



Liz Fulcher
Clinical Aromatherapist
Aromatherapy Educator
Aromatic Wisdom Institute

Aromatic Wisdom Podcast Episode #028 Tweaking the Podcast and Other Goals for 2017

[Sound of person inhaling, then exhaling]

This is the Aromatic Wisdom Podcast, episode 28. In today's show I'll be sharing with you some of my professional and personal goals for 2017 as well as something I'd like to tweak about this podcast - a little change I'm going to make that I think you'll like.

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. Now sit back. Relax. Take a deep breath and enjoy as Liz shares a dose of Aromatic Wisdom.

Hi! Hello everyone! Happy New Year! Welcome back to another episode of the Aromatic Wisdom Podcast. It's been a while.

My name is Liz Fulcher. I'm a Clinical Aromatherapist and an Aromatherapy Educator and your host for this program. No matter where you are on your aromatic journey; whether you've been certified in aromatherapy for many years, whether you just discovered your first essential oil, there is always something you can do to take your knowledge and your experience to the next level. That's what this podcast is really all about - to educate, to inspire, to guide, to help you along on your journey.



It is so good to be back! Connecting with you, my podcast community. I'm going to talk about the break that I took and how it relates to the changes I'm making to this broadcast. And, gosh, I have so much that I want to share with you guys. There's a lot happening in my life professionally and, there's just a lot of good stuff I want to share.

So let's start at the beginning. It's a new year and new years mean new beginnings. I personally love the new year and for me its a time for reflection, looking at the previous year and journaling about what worked for 2016, what didn't work, and how I'd like to grow and change in the new year.

I really look at all aspects of my life. Spiritual, physical, my relationships, my friendships, of course my professional life, how are things with my classes, and my podcast. I took a good long look at my podcast. According to the analytics, its incredibly popular and I'm told that the numbers for this podcast are really great considering how infrequently I podcast and how small this niche is, specific to aromatherapy. There are a lot of your out there listening and I appreciate that. Thank you so much.

Every new year I set a word for the year to be an overarching theme for the year. My word for 2016 was Sustainability. It's really important that the things you are doing in your life are sustainable. By sustainable I mean can you continue to do it in the same way without burning out, without something breaking down in the system. So, for example, if you say "I'm going to exercise 7 days a week, an hour and a half every day, for the rest of the year. Is that truly sustainable? Is that really real? Is that something you can do for yourself?"

So I was taking a look at 2016. "Is what I'm doing really sustainable? Am I going to burnout? Am I doing too many things that I don't like?" You get the picture.

In looking at my 2016 activities and how I spent my energy and how I spent my days...looking to see if they were sustainable which is an important thing.

I found that the gaps in my podcasting episodes were a direct result of my thinking about what I need to produce for every episode - in other words my mindset. I stopped and looked and thought "I love doing this! I adore podcasting. It's one of my favorite things to do. I love to talk. I love to share about Aromatherapy. I get good feedback. I get high ratings. Its a win/win. Therefore why am I procrastinating so much from episode to episode? Really it comes down to Perfectionism.

I have set the bar for myself so high that every Aromatic Wisdom Podcast episode should be some kind of an epic training that people's lives are changed. That's a bit of exaggerating , but that is how I approach everything that I teach when I sit before a class, when I do an article, whatever I'm doing or presenting myself to the world, especially as an Aromatherapist, I want it to be really really good. Of course that Perfectionism comes in and be our worst enemy because when we have perfectionistic



tendencies we tend to procrastinate because its safe. That way we don't fail. I don't really have fear of failure about this podcast because I've proven to myself that I can do it. I'm self-taught in how to do a podcast. I've spent hours and hours learning the technology; got the equipment; I can do a podcast.

My fear is can I always deliver something outstanding. People are taking the time to listen. I feel I need to deliver. So I had to examine "Is that sustainable for me to spend 3 hours researching a topic and recording it and spending 2-3 hours editing it because the editing process is pretty brutal. So I decided it was not sustainable for me to do this podcast the way I've been doing it with the mindset with which I have been doing it. So this is what I've decided is sustainable.

#1: Do the podcast more frequently but make it a little more informal. What do I mean by informal and more frequently? In a sense I'd like to go back to my original vision when I first had the dream and idea of doing this podcast in 2015. I saw it as a weekly show where I would hop on the microphone and chat about aromatherapy things and also have lessons. I'd really like to go back to that idea. I will still give you the big lessons once a month but in between I would like to be just informal and casually chat about my thoughts about what is happening in the aromatherapy industry, journals that I'm reading, and recommend tools that I'm using or oils that I'm trying and still have content that is valuable to you as an aromatherapist and as a business person but not have the pressure on me so much to produce a big lesson every week. That is totally sustainable.

