

## **Sueanne Campbell Client Case Study: Deep Dive**

**Dharma J Pugliese:** Hello, my friend, and welcome. Welcome to today's client case study interview. We are here with Sueanne Campbell. I am utterly thrilled that you have joined us today, Sueanne. Thank you for being here.

**Sueanne Campbell:** Thank you for having me.

**Dharma J Pugliese:** Sueanne, why don't we get started with you telling us a little bit about your work, what exactly you do, who you serve, and also just a little bit about where you're from and anything else you might want to share as we get started with this interview today.

**Sueanne Campbell:** Great. My name is Sueanne, as Dharma said. I live in Shelburne, Vermont, and for many, many, many years I was a teacher and I have just recently retired.

In the last three years, I've been in an energy healing training and just graduated in July. And the energy training that I took was PureBioenergy, and it is a hands-on technique energy, hands on and hand off, and it's an energy that helps balance and harmonize the immune system so that people can be restored to health.

I work with babies and old people and young people. And also I work with horses. And in the same way that I work with people, my hands go to the horses when I know where their illness is, and the energy that is shared between us has a balancing effect.

Before I found Dharma, it was summertime and I was trying to get my business started. And, really not coming from a business background, I had no idea where to start. I happen to find one of his ads on Facebook and we had a lovely conversation.

**Dharma J Pugliese:** Excellent. So I guess for starters, Sueanne, I just want to acknowledge you for your life's path. So you came from being a Waldorf teacher for most of your life.

**Sueanne Campbell:** Yes.

**Dharma J Pugliese:** And you recently just retired; last year you retired. And then you have made this transition since last summer (so we're recording this in March of 2019), just last summer, Sueanne had her first summer off as a retired person after being a Waldorf school teacher for 30 years. Is that right?

**Sueanne Campbell:** That's right.

**Dharma J Pugliese:** And now you're transitioning into your "retirement" gig.

**Sueanne Campbell:** That's right.

**Dharma J Pugliese:** It's totally awesome.

**Sueanne Campbell:** I've grown up.

**Dharma J Pugliese:** You've grown up, and now you're committed to helping people and animals to heal themselves and you've taken this entire new career, which really brings your life to another level now in your retirement years. I just wanted to acknowledge you, not only for your commitment during your life, during your normal work life—your normal work years of helping children in a Waldorf environment—and now helping people and horses as a retired person. It's totally amazing. And really, it sounds like you had no experience at all in business before actually embarking on this endeavor. Is that right?

**Sueanne Campbell:** Absolutely none. I've been a teacher since I was 21 and I don't have a brain that thinks in a business way. And so when I found your holistic

program, I really felt like it would serve me to start there and then launch my business, really during and after I finish with your program, which was just recently.

**Dharma J Pugliese:** Right. So before you discovered our program, what would you say was the problem that you were facing?

**Sueanne Campbell:** Well, I think the problem was I really had no idea where to start. I didn't know how to access clients. I didn't know how to start and fill out a really well-published website. I really didn't know about Facebook ads or Facebook business page. I really knew nothing. So I just felt like you and your program gave me a diving board to dive into the water and to start to learn about signature programs and funnels—words that I had never heard or ideas I had never thought about.

**Dharma J Pugliese:** So you didn't know how to access clients, how to create Facebook ads, how to really think about your business, how to write website content, how to do really any of these important pieces that are all necessary components of owning and running a business. And, in fact, what I'm hearing you say is that the concept of a signature system or even a sales funnel was entirely new to you when you showed up here.

**Sueanne Campbell:** Exactly. Along with that, the thing that I really realized was that I had insecurities and questions about even being a business person. And also figuring out how to charge people, and that I was worth the money that I needed to charge. I was worth that. And that was really a huge takeaway for me just being with you and the other students as well.

**Dharma J Pugliese:** Yeah, you kind of jumped right into my next question without me having to ask it, which has to do with what kind of feelings were you having inside, so I'm hearing there were some insecurities surrounding...

**Sueanne Campbell:** Definitely. Insecurities and, to use your word, there were some “gremlins” that I had to really face and make peace with and transform, and I felt like I have been able to do that in a short amount of time.

**Dharma J Pugliese:** Wow. Well, and it’s really only been about three months now since you’ve been in the program.

**Sueanne Campbell:** Right.

**Dharma J Pugliese:** So can you tell me more about how our program helped you to overcome these? For those watching and listening at home, it’s a coaching term, “gremlins.” Gremlins are basically old belief systems. They’re thoughts that are rooted in old belief systems. So our gremlins can hold us back in life.

