

[00:00:02.200] - Aileen Day

Welcome to The Value Driven Brand podcast, where you'll learn insights on how to communicate with authenticity, deliver genuine value, and create a memorable experience across your entire customer journey, helping your business become a sought after leader in your industry. I'm your host, Aileen Day. Now onto the show.

[00:00:29.740] - Aileen Day

G'day, everybody, and welcome to The Value Driven Brand with Aileen Day, that's me, and today I am absolutely delighted to be interviewing one of my greatest friends. She is my twin sister from another mister, it is Aimee Hair, the Holistic Healing Coach. Hello, Aimee. Thank you so much for joining us today. I tell you, it is an absolute privilege to be doing this with you. My first official podcast, you are the first guest for The Value Brand and I'm really looking forward to having the listeners hear all about what you do in business, about how you deliver your own value driven brand.

[00:01:21.340] - Aileen Day

Now, a little bit of an introduction for those who don't know. Where have you been, number one. But just in case you need a reminder, Aimee is the Holistic Healing Coach. She's based in Queensland, in Townsville, sunny Townsville. And for those who are watching the podcast, you'll notice she looks airy and summery and I look like I belong in Melbourne.

[00:01:47.230] - Aileen Day

So she's bringing she's bringing the light with her.

[00:01:53.170] - Aileen Day

But Aimee has been working with all elements of holistic healing and works to live a life of truly balanced peace and happiness. And I have had the pleasure of working with Aimee. And I can absolutely say every time I finish, that is exactly how I feel as well. Aimee has three young boys. She is the mother to some beautiful little children, and a couple of them were born with some rare and incurable, a rare and incurable disease, not some, just one.

[00:02:31.660] - Aileen Day

But that has definitely seen her call hospital home a few more times than most parents would prefer to. And but watching how you deal with that on a day to day basis has absolutely taught us as watchers and avid followers what level of resilience and determination it takes for yourself to find peace and happiness in a life that sometimes throws you a few curveballs. So it's always a pleasure to see your little children's faces, who, oddly enough, one of them looks remarkably like my child.

[00:03:13.450] - Aileen Day

It is crazy. I'm really looking forward to meeting you up in the is it the Gold Coast we're heading up to shortly, so.

[00:03:25.450] - Aileen Day

One of the things that Aimee is getting ready to do post iso life at the moment is, say, ladies and singles, two separate ones, retreat's called Recreate Your Life and throughout catching up with Aimee, I'm going to ask her a few more tidbits so I know what to get ready for. And on top of that, as always, we are going to talk to Aimee about those tactical tips that she employs in her business to deliver a value driven brand.

[00:04:00.070] - Aileen Day

So welcome, Aimee Hair.

[00:04:03.610] - Aimee Hair

I'm very excited about this, as I usually do, I guess, like podcasts or interviews. And I talk very much about the resilience and the strength and that kind of side of my life, of having sick kids and then how I've been able to turn it around. So it's nice to kind of get down to like a bare-bones business. So it's going to be fun.

[00:04:25.540] - Aileen Day
Absolutely.

[00:04:26.830] - Aileen Day
And a good podcast is a quick podcast sometimes. And compared to some of the some of you might know on the off-season, I do a Twitch stream and the Twitch stream goes for over an hour and a half. So the difference between that and these podcasts is they're relatively short and sharp because we know that you guys and gals are busy and we know that we need to deliver you the best value that we can as quickly as possible.

[00:05:00.040] - Aileen Day
So, Aimee, talk to me about what you do in business.

[00:05:05.110] - Aimee Hair
I do a few different things, so I guess as a whole, I'm very much focused on helping people to change their lives for the better. I see so many people that kind of just exist. They kind of just go from day to day living in pain really in this emotional pain that they don't know how to move on from. So I'm very passionate about teaching people how to find peace and happiness.

