

Ep. 6: Harnessing Divine Magnetism for Business Prosperity: A Case Study with Tatiana Fortune

Sonja Thompkins: Hey everyone. Welcome back to episode six of The Art of Self Mastery Podcast. Welcome. This one is a treat and I'm really looking forward to you all diving deep into this episode. It is a repurposed clip from a case study slash interview that I did with one of my previous clients that I can now call a friend, Tatiana Fortune. And this episode is really special for a couple of reasons, and here's why I think you wanna tune in and why It'll help you.

So at the time, I think we did this live maybe about a year and a half ago. And this was coming off the end of Tatiana and I working together for the very first time. So we end up working together for quite a while after she wrapped up this particular program. And in this interview, you'll hear her mention, you know, Products to Prosperity, which was my signature coaching program for product-based and brick and mortar based business owners. And while I don't offer that as a, you know, live program anymore, it's, you know, you could get it on self study if that's something that you're really interested in.

The premise of that program, which is the premise of all the work that I've ever done. And by work I mean like being in my purpose, the thing that I do and how I do it, that leaves an impact on people. That work that I've been doing all my life just in different vehicles has been the same. And it was so interesting because working... i, I think this particular live, and by the way, we pulled this from my Facebook, so if you wanna see the video, you can check it out on my Facebook page at Sonja Thompkins.

But during this, this interview the things that Tatiana shared with me really was probably one of the first times that I really was able to understand and absorb how I was really impacting people. So she was the, it was the first time I was able to absorb it and really get it, but it wasn't the first time that anybody had said these kinds of things to me. I just really, I heard it, but I really didn't get it, if you know what I mean. Right?

So think about like times where the things that people are telling you like, like, oh my God, like, you're really good at that. Or you're, you're awesome at this, this, and this. And you're like, oh, okay. You know? And you're like, yeah, I hear that. You hear it, you know it, but you don't maybe believe it or it's not what you kind of think is important. That's what Tatiana and that's what this interview did for me.

And so I think this interview does a couple of things for those of you listening. It gives you insight into how powerful it is to work on yourself or how working on yourself, meaning just becoming more aware of, you know, how you do things, how you're uniquely designed on a soul level to operate in this world. And how when you do that, it amplifies everything else in every other area of your life, right?

So you'll hear Tatiana talk about like, you know how she came into that program for one thing and she got that, but what else she got wasn't even on her radar. I think you can probably see that or begin to, I, I hope you'll be able to open your mind up to know how that is showing up how that can show up in your life and be open to the possibility that, you know, working on this particular area of yourself, especially in terms of like personal development, self-awareness you know, self-actualization, in, in order to serve the collective in a positive way, will will help you feel more maybe rooted and feel safe to explore those areas, especially for those of you who are you know, entrepreneurs or, you know, high level or g G suite, you know, executives, that kind of thing where there's so much emphasis put on the work you do.

And you know, knowing that when you give focus and attention, And understanding and connect with who you really are, it's gonna serve not just your soul, but it'll also serve you again, in your work, in your relationships, in your friendships, you know, and everything else. So tune in, take a listen. I hope you enjoy this episode and you get quite a bit out of it.

I am here live with the illustrious Tatiana Fortune who is the owner and founder of Aromatic Perfume Oils. She's also just an amazing human and she happens to be one of my clients. Welcome Tatiana!

Tatiana Fortune: Hi. Thank you so much for having me today, coach Sonja.

Sonja Thompkins: So, Tatiana tell us a little bit just about like who you are in terms, just who you are and how you got into your business. You know what I mean? We have to do the short version cause I know people on lunch breaks and stuff.

Tatiana Fortune: Yes, yes, yes. So I'm Tatiana Fortune. You know, I just have a love for people, always wanting to help people. And so I'm actually in leadership as far as like helping people in the nonprofit world. But I always had this desire to you know, start and launch my own business as an entrepreneur. And so several years ago I started that as a way through event planning.

So I had my event planning firm for a while. Several years, did great at it, but then I just kind of sense that, you know what, maybe I should go in a different direction. Now, I've always loved fragrances. I've always loved wearing perfume oils and things like that. And one of my good friends, she would always say, girl, you need to sell some of these body oils.

And so, I started, you know, I, I tried to do as much research as possible, a lot of research, a lot of reading. And so when I came across Sonja's program, I felt like it was really perfect because it spoke to me as to where I was as an entrepreneur. I just knew that I needed a little bit more direction because I had so much going on up here.

