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## **Aromatic Wisdom Podcast Episode #020** **Let's Hit This Uncommon Goal Together**

This is the Aromatic Wisdom Podcast, Episode 20. In today's show, I'm going to be chatting again with my friends Kristina Bauer and Angela Ehmke. They are executive producers of the upcoming documentary on aromatherapy and are going to tell you how you can become a part of aromatherapy history.

*You're listening to the Aromatic Wisdom Podcast with your host, Liz Fulcher.*

*If you're interested in learning about Essential Oils, hearing interviews with industry experts, and discovering ways to grow your own Aromatherapy business, this is the podcast for you.*

*For more information and show notes, visit the website at [www.AromaticWisdomInstitute.com](http://www.AromaticWisdomInstitute.com). Now sit back. Relax. Take a deep breath and enjoy as Liz shares a dose of Aromatic Wisdom.*

Hi, Everyone and Happy New Year! Is it too late to say Happy New Year? Hmm. Well, I'm saying it, even though it's the end of January and this is my first podcast of 2016. So, I'm saying it: Happy New Year!

My name is Liz Fulcher. I am your host for the Aromatic Wisdom podcast and thank you so much for being here with me today. It is so nice when I get emails from people saying how much they enjoy the podcast and that's great because I know that people are really listening and I'm not just sitting here chatting with my cats.

Today's podcast episode is going to be great and a little different. It is going to be longer than I usually do. Generally my podcasts are about a half hour; this one is going to be about an hour and it's going to be totally worth it. If you go back and listen to episode 17 of this podcast ([www.AromaticWisdomInstitute.com/017](http://www.AromaticWisdomInstitute.com/017)) you'll hear an interview I gave with these two extraordinary women, Kristina Bauer and Angela Ehmke. They are the executive producers of an aromatherapy documentary called *Uncommon Scents*. In that interview we talked for a long time about what will happen in the movie, what will the



impact be on our industry, what we can expect from the movie—a great foundational interview.

I chatted with them a couple of days ago and asked them again for an update on the project. The big news is that they now have a crowd-funding campaign in place to start raising money so that the project can happen. This is huge! An endeavor of this magnitude takes money. They are making a movie for heaven's sakes. It's really their vision that this be a community event. They are looking to you guys for assistance, for support to help promote it, to help fund it; this belongs to the aromatherapy community—this isn't their film, this is a film for the aromatherapy community. Anyway. I'm going to certainly get off my soapbox because I am so easily excited by this project!

I'm going to let you listen to the interview where Angie and Kristina articulate beautifully what the project is about and, specifically, what's happening with the crowd-funding campaign. The really cool thing is that you get amazing perks, gifts if you will, when you contribute toward the film. One of those perks is a bundle by Aromatic Wisdom Institute (that's *moi!*). I have several E-books that I've written and I have an E-book called *How To Clear Negative Energy With Essential Oils; How To Design Your Aromatherapy Vision Board*, so that you can obtain your aromatherapy goals in life; and then I have another one that's a green-cleaning course that includes an E-book, a webinar, and slides from the webinar. I put these three books together in a bundle, and when you contribute a \$100 toward the film you'll get the bundle. This is my gift to the project. I'm not receiving any money for it. That's just one example of the type of perks you can expect when you go to the crowd-funding page. You can see all of the goodies on there and what you could get when you contribute.

The other thing that I'd really like to stress is that this project, this film needs \$60,000 minimum to get off the ground. That's why I say let's hit this uncommon goal together. Without the minimum \$60,000 this project is not going to happen. There are no perks; there is no film.

Go ahead and listen to the interview now with these ladies and hopefully this will really inspire you to take some action and contribute a dollar or two dollars or five or a thousand! Whatever you feel motivated to do. Every little bit helps. If you'd like to pop over straight away to the crowd-funding page where you can contribute the url is: [www.bitly.com/uncommonscentismovie](http://www.bitly.com/uncommonscentismovie).



I have said enough, so I'm going to hush now and let you enjoy listening to Angie and Kristina talk about the film, the crowd-funding campaign, and all the exciting perks that are just waiting for you to scoop up. FYI, the recording was done on my phone and it's a little bit "bumpy" in the beginning. Just hang in there because it does get better. You just may need to turn up the volume on your device to hear it, go right ahead. I know you'll enjoy this, and I'll see you on the other side.

**Liz:** Here we are. I am so blessed to be on again with Angela Ehmke and Kristina Bauer. These two brilliant minds are behind the upcoming film *Uncommon Scents*, the documentary aromatherapy movie. A lot has happened so you and I sat down together back at the AIA in September, hasn't it?

