

Richard T.: [00:00](#) Welcome to the Soul of Business Show for conscious creators, authors, and entrepreneurs, where we talk mindset, meaning, money, and mastery.

Richard T.: [00:11](#) I'm your host, Richard Taubinger. Find out more at [consciousmarketer.com](http://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. I'm so happy to have you here today, and we're going to be talking with Anthony Korahais. Anthony's going to be telling us more about teaching online movement practices and the business he's formed around that.

Richard T.: [00:38](#) Let me tell you a little bit more about him, his expertise in health and self-healing. Anthony healed himself from clinical depression, lower back pain, anxiety, and chronic fatigue, using the ancient Chinese art of qigong. Since then, he's helped thousands of people from all over the world use qigong for their own health issues. He runs a popular website that has over 150 articles about qigong and tai chi. He's also on the board of the National Qigong Association, and Anthony's international organization, Flowing Zen, offers retreats, certifications, and online classes. We're going to get into that later.

Richard T.: [01:16](#) He's going to share with us why good teachers desperately need to learn marketing ... This is something that I truly believe ... why the healing arts shouldn't be free, how he overcame his money blocks, and how to deal with criticisms from fellow teachers.

Richard T.: [01:32](#) Many years ago, I ran a little program called, Conscious Mastermind. It was about five years ago, I think, and Anthony took it. It was kind of a low-end offer, and I just kind of watch him propel and go forward and really do amazing stuff on the online world, and I'm so happy to have him on this call today with you here.

Richard T.: [01:52](#) Hi, Anthony. How are you doing today?

Anthony K.: [01:54](#) Good. Thanks for having me, Richard. Glad to be here.

Richard T.: [01:56](#) Yeah. Well, could you ... You know, qigong, for me, like I've been studying that art for like 10 years. Maybe you could explain a little bit about your background, and then a little bit about this Chinese art that really is an amazing gift to the world.

Anthony K.: [02:12](#) Yeah. So, qigong is still pretty confusing to people. People don't know what it is. The simple way to look at it is, it's the grandmother of tai chi. So, it's much older and it's specifically designed for self-healing, which is why I fell in love with it.

Anthony K.: [02:29](#) So, I started out many years ago in martial arts, and I was led to qigong through tai chi, actually, probably similar to you, and I was a mess. I was battling severe low back pain, depression ... I didn't acknowledge that I was depressed at the time, but I was a mess. I was in my 20s and through tai chi, I discovered this thing called, qigong, and for me it was a perfect fit because it was just really streamlined mindfulness movement exercises with breathing, that helped me to heal fast without getting into the martial arts world.

Anthony K.: [03:07](#) As you know, and some people don't know, tai chi is a martial art, but I already had a martial art. At the time, I was doing karate, so what I just wanted to do was plug in something that was simple and efficient, to get myself healing.

Anthony K.: [03:20](#) That's what I did, and I just got such amazing results that, you know, zoom ahead a bit, and I was just determined to share this art with the world.

Richard T.: [03:29](#) And so that led you to look at the digital world, and when you first started out, you know, like, I think one of the main questions that I've seen is, people are like, "Well, can you teach this stuff online?"

Richard T.: [03:44](#) Now, you've set up a successful business around this. Can you share what your results and how you do this effectively?

Anthony K.: [03:52](#) Yeah. It's funny. I was one of those people early on ... You know, I think we're all sort of resistant to change or new things, and even though my former career ... I've been doing this since 2005, teaching full time. But my former career was in IT, so I should know tech and I should be open minded, but I'm even on the record in my blog a few years ago, saying, "Oh, you can't teach this stuff online," and I kind of had to eat my words later, because I tested it out and I was wrong. It absolutely can be taught online.

Anthony K.: [04:23](#) Here's how I can really say that with confidence. I ran a brick-and-mortar qigong and tai chi studio for 10 years, and in that studio ... I know because I had software to track this ... I taught personally over 5,000 live classes to over 1,500 different people over a period of 10 years.

Anthony K.: [04:41](#) So, I know a thing or two about teaching in person, and then when I started making my transition online, with your help actually, I started to experiment, tried different technologies, tried different modalities, tried audios and videos, and a combination of the two.

Anthony K.: [04:56](#) And then what I did was, after tweaking that online for awhile, I compared the results, and the results were definitely comparable. There are differences between learning in person and learning online, and actually, they both have advantages and disadvantages.

Anthony K.: [05:12](#) So, there's no question that it can be done, and for many people, it just serves a vital need. So, in my current program right now, I've got students ... It's kind of miraculous for me. I'm kind of patting myself on the shoulder. I don't know how this happened, but I have students from over 36 different countries enrolled in this. They all speak English, thank God, but 36 different countries. These are people who wouldn't have access to quality instruction, you know, really, a close relationship. I develop a close relationship with my students, and we can do this because we're doing it online and using the latest technology. So, there's no question it works.

Richard T.: [05:48](#) Yeah. It's real interesting. In fact, I just did a Facebook Live about ... I streamed it from Asilomar, and Eckhart was doing a live event there. But it was a part of a model that I just call, hybrid event, now.