Many people who come into our programs, for example, have old thinking patterns, old belief systems, surrounding money and charging their true value for their work. And I think that this is what Sueanne is sharing here. It’s very, very common amongst our coaches and healers and educators that come and work with us. So what you were describing, Sueanne, is definitely a common challenge that people face when they come into our program.

So you had some of these insecurities, you had some gremlins, some old thoughts that weren’t serving you anymore. How did our program help you to look at these old thinking patterns and transform them? I’m hearing that in just a brief period of that happened, and that’s pretty extraordinary, really.

**Sueanne Campbell:** It’s pretty extraordinary. Well, just to back up a little bit. As I said before, I worked at a Waldorf school, which is a nonprofit school. So it is service based. I was working from a service end and not really making the money that I needed to make, but I was doing it with the love of my heart and not thinking about money. And then when I retired, I thought, “Well, that’s great, and now I want to move forward,” but I didn’t even really know how to.

And one of the assignments that you gave me from the online course was to really face your gremlins, write them down, go through a process. So I went through the whole process of writing down my fears and my insecurities and my untruths that I was telling myself over the years about worthiness and money, and really thinking that, “Oh, that belonged to somebody else.” That the belief that you can have money and make money for what you love doing, it wasn’t me that could attract that. And so then I started really working with the law of attraction and putting out what I wanted to receive, and during that time is when I started having more clients.

**Dharma J Pugliese:** Wow!

**Sueanne Campbell:** Yeah. And you know I have a base clients that are mostly friends, and now the base is starting to get larger with people I don’t know. And that’s without really putting up my website up or doing the Facebook ad yet—they’re all in process right now. I think it was really more me facing these gremlins and putting out to the world that I’m ready.

**Dharma J Pugliese:** Wow.

**Sueanne Campbell:** And I really don’t think that I could have done that without you and your course.

**Dharma J Pugliese:** Ahhh.

**Sueanne Campbell:** I truly mean that.

**Dharma J Pugliese:** Well, you have just shown up brilliantly and fully, and you have been, really, an exemplary client in our program because you have done all of the work, you’re shown up, you’ve done all the assignments, and you’ve experienced results as a result of that. I want to acknowledge you for that.

**Sueanne Campbell:** Thank you.

**Dharma J Pugliese:** It's really extraordinary. It sounds like on an internal level, you got really clear. You accessed some part of yourself that has confidence instead of the insecurities that you were feeling. And when you worked through your gremlins and you went through the exercise that we have, the exercises that I requested of you, and you kind of blended that with the law of attraction, you saw some real results.

So before we get into the tangible results that you started to see, please tell me a little bit more about your work with the law of attraction. How did that come about, and how did our program help you with that?

**Sueanne Campbell:** Some of the things that helped me from the program, particularly the classes where we met as a whole, the meditations that you did and the visualizations, were really powerful for me. I have a mind that works very creatively and intuitively, and during that process, I was really able to see where these blocks were for me. And so through that, I really decided that I was drawing—I needed to draw to me what I wanted to attract. And rather than thinking that I was unworthy or that I wasn't a businessperson or I didn't have the skills to do what it took, that I actually started saying that, "Yes, I am a businessperson and I have my own business, and I took this wonderful course with these beautiful people, and I deserve to have people come to me. I have a quality of healing that can help a lot of people." And the more that I worked with that and the more that I put that out, the more people started to come to me, and horses.

**Dharma J Pugliese:** Wow! Perfect. Congratulations on doing all of that wonderful work inside yourself.

**Sueanne Campbell:** Thank you.

**Dharma J Pugliese:** What I'm hearing you say is that you looked within, and we call doing this work, by the way (anybody who's watching), on a ***beingness level***. At the Holistic School of Business, I like to consider ourselves bridge builders. We help our clients work with themselves on an internal, or ***beingness***, level and then build a bridge to what they're doing on an outer level, on a ***doingness*** level. And Sueanne, you just did this brilliantly and beautifully in this program.

What I'm hearing you say is that you looked within, and as a result of looking within, combined with the meditations and visualizations and the exercises that were included with this program, basically what I'm hearing you say is that this helped you to change the way that you think?

**Sueanne Campbell:** [Agrees]

**Dharma J Pugliese:** And this is so common. We live in a culture where shame and having a low self-worth is actually pandemic.