**Both:** Yes!

**Liz:** Back then it was just an idea. Why don't you catch us up on what's happened since then in a little overview.

**Kristina:** I think that the most important thing to say is that we were really fortunate to have been so well received at AIA and it put in motion a lot of encouragement and enthusiasm from the community. I had scheduled a couple of classes to attend in the later Fall where some of the folks who were introduced to the film at AIA got very excited about being able to raise more awareness for the film. They spearheaded some options and some other fundraising things to be able to accelerate our process to get us ready to produce what would eventually be our video and launch the platform for crowd-funding. And so, out of nowhere, what was supposed to be workshops and course work became quite the exercise in crowd funding and a grassroots launch for the film itself.

In Atlanta, Mark Webb helped us to work at the ( ) Center including a woman by the name of Roz Ellenger (sp?) and her son Michael who allowed us, on top of Mark's class, to conduct a Q&A panel where some of the students and some of the community members could ask questions of individuals like Gabriel Mojay, Marge Clark and Sylla Shepherd-Hanger and Mark Webb himself. We had our film crew there to be able to record their responses to those questions. The idea was that we would, hopefully, be able to share some of that in the pitch video and also to raise some enthusiasm and excitement about the film. There was also money raised, in addition to the Q&A panel, through some silent auctions that Mark did with some amazing essential oils and CO2's(?) he had brought along from Australia. Gabriel Mojay did the same thing in Tampa actually. I don't know if you are familiar with his beautiful aromatherapy products that he marries with some



stunning photographs he has taken. He had those framed with sonnets with some of the images he had taken, that he auctioned. There was a bunch of stuff from The Atlantic Institute, ( ) from Upward Spiral. The bottom line is that they raised quite a bit of money to help push us forward toward launch, which of course happened earlier this week.

So now, we have a beautiful pitch video that incorporates a few of the voices that we interviewed there along with Robert Tisserand and Michele Lead?, whom we visited in California. A pitch video is an introduction of us and a high level introduction of what we hope the film can begin to speak to. The challenge, honestly, for us is about how much we want to say about this film and what we think it can do. We probably could have made a two-hour movie about why we want to make the movie. We did our best to reveal some tidbits that we thought people would be interested in hearing more about and that is now available for everyone to see in conjunction with the campaign on *indiegogo*.

**Liz:** Nyssa Hanger, Sylla Shepherd's daughter, did a really good blog post about that experience. It was just posted a couple of days ago on January 19<sup>th</sup>, on The Atlantic Institute of Aromatherapy website.

**Kristina:** Yes, we actually read through it today. We were talking back and forth about when they were planning on sharing it and we saw it go live this morning, it's available on our FaceBook page through The Atlantic Institute's blog. We are really touched by the piece that she produced and, I don't want to put words in Angie's mouth, but I think I can speak for the both of us at the level of how deeply personal she communicated why she's enthusiastic about this film and what this all can do. She included the **#wereallinthistogether**. That's really important to us and that blog post was a reminder to everybody that reads it that we are aromatherapists together.

**Liz:** I learned a lot by reading it. It is extremely well done. I'm going to put lots and lots of links in this particular episode because there are tons of things to be share and for the listener's to learn from. One is from this Atlantic Institute blog post. I was thrilled to pieces when I saw that. Everyone is so behind you; the support is just coming out of the woodwork—people are just really on board with this project.

Kristina, I want to take you back again to the pitch video. Where can people see that?

**Kristina:** That is available to be seen on our *indiegogo* crowd funding campaign page. The easiest way to find it, and I'll give you the link so that it can go up with the podcast: [bit.ly.com/uncommonscentismovie](http://bit.ly.com/uncommonscentismovie).



**Liz:** All right. You've got such a great foundation going. Now you've got the crowd funding going. When the three of us started this dialogue, I had to Google "crowd funding" because I really wasn't sure what it was. Can you say, in a nutshell, what is crowd funding? What is a crowd funding campaign?

**Kristina:** \$60,000 is our base goal that we need to reach, and we must reach \$60,000 to get any of the money. In addition to people giving money to us, they are getting perks in exchange. Now some people are being super generous and giving us money without claiming the perk(s), and that's awesome too, but we do want people to claim perks because we feel, in talking to a lot of people, including you Liz—thank you for your generous contribution of your Ebook bundle from the Aromatic Wisdom Institute. They are hot right now and a lot of people are picking those up, so it's great to have those—for someone to give us those perks valued at or better than the money that they are contributing is worth it. Your bundle with everything that we put with it is worth more than \$100. When people give us \$100, they are going to get something worth more. That's how our perks work right now.