Richard T.: [06:03](#) And I found the most successful things for things like meditation and movement, is if you start online, and you get with the person, and you go back online, and so it adds the continuity. And so, like at these hybrid events, they're a new model that's not hard to do, but it takes more engineering.

Richard T.: [06:26](#) But then, if you're way in Canada, or way in Russia, and you want to learn qigong, and you can get with a great teacher online, that's your only option. It's not like you have other options, you know?

Richard T.: [06:42](#) In the United States, I'd say also, with qigong, you can speak to this ... but there just aren't that many like, people with the kind of experience that you have, teaching, you know?

Anthony K.: [06:52](#) Well, I have a lot of experience teaching, so people who want to learn from me, specifically ... There are more and more qigong teachers in the US, and I think that's a great thing, but it's just

like anything in life. You have to find a teacher who you resonate with, and I have just a really no-nonsense approach to this art, and some people love it, some people hate it.

Anthony K.: [07:12](#) But, if you want to learn from me ... Well, I used to have people fly to my studio from all over the country to take a class with me, because they wanted that approach. Or, they wanted a particular technique, or set, that I teach in qigong, you know, based on my lineage, or something.

Anthony K.: [07:29](#) And now they can do it online. It's amazing that they can just take pieces of what I know, do it online, and then incorporate into their own practice, and really get amazing results, which is what it's all about anyway.

Anthony K.: [07:42](#) So, it's an amazing new world, and I'm really excited to be playing with all this new technology. It's so cool.

Richard T.: [07:47](#) And I wasn't any part of this, but you started to move more toward a membership model, as well, and my understanding is that's been really good for you. Can you talk a little bit about how that works for your community, and how it's been for you?

Anthony K.: [08:03](#) Yeah. So, it's funny, because now, a couple years later, I don't really know what people mean when they say, membership, anymore, because it can mean so many different things.

Anthony K.: [08:12](#) I think two or three years ago, what I had was really a pure membership where they were paying by the month, they could sort of cancel any time. I had join-in points, because of what I do, and because actually, I like this word, hybrid.

Anthony K.: [08:28](#) I'm very engaged, so I do live webinars with them. I'm engaged in the Facebook group. We have a private Facebook group. So, I can't just let people come in any time, because it disrupts the teaching flow.

Anthony K.: [08:40](#) But, what I've settled on now is a little bit different, and I think it's a real hybrid system. For one of my programs, for example, it only opens once a year, which is kind of crazy for some people, but here's why. It's a 12-month program and there are some things that happen when you only open it once a year. And one of the biggest things that happen is camaraderie with your classmates.

Anthony K.: [09:01](#) That happened in my studio in Florida, but I wasn't sure how to recreate that in the online world. And I'm so glad I figured out a

way to do it, because it's so important. I'm sure you're familiar with, in the Buddhist world, and what I do is not Buddhist, but it's a good comparison. You have the Buddha, the Dharma, and the Sangha, so you have the teachings, you have the community, and then you have the teacher, itself.

- Anthony K.: [09:28](#) I think there's something there. That trifacta is really important, that combination or that trinity there, is important because it's one thing to teach just me and the student, but to have a community of hundreds of students on the same basic path from all over the world, it totally changes things.
- Anthony K.: [09:48](#) And so, that's why now ... You can tell me whether it's a membership site, or not, but I open registration once a year. It's a big event. People have been waiting for it. You know, they join in, and then we all start together and complete this 12-month journey together.
- Anthony K.: [10:05](#) For me, and for my teaching method, this has just been a game-changer. The results have been better than anything else I've seen online. And what people tell me, is that it works better for them. Now, these are also people who opt into my teaching methodology, but for them, it works better, as well. And these are people who have done other courses online and they find that this really works well for them.
- Richard T.: [10:29](#) Yeah. That's definitely a membership site, and you know, like in the qigong, or tai chi, or any kind of movement art, it makes sense, because you know, qigong forms can have a lot of different moves. But you can't just drop, like on the tai chi form, you can drop people in on move 10, you know, because it's 10 moves into the form, right, so you need to start at a specific point.
- Richard T.: [10:53](#) And then, meditation, I think the way you're doing it is a great way to teach meditation, because meditation, the knowledge builds sequentially up. And so, like, if you haven't learned how to concentrate, or to sit correctly, you're not going to ... I don't know what the farthest extreme is. You're not going to merge with the universe if your energy channels aren't aligned.
- Richard T.: [11:15](#) So, there's prerequisites just like you wouldn't enroll somebody in the second semester of calculus, before they did addition and arithmetic.

Richard T.: [11:23](#) I think that the sequential thing has to be done in a lot of the movement forms, quite honestly, and I believe, also in the meditations.

Anthony K.: [11:33](#) That's been my experience for sure, and that is maybe one of the things I would really encourage, especially the teachers out there to do, is to experiment with the technology, because you get a lot of different ideas of how you should teach.