[00:05:35.440] - Aimee Hair
And it seems so simple. Peace and happiness. But so many people don't, don't live a life like that. And it's sad. And I used to be that person. I used to be the person who threw myself a pity party. I used to be the person who moped around and was sad all the time. And it took having a sick baby for me to flip my life around and to kind of say there's more. There's more to life than just existing in this,

[00:06:07.400] - Aimee Hair
This strange world of, of being stressed all the time and being unhappy, and as soon as I started to choose to see things differently, my life started to change. And now I just want to help and empower other people to live life like I do. And it's just having you know, it all comes from gratitude really it's just being grateful for every single challenge that you get thrown, because every challenge is an opportunity.

[00:06:35.000] - Aileen Day
Yeah, absolutely. And when you do, that is certainly a skill that many of us haven't quite learned to master yet. Some might say that it's, you know, finding the silver lining in a little bit of a shit-storm. But I have definitely been one to find the silver lining in many, many challenges. However, I think in the last six months, I've really, really started to learn how gratitude can reframe the way that you think, feel and react to those challenges.

[00:07:11.940] - Aimee Hair
Yeah.

[00:07:13.950] - Aileen Day
So how do you use gratitude to, to help build that resilience in everything that you do?

[00:07:20.970] - Aimee Hair
It's I guess putting for me it's putting faith and putting stock in the universe and what it is providing to me, it's being grateful for everything that I've got. We can't, we can't be grateful for just the good stuff. We've got to be grateful for the bad stuff as well, because it's the bad stuff or the tricky things, those challenges. There are opportunities to grow.

[00:07:45.630] - Aimee Hair
There are opportunities to learn. And if everything was simple and rosy and happy in this la-la fairy tale, we'd never grow as human beings. We'd never learn anything. So I take every single thing that I get handed.

[00:08:01.340] - Aimee Hair

As an opportunity to, to become better and to become stronger, I'm very grateful for everything, the good and the bad, you know, being able to do it that way and change your perception of the things that you get handed.

[00:08:18.310] - Aileen Day

So you are an entrepreneur extraordinaire in my eyes, you run a multitude of different facets to business. Explain to me what some of those different businesses look like for you.

[00:08:35.110] - Aimee Hair

Yeah, so I started my first business when I was 20. I was doing some temp work in a real estate and I had a cleaner. Give me I was working in, working in property management and I had a cleaner give me an invoice for a job that I'd sent them out to. And they had been, there was two people and they'd been out of this job for two hours and they handed me an invoice for eight hundred dollars. And I looked at it, yeah, yeah,

[00:09:00.470] - Aileen Day

I'm in the wrong business.

[00:09:01.560] - Aimee Hair

I know, I know

[00:09:06.190] - Aimee Hair

You know, 4 hours worth of work with that kind of thing with two people and I was like. I earn less than that a week, how is it they're earning \$800 for, let's say, four hours work, and that was it. And I started a cleaning business and in 18 months, I was turning over two hundred and fifty thousand dollars by myself.

[00:09:31.100] - Aileen Day

Wow.

[00:09:32.410] - Aimee Hair

Yeah. Yeah. So I would go out, I had, this was pre-kids, mind-you, but I would work from like five-thirty in the morning till sometimes seven, eight o'clock at night.

[00:09:42.680] - Aimee Hair

I would work seven days straight and I just yeah, my dad. My dad had a, had a fruit and veg business so I kind of been around business my whole life. My brother has a business, my sister has a business. And my dad said something to me when I first started he said kiddo, bite off more than you can chew.

[00:10:00.380] - Aimee Hair

And chew like buggery

[00:10:03.200] - Aileen Day

Love that.

[00:10:06.380] - Aimee Hair

I burnt out as you do. But I was I sold the business and thankfully I sold it when I did because I was pregnant with my first son. So I sold the business when I was, I think, 18 weeks pregnant.