Really, it's about the community. We want the community to support this. This is a film for our community. It's a film for people who are not aromatherapists, but for people who like aromatherapy and like essential oils. We just want the crowd to rally behind this. Production companies are not searching for a movie on aromatherapy. They don't know that the community needs it. Speaking of crowd help, to support this industry, we really only need 2,500 people to contribute what is equal to a half bottle of Lavender essential oil.

**Liz:** Wow. Twenty five hundred people? And there are thousands and thousands of people in the aromatherapy world, not to mention the herbalists, and people who are not aromatherapists who would be very interested in this movie as well; people in the plant world interested in plants and plant medicines.

So you've started this crowd-funding project where you are trying to, basically, reach as many people with small increments of money to reach your goal of \$60,000; that's your minimum. I love on the indiegogo page that you have a graph on there of where this money is going to go: business and legal fees, pre-production and crowd funding costs, and so forth. You have these graduated cylinders with essential oils in them to measure the percentages. I think this is a brilliant graphic. Whoever came up with it is so clever. It's really great.



Okay. So people can contribute money in lots and lots of ways. They can just send money if they want to or they can send money and get a perk. How many perks do you have and how often will they be..renewed? Is that the right word? I know you will be continually adding to them, is that correct?

**Angie:** That is correct. I loved that you asked us this because we are, at the time we are recording this, experiencing some challenges with the platform that we are navigating through with indiegogo. We do have more perks in the background and more perks coming in. We try where we can to coordinate featuring the perk with conversations we're having right now, thinking about participants because some of them are directly related. We have a couple of secrets up our sleeves that are coming down the pike in coming weeks that we hope will keep the campaign invigorating and keep people engaged. They will continue to change as individual perks sell out. The idea is that we will move a new perk into that same slot so that we always have various things at different levels that are available for folks. We have been really fortunate. People have been very generous by contributing directly to the campaign, but we also hope that people are sharing the information about the perks that are there because most everything that is offered is offered well below what it would normally cost to access it. As much as we're grateful to have people who are just giving us the money directly, at the same time, we are really eager for folks who support the film be able to connect with the perk that is a great deal and also gives something back to them for their contribution to us.

**Liz:** Absolutely. Ladies, if someone is on the indiegogo site and looking at all of the different perks and they have a question about one of the perks, how would they get that question answered?

**Kristina:** They can message to me, I am identified as the campaigner—this is Kristina. They can message me through indiegogo and place a comment, although it may be easier, if someone is asking about an individual perk and they don't want to let anyone know they are thinking of grabbing it, especially if there is only one of it; I would encourage that person to email the film, which is [uncommonsentsmovie.com](http://uncommonsentsmovie.com). There is always our FaceBook page. We're happy to respond to all of those messages there as well.

**Liz:** I'll put all those links in the show notes as well for this episode.

I wanted to say something about what I see about the perks. Are they listed from the most affordable, like the \$5 essential oil up to the most generous—is that correct?



**Kristina:** Occasionally we may feature a perk because we were having a conversation at a higher level that's somehow connected to it. So the featured perk will be up top, then below that the list will start at the \$5 "shout out" contribution and goes all the way to whatever the highest current perk listing is. We encourage people who want perks to find the perk they want and click directly on it to grab it. Or, they can scroll all the way to the bottom (which is a waste), and can select the perk from there as well. It's important that people that if they click the pink button "contribute now" up top, it doesn't give them the chance to connect with the perk. At that point they are making a straight donation to the campaign, which is of course wonderful, but we don't want that to be an accident. If someone wants a perk we certainly want them to get it.

**Liz:** I'm so glad you explained that because I did not understand that until hearing this.

**Kristina:** It's important!

**Liz:** I'm glad you shared about the featured perks, because I wasn't sure I understood what that meant. And the featured perk will change.

**Kristina:** Yes.

**Liz:** And you've got 29 more days and the goal is to raise \$60,000 or more and you guys have 10% already as of today. This recording is being done on Thursday, January 21<sup>st</sup> and as of today you have \$6,237 raised by 71 people. There are thousands of people out there. We're going to get this word out—this is awesome.

I've got to ask you about some of these perks!