Anthony K.: [11:46](#) I have a very systematic method that I've perfected over 15 years, in terms of the way that I teach, and when I first went online, I wasn't sure if I was going to be able to port that online. I can't give you specifics on how to do that, but I would encourage all the teachers out there that there is a way, that basically, if you are a good teacher, if you believe in good teaching, and that can expand to a lot of different areas, not just in arts like mine, but teaching in general, the internet is for you.

Anthony K.: [12:18](#) The internet will eventually reward that because it really does favor good teaching. You just figure out the tech and all the other stuff later in the model. Are you going to open once a year, twice a year, are you going to leave it open all the time? Those things will fall into place as you figure out your own style, but you can do it, and you can find a way to teach that feels good for you, and that most importantly helps your students, which is what teachers are after anyway, right?

Richard T.: [12:43](#) Yeah. No. That's totally right. And it used to be that there were a lot of tech barriers back in the late 2000s, as an example. In the early 2000s, we recorded on tape, you know, and the internet connections weren't even fast enough to even stream this call that we're on here.

Richard T.: [13:02](#) And then, the production, you had to take it from tape, to digitize it, and then cut it, and it was a big process. And then all the tools and the pages we would be building with code. We would actually hand-code. Like, that's where I started.

Richard T.: [13:16](#) Back then it was harder, and so the tools are not so much the issue anymore. It's more, do you have something valuable to teach, and are you willing to have the courage to get in front of a camera and to make it happen, you know?

Richard T.: [13:29](#) I want to kind of get back to one thing that you said that I think is real interesting, but you know, there's the Buddha, the Dharma, and the Sangha, and the Sangha's an interesting one

for me, because I feel like people get better results when they have accountability and they have community.

- Richard T.: [13:46](#) And what I like about that is, it's a representation of a spiritual principle that actually works within an online program, as well, because you want to develop a community. How do you build in accountability for your programs, and what are you seeing the market go toward in that, because I know that's an evolving field?
- Anthony K.: [14:07](#) Yeah. It's really interesting, and I think this is, again, you're just kind of improvising as you go. So, I'll give you an example of what I implemented this year.
- Anthony K.: [14:13](#) So, first of all, the Facebook group, I try to get everybody in there. A lot of people have aversions to Facebook, so I ask them to create a dummy account. And what happens is, once we get rolling and get people familiar with the Facebook group, and they realize that they ask a question ... Oh, by the way, I have an all-years group in there, so I've got people who took the course last year, or the year before, or the year before.
- Anthony K.: [14:35](#) So, somebody comes in and says, "You know, I'm having this problem," a specific problem. Let's say, migraines, or, "I'm having a problem with this," and because I've taught enough people now, there's going to be somebody else other than me, coming in to give them advice.
- Anthony K.: [14:48](#) That is a totally different thing when you have people ... Or not even advice. Sometimes, it's just a hug. Literally. I mean, it's a fake hug. It's a virtual hug. But they come and they say, "I don't have any advice for you, but I want you to know that I've been where you are and I'm supporting you."
- Anthony K.: [15:02](#) This happens all the time in my Facebook group. That is huge. I mean, so many of us are looking for that, and if you build it, you have to be patient. But, you build it organically and let that reach a critical mass, something as simple as a Facebook group. It could be elsewhere. I guess Facebook is just convenient. It turns into this wonderful little community that is self-supportive.
- Anthony K.: [15:24](#) And then you can mix in other text. So, for example, what I recently did is, you know, I use Kajabi, whatever service you use, but Kajabi has a trigger in there, an automation, and if somebody doesn't-

Richard T.: [15:35](#) Excuse me. Just for people who may not know what Kajabi is, it's just where Anthony stores his courses. It's like a turnkey app, so you just sign up for a monthly or yearly rate, and then you can have your own course on their platform, but you own it. You don't own the app, but you own the copyright on there, basically.

Anthony K.: [15:53](#) So, inside Kajabi, there's an automation you can use to trigger, if somebody doesn't log in for 14 or 30 days. So, I set up a trigger, and what happens is, if they don't log in for seven days, they just get an automated reminder. That's just automation. There's no humans involved.

Anthony K.: [16:09](#) And we make it nice and funny, just sends them an email, "Hey, log in. Here's how to do it." If they don't log in for 14 days, I get a copy of it, so now I'm in on the game. And in 30 days, I jump in and I start emailing them and I'll call them.

Anthony K.: [16:24](#) And one of the things I'll encourage them to do is to reconnect with the community. So, some of this is automated. Some of it is impersonal, but we can use that as a pathway to a more personal ... Sometimes you don't even know. Do you even know if you've got a student who hasn't logged in for a while?

Anthony K.: [16:37](#) As a teacher, you may not know, but we can use the tech to help us be better teachers. So, even just something as simple as me sending them ... It's a personal email from me, no links in it, nothing ... You know, it's going to be delivered. I just send them an email and say, "Hey, what's going on? I see you haven't logged in for a while. Let me know how I can help." A little email like that can make a huge difference in somebody's life. If you believe in what you're doing and what you're promoting and the change that you're trying to make, then something like that can make a huge difference, and it brings them back into the community, into that sort of trinity that we talked about.