**Sueanne Campbell:** [Agrees]

**Dharma J Pugliese:** It's such a major, major problem in our culture. I just wanted to say that you're not alone, and I really want to express my gratitude, Sueanne, for you for having the courage to come here to this interview and share your story because people who watch this, they're going to resonate with what you're sharing and they're going to benefit from this because if you can change the way that you think about your insecurities and then make powerful steps to grow your business the way that you did, then so will the viewers of this video, and that's really powerful. So actually, by sharing right now, you're changing lives. You're helping to change lives. It's pretty extraordinary. Thank you.

**Sueanne Campbell:** You're welcome. I hope so.

**Dharma J Pugliese:** Yeah. But there's more than just work on the *beingness* level that happens. So all of a sudden, you were harnessing the law of attraction. You're working through your gremlins, your insecurities. You're imagining and visualizing yourself free and uninhibited by these old gremlins, and then clients started to come in.

**Sueanne Campbell:** That's right.

**Dharma J Pugliese:** And tell me more about that. How did that happen? How did these clients start coming in?

**Sueanne Campbell:** It seemed like the more that I opened myself to being available and ready for them, they were showing up.

**Dharma J Pugliese:** It's interesting how that happens.

**Sueanne Campbell:** Yeah, yeah. It's kind of magical.

And what you were saying about the *beingness*, but it was also because of the *doingness*. It was really from looking forward to your online class, doing the work that—and I was even nervous about that because I've never done an online class. I didn't know if was going to like it. I didn't know if I was going to be able to do it. And it was so easy, and your information that you were imparting to us was so tangible and easily understood.

**Dharma J Pugliese:** Oh, great.

**Sueanne Campbell:** And so I feel like the reason clients started to come was that I had really sort of polished up some stuff that needed polishing, and I took action where an action needed to be taken.

**Dharma J Pugliese:** Awesome, great. What would you say is, in all of this, in your experience with our program, how would you say that our program is different from, say, other business-building programs? I know you don't have much experience with other business-building programs, but do you have a sense of why you think our program is so unique?

**Sueanne Campbell:** I think your program is unique because it's all encompassing. It encompasses the head and the intellect. In the lessons, it encompasses the heart. In your online classes, of really getting to know the people in your class and working from this heart-centered way of being. And then it has this action, this real practical part to it.

I don't know very many other business courses, but that really resonated with me because that's how I worked as a Waldorf teacher—that you can't just educate people or children in one way, and you have to come at it from different perspectives, and I really felt like you did that in a very balanced, effective way.

**Dharma J Pugliese:** I'm curious to hear more about your results. I know that when you enrolled in our program, clients started coming in pretty fast, and I'm wondering if you would be willing to share a little bit about that.

**Sueanne Campbell:** When I first started your program, I was seeing people, but most of the people were friends and most of them were not paying full price, if paying anything at all. And then once I started your program, within two months, two and a half, yeah, two months, I started getting five clients a week that were paying clients. And they were paying what I was asking them to pay.

So that was really different and I felt very confident about that, and because of this confidence, I think that the results that I had with the people were also really great. So it was kind of this layered effect.

**Dharma J Pugliese:** Wow! So if I'm hearing you correctly, within just two months after starting this program, you were seeing about five paying clients each and every week.

**Sueanne Campbell:** Yes.

**Dharma J Pugliese:** And beyond that, even more importantly than that, you're seeing elevated results.

**Sueanne Campbell:** That's right.

**Dharma J Pugliese:** So would you say that this program then helped you to achieve those better results with clients? Does it have anything to do with that?

**Sueanne Campbell:** I think, yes, I do. And I think that it's because I was able to charge what I wanted to charge, and it was a higher number than I had been comfortable charging, but because they paid more, I feel like it boosted their commitment to healing.

**Dharma J Pugliese:** Exactly. And that is so well said because many people are afraid to charge more. They think that it's going to harm their clients if they charge more. People won't be able to afford it. They want to help more people and they want to make the program more accessible for people who can't afford it, but it's really a paradox because just the opposite turns out to be true. And as you have just shared, when people invest in themselves, and when they invest more in themselves, they're going to show up more fully and they're going to get more out of it.

**Sueanne Campbell:** Exactly.

**Dharma J Pugliese:** And that was your exact experience.

**Sueanne Campbell:** Right.

**Dharma J Pugliese:** Yes.

**Sueanne Campbell:** Exactly.

**Dharma J Pugliese:** And all of this comes about, frankly, because you are so open and you've worked so hard. This is what happens when somebody like yourself shows up and they do the real work inside yourself and also on your business. Take me to the moment when you actually realized that our program was working for you. What was that like? How did it feel? What kinds of insights started to come up?