For just \$300 you can have a web hang-out from home. What I'm reading from the website, "You know some of the best conversations happen when you are in your pajama pants." I'm sure that it was Kristina who wrote that, am I right? "Join executive producers, Kristina and Angie, one to two industry experts and the four other perk winners for a one hour internet session." You're offering five people this opportunity, is that correct? And, one of the five has been claimed. Say a little bit more about what happens during the "hang-out". Let's say I want to this. I've paid my \$300 and there are five of us on a Google or Skype, or whatever the platform is, with a couple of industry experts. What sort of a conversation do you see happening in that hang out?



?: Honestly, I think it will be driven by the people who select that perk. What we're committed to doing is being available and presenting with at least one or two industry experts. If we're lucky enough to be able to make the timing work, when it can happen while we're at a conference; more than that, maybe four of us sitting in one place and allow folks to have a more intimate Q&A, ask direct questions and have a real dialogue that allows for a little more personal conversation and a little more of a duck dive as far as communicating.

Liz: I would assume they could have questions answered about even their own businesses or how they best can do things.

?: I would have to agree, yes. The expectation is that the conversation belongs to the people on the hang out. If they are challenged by something in their business or they are trying to communicate something that they are having trouble getting their heads around; they are looking for other perspectives on the same thing? I always think about people who are bloggers and who are doing stuff for the broader community—this would basically be a great opportunity to interview several people, and say here's what I learned. It could be tremendous.

?: One of the things, too, once we find out who those five people are, we'll email them and ask them what they would like answered, who they would like to talk to. **Once we know their questions**, it will help inform us as to whom to have on the call.

Liz: That's smart. That sounds great—really tailor it to the persons who bought this perk. If the five of them say they want to talk business, preserving our plants, or just pick their brains, tailoring is such a good idea.

We don't know yet who the industry experts are, do we? That's a surprise?

?: We don't know who they are. It may be that we have to do more than one. There is a chance there will be people from around the world. There may have to be two just to make sure no one has to take their call at 2 o'clock in the morning. So, depending on who grabs it and where they are in the world, and to some extent, what their interest is, we will see to it that we bring the most compelling and relevant industry experts we have access to that hang out.



**Liz:** I have no doubt. The [list of] people that you already have on board for the film is very impressive. You've got some of the most highly regarded individuals in this industry, and I'm sure you'll be able to pull from that pool for the Q&A.

**Angie:** What's special about that group of people too, is that we reached out to all of these people months ago and not only did they say yes, they were excited. These experts, these authors, these educators are excited that somebody is doing this for the community. Again, we are all in this together, and they want their voices to be heard in a different way than just their books or educational classes. Kristina mentioned earlier that the three-minute video you see barely scratches the surface of what this movie is going to bring to our community.

**Liz:** There is such a variety of people from all walks of this industry and I am very excited to hear what they have to say. Going back to the perks! I love me some perks. It's like Christmas. I have this catalog of things that not only can I buy and get some goodies, but it's, "Oh yeah, I'm also contributing to this incredible film!" I see you've got some nice bottles of essential oil.

Well, no. That's the name of the perk.

**Liz:** Ah! So the \$5 Sweet Orange Perk is the essential oil is a special shout-out on the FaceBook page. The \$15 Peppermint Perk is early bird access to watch the completed film on-line from home. Gosh, I read this three times and I thought you got a bottle of oil as well. The Eucalyptus Perk: Aromahead Institute's on-line class "How to protect your family from colds and flu by using essential oils." That is a beautiful perk!

?: It's a crazy good deal for \$35.

**Liz:** \$50 is the Rosemary Perk and you get a digital download of the movie to keep, five digital stills from the production, plus a PDF of the movie poster—plus you get the Eucalyptus Perk—very nice.

The other thing is that some of these quantities are limited. They are all limited, but some there are a lot of them; for example I donated some Ebooks, I donated 50 because I wanted to make sure there were enough out there for everybody to purchase them. Eight are gone already. If you are listening at home and you are interested in any of these perks, get them quickly because they are going to disappear fast! I see that there are a lot of them that are gone already.



?: There were a few that we only had one of that were quite exclusive. There are a few more of those. We really love having a bit of a variety available. Some things are a bit higher priced and in limited quantities. Other things are *ohmygosh, this is a crazy steal*, and you are never going to see this again. We can't believe the things that are there right now that we feel that way about. We're excited, kind of gobsmacky, and are wondering if people are scrolling far enough to see some of the amazing things that are on there. It's not just about contributing to the film, which of course is lovely, but some of things that people can get are unbelievable in terms of what they [the items] are available for. It's really beautiful what folks have done in terms of making things available to us and paying it forward to the community that's going to contribute to the film.