[00:10:20.602] - Aileen Day

Good timing

[00:10:21.700] - Aimee Hair

And yeah it was perfect timing because I had this money then to kind of enjoy pregnancy and to enjoy my first 12 months with my son at home. But it didn't take me long to realize that I was bored and that I loved working. So I started my next business and it went really well initially. But there was something going on with me that wasn't going well and it turned out that it was my relationship. And so, yeah, so

I, I, I describe to people that it was like a metaphorical brick wall and I just kept hitting my head against this brick wall, like why can't I break-through.

[00:11:05.120] - Aimee Hair

I didn't know at the time it was my relationship. So I tried and tried and tried and tried and got nowhere. And it wasn't until, until after I had my second son. So when my second son was around one. I realized that it was the relationship that was holding me back, it was so toxic, it was incredibly volatile, it was so negative, and him and I were surrounded with so many negative influences and it was just it was killing my soul.

[00:11:37.410] - Aimee Hair

And when I left him, it was like the door opened and I was like, oh, OK, we can go back into I started another cleaning business with a friend and it kind of did all right for a while. But it just wasn't I didn't understand what the purpose was. I didn't understand what value or passion or anything like that was in business. My, my goal was very much to make a lot of money.

[00:12:02.610] - Aileen Day

Yeah.

[00:12:03.090] - Aimee Hair

And I did that.

[00:12:05.280] - Aileen Day

Yeah.

[00:12:06.570] - Aimee Hair

But I was so unfulfilled. I was so miserable really. And then I, I knew I wanted to be on stage, I knew I wanted to speak, I knew I wanted to share my story of having a sick child and use that to help other people in their lives. Because so many people use such an inspiration. You hold it all together so well. And I was like, well, can I can teach people about that?

[00:12:34.470] - Aimee Hair

But I just didn't know. I didn't know how to do that. I didn't know how to market, me. I didn't know how to market this thing that I was doing because I really didn't understand. I could go and sell someone my cleaning services or I could go and sell someone my business services. But I was now having to sell myself. And I had such a poor personal story or a poor view of myself. It was an inherited story.

[00:13:05.640] - Aimee Hair

And that's a whole different thing that we can talk about another time.

[00:13:12.600] - Aileen Day

Podcast 2.0,

[00:13:12.800] - Aimee Hair

Yeah it was, it was myself talk was terrible.

[00:13:15.870] - Aimee Hair

So here I was trying to tell people, hey, hire me to speak at your event. But hey I don't actually think that highly of myself. So it was just I was self-sabotaging myself without realizing I was. And it wasn't until I invested in myself and my own personal development that it started to click, why I was coaching. I was, I was kind of, in kind of, you know, doing drips and drabs of stuff. I wouldn't say that I was really out there killing it.

[00:13:51.390] - Aimee Hair

But once I, once I did the work within myself, I was like, oh, lightbulb, I know how to run amazing events. What I can do to sell myself as a speaker is I can run amazing events and I can hire people who have a platform already, who have profiles already. I will hire them to speak on my stage. People

will come to see them, but I'm just going to slot myself in there with them.

[00:14:21.330] - Aimee Hair
This is me, so I can leverage, right?

[00:14:24.840] - Aileen Day
Brilliant.

[00:14:25.500] - Aimee Hair
Yeah. And I thought that was an amazing idea. I on the 14th of March this year, I launched an Australian-wide tour for my Choose-You conference and four days later my business was closed. Thanks, Covid.

[00:14:42.560] - Aileen Day
It's just the gift that keeps on giving.

[00:14:47.770] - Aimee Hair
I built this and I call it the monster now because I built this monster of a business. I had a team. I had an office.

[00:14:56.440] - Aimee Hair
I had we were bringing in money and then literally overnight BAM. Cov... like the government shut down things with Covid, I lost thirty thousand dollars overnight and my business closed and I was like. Hey, I'm having a mini-breakdown right now. Fuck!

[00:15:19.240] - Aileen Day
Yeah, indeed

[00:15:21.490] - Aimee Hair
With one of the words

[00:15:22.750] - Aileen Day
Just one.

[00:15:27.580] - Aimee Hair
But it was you know, I look now and I'm like, that was the best thing that happened because I after my little meltdown. A few things were highlighted to me, the first thing was people who say they've got your back.