Anthony K.: [17:14](#) It's me and them at first. Sometimes, I'll say, "Come back into the community. You'd be surprised at how much support you'd get if you post about this issue that you're having in the community." They might be shy at first, but then they do it. They post, and they get all this love from their fellow classmates in the community, and then they're back on the horse, basically.

Richard T.: [17:33](#) Yeah. Yeah. That's amazing, and in the past, that would've gotten lost probably, or you would have too many. But, because of that automation, it actually enables you to be more personal when it matters, you know, to get ... And for everybody who is

listening, probably the single most important factor when you're running a membership site, is your retention, your ability to retain people, especially if they're on a monthly thing where they can get out.

- Richard T.: [18:00](#) So, if they're less engaged, then you're going to have much higher drop-off, and then, you know ... What I would say is, there's probably a ... Try not to be negative here, but let's just say that there are a lot of people who once they have your money, they don't really care whether you get the results, or not.
- Richard T.: [18:21](#) But, if you're a teacher who is there to serve, which if you're listening to this podcast, you're serving, and you really want your people to get results as long as they're doing the work. And these things can be hugely useful to like, both retaining people, but helping your people get results, so ...
- Anthony K.: [18:37](#) Yep. Yeah. For sure. I mean, you'll be rewarded with good teaching, and by caring, and by following up, and you know, you want them to consume your course. I certainly do. I want them to do ... If they go through my 12-month program even lazily, even if they do it sort of half-assed, if they just sort of do it, then I've changed their life, I've given them tools, and honestly, they're more likely to do more with me, right? They might come to my retreat in Costa Rica, or they might do the next-level program, or something.
- Anthony K.: [19:08](#) But the important thing is that you're creating the change that your whole business is about anyway. Why am I doing this, if not to get the change in my students that I saw in myself. That's my mission. I want to share these benefits. This art saved my life. I want to help other people experience it. Well, they've got to have that experience, so you've got to follow up.
- Richard T.: [19:26](#) Yeah. And just kind of coming back to your story, you definitely have this kind of archetype, where you're kind of the hero's journey, right, because you went through a lot of trouble, and you had to turn to qigong. And so, you're teaching from a place of like, a deep knowing, because this art form has helped you, and I'm sure that resonates both by sharing your story and by being vulnerable.
- Richard T.: [19:54](#) Can you share a little bit about ... You know, it's not like you use vulnerability. I mean, I think there's a big thing about using vulnerability as a tactic to bring people in, but it's not really like that. It's more like you're being human so that other people

realize that you're not like, just a marketer. And you're showing up with like, who you really are, to give your gift to the world.

- Richard T.: [20:13](#) Can you share a little bit more about how you build in story and vulnerability, and then how that opens people up in your community?
- Anthony K.: [20:19](#) Yeah. Totally. I kind of wish I had embraced this sooner, because it's ... I mean, it's not a tactic, or if it's a tactic, it's not sleazy. It's genuine, and that's what you want, because everybody can smell it when it's fake.
- Anthony K.: [20:32](#) But, I think the reverse is also true that the other stuff being stiff, or imagining that you should be this or that way, that's also a tactic, and it's not a good tactic. It's never a tactic that I wanted. I inherited some of that from some of my qigong teachers. You know, they were Chinese, and they're very stiff and conservative, and I thought, "I have to be this way," and I used to wear Chinese suits, and you know, act a certain way, and it never sat right for me, and it never felt right, and the more I started to be myself, both in my teaching and in my sharing of my struggles, the more I would say, success, my students had, which is really how I measure my success.
- Anthony K.: [21:12](#) Because I think in the 21st century ... Okay. Some people, they want the guru on the mountain. They want to go learn from the Chinese master. Okay. Well, you can do that. I mean, that's what I did, but if you don't want to travel to Asia, or you want a more modern approach, or you want a real person, then my new method would be much better for you, and I think it's better for the 21st century for a lot of people.
- Anthony K.: [21:38](#) But, it's nice, because it's one of those quirks of the universe, that it rewards having the courage to be vulnerable. So, for me, I have to talk about some really deep stuff. I mean, my battle with depression was severe, I mean stuff that in the beginning, I was afraid to talk about. My mother didn't even know that I was suicidal. It wasn't something that she knew about. I mean I'm pretty sure she found out through my business, because she takes my classes, and I think she found out at one of my blog posts, that I was suicidal.
- Anthony K.: [22:08](#) And you know, I was afraid of that. I was afraid of being vulnerable about my depression, or my back pain, or the struggles that I've had in my life, and what I found was, not only is it good for my students, but it's good for me. It opens the heart. It relaxes things. It makes you more genuine. And it

prevents you from going down what I consider to be one of those false paths, especially in my art, but I think it exists in any art, where you're just trying to be something that you're not.

Anthony K.: [22:36](#) And that doesn't serve anybody. It's not worth it. It's better to be yourself, to be genuine, to tell a story ... I mean, crafting a story is important. You have to craft a story in a way that ... You know, you could have the best story ... Sorry, not just the best story. You could have the life experience that is amazing, and people want to hear, but if you don't craft it into a good story, well, nobody's going to want to listen to it.