**Liz:** There are some terrific on-line courses that people have made available that are so much less than what it would have cost if you went to the website and bought it. We chatted once, the three of us, and somebody said, I think it may have been you Angie, that it feels like an aromatherapy "black Friday" sale where you can have wonderful things at such a great price

**Angie:** We are just so blessed by all that has been given to us by our industry colleagues and they want us to succeed and this is their way of contributing like you did. Your 50 bundles are great because people are getting introduced to you if they didn't know you and they are buying a product that do know about but maybe they haven't had time to buy yet. Everything is just there in one place and people are introduced to different educators giving classes. But again, I don't want people to hold out for the next perk that's coming because some of these will be sold out and as soon as we can we will upload some of the new perks and will have great things to offer people.

**Liz:** Okay, going back to the perks—back to the specifics. Contributing Producer-\$500: become a part of Uncommon Scents permanent record, your name will appear in the credits as a contributing producer and on our IMDB movie page, plus a personal slate shout out from us on the set. Explain that, what is a "personal slate shout out"? In the movies, if you see on a set the box that the top bar is lifted and dropped down (Take 1!), we will write somebody's name on the Uncommon Scents movie slate and we will be on set, and we will take a picture or a video of it and shout out that person's name and say thank you to so-and-so for being a contributing producer, here we are on set—maybe in Australia if we are lucky enough—we will post the shout out on our FaceBook page, and that's exactly what that means.



**Liz:** That sounds fabulous! What fun. People who really want to be a part of history will be permanently imbedded in this historical project. And then Production Assistant, you get to be right on the set?

?: Travel is not included but they can be on the set.

**Liz:** You'll share your donuts. That's hilarious. Say a little bit more about being a production assistant. I've got my eye on this one.

**Angie:** We've interviewed Robert Tisserand and Shelly in California. We interviewed the folks on the panel that Kristina talked about earlier. It's just Kristina and I and our two-person crew. Just the four of us. There are so many other things that need to happen and we're stretched thin and so to have somebody else another set of hands will be helpful. They get to meet whomever we are interviewing, they get to hear the information first-hand, before the movie comes out. They get to know what that interview was all about, and they get to help us, whether it's holding the microphone, or getting someone the microphone on, getting them a bottle of water, running out to get us lunch, getting us coffee for Robert Tisserand. Who knows! The sky is the limit! We want the help, but it's also a really fun to be on set; we have so much fun. It's going to be an enjoyable moment for everybody participating. Your name will be in the credits of the film and it will be a legacy piece so forever and ever and ever(!) Bean will be able to see your name.

**Liz:** My little Bean! For my listeners, Bean is my grandson. Finally, I want to ask about aromatic retreat.

**Kristina:** The retreats are intended to be crazy, ridiculous pampering sessions and they are set to happen both east and west: east is with Angie at her place and west is with me at mine. Obviously we will both be in both places. The idea is that is to create the kind of weekend that leaves peoples' jaws on the floor in terms of the experience. Here where I am in Idaho (I can say more about mine than I can about Angie's), I would like to imagine—I have an herb nursery here on my property, I have an enormous classroom—so there will certainly be some classes and some blending and discovery. I think if we're lucky we'll be able to distill while people are here. I have some connections with Yoga instructors, Pilates' instructors, and meditation coordinator/facilitator. The idea is to create an experiential weekend where folks are immersed in a community where everybody is staying with me and with us, eating in my kitchen with foods sourced from my garden and from my farm, and basically living a bio-dynamic farm weekend with aromatherapy and



herbs and cooking and self-care and support. Our plan is to spoil the heck out of everybody that comes and invite as many other people as we can.

We talked about the hang out. We are certainly at the ..... of the generosity which has been huge from the people who have been supporting the film. My hope is that maybe we could convince one or two of them to join us also, so that it could be a celebratory weekend where everybody gets to spend the time together. I imagine will screen, if not the finished film, certainly the footage that we have to date, so it would include a sneak peek. The plan is, when we know more about who is coming and what they are most interested in doing, we will tailor the weekend to make sure that those people feel like they have been totally spoiled rotten. It will make those goody bags at the Oscars look like nothing.

**Liz:** Gosh, it is so tempting! Honestly, it is a \$2,000 perk, but it is medicinal, restorative; I would say if anyone is considering any kind of a healing vacation that would be the best way to do it.

**Kristina:** We are talking about room and board completely covered. Once you get here we will take complete care of you.