[00:15:46.080] - Aimee Hair
Don't actually have it. Don't let people say they have your back, they need to prove that they have your back because now I'm from Townsville. It's quite, it's quite a, let's say, smallish town in terms of the metro areas. It's very much a small town and. I would say that tall poppy syndrome is prevalent in Townsville. So the Townsville business community laughed at me and they were like, oh, she failed, oh guys.

[00:16:16.370] - Aimee Hair
Did you see Aimee Hair went broke? And there was rumors floating around and I went that says more about you than it does about me. So that's your stuff that you've got to deal with.

[00:16:25.940] - Aileen Day
How disappointing.

[00:16:29.560] - Aimee Hair
Yes and no disappointing for them. It says more about them than it does about me. It was that light bulb. It was well, you guys don't really have my back. I thought you did, but you don't. The people who had my back were my K2 family, my, my family that, you know, that are in my in that business group

that I'm that I'm a part of they had my back. And they were the ones that said to me, yeah, people like you, you guys had my back like, what support do you need.

[00:17:00.100] - Aimee Hair

What can we do to help you? You guys not only talk the talk, but you walk the walk. And the people that I thought before had my back, we're only talking the talk and it was all B.S.

[00:17:12.640] - Aileen Day

Actions speak louder than words.

[00:17:14.750] - Aimee Hair

Absolutely, one hundred percent. My husband and I said it all the time with regards to our relationship. Actions speak louder than words. You can tell someone you love them, but they should never need to say the words should always be displayed, should always feel it.

[00:17:29.890] - Aimee Hair

That's another Podcast 2

[00:17:33.970] - Aileen Day

That's going to be the adults-only version just saying, that's a kids to bed.

[00:17:43.990] - Aimee Hair

Yeah. Like covid was a blessing because it highlighted that to me. But the other thing that it showed me was I was shoveling shit uphill and I was ignoring my intuition. I was ignoring my gut instinct the entire time. And as soon as I opened up to the universe, as soon as I opened up to. What, what have you got for me, universe? It started to happen and I was awakened to the power of energetic healing and part of my pivot.

[00:18:22.340] - Aimee Hair

And I know that, that's been a buzz word and it kinda does my head in a little bit. We talk about this pivot thing, but my, my resurrection. I suppose my phoenix rising from the ashes was, well, I can go back to coaching. And I started to because I was open to it, because I was open to the universe and what I had to deliver for me, Reiki came along my path and I was like, I can do Reiki.

[00:18:49.250] - Aimee Hair

I'm now a Reiki Master. I was like massage, like energetic healing, massage, chakra massage came up for me. I did a chakra massage course. I'm now doing a Kahuna massage course. I'm now doing all these different modalities. I've signed up to, got into uni.

[00:19:09.590] - Aimee Hair

I'm studying a psychology degree with all this stuff.

[00:19:12.650] - Aileen Day

Just in your spare time.

[00:19:14.720] - Aimee Hair

You know, but with other stuff happening. Turned out that I have this psychic medium ability. So people that I was working with, stuff would come through and I'm like, are you going through this? And then they're like, oh my God, how did you know? And I was like, you know, I don't actually know how I know, I just know. And so I started to investigate that further.

[00:19:37.850] - Aimee Hair

And I met with a mentor who's now approaching me in that realm. And we sat down for our first coaching session and he was like, Aimee, people don't get this. Like, you get it. He's like you, you've got it. Because I work with people for months and they don't get it as quick as you've got it.

[00:19:57.380] - Aimee Hair

And I was like, oh.

[00:19:59.900] - Aileen Day
Fancy that.

[00:20:01.610] - Aimee Hair
Yeah. So I kind of did this, 360 not even a 180, I kind of doubled over on myself and. Came full circle and it. As soon as I opened up to the possibility of what if and show me what I'm supposed to be doing, I got thrown onto the path of exactly where I suppose, where I sup..., where I have supposed to have been the whole time.