**Sueanne Campbell:** So interesting, I didn't notice it myself, actually. My husband said, "Sueanne, something is changing in you over this course of time." And I had to stop and think because he didn't really, I mean, he didn't know about the inner work that I was doing really in relationship to the business. And it wasn't until then—I guess it was like a month and a half into the program—he just said, "You look more confident and comfortable, and like you're going to actually do this. It's not just a pipe dream." And then I started looking at myself differently and realizing that he was right, that I had this transformation that was happening inwardly that I didn't realize was coming outwardly.

**Dharma J Pugliese:** Wow! So tell me more about this transformation. Did it just impact your business or has it impacted other areas of your life as well, and how so, if that's the case?

**Sueanne Campbell:** It's impacted more than my business. I just feel happier. I feel lighter. I feel like I can accomplish things that I had never thought that I could accomplish. I have more patience. I am trusting the process. Instead of being constantly product oriented, I'm really learning to enjoy the process of creating this business and letting it unfold.

**Dharma J Pugliese:** Wow. So you feel lighter, more confidence. Sounds more clear, happier, and seems like this has really impacted all different aspects of your life.

**Sueanne Campbell:** Right.

**Dharma J Pugliese:** Well, good for you, good for you for showing up and doing the work, and I definitely know firsthand how powerful it can be because I've put the program together.

**Sueanne Campbell:** Yeah, right.

**Dharma J Pugliese:** And everything that we teach is tried and true. It's all based on transformations that other people have had in their lives and in their businesses, including myself. So it's pretty extraordinary.

And all of this has happened in how much time?

**Sueanne Campbell:** When did we start? It hasn't been very long, three months?

**Dharma J Pugliese:** About three months.

**Sueanne Campbell:** Right.

**Dharma J Pugliese:** Yeah, three months.

**Sueanne Campbell:** Yeah.

**Dharma J Pugliese:** Wow! So what does your life look like now, now that your problem that you signed up for has been solved or is being solved?

**Sueanne Campbell:** My future looks brighter. I mean, that sounds kind of cheesy, but I feel like doors have opened that I didn't think would open or I didn't even know were there, and I can't even tell you how many things have happened. Just for one, I have this beautiful office that I use, and it was an offer from a client, actually, that I had worked with, and it's this beautiful office, and it's free. I don't pay anything.

**Dharma J Pugliese:** Wow.

**Sueanne Campbell:** And so just things like that opened up for me where people started to hear that I was doing this work, "Oh, what are you doing and what it's about?" "Come to my office," and then they would come to this office, and it's an architect's office, and it's beautiful and light-filled. I just feel like I never know what's going to happen next. Once you open those doors, they keep opening.

**Dharma J Pugliese:** Yeah. So you're stepping into this realm, it sounds like, of possibilities, and really the possibilities are endless, they're infinite.

**Sueanne Campbell:** Right, right.

**Dharma J Pugliese:** And your mind, I'm hearing, is very open.

**Sueanne Campbell:** Yeah.

**Dharma J Pugliese:** And you're in a creative space.

**Sueanne Campbell:** Right.

**Dharma J Pugliese:** So I'm just going to urge you to keep flowing and going with it because what you have shared, and continue to share, as a participant in our program has been these major leaps. I witnessed you coming into one session after the next with just these extraordinary accomplishments. What would take

many other people, specifically people not enrolled in our program, months and months to accomplish, it would be like two weeks. And sometimes even years to accomplish, it's like two weeks later because you had this precise training to do what needed to be done. Instead of having to figure it all out on your own, it was like these quantum leaps that were happening.

And again, it happens when people like yourself show up, you invest in yourself, you do the work, and then you get the results. So again, hats off to you for being what we would call, or what I would call, in our program, a warrior. You showed up and you have been a true warrior, doing the work, looking at yourself on a **beingness** level, doing that inner work, and then seeing the results also on a **doingness** level as you incorporate the tools of this program.

So what would you say has been most beneficial about the program?

**Sueanne Campbell:** I think the group meetings. When we meet as a group and we hear everyone's stories and see their struggles and know that we're not alone. Even though it's online, I have these connections with these people because of this program. One of the things that's been really beautiful is that we have buddies in the program, and I have a very supportive relationship with my buddy, and we look forward to talking to each other. So it's nice to have somebody who's in a similar position, just starting out, and to brainstorm with, to talk with, to share frustrations and successes, and that's been, really, a beautiful part.