**Liz:** Very nice. That's a beautifully generous perk. Ohmygosh! How to choose?

So, you talk about referral rewards. What is a referral reward? Tell us more about that?

?: They are a way that indiegogo and we can see to it that folks who are actively communicating about and actively sharing the campaign can be recognized for helping the campaign to move forward and to raise the funds that we need. Effectively we were, candidly, a little surprised that this is something that is automatically offered when you are signed into an indiegogo-shared campaign. It is always linked back to you. We've had a little bit of a challenge because we didn't realize, and the last thing we wanted to do was upend any group rules, but there have been a few people who have communicated to us that it works similarly to an affiliate link. We don't pay people for those referrals. But referral rewards is a way to say, when this campaign has a successful close, we are going to something both for the person who brings in the most money to the campaign through themselves and other contributors and the person who brings the most people, the largest number of people who end up contributing. It's a standard thing that indiegogo makes possible for people to do so you have a way of encouraging folks to share the campaign. The challenge for us has been that, interestingly, as aromatherapists, is that it is commoditized and commercialized in some ways. There are many more ways that people



can profit as affiliates, and there are a lot of rules in a lot of the places that people talk about aromatherapy that prevent those kinds of links from being present. So, we have been very careful now to share the broader link for the campaign is not a referral link. If people want to speak about it in those forums they can do so without breaking any rules. The referral rewards is basically a way to celebrate the people who help us to have a successful campaign. At the point we reach \$60,000 you better believe we are doing something amazing for the people that helped to make it happen.

**Liz:** The people that worked really hard to get the word out there, to share, to talk about it and to bring in people—they get rewarded, as they should. For someone with a little competitive spirit, they may really want to go for it. It says here, “ridiculously, awesome prize”. Seeing what the perks are I can only imagine how wonderful that would be. That’s great!

**Kristina:** As we’ve said other times, all we need to meet our stretch goal is to have 10,000 people to contribute \$30. We do not know 10,000 people. But when folks share with their communities, that’s the campaign right there—it’s the heart of crowd funding. We need 2,500 people to contribute the cost of a half-bottle of Lavender. That’s for \$60,000 to keep the project moving forward if we can.

**Angie:** Beyond that, by incentivizing folks to share for these referrals, if we could hit 10,000 people at \$30 each, we will bring the most beautiful movie, global perspective, for our industry.

**Liz:** Say that again. About 2,500 people...?

**Angie:** If they contribute the equivalent of about a half-ounce of Lavender, roughly about \$20.

**Liz:** Right. Wow. Well, so how do we get 2,500 people? Encourage people to share, share, share. But I was also going to ask how, if people have already contributed money, but they want to keep helping. What are ways that people can share?

**??:** Certainly sharing is an important piece. They can share directly from the indiegogo page whether they have contributed or they have an indiegogo account will result in one of the referral rewards associated links. They can also use the generic campaign address, which is at [bit.ly.com/uncommonscentmovie](http://bit.ly.com/uncommonscentmovie) that we talked about earlier.



An important thing that I really want people to understand about what is most powerful when they share is we're not asking them to share just the link. The contributions are obviously important to the campaign. The most compelling thing they can share is not just the link but why this film matters to them. If they have contributed, why have they contributed? What it was about what this film can do that they are really invested in? I think that is one of things that for me, was so powerful that Nyssa had shared in her blog post at The Atlantic Institute. She had such transparency about her enthusiasm for the film and it was intimate. It was not, "oh yeah, this is a great idea," because it's never been done before. It revealed a lot about how she personally invested in seeing the film being made. That for us is far more valuable in terms of what that can do to transform just talking about the campaign into a contribution. It's for people to say, look, I'm not just asking you to do this because they are friends, because this is happening, because it's a good idea; I'm asking because it means this to me.

?: This is compelling, this is important, this is powerful, and this can be a driver for change for me and for my work; for me and my hobby; for me in communicating with clients; for me being an educator. The more people share and communicate that, I think the more other people will say, well I want to see that happen too! I want to see my friend Julie experience what Julie said she would get out of this experience sharing why the campaign matters, because we really think it does.

**Liz:** I love that—people sharing exactly why the film resonates. If somebody were to write a blog post, and that's one of the things I encourage people who are listening who do have a blog, or if you have a Facebook page to share about this project, and talk about what part of it resonates with you. I want people to see this as a real thing. That aromatherapy is a true, credible modality. I want people to see that there are real, serious people in this industry. I kind of want my family to see what I'm doing; to understand what the heck I'm doing with oils. Whatever resonates personally, that's what I would want them to share about—brilliant.

