connected that's a match to who you are now. Right, so that's, I think, the biggest thing because then what you get is who you become. That's the biggest thing you get from doing this type of work not just with me with anyone whose conscious about doing this. You get a better you who then can ... has the right to say, "I want more from my partner."
- Richard T: [23:09](#) Well I'm going to write that on the quote and start to pass that out to my friends and in my Christmas card. What you get is what you become.
- Bernardo M.: [23:17](#) Yeah, that's who you are.
- Richard T: [23:22](#) Well thanks so much for being on the show today and if you want to work with Bernardo directly what I'll do is you can go to consciousmarketer.com/show and I'll post the different links for Bernardo there and you can give him a call. You can also search his name on YouTube and get on his channel there and if you want to schedule a call with him it's Call With Bern, is that right?
- Bernardo M.: [23:48](#) Yeah.
- Richard T: [23:48](#) Callwithbern.com so C-A-L-L with, W-I-T-H B-E-R-N.com and I'm sure people say you're "Berning your old life and creating a new one" or play on words right. So callwithbern.com. Any final thoughts that you'd like to leave people who are searching for themselves or searching for their mate or doing conscious business or anything else you'd like to leave us with Bernardo?
- Bernardo M.: [24:17](#) Yes, I'd say a couple things. One, if you're searching for a soulmate you're not getting it, it's not a self-serving thing, get help. If there's not need to try and reinvent the wheel. There's

proven ways where you can short cut the pace of what you get [inaudible 00:24:31] so that would be on that front.

- Bernardo M.: [24:33](#) On the front or conscious business is figure out what you feel like what you can't live without. Figure out what is something that you feel like if you were not to have that in your life, your life almost wouldn't feel as complete. And focus your energy into making that work in a way because there's human beings who, if you feel that strongly about it, most likely human beings resonate with it. And if you ask yourself a question instead of, "How can I create a business? How can I solve a problem?" That's all you paid, to solve problems. So if you solve the problem that you feel called to solve then you'll have happy life because you'll feel purpose because you make a ton of money doing that as well.
- Richard T: [25:12](#) That's awesome because I know that you're building a new house and you're helping women and just this massive light in the world so thanks for everything that you're doing and I wish all our listeners go out there and find that thing that lights them up and brings that into the world. I think that's the whole point of conscious business or business in general or life in general. Is so that we can go through that journey to help ourselves and then help other people.
- Bernardo M.: [25:35](#) Thank you so much for inviting me Richard. I really appreciate being part of your show. And I look forward to seeing you again soon.
- Richard T: [25:42](#) Yeah, thank you so much and again if you to consciousmarketer.com/show and you can also, if you're on iTunes, leave us a review, share this episode if you know it would help somebody out there.
- Richard T: [25:52](#) Thanks Bernardo. See you soon.
- Bernardo M.: [25:54](#) Thank you.
- Richard T: [25:56](#) Thanks to the listeners, bye, bye.
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