And I think also, Dharma, just your temperament and how optimistic and enthusiastic and supportive you are really allows creation to happen. It's just you have this ability to listen and hear and respond in appropriate ways, and I so appreciated that.

**Dharma J Pugliese:** Awesome. It's so helpful to hear. Thank you for that positive feedback. It sounds like the community aspect has been really very beneficial, and most beneficial, I'm hearing you say.

**Sueanne Campbell:** Well, I mean, in that way, but also the information from the classes, the online classes, have been amazing, and they're so well-thought-out and planned and executed that it made learning easy.

**Dharma J Pugliese:** Awesome, so the online classes have been really helpful in the way that they have been put together and communicated to you as well.

**Sueanne Campbell:** Yeah.

**Dharma J Pugliese:** Great. Well, that's really awesome to hear as well.

So outside of the actual logistics of the program, what would you say is the number one benefit that you have received in your life as a participant of the program? Like how has this number one thing . . . or the number one way that you feel an improvement in your life?

**Sueanne Campbell:** I would say the number one improvement is that I have faith and courage to continue on, that my business will flourish more than it is now, and I believe that, and I don't think I would have had that without this program.

**Dharma J Pugliese:** Wow! So you have the faith and the courage to continue on, and you know that your business will flourish.

**Sueanne Campbell:** Right.

**Dharma J Pugliese:** Indeed, it already is. So just the fact that you are able to see five new clients a week is something that people in business for years don't even accomplish, right?

**Sueanne Campbell:** Right.

**Dharma J Pugliese:** So that's extraordinary. So you just launched your business, you enrolled in our program, and within two months, seeing five clients a week, you are flourishing. It's profound, it's extraordinary. You're a powerful healer and you are on a powerful path, making a difference in other people's lives and in our planet. It's really something magnificent, and you have so much to be proud of, of what you've done here.

So if you could choose three words to describe our program, then what would those three words be?

**Sueanne Campbell:** Informative, supportive, and fun.

**Dharma J Pugliese:** Informative, supportive, and fun. Awesome. Whooo! I think it's a lot of fun. I love what we do. It's just like we always have a lot of fun. Perfect.

And so we're just winding down here, but I do have another question for you. What message would you give someone who is thinking about enrolling in one of our programs?

**Sueanne Campbell:** Go for it. Do it. It will change your life. You will meet new people. You'll get started in your business or you'll blossom in your business, just go for it.

**Dharma J Pugliese:** Awesome. So just go for it, my friends. I would urge you to book a call with me so that way we can chat about your business and help you to make powerful strides just as Sueanne has done in her life and in her business.

Sueanne, I just want to acknowledge you again for your path, your life's work for, again, not only spending your life, most of your life, teaching in a Waldorf environment, helping kids in the ways that you have for most of your life, but then this powerful transition to becoming a healer and working hard to grow your business. And the bottom line of all of that is that you are making the world a

better place. Your work in the world is helping to touch so many people, and also horses as well.

**Sueanne Campbell:** That's right.

**Dharma J Pugliese:** So it's really, really powerful. I just want to say keep up the amazing work. You're living your purpose. You're making the world a better place. You're healing people. You're healing animals, as well, and thank you for doing all of that.

**Sueanne Campbell:** Thank you, Dharma.

**Dharma J Pugliese:** You're welcome. Did you have anything at all that you wanted to share as we wrap up, or are you feeling complete at this point? Anything else you'd like to share at all?

**Sueanne Campbell:** I guess I would just add that if you're feeling nervous or that you don't have the abilities to do what you want to do, just put them in the garbage can, because you can do whatever you want to do.

**Dharma J Pugliese:** You can do whatever you want to do, my friend. It is so true. And old thinking patterns or old belief systems or old thoughts, they can be transformed. We can rewire our brains so that way we think in the way that it's going to lead us into the lives that we want to be living. Sueanne is a perfect example of how we can change the way that we think, and it can happen fast. We can make those quantum leaps.

So take the first step now, my friend. Take action for yourself, for your wellbeing, so that way you can take those quantum leaps similar to what Sueanne has talked about here in this interview.

So thank you again, Sueanne, and thank you, my friends at home for tuning in and watching this case study interview, and goodbye for now.

**Sueanne Campbell:** Goodbye.