?: I want people to remember too that there is much more to the film than we have included in that piece. The pitch video communicates a little bit about safety and about some of the things of the individuals we spoke to are passionate about, are just snippets of things that they said—there is so much about the transformational quality of aromatherapy and the esoteric. The thing we really hope that people will understand is that the broader arc of this film is aspirational and hopeful and we believe that the story that it tells will not only give people pause about how they are engaging but also reinvigorate and empower a deeper level of understanding. We're not just taking about



dilution and safety and education and certification. There is a lot of conversation about sustainability, about sourcing, about the communities that are responsible for growing and distilling the materials that produce the essential oils that we love. We are—well I am—stupid in love with essential oils! I am so crazy about them that I actually say less than most people because I sound like a stark raving lunatic when I get started. The people that are making this film are really, really, profoundly moved by what this is all about. If there is one thing that I wish we could do more to do to shine a light on, it is that there is a sublime energy underlying this story being told here. It transcends concerns of safety and education.

We were talking about this with one of the participants the other day that, to some extent, the best-kept secret about aromatherapy is the truth about aromatherapy as it is told by every practitioner because it's different for every single person. This film, I think, is a way to invite people to a place where we can say, "Come with us and listen to us, to these beautiful stories that people tell; the powerful experiences that they share; to the passionate concerns that they have; and, the passionate desires that they have." Not everybody in this film agrees about everything and that's part of its beauty. That's exactly what makes it wonderful. It is just as diverse and rich and as confrontational in a good way of challenging models in all the best ways. This film is all those things. It's just to grab all in just three minutes.

**Liz:** I'm so inspired. Just to hear you talk about it, isn't it done yet?

I have a personal question for each one of you. It's the same question, so whoever wants to answer first: I know that this is exciting and that you are in love with the project, but I also know that some of your personal life is being compromised in the sense that you have to share this project with your family. Angie, I know that you have little kids, and you both have husbands, and lives even beyond your families, your practices and so forth. This has got to be a little stressful, even happily stressful, but how are you using aromatics to cope?

**Angie(?):** Just you saying that I'm kind of emotional. If I get off-topic Kristina, just jump in. Kristina and I have been at this for nine months. It's remarkable the friendship that Kristina and I have built. It's a lot and we are so close. It is stressful what we are doing and do have our own stuff going on and I do have two small children, a husband and family. I do use blends that I've made for myself, or, a lot of times, it's just Lavender because I know it's safe for the kids. I have a bedtime blend that I use, a hydrosol, actually from your class Liz. I still have some of the room protection blend that we made .....(minute 44+) I don't have Sage hydrosol, but I do have Sweet grass hydrosol ....., so I do use that on my



pillow. I use Roman Chamomile and Lavender in a Lavender hydrosol. I like to use that as a winter pillow spray. And, various inhalers to get me through the cold and flu season. Sweet Marjoram is one of my favorite blends for stress reduction.

**Liz:** Beautiful. I acknowledge that the emotion you felt when I asked that question because it's so easy for people to forget that it is really the two of you holding this whole thing together since it's early days. Thank you, Angie that was awesome. Kristina! How are you coping and using aromatics?

**Kristina:** I have to admit I am as much an herbalist as I am an aromatherapist so some of my stuff is blended teas and things that are touch points throughout the day. I have a beautiful tea that is a winter forest blend that involves some of the things that can be found in the woods and wilderness where I live and that's kind of a go-to throughout the course of the day. I'm a huge fan of aromatic baths. I have a big lovely bathtub. When I need to disconnect, which can be sometimes hard to not keep an eye on the in-box and the messages or the phone, I found that one of the few places I can honor the boundaries is in the tub because I'll either drop the phone or be electrocuted. It's a good break. I do aromatic baths, and they change according to what do I need. I try to listen to what does my body and what does my spirit need right now to be able to take a breath and slow down a little bit and feel nourished from the other side.

I have to admit that I have a weakness for the conifers. When I'm diffusing those, it's been a Balsam Fir, Siberian Fir, Douglas Fir, White Pine.

**Liz:** They are good for the immune system. Your immunity gets a good shot when you are under the kind of pressure that you are.