#2: Outsource the editing to someone else. I've already outsourced the transcripts. I used to type up the transcripts the episode myself but I have a VA (virtual assistant) who does that now. It takes hours to edit a podcast once its finished. Its time that I let that go, outsource it, and give it to someone else to do.

#3 Batching my episode. Batching is a term that is used a lot in the world of online marketing. People who do things online, who produce podcasts and blog posts, and any kind of content that is published on a regular basis. Batching means you sit and do a whole bunch of them in one go. So if you write a blog, to sit and do 5 blog posts for the next 5 weeks in one day, and then its done. This is a habit I need to learn, its a discipline that I have to put upon myself to sit down once a month and record several episodes of the podcast. It's also a tremendous productivity tool. So if you're out there and you're already posting blog posts, it's something you might want to consider. It really helps reduce stress. The other thing it can do is after a podcast is produced, researched, recorded, and the editing, the uploading then there's the show notes and then there's the email that goes out to all of your folks that says, "hey there's a new podcast". There are a number of steps.

By batching my content and knowing further in advance what is happening on the podcast, my VA can go ahead and prepare my show notes and do my transcripts. It's overall a bunch better productivity model. That has not been my strength. I'm a little bit of a ready, fire and aim person that



flies by the seat of my pants. I know a lot highly creative people are wired that way. I'm sharing all of this with you my process, my journey, you can learn from it. I've always said, I'm nothing if not transparent.

Here's the commitment that I'm going to declare officially on the first podcast of the year. I'm going to provide a podcast every Friday for the first 6 months of the year. I was going to declare a whole year and I don't feel comfortable doing that. So I'm challenging myself and saying it to you, my listeners, that every Friday for the first 6 months of 2017, I will publish a podcast.

I already know my next 2 are going to be trip reports from the Fall (of 2016). I'm going to talk about the advanced distillation workshop that I went to in Spokane, Washington with Ann Harmon. and beyond that the next one is going to be my experience at the NAHA conference in Salt Lake City. I will share questions and comments from my Facebook community and what I'm doing in social media to promote by business. I'm just thinking of things off the top of my head. It will always be aromatherapy-related. It will always be content that is hopefully relevant to you and kinda of a little window into my world as an aromatherapist and as a business person.

Hopefully you'll like this new format. Maybe you won't notice much of a change. I think the important thing is that I've changed in my view of how I'm looking at it and how I also realize that it's my job to produce the content, its not my job to do all of the technical stuff around it. It is not a good use of my time.

So interestingly enough, I keep talking about sustainability as that was my word of last year. My word for 2017 is "consistency". This new plan goes hand-in-hand with being more consistent with my podcast. So I'm dovetailing with my word of "sustainable" as well. It's hard to be consistent if it's not sustainable.

The other areas where I need consistency are with my eating habits, my exercise, just basically how I run my life. If things are more consistent, things that work are more consistent, it's a more balanced life.

Alright, that is enough of that. Let's move into the next things that I promised to talk about today and those are some of my professional goals for 2017. I've got a small list here. Some of the stuff you already know.

I want to publish my first online class. I've been saying this and you guys are sick of it. I don't think anyone even believes me anymore. A lot of it for me has been overcoming the technical challenge but I think I've got that mastered. I've been looking at different LMS, which means Learning Management System. You need a LMS, a platform on which to produce an online course. Right now what I have is



WordPress Courseware. I'm not sure if I'm going to stick with that or go with something called Dash (LearnDash.com) and there's another one called Lifter (LifterLMS from WordPress). So I've been looking at what goes with my website and luckily I've got a web designer who's fabulous and I'm working with her on that.

I won't tell you just yet what the course is about, but I know that everyone is going to love it. I need to just bit the bullet and do it. Yet, here comes perfectionism. I can't publish it unless it's on a par with what Aromahead does or Jade Shutes and the Aromatic Study School. It's funny, both of them I've been following and friends with for years and year. I've seen them produce an online course, tweak it and improve it over the years. I don't know why I think that I'm above that, and of course I don't. I realize that whatever I produce will have to be good enough until it gets better. Again, this is all sharing with you the mindset. Mindset is everything when you're trying to manifest something. So even if my classes are not great when they come out, I know they'll get better.