Anthony K.: [22:59](#) But, tell an honest story. Learn how to craft it, which I did. I learned how to tell my story in a way that resonates with people. So, for example, when I talk about depression, people who've battled depression, they know I'm legit. Right? They know I've been there. They know that I know what they're feeling. And there's an instantaneous trust there, mutual trust, because there's a sort of camaraderie among depressives, and you know, that's part of telling my story and telling it in a vulnerable way, and I feel like that's a part of ... I don't know. You tell me, but I feel like that's the future of marketing in the 21st century, because it's a good thing, and it's a win-win situation.

Richard T.: [23:41](#) I would say that it's just, you know, there is obviously a trend toward transparency, and that as the world has become more interconnected, then it's kind of impossible, like, to hide things and to, like, have ingredients that are killing people and try to pretend that it isn't there, and you know? We could go on and on about that, but transparency is generally a good thing.

Richard T.: [24:06](#) What's going to actually enable that more and more down the line, and will probably be the revolution in the next 10 years, is things like Blockchain, where you can track everything, and you can see everything.

Richard T.: [24:18](#) But, yeah. I think you want to show up with who you are. It's very tiring to be two people. Like, sometimes I see the Facebook feeds of certain people and I'm like, "Wow. That must be really tiring to like, have to pretend to be perfect all the time," or whatever.

Anthony K.: [24:29](#) And people see through it. They see through it, or if they don't see through it, well, I don't really want to work with those people. I'd rather work with people who are more conscious, basically.

- Richard T.: [24:41](#) Let's talk a little bit about just marketing in the healing space, because you've done this for a while, and you know, one of my favorite quotes is that, "The role of marketing is to make selling irrelevant," and I have completely blanked on who that came from. I'll try to post it in the link below, here, if I remember.
- Richard T.: [25:01](#) Basically, you know, by marketing ... I think there's this idea that if you're teaching meditation, or spirituality, or anything having to do with healing, it should be given away for free. What's your opinion on that?
- Anthony K.: [25:16](#) Well, it's nonsense, and it's a trend in many different fields. So, I went to acupuncture school, I've worked with a lot of acupuncturists, chiropractors, certainly spoken with many, many qigong teachers. I've certified my own qigong teachers, and we all see the same trend. It's just hard to talk about it sometimes, because people don't want to hear the truth.
- Anthony K.: [25:38](#) Now, first of all. Let me make it clear. I give away arguably, more free stuff than any qigong teacher, maybe not any, but certainly I'm in the top couple, let's say the top 10, of qigong teachers worldwide, in terms of what I give away for free.
- Anthony K.: [25:54](#) And so, it's not to say that I don't give stuff for free, but I'm a professional. This is my full time job. I work 50 hours a week. I've done that for 15 years, and I'm dead serious about sharing this art. So, I've got to be a professional, and I try to be a professional in everything that I do. So, that's my side of it, as the person, you know, in terms of keeping the lights on, and paying the bills, and stuff.
- Anthony K.: [26:18](#) But there's the other side of the equation, which is this exchange. Money is just a unit of energy. It's just a representation for energy, and what that means is, that you're contributing something for these amazing arts that I'm teaching.
- Anthony K.: [26:34](#) And what I've found in the past is that there's a one-to-one, I mean, a strong, correlation. I've tracked this with software and I ran a brick-and-mortar qigong studio, as you know, for over 10 years, and in my studio there, I tracked all the discounts and freebies that I gave, and the scholarships, and the correlation between students who didn't pay, or paid very little, and got the worst results was 100%. And vice versa, the people who paid more, for more classes ... My stuff was still very, very affordable, but it's the ones who contributed to their well-being, their results were so much better.

- Anthony K.: [27:13](#) So, the people who paid the least, they just weren't invested. That's a good word. They weren't invested in the practices. They didn't take it home and practice. They didn't come to class. And those who paid the most, they were invested, and they got the best results. By far. I mean, you could look at the numbers on the database, and it was clear, day and night, the differences.
- Anthony K.: [27:34](#) My acupuncture friends, my chiropractor friends, they all say the same thing, that if people aren't invested in their healing, the results, they tank. And we've seen that even in studies where, you know it's amazing stuff. Like, it can even be placebo, or it could be, let's say, ibuprofen. Label ibuprofen like Advil, or something like that, works better than non-label. It's the psychology of it. I mean, it goes deep. The stuff goes deep.
- Anthony K.: [28:05](#) I can't explain it completely, but this concept that we should work for free, or these arts should be free, is a real problem for teachers, because it stops us from doing what we need to do, which is get out there and teach.
- Anthony K.: [28:19](#) The more successful I am with let's say, the business side of things, I'm more committed to my business. I have more resources. I can help more people out.
- Richard T.: [28:28](#) Well, you can also invest in the technology and to get it out there, and the video editing, and yeah. There's definitely ... I mean I obviously notice it in a lot of the people I work with, but you know, I'll just stay personal, but like, you know, I've been in Masterminds that have been tens of thousands of dollars, and when you pay that kind of money to sit at a table with like, 10 other people-
- Anthony K.: [28:53](#) You're going to do it.
- Richard T.: [28:54](#) Yeah. Like, you're invested, and then some of those, when I was starting my business, that was like a big chunk of my income, and I was like, "Okay. I've got to find a way to get this money back, and earn it back," and likewise, if somebody really has a pain point and they're turning to you for real healing, and they have a real need, you know, then they're going to put the time and effort in to learn it. But, also, if they pay a little bit more money, sometimes that's the case, you know.
- Richard T.: [29:23](#) If you had to pay a consultant a thousand dollars for a half an hour of their time, you know, are you going to be showing up on time and not be texting on your phone during that half hour? Versus, if like, it's a dial-in, free session, for two hours, you