And it's like, you know, it, it is just kind of like, you know, when you have so many different things in running through your mind like, ooh, I could do this, I could do that. And then I also had other things going on and different responsibilities. I just knew I needed a little bit more guidance and a little bit more support. Not saying that I couldn't do it, but it's just I needed that support and community.

And so I came across Products to Prosperity, and it's been great. It has definitely been a game changer for me as far as just getting a little bit more structure, implementing more systems that's best for my business and is aligned with who I am and how I wanna show up in my brand.

So, I know that was pretty long, Sonja, so I hope...

Sonja Thompkins: first and foremost, let me say thank you. No, you're totally good. Because I, I'm, I'm, I'm always like so, like humble, you know what I mean? In a good way. Not in a, oh, don't praise me. Because I'm here for my gifts, you know what I mean? And I appreciate that you see my gifts and my talent in me, you know what I mean? To raise your hand and say, Hey, I wanna work with you, the same way I see your gifts and your talent in you and say, Hey, yeah, listen, we can, you can do this. Like we can, you can really do this. So I'm here for it.

But oh God, you said so many things right there. So, so many gems. So you were already an entrepreneur, right? You already had experience in the entrepreneurial world but then you came across like in coming into product based, did you think, oh, well I had this other business, so this should be kind of similar?

Tatiana Fortune: I for sure thought that. I thought, Hey, it shouldn't be as bad, you know? And they're both very different. It's not to shame one or ban one over another. They're just very, very different, you know? So there's certain things, obviously I was able to translate into product based, of course, like customer service or organization, your big picture, that type of thing. But it's just the detailed aspect of the selling of the product, making sure things are staying consistent. The marketing of a product is different, right?

And at first, when I came out, when I started it, I didn't wanna be the face of the brand. I did not want to be. I thought I could just hide behind the product. But that's not how it came about. And so I had to really... and that's one thing I appreciate about Sonja, is just she is always talking about like building the self-confidence, building the mindset because of, you know, you, you, I guess you deal with some inner things, you know, and I, I think sometimes we try to separate, you know, business and person.

I know I tried to do that a lot, even though I knew that I needed to be my best self in business. But you don't realize in what ways that's reflected, right, in your business, especially when it calls for you to be the face in the, at the forefront of the brand. You know, it's not just...

Sonja Thompkins: oh, oh my gosh.

Tatiana Fortune: Find a picture, a stock image or product image, but it's just like really translating and communicating the message of the benefit of the product.

It's different when you're a service based business because people know you. They buy you like from you, from me. I was an event planner, so yeah.

Sonja Thompkins: So I wanna talk about that real quick. So you mentioned like, you know, you going into it, like, I don't really wanna be the face of the brand, right? Like I wanna literally, like you said, I wanna just kind of hide behind stock images or images of the product and that's gonna get me where I need to go.

And I think a lot of product based entrepreneurs feel that way, right? They're kind of comparing tooth and nails to say like a super established brand, right? So for you, you're like, I sell these amazingly, you know. Just guys, if you don't know, first of all, make sure afterwards, after we talk, head over the Aromatic Perfume Oils because she has just like, it's top of the line. And we gonna talk about that too.

But you can't hold yourself as, as an individual business. Right?

Tatiana Fortune: Right.

Sonja Thompkins: To the same... to think like, oh well, So and so this major corporation, product brand, you know, you don't see the owners of that brand or whatever, and the thing is you don't, but you absolutely see faces of real people, right?

Tatiana Fortune: Mm-hmm.

Sonja Thompkins: You are seeing people. And then you do have some well-established brands that they have said, you know what I want people to know, like this is, this is birthed from me and who I am.

But for some reason when it comes to more local based businesses or individuals who were in their first like, you know, three to five years, it's still very much like, I just wanna sell this thing and I almost wanna keep that separate.

Tatiana Fortune: Right.

Sonja Thompkins: And what, and what you alluded to and kind of mentioned there is what, what we, what I teach at least, you know? Yeah. I teach strategy, we talk strategy all day long. But then I'm like, but this, what is this strategy without you understanding how you play into the strategy? You, right, as the business owner, as the creator, and ultimately as the person holding the vision current and long term for your business. Right? So why aren't you comfortable with being the face of your business?

And I know that's one thing that we, we actually did not only talk about, but that was a little bit of the, of a process.

Tatiana Fortune: Yes.

Sonja Thompkins: For you. So what was that like for you? You can, you can be honest. Like you not gonna...