[00:20:29.720] - Aimee Hair
And it's been amazing. I have not had to. Really often I've not had to work, people are booking appointments with me, I'm booked three months in advance. I'm, I'm, people are rebooking and every time someone comes and has either a coaching session with me or a healing session or a massage or a reading. They walk out and I just feel, I feel energized, I feel healed. It makes me feel so good to have someone who walks in and I've not had one person yet who hasn't cried or who hasn't fallen asleep in a massage.

[00:21:16.710] - Aileen Day
Oh, that would be me.

[00:21:19.260] - Aimee Hair
But it has been beautiful and effortless, and it is just amazing how when you are on purpose, things just happen. And it's, it's very much that. Cohen Ray says income is a natural consequence of doing something that you love.

[00:21:37.033] - Aileen Day
Preach, preach

[00:21:38.170] - Aimee Hair
I, yeah, the money doesn't even and it's so true the money doesn't matter. It's not, it's about what value I can provide to someone, it's not about how much money can I make. It's how much money, how much value sorry I can provide to someone.

[00:21:54.930] - Aileen Day
Yeah, I love that.

[00:21:56.610] - Aileen Day
And I think a lot of what we do in business comes down to that value that you can provide. Is the winning key to longevity in business as well, because thankfully consumers are so much smarter than they ever used to be. Not that they weren't smart before, but they have so much more knowledge at the fingertips that they're becoming really, really astute when it comes to seeing through poor sales tactics and dealing with people who really aren't there for their own, you know, to deliver them the value that they're looking for or for selfish purposes.

[00:22:43.230] - Aileen Day
And I think, you know, like what you said about looking at a challenge with gratitude, what an amazing example of a challenge being met with utter gratitude. And to watch how you've turned your business around in a completely different way has been absolutely spellbinding. And for those listening. I had a session with Aimee where she did a reading on me and literally. I walked away, speechless, which for me is pretty rare. Not a thing that happens often.

[00:23:32.120] - Aileen Day
I was pretty impressed. And, you know, I always go into those things with the level of healthy skepticism. I'm open to them most certainly. But until I see those things for myself, I don't tend to just be a blind believer of, of those types of skills. And after our session not long ago, I was blown away. I

was absolutely a five hundred percent believer, I was very impressed. And as your mentor said, considering how quickly you have tuned in to those skills so quickly is, is a phenomenal trait or asset for you as well, because obviously that means that your customers feel that they're getting that additional value from you, which I love.

[00:24:26.510] - Aimee Hair
Yes.

[00:24:26.830] - Aileen Day
So, if we were to kind of pack this up and give, give the wonderful people listening on some real tactical, meaty tips on how they could create and deliver a value-driven brand for themselves in their own businesses, what would be the few things that you would recommend they would implement or could give a crack?

[00:24:57.880] - Aimee Hair
So for me, it's never about the money, it's all always about the value that you can provide to people. So, you know, it's very much about choosing your words very wisely and not going in thinking I'm going to make a lot of money it's.

[00:25:15.730] - Aimee Hair
I'm going to provide a lot of value. And like I said, Kerwin Rae, income is a natural consequence of doing something that you love and providing people with value. So it's always you've got to come from that genuine place, like you said, the consumers of we've wisened up to the marketing tricks and the sales tricks. And we're not going to be sold anymore. We want value. So you always need to come from a, from a value perspective and on that value that you can provide, making sure that the things that you're aligning yourself with are in line with your values.

[00:25:50.260] - Aimee Hair
What are the things that you are passionate about? What are the things that are important to you? Because unless you're in line with your values, you are not going to love it. You're going to hate it and it will be a job. And it should never be a job. It should always be a passion.

[00:26:03.550] - Aileen Day
Yeah, absolutely.

[00:26:06.370] - Aimee Hair
I always say never sell yourself out for the upfront dollar. It will cost you in the long run, and...

[00:26:12.500] - Aileen Day
That's so true.