know, like, you might show up late and be distracted and not fully be present, you know, so ...

- Anthony K.: [29:45](#) Yeah. For sure. There's no question that you have to be invested, and in my field, it matters more than anything. If you're not going to practice, then you're not going to get results, so you've got to be invested.
- Anthony K.: [29:55](#) I'm invested. This is what I do. I'm invested. I work hard to help my students, so you know, that's got to be reciprocal. It's a relationship. We've both got to be working hard to get the results that you want for yourself.
- Richard T.: [30:09](#) And, you know, one of the topics I think we should just touch on here ... I know we're starting to run out of time, but one of the things that I think is really interesting is, you know, a lot people, they move into ... Like, I've worked with a lot of naturopaths and people in the healing professions, and they go in there because they want to serve people, and they think, "I want to avoid business," or "I want to avoid marketing myself and I just want to help people."
- Richard T.: [30:34](#) Even teachers fall into this trap, teachers of all kinds, because they've chosen their profession because they want to serve, but then what often happens is, they get into the profession and they realize, "Well, it's not like people are just going to knock down the door," and often they'll find that it's not even the best product that's winning. It'll be inferior teachers or products that are out there and getting the distribution.
- Richard T.: [30:56](#) So, I think it takes a real shift for a lot of people, to shift away from, you know, "This marketing and sales is something that I don't have to do to ... that it's absolutely necessary if I want to actually serve the greatest number of people."
- Richard T.: [31:11](#) Can you talk a little bit about that, and how you shifted, or how you help people to do that own shift?
- Anthony K.: [31:17](#) Yeah. I'll tell you in terms of my language, which may help other people to do it in their own framework. For me, eventually it became very clear that I had to treat marketing like a form of kung fu. So, I also teach kung fu, and I've practiced martial arts for years, and I just decided, "I have to learn this. This is so important. I cannot get my message out. I've dedicated my ... Am I going to do this, or not?"

- Anthony K.: [31:41](#) I've dedicated my life to teaching this, and here I am ... I mean, I saw exactly what you saw. I saw people who were not ... I'm just going to say, were not as good as me. They didn't have as much training, as much understanding, as much background, as much experience, but their marketing was better, and they would pass me.
- Anthony K.: [31:57](#) And that meant that they were spreading their message more than mine. But, even more than that, I just had to make a living out of it. I quit my job in IT. I used to be a network administrator, and I had to make a living off of this if I'm going to make a go for it.
- Anthony K.: [32:11](#) So, I committed myself to learning marketing and actually, your course was one of those early steps of mine, to say, "You know what? Why can't I learn this? Just because I think I don't like it, is that true?" And what I did was, once I made the commitment to learn marketing, as if I was going to learn a form of kung fu, or a new type of dance, or something like that, and I committed myself to it, I learned that I liked it.
- Anthony K.: [32:33](#) It's actually just a form of teaching. It's a form of communication. It's a form of me explaining, especially with something as esoteric as qigong. People don't know what that is. I have to find ways to get you interested in it, and that's marketing.
- Anthony K.: [32:49](#) So, you have to learn it. You have to tackle this issue. You can't outsource it. You can't always just hire other people to do it. I mean, you can hire people, and you should, but you have to embrace the art of marketing, and you have to learn it for yourself, and you have to basically get over your shit, so that you can do what you were meant to do. You've got this mission, so get over your own blockages and get your message out there, and you're ... The world is about marketing. That's what marketing is. Get your message out there.
- Richard T.: [33:19](#) There's also a by-product that I'll mention that maybe you can confirm, but I've seen that one of the most transformational things a person can do for their own personal growth, is actually get in front of a camera. Because then they have to decide what they believe in. They have to show up and stand for something in the world, and they have to truly be committed to serving, or to doing something beyond their own self and ego.
- Richard T.: [33:45](#) It's a transformational thing. Every time I put somebody on camera, I'm like, "Oh, my gosh. That's amazing. Sometimes we

bring our cameras in ... I'll bring my film person and film people in our Masterminds, because like, I see the transformation people have.

Richard T.: [33:57](#) And then there's another side, like, even in myself, I'm an introvert. I've started to do more Facebook Lives and things like that, but I know for me to serve greater, I have to get out there on video. I have to be in front of the camera.