Tatiana Fortune: yeah, I mean, it was uncomfortable, you know, it was uncomfortable. And I knew I st- I had to start doing it and it, it is still a work in process, guys. Like, it's, I have not, I don't think I've arrived in any way, shape, or form. But it's just like, you know what? I had to ask myself, okay, what am I, what am I afraid of? What is it that's going on inside? Is it because, you know, I think, you know, I'm not, I people won't accept me or whatever, whatever. Do I, do I not think that this is a good product? You know, do I not wanna come off as annoying as this person is always talking about their product, blah, blah, blah.

So I just, and things too, like, I wanted to figure out like, how do I be creative in sharing about what I do and informing people about what I do, but at the same time, not come off like as that annoying person on social media that's every 10 seconds, you know? Hey, buy from me. Buy from me. Buy from me. So, I was just getting, getting caught up in like the, how, how do I do that, right?

How do I just make it seamless or just share about my life when technically I'm, I could be a bit reserved. As much as I'm outgoing, but I could be really reserved too. So it was just kind of like, it was just a challenge and I'm still working through that, but I get nudges all the time from Sonja. So, but it's, it's, it's a working process and knowing that I'm capable and knowing that, you know, I don't have to have it all figured out. But yeah, I know enough, right. And I know what my, the, the product that I have is a good product and people benefit from it. And so that encourages me day by day, and I have to, you know, affirm myself more into that every single day.

Sonja Thompkins: Mm-hmm.

So one of the cool things is like, I've seen... so when you first came into, you know, Looking or saying, okay, okay, I wanna work with someone, I wanna work with Sonja... I'm like, was that even on your radar? Did you even know that you had challenges or that you had reservations about showing up as your... was that even on your radar? You were just like, I just need help. Tell me how to sell more.

Tatiana Fortune: Right. Yeah. So it was, I, I think I knew, I, I kind of knew in the back of my mind that I could possibly be doing more, but I didn't wanna face it at the time. And so when I came across, you know, your program and just learning about, Hey, I wanna sell more, and you know, of course you know, you speak in my language like, Hey, I- I'm a product based base business owner. Of

course I wanna sell more. Of course, I wanna have a better strategy. Of course, I wanna get out of overwhelm and build with grace and ease.

So that's my focus. I wasn't trying to address the other things in the back of my mind, but of course, it comes up and and I'm so grateful that the opportunity for growth and development came in that area. So it wasn't just about the products, but there was like a personal development and mindset component too that was very, very beneficial to me. Because if I didn't address that, then that's definitely gonna hinder my progress in business.

Sonja Thompkins: So tell me this, where did you... because people always wanna know, and I talked to Tatiana about this previously. I was like, you know, people always wanna know like the the money. Like, oh, well what did you actually accomplish? You know what I mean? People always looking for the external things, and I think that's just almost like, natural because people, we tend to wanna see like, where's the proof? You know what I mean? We need the tangible proof that something is working for you.

So before, right, so before working together, you, you were selling primarily online. Cuz Tatiana is one of a few of my clients who actually have an online business. But give us just a snapshot like, how you were selling before, right? How things were going with sales prior to, and then, you know, one of your, cuz there are a few. So I'll let you pick your story that you wanna tell, but one of your successes in the program and, and, and how that has... what's... give us, show them that journey. Cuz people wanna know like, well, how much money did you make? Like...

Tatiana Fortune: yeah.

Sonja Thompkins: What did you do? Did you buy a Maserati? I don't know. But you share your...

Tatiana Fortune: yeah. No. So when I, when I joined the program, I think I joined in April. I had launched Black Friday of last year, or rebranded and launched. So I'll kind of start with that calendar. The launch went well. But then like after the holidays, things just went down, you know? And this is a new brand selling online. You're selling fragrance. I'm selling fragrance, and it's hard to really get people to buy for some something that they haven't smelled.

And so that was a huge challenge, right? So the sales were not, Where I would've liked them to be. And I knew that I needed to get out, and of course it's in the mid middle of the pandemic, things are not open, you know, people

are not having these in-person events as much. And so when I came into the program one of the things that I was propelled to do was to... Sonja encouraged me to get in person, be at in-person events, try to find different events where my target audience would be at. And she really helped me walk through that.

And within the first month of being in the program, I had already participated in two in-person events and made significant increase, right, income as compared to where I was in the beginning of the year. So it pretty much doubled, which I'm super excited I was very happy about. And it just kind of reignited that desire to be back out in public and connecting with people, which I don't have a problem doing because I'm, I know, hey, once they connect with me, once they smell the product they're gonna wanna buy.