[00:26:15.570] - Aimee Hair
So aligning with your values because people see, maybe what they perceive as an opportunity and you know, they're ahhh but I can make all this money and blah, blah, blah.

[00:26:25.330] - Aimee Hair
But OK, let's take a step back, let's not get greedy here, let's think about the value. Does it align with our personal values? Does it align with the values of our consumers of our, of our clients, about the people that we're here to serve? And if it doesn't then don't get all starry-eyed and think, oh, my God, I'm going to make a million dollars in the next month, because chances are, if it's not aligning with your purpose, with your mission, with your values, with the values of your consumers, then it is going to cost you and then some in the long run, it is just not worth it.

[00:26:59.870] - Aileen Day
Yeah.

[00:27:01.120] - Aimee Hair

And then the biggest thing for me now, having been through what I've been through, is always, always trust your instincts. Trust your intuition, don't ignore it, don't turn it off, don't if you get that little inkling, that is enough. That is enough for you to say maybe I need to take another look at this, because I've been there where it's cost me my business, cost my husband and I, two hundred thousand dollars. And I walked away with not much.

[00:27:34.530] - Aimee Hair

And it was because I kept ignoring my intuition, I kept: I can do this, I can do this, watch me, I can do this. I was stubborn and I very much learned my lesson the hard way. But again, it's that challenge, that opportunity and the challenge the opportunity now is I'm so tuned into my intuition. I'm so aware of what I'm investing not only my time, but my money into. I'm not so much cautious as such, but I'm prepared.

[00:28:10.840] - Aimee Hair

I'm strategic. I'm, I think things over properly, I go to my husband and say, hey, what do you think about this? I ask for input. I don't try and do it all on my own anymore.

[00:28:26.260] - Aileen Day

Having a great sounding board is, is an absolute commodity.

[00:28:32.980] - Aimee Hair

Yeah. Yeah. You just have to trust your gut.

[00:28:36.520] - Aileen Day

Yeah.

[00:28:36.910] - Aimee Hair

Because you do end up in the shit if you don't.

[00:28:39.610] - Aileen Day

So I'm curious because I think that personally and I'm getting better, but personally I think that I also ignore my intuition far too often for those who aren't quite sure if they're ignoring it. What does it like when we say, you know, listen to your intuition? What does that mean?

[00:29:05.500] - Aimee Hair

Well have you ever said to yourself, why does this keep happening to me?

[00:29:09.780] - Aileen Day

All the time.

[00:29:14.130]

Need I say anymore.

[00:29:15.690]

But, what. OK, so, then what do I do.

[00:29:21.560]

You know, for, for. If you're in that position where you're going, why does this always happen? Why isn't this working? Why do I keep hitting brick walls? Why do I keep hitting roadblocks? It's because the universe is trying to say you shouldn't be doing this and I keep trying to give you signs and you keep ignoring them and you're just going to dig yourself a bigger, bigger, bigger, bigger, hole.

[00:29:42.350] - Aileen Day

Yeah.

[00:29:43.310] - Aimee Hair

To listen to your intuition is to stop. Just stop.

[00:29:47.720] - Aimee Hair

Pay attention, don't keep ignoring it, pay attention to those things that keep going wrong. And if you kind of just go, well, I don't know what's going wrong, then keep a log, keep a diary, write the things down. What happened for me with my business, it was well the coronavirus thing happened, I couldn't get any, any merchandise from China. Our venue cancelled. Our speaker was drink driving with a kid in the car, like all the, all these things were happening, all these things were happening.

[00:30:28.490] - Aimee Hair

It was just negative things. It was a roadblock, it was a roadblock, it was a roadblock. And I was like, oh, we'll deal with it. We've got this I've got this, bah bah bah not once, so since corona shut that down and I've done my pivot, not once has anything come up within this new business, this new way of operating. Now my purpose has never changed. I should probably mention that my purpose has always been the same.