Richard T.: [34:12](#) Would you consider yourself an introvert, or extrovert, and how have you been able to kind of get yourself in-

Anthony K.: [34:18](#) So, for me, I'm technically an ambivert. It's actually a thing. I've taken all the tests, but I seem more like an extrovert, and I've been teaching for many, many years, so for me, teaching has never been a problem.

Anthony K.: [34:29](#) Getting in front of a camera wasn't a big fear for me, but I know it is for a lot of people, and a lot of my certified instructors, like, getting them to turn on to a camera, I know that's a huge thing. Speaking in front of a crowd, I know that's huge.

Anthony K.: [34:42](#) These are the bonuses of running a business like this, because there are so many perks that are invisible, or underneath. So, for example, we were talking about marketing. Learning good marketing is about practicing empathy. So, if you are good at marketing, if you're good at what you're doing, you're practicing empathy, which is a good thing. It's a good thing for humans to be more and more empathetic, to really think about what's going on for them. It's not about you. Yeah. I'm on the camera and I'm teaching something, or I'm trying to do something, or get some message across, but it's about empathy, because ultimately, you're trying to help other people. That's why we're doing this, right? We're trying to help people.

Anthony K.: [35:23](#) So, I think there's a lot of opportunities to sort of reap these little benefits from teaching and marketing. There are all these little perks that come up, but you've got to commit. You've got to commit to it, you know, so if you dive in, then ... What's the saying? "The teacher learns twice." So, it's the process of teaching and marketing and putting yourself out there, helps you reframe your art, or whatever it is that you're doing, in a new way, and it makes you a better artist, and a better human, honestly.

Richard T.: [35:55](#) Yeah. That's amazing. Well, let me ask. So you start to go out there. You have this courage, and then all of a sudden, you start

to get criticism and haters, especially, you know, the martial arts are pretty cruel that way, online, and so are some of the worlds like qigong and internet ... It doesn't matter what field you're in. There's always going to be these haters. There's always going to be people who give you criticism. Sometimes it could be your own family, even, you know? Like, what are you doing?

- Richard T.: [36:27](#) I know you've experienced some of this in your path. What would you say as people go out, so that they ... I don't know, so they have a shield, or can inoculate themselves. I wouldn't say vaccine, because that's not my thing, but how do they inoculate themselves so as they move forward, they're prepared for this and it doesn't take them off track, but actually helps them to move forward even quicker?
- Anthony K.: [36:47](#) Yeah. It's a good question. I don't know what the word is, but on some level, you're going to have to develop a thicker skin. There's no way around it. I mean, the criticism that I've ... Now, it's not always good criticism. So, bad criticism is stuff that's just not true, shouldn't hurt, but it does, because you're being vulnerable. You're putting yourself out there, and we have this fantasy that everybody's going to like you, and it's just not true.
- Anthony K.: [37:14](#) And in fact, if everybody likes you, you're doing something wrong. You can't bring your product, or your course, or your service, to everybody. It just doesn't work that way.
- Anthony K.: [37:23](#) So, for me, what I've done is, I try to use mindfulness, so I try to breathe. You know, it's not easy sometimes. You're reading these comments, and it's like, your heart rate goes up, and you're like, you just want to go back and say something back to them.
- Anthony K.: [37:36](#) And you try to be mindful, try to be compassionate in your response, if you're going to respond. Sometimes the best response is, beep, and you delete it. I get crazy emails. I've gotten crazy emails for years. I've gotten death threats. I've just gotten the weirdest emails.
- Anthony K.: [37:51](#) Sometimes, the best thing you can do is, you just delete it. It's just not your problem, or it's not something that you need to deal with right now. Sometimes it does warrant a response, but you're going to have to deal with it. You know, there's that famous Teddy Roosevelt quote about, "It's not the critic who counts." Google it. Look it up. Memorize it. It's just such a good

quote. Read Brene Brown's books. But you're going to have to accept criticism.

- Anthony K.: [38:18](#) The bigger my reach gets, the more awful the criticism, but it's happened organically over the years, so my skin is thicker. I can weather the storms a little bit better. They don't get under my skin quite as much as they used to, and I'm clear on my vision. I'm clear that this is part of the path. I can't avoid it. I'm clear on what I want to do, and that I want to help people. So, basically, it's like a juggernaut mentality. I'm not going to do it violently, but I'm just going to keep going. If they're going to throw stones at me, I'm going to try to block them as best as I can, but I'm just going to keep going, because there's no other way to do it. You have to.
- Richard T.: [38:56](#) Yeah. That's a great response, and I think knowing your values and what you stand for, and knowing why you're doing it, I think those all give you the grounding to withstand ... and then I would also say that, yeah. There always are going to be teachers that are higher-level than you, but wherever you're at, there's a group of people that you can teach, that are at your level, or probably much farther below your level, that actually need your help. So, wherever you're at. See, there's a group of people that you can serve.
- Richard T.: [39:28](#) So, you said you work 50, 60 hours a week. How do you stay on track? How do you avoid burnout in your own practice and keep moving, because it sounds like you're just charged up.
- Richard T.: [39:38](#) Right before we got on this call, you talked about you're going to be going on a little adventure soon. I'm looking forward to hearing more about that. Do you want to share a little bit about that?
- Anthony K.: [39:48](#) Yeah. So, in terms of productivity first of all, it's been a big issue for me, and as you probably understand this already. For me, it's been a matter of taming my workaholism. I have a lot of energy because of the arts that I do, but it's not productive to always do 60 hours a week. So, what I've actually done is, I've cut down, and I've used productivity methods to try to cut down my time significantly, so my goal actually is to get ... I'm at about 50 hours now, and I want to get lower than that, get to 40 hours, so that it's more efficient and more targeted.
- Anthony K.: [40:19](#) What I do is, I just use a lot of ... I take breaks. I take mindful ... Like, I'll literally probably get off this call and go do something qigong, or I might take a break and go do some sitting