**Kristina:** And they're all good for breath; they all have a wonderful effect on breath. I am a huge fan also of Mandarin, Lime and Grapefruit when I need to feel I'm energetically smiling—one of those will often come into place to introduce some brightness to the moment. I do have to say that I wish I was doing more blending. I have completely left my own practice behind. I am only maintaining my wholesale clients. I stopped accepting new clients when we picked up this project in earnest and the few that I had in Idaho (I hadn't lived in Idaho very long when we started the film) have been very understanding that my focus has shifted a little bit. I also look a lot to Angie; Angie is my resident source of stress relief. It's just nice to have someone else to say, "Hey, we just might be a little crazy." We can't wait for other people to feel crazy too.



**Liz:** The way it's going, it's absolutely moving in the right direction. I've said from the beginning that this is going to be a huge success. It's a matter of getting broader, just getting out there and getting more people involved. Even getting more people to be aware of the project.

I also wanted to ask of either one of you, if someone listening wants to have you as a guest—to be on someone's blog as a guest about this project.

?: Absolutely! We welcome connections and questions. I think one of the worst things that can happen in the community in general, not just with this film, is where assumptions get made about motivation or what does this mean. If folks don't understand something or they want to know more or they just want to reach out, we would love to hear from the community; love to hear more, but also listen to what they have to say. The film is not made yet. There is a lot of opportunity for us—we have a responsibility to our contributors. If folks step up and help us to see this film made, it's not lost on us that we have a responsibility to deliver something that's compelling for them. We're listening, so if somebody says, "Listen, we're contributing to this film, I want to be sure that it's what it's there to do and not do something else." We're happy to talk that through to make sure people understand where we are coming from, what our motivation is, what we intend for this film to be. If there is something folks really want to hear about, obviously we'll shine a light on that if they help us get to our goal.

**Liz:** Excellent! Wow. I just had this flash in my head: Wouldn't it be fun to make a blend for the movie? I was going to ask you what oils best represent the movie, but I thought that's too much on the spot. But maybe think about it. If you were to make a blend that represents this movie (laughter), it may be too soon, but maybe later on—what oils would be in that blend? Think about that—create a blend—an Uncommon Scents blend with all of the symbolic flowers and the energy that's connected around this film. Wouldn't that be fun?

?: You know what I would actually love to have instead? I would love to have other people suggest what that blend should be for them. I think if anything, the film is metaphorically based on which those blends sit. In making room for all of the different perspectives, I would say what is it, right back at you!

**Liz:** Maybe make that a perk for \$5 you can suggest a blend; of course that would be a blend with 1000 different oils.



?: Just so you know, our lowest perk is \$5, but if someone wants to contribute a dollar—we know people are saving their money for classes and conferences, books and other things—so even though it's a dollar and not a perk, if they just click contribute now and donate a dollar. No amount is too small. It is a community. If someone wants to be a part of this in the community and just can't do \$5 but they want to contribute something, a dollar or a perk or a share, any of those things are valuable to us.

**Liz:** Thank you. I wasn't aware that you could go under \$5. I am so glad that you clarified that. I'm trying to think if there is anything else that we missed. Of course we're going to, hopefully, talk again as this goes on. I'd love that and next time say, "Wow! Look at that! You're at \$68,000! What are you going to do with all the money?"

?: We're going to refer you right back to that graduated cylinder graph.

**Liz:** I'm going to wrap it up here. Angie and Kristina, thank you so much for sharing this. I can't wait to get this out. This is going to be uploaded and out very soon and I'm going to put, for all my listeners, all the links on there, all the ways you can contribute, you can share. Anyone can get in touch with either of you if they have ideas or thoughts or anything that they want to share.

?: Absolutely.

**Liz:** If people want perks they would like to contribute you are still accepting those contributions, right? [Right.] Well, this has been so much fun. Every time I talk to you guys I am like two feet off the floor because of both of your energies are just remarkable, the way you feed off of each other and what you put out there in the world. I'm so grateful on behalf of the entire aromatherapy industry that you are doing this for us.

?: We are so grateful for you and this community in supporting this film being made through this campaign. We are really humbled.

**Liz:** Thank you so much. Have a beautiful rest of the day, Ladies. We will talk again soon.

I'm back. Wasn't that wonderful? How can you not get involved in a project like that has such a community spirit and the energy surrounding the aromatherapy community? All of the links mentioned in the show are going to be in the show notes, and you can find those by going to [www.aromaticwisdominstitute.com/020](http://www.aromaticwisdominstitute.com/020), because this is episode 20.



Thank you so much for listening and be sure to tune in to each episode to learn more about essential oils, hydrosols, aromatherapy; I may talk about my cats, my husband, my grandson; you never know.

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Until next time, be happy. Be well.

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