And so I knew the challenge of being online was was a major hurdle. And so being in the program, it just kind of propelled me into looking and being more intentional of finding those in person. I know that was one of the main things we discussed, right, Sonja? Like in the first meeting was just, Hey, how do we get you in person. Right? Connecting with people. So that's what I did. I think to date, since being in the program, I think I've probably done maybe four or five different events and I'm still continuing especially now with the holidays.

And one of the biggest things that. Sonja advised me to do, which was, I feel like was a big game changer, was not selling individual samples in person.

Sonja Thompkins: This is a big one. I don't mean to cut you off, but this is a big one. I'm so glad you brought that up because. Especially for people who are really, really new, right?

So I typically work with business owners who are already in business, are already making some money, but it doesn't matter, you were already in business, you were making some money, and you were doing this right along with the people who are like, I just launched last week. So I think this is a good idea too.

Product, product-based entrepreneurs, please stop giving away your things in an effort to. Increase my, you know, my visibility. Yes, there is a time when that's appropriate and there's a strategy to that, but I think people become very comfortable in that, in the giving away because it really just allows you to stay in a, in a place where you can talk yourself out of doing what you need to do which is charging what you need to charge so that you can make a profit so you can pay yourself, yes?

Tatiana Fortune: Right. Yes. Yes. And so when she challenged me, when Sonya challenged me and said, Hey, just don't have it in person. And I was like, oh my gosh, like, wouldn't that eliminate a good portion of the customers? You know, maybe people that's not willing to spend the \$30, like, I mean, at least it could get some for 10. And let me tell you, everybody, like that did not phase people at all. People were willing to buy.

And that is when I saw a big jump too, because here I didn't have to expend energy, you know, trying to sell \$7 or \$8 products. They can buy 30. They've smelled it. They, they experienced it. So what's stopping them from buying a regular size? And it did not stop them at all.

So, that was, to me, I was like, if there's anything I got out of the program, it was just that. As simple as it seems, but it was just huge for me and in person and I, and I didn't realize how much of a barrier it was doing because I was trying to cater to everybody. But it was, it was super helpful. So thank you, Sonya. I gotta always say thank you for that.

Sonja Thompkins: Well, it's really about just tapping into that confidence. Again, you know, CEOs, you know, hustlers, do what is necessary right now. CEOs are thinking about what is the long-term benefits for their businesses and for themselves, right? Because CEOs don't wanna work in their businesses all day, every day for the rest of their lives. That's what, that's what employees do, and that's what hustlers do, right? And so you have transitioned into CEO mode. For sure.

Tatiana, thank you so much for sharing this.

Tatiana Fortune: Thank you.

Sonja Thompkins: And being a part of this live today and just, you know, being an open book and an example for someone else who's in a situation like you or just wanting to, to grow and scale their businesses, but also scale themselves right up level your own self, your own mindset. So, I appreciate you.

Tatiana Fortune: And thank you Sonja, for the opportunity to just share, come on and share. I, I love being a part of the program. It's great, the accountability, the support, what I learned. Just the direction to. It just gives me a sense of direction because if I didn't have this program, I promise you I'll be feeling like I'm all over the place. But being in this program has definitely given me a lot more focus and the support and accountability is absolutely priceless. So thank you for all that you do and just pushing us to be great in what we do.

Sonja Thompkins: Appreciate that so much, Tatiana.

All right, you guys, thank you so much for being here and listening to this episode. Make sure that you leave a review, you rate the Artist Self Mastery Podcast. And if you've enjoyed this episode and know someone who it would be helpful to please share it with them.

One last thing before I go is also, you know, for you. Cuz you know love on yourself. Think about yourself now. If you are ready to take action on a specific desire in any area of your life in the next three to six months, just so that you can live the fullest expression of your authentic self, you wanna make sure that you are getting emails from me. Why? Because I am going to be launching and opening enrollment soon for the next cohort of my desire and Self Mastery Group program, you guys.

This is like a live coaching program with me. I'm gonna be sharing more details soon, but you wanna make sure that you are on the email list because I will be sending out information there first. And yeah, you wanna know about it and when I say soon, I mean like in July. Okay? So, yeah, I don't have exact dates, but it will be happening in July for sure. And I wanna make sure that you get it.

So again, if there's a desire that you've been wanting to do, you wanna learn how to dance, you wanna be more confident and comfortable being with yourself. You wanna have more self-esteem so that you can walk outside with no makeup. You wanna do something really big, like, you know you wanna find love. Listen, it's your desire and it's my mission to help you tap into who you be so that you can live those desires, live this experience of life in your fullest expression. Right?

Click the link below to get that information. I'm just looking over my notes here cuz y'all know I have notes. Yeah, I think that's it. Thanks so much for being here. See you next time.