[00:30:55.850] - Aimee Hair

It's the way I deliver the purpose that's changed

[00:30:57.840] - Aileen Day

Right

[00:30:59.360] - Aimee Hair

There has been one roadblock. None, nothing, it's been effortless, and that is how I know that I'm on purpose. That is how I know that I'm listening to my intuition and I take time now. I stop. If I, you know how they say, if it's not a hell, yes, it's a hell no. I have some situations where I'm like, it's hell yes. But then I have things that I'm like, I don't know. And I need to think about it.

[00:31:25.890] - Aimee Hair

And most of the time it's a hell no. I also have another thing. Now this is probably way out wo-wo and if you've got like, kind of straighten-arrow business people, this is, they're going to go she's loopy.

[00:31:37.380] - Aileen Day

Well, if we have straight-out business people open your mind up and give it a go.

[00:31:44.160] - Aimee Hair

Open up and talk to me. But I put. I have, I have this. My universal sign is a butterfly, I feel like I am a butterfly, I've gone from this cocoon of being what I was. And then I went through this horrendous experience that kind of broke me out and gave me my wings. When I'm supposed to do something, when I'm questioning whether I do it on what I ask the universe for my sign, I ask for butterflies.

[00:32:17.180] - Aimee Hair

Now I'll let you know, because by the time this comes out, it should be well into the mix of doing this. I've been looking at purchasing a building.

[00:32:25.230] - Aileen Day

Oh.

[00:32:26.300] - Aimee Hair

Yeah, I had a look at it to operate out of, because at the moment I'm operating out of home and it's just not conducive at all. I went and had a look at one place last week and, from the outside, it was perfect. This place was just everything, and I said, well, I'm leaving it up to the universe.

[00:32:46.320] - Aimee Hair

If I see a butterfly now, it can be a live butterfly, it can be a picture. It can be you know, a fake, whatever. There were no butterflies, but there was birds everywhere. And I was like, OK, that's really strange. Energetically, that was very strange. Like they had pillows of birds and pictures of birds and all that sort of stuff. Interesting. Then I went, I went to my husband. I was like, look, it looks perfect

from the outside, but is something like it's gotta be something because I haven't seen a butterfly.

[00:33:14.340] - Aimee Hair

Two days later, I went and had a look at another house and we will, I said to my kids, my kids came with me and I was like, all right, we got to look for a butterfly. And they're like going through looking for a butterfly somewhere. And we were just about, I was just about to walk out, and I'm like, well, I haven't seen a butterfly, so I don't have that universal sign that you know it's supposed to be.

[00:33:33.480] - Aimee Hair

And I walked out the back with my son and I turned around and I went did you see that he's going Mummy, it's butterflies, Jackson, Jackson we found a butterfly.

[00:33:47.040] - Aileen Day

Oh my God, I love it.

[00:33:49.410] - Aimee Hair

Yeah. So I rang my husband and I was like, you've got to come and have a look at this place. We've seen a butterfly and he knows my stuff.

[00:33:57.330] - Aileen Day

He's open to it.

[00:33:59.910] - Aimee Hair

And this place is very, very much set out for what I want to do. So, you know, it's being open to those sort of things and really just trusting that we've been put here for a purpose. And if we keep ignoring what that purpose is, in my opinion, our lives are not going to ever be fulfilled.

[00:34:26.700] - Aimee Hair

It's not going to be much fun. I'm so sorry. It's not going to be much fun. Hopefully they can cut that bit out.

[00:34:34.430] - Aileen Day

It's live baby. This is the human experience right here. This is business.

[00:34:46.790] - Aimee Hair

Yes, this is business.

[00:34:50.000] - Aimee Hair

But, yeah, I believe that if we're not.

[00:34:55.980] - Aileen Day

That's the Universe saying pick up, bitch!

[00:35:03.630] - Aimee Hair

I swear if they call me again, now I'm like, I believe if we keep ignoring it, that life isn't going to be much fun and we have depression.

[00:35:17.190] - Aimee Hair

And, you know, I think depression in itself is a whole other thing. But I think that so many people end up depressed because they keep ignoring the signs that get thrown to them.