meditation, or just walk the dog, who snuck back into the frame. He's back there. Tried to move him out, but too bad. I'll take him for a walk.

Anthony K.: [40:37](#) So, I try to really keep a balance there, so that I'm not burning out, because burnout is the enemy. I do have an assistant, and I've hired people, but if I burn out, that's the end of my business. So, I have to take good care of myself.

Anthony K.: [40:51](#) Yeah, the adventure you mentioned. So, I'm starting a new phase in my life, and because actually, firstly thanks to you, a goal that I set years ago was to be location free, and now I am. So, I teach online and on retreat, and I closed my brick and mortar studio. So, I have no reason to be in this town any more.

Anthony K.: [41:11](#) So, what I'm doing is, I'm going to hit the road. I bought a small RV, a big van, basically, and I'm going to travel the country. I have students all over the country, so I can visit students and friends, and I'm going to also see the national parks, shoot some video and images in these places, and I'm going to make this lifestyle part of my business, which is, of course, the new thing, lifestyle business and all that.

Anthony K.: [41:34](#) But, it's great that I've been able to ... I've really worked hard over the past couple of years to get myself to the point where I can do this, where all I really need is a good laptop, and a good internet connection, which can be had in many ways, and I can then work from anywhere in the world.

Anthony K.: [41:50](#) So, I'm going to work from my RV in the middle of Yosemite Park.

Richard T.: [41:54](#) That's awesome. I can't wait to see, as you share along your ... You know, one of the big things that is really fun, is just sharing your journey along the way, and sharing you doing qigong in different places and as you drive around. That'll be fun to follow you and watch. It'll be a watch-worthy follow, because it'll be real, you know?

Richard T.: [42:18](#) So, I think that's awesome, Anthony. I'm so glad that you're at that stage where you're doing that now.

Anthony K.: [42:25](#) Yeah. I'm pretty excited. Thank you.

Richard T.: [42:27](#) Well, look. I think this has been a great talk. I really appreciate all ... how you're showing up in the world to serve, and how mindful you are of you know, both your business and your

practice, and how you show up, it's really an inspiration for me to see you so successful.

- Richard T.: [42:46](#) If people want to know more about Anthony's system, sign up for his online classes. Your website is called, Flowingzen? Is that correct?
- Anthony K.: [42:57](#) Correct. Flowingzen, like flow, the stuff flows, and zen, like the art, Z-E-N. So, flowingzen.com, and honestly, the best place to start is the Start Here button. Just click the Start Here button. That'll give you a good start. There's lots of freebies, so you can learn more about qigong.
- Anthony K.: [43:16](#) I'm working on a book. You know, it's almost done. I've got 85,000 words done, but it's not done yet.
- Richard T.: [43:22](#) That's a lot of words.
- Anthony K.: [43:22](#) But in the meantime, I've got three books ... I counted on my blog. I've got three full books worth of blog posts, dating back to 2010, so there's plenty ... If you want to start reading about qigong, if it sounds like something that you're interested in, there's lots of ways to get started for free on my website.
- Richard T.: [43:38](#) That's great. So, It's flowingzen, Z-E-N, dot com. (www.FlowingZen.com) Check it out. Click that Start Here button, and he's got monthly membership and then, you know, if by chance you have a 10,000 square foot place in a nice city, then let Anthony know, and maybe he'll stop by on his journey, and say, "Hello."
- Anthony K.: [44:02](#) Sure. Totally.
- Richard T.: [44:03](#) So, thanks, everybody for listening today. Thanks, Anthony, for being here. We're going to put the video episode of this up on consciousmarketer.com/show, so you can go get the video to this. We'll also post this on Facebook, and of course, if you're listening on iTunes, leave us a review. Tell us that you enjoyed the episode. Five-star reviews really help us out to get the word out about this kind of work and conscious businesses.
- Richard T.: [44:29](#) Thanks, Anthony.
- Anthony K.: [44:30](#) Thanks so much, Richard.
- Richard T.: [44:32](#) Thanks, all the listeners here, and we'll see you next time.

Richard T.:

[44:36](#)

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