[00:35:26.370] - Aileen Day

Yeah.

[00:35:28.070] - Aimee Hair

But, yeah, I, I basically just let, myself be guided, really?

[00:35:36.370] - Aileen Day

Yeah, and I think that's a really good point that you make around listening to your intuition starts with actually stopping.

[00:35:45.390] - Aimee Hair

Yes.

[00:35:45.720] - Aileen Day

And that's what a lot of us in business are very bad at doing, is stopping and reflecting and debriefing our actions and the outcomes.

[00:35:56.430] - Aileen Day

And in future podcasts, we're going to talk more about debriefing and, and whatnot. But I think that's a wonderful few points that all of us could put into play straight away as far as how do we tactically become a value-driven brand. Before I let you go, Aimee, I want to get the down-low on these retreats. What am I up for what am I looking into? How do I get involved?

[00:36:28.770] - Aimee Hair

So it's going to be lots of fun. I've got my singles retreat happening first and then my ladies retreat. It's Friday to Sunday on Magnetic Island. We have this beautiful house we rent out I do all of the cooking with some of the food we get in, but I do all the preparing and everything. Basically, people come and it's just an opportunity to find out how do you listen to your intuition? It's that opportunity to open up the doors to discovering who you are and maybe why things aren't going so great in your life, how you stop ignoring the universe, how you stop ignoring your intuition.

[00:37:10.440] - Aimee Hair

We go over breathing techniques. I touch on a little bit of, a little bit of experience with some Tantra stuff. So we talk about Tantra training. Yeah, we go into that. But, but it's very much they're called recreate your life. So it's so many people, we, we get so stuck and it's giving people that opportunity to turn their lives around and to have someone, with myself facilitating it that I actually care, I actually care what, what people experience when they're with me.

[00:37:47.100] - Aimee Hair

It's not about the bottom dollar, for me, it's about the value it's about I want to actually help people change their lives.

[00:37:55.240] - Aileen Day

Yeah.

[00:37:56.640] - Aimee Hair

So, yeah, it's, it's very much if you come along to the retreat, you'll learn some things about yourself, you'll learn some things about other people in and appreciating people for the individualities and not just we get so caught in this. You're wrong and I'm right. And it's not that I might be wrong, it's that it's different.

[00:38:16.730] - Aileen Day

It's different.

[00:38:17.640] - Aimee Hair

And it's being able to accept people for their differences and their individual traits.

[00:38:23.940] - Aileen Day

I love that

[00:38:26.460] - Aimee Hair

And relaxation and pampering.

[00:38:28.200] - Aileen Day
Yeah, that too, I love that even more.

[00:38:32.010] - Aileen Day
So if you are interested in getting in touch with Aimee, you can most certainly do that via her website, which is:

[00:38:41.670] - Aimee Hair
aimeehair.com.au

[00:38:43.830] - Aileen Day
And that is aimeehair.com.au. Aimee, you are as always an absolute treasure and a delight. Thank you for popping my podcasting cherry again

[00:39:02.190] - Aimee Hair
My pleasure.

[00:39:03.510] - Aileen Day
My very first guest when I started podcasting on Twitch and, again my very first guest for The Value Driven Brand, it is my privilege to have the opportunity to speak to you on behalf of the listeners and when this goes live. Thank you. I value you,

[00:39:25.590] - Aimee Hair
I value you, thank you so much for having me. I love, love that I get to be your first guest.

[00:39:31.740] - Aileen Day
Thank you. And till then, we'll see you next time. Thanks for listening to The Value Driven Brand podcast with your host Aileen Day is your business struggling to become known as the sought-after leader in your industry? Access our Value Driven Brand quiz and special three-part podcast series to identify the gaps and what you need to focus on first, go to www.valuedrivenbrand.com/podcast-series. That's valuedrivenbrand.com/podcast-series

[00:40:12.180] - Aileen Day
Tune in next time where we discuss more ideas on how you can deliver your own value-driven brand.