When I first started teaching live classes in 1997, I was terrible. I was frightened. I was poorly organized. I jumped around between topics. I just did not do that well. Some of the feedback was "great", "lots of information", "notes need to be better/improved". I was very welcoming of evaluation forms and that kind of feedback. I always took it very much to heart. I wasn't offended by it. I used it to help myself improve. Now I think my live classes are very, very good. I've gotten a lot more confidence in the classroom. I'm shining now as a teacher because I've been doing it for so long. So even they were a struggle in the beginning so I have to know that creating an online course is going to be the same thing. I put out what I put out, the best I can, and I improve it as I go along.

So, the next goal for this year is to get my online approved by NCBT&B (National Certification Board for Therapeutic Massage & Bodywork). This is important because when your course has been approved by this organization, people who need Continuing Education credits can get them from taking your course.

Currently all my live courses have been approved by NCBT&B, so now I have to get whatever online courses I do approved. By the way, I do teach you how to go through the approval process and give you the language for the form in my Teacher Training program which starts in May 2016. I'll put a link to the Teacher Training program if you're interested in learning more about that in the show notes. The show notes will be at AromaticWisdomInstitute.com/028 because this is episode 28.

Alright, back to professional goals.

Another intention of mine for 2017 is to have my aromatherapy certification program approved by AIA (Alliance of International Aromatherapists). Here in the United States we are very fortunate. We've got 2 very good organizations that set standard for practicing Aromatherapists. They are NAHA (National



Association for Holistic Aromatherapy) (NAHA.org) or AIA (Alliance of International Aromatherapists) (Alliance-Aromatherapists.org).

When a teacher or school submits the syllabus for a program to one of these organizations and the organisation approves it, that is a great way to keep the standardization at a high level here in the United States. So not just anybody, in other words, anybody can create a program because we don't have anybody legislating who does what, but we do have these 2 organizations because we are a self-regulating industry. So if someone goes to check if I want to go to Joe's school of aromatherapy or the Aromatic Wisdom Institute they can say "oh look, Aromatic Wisdom Institute's syllabus has been approved by NAHA and AIA.

My school has been approved by NAHA in 2010 and it has just been sitting on my desk for 2 years. I paid \$50 for the application and I simply have to sit and fill out the syllabus and send it in to AIA and hopefully have my school approved. It's one of those things that I want to get off my desk. So I'm asking you guys to hold me accountable that I get my AIA form submitted and approved hopefully this year.

I'm thinking that this would be a great podcast topic. There are several aromatherapy organizations around the world. In the United States we have NAHA and AIA. I have so many people asking me what is the difference between and NAHA and AIA. What is the price difference? What do you get? And so forth. So I'm thinking that might be a really good blog post, I mean podcast topic. If you have any specific questions about either of those organisations feel free to write an Ask Me email at liz@aromaticwisdom.com.

Continuing with another goal, I want to get more Fragrant Friday posts out. People love those and I love writing those, so that's another thing I need to batch. I'll probably sit down some Sunday and do 4 or 5 Fragrant Fridays and then scheduled them out for several months.

Another activity that will keep me busy in 2017, and this isn't so much a goal as it is keeping my schedule clean and clear and sustainable. I've been asked to be a monthly columnist in a national magazine (it is a print magazine). I'll be writing articles on aromatherapy every month in this magazine. I can't say what the publication is until the first article has been published in March. It's going to be really cool and I'll share that with you.

I'm not sure what to do with my newsletter, A Dose or Aromatic Wisdom. I started it in 2011 or 2012. At first I got it out every Tuesday. Then, kind of like everything else, I got busier and busier. It went down to one a month, and now I haven't published one in a while. Part of it is it feels redundant because I have the podcast and blog posts and I send out emails to my list. I don't know what to do



about it. I don't know if it's sustainable. I should probably sent out a survey. It's always a good thing to do to talk to your audience and ask them questions.

Finally, I want to teach a live CP Teachers Training in Hydrosols. I used to teach a lot more live classes. Both with getting older and wanting to spend my time differently, I only teach 3 live classes at the moment. I have my aromatherapy certification program, which is big. It's September, October, November and March, April, May. I only teach it twice a year in Spring and Fall. I have 6 or 7 people signed up now for the March program and there are 10 seats available. By the time you here this episode there may still be a seat or not, I don't know.

I always do an Aromatherapy Teachers Training which is a higher level training. You have to have been certified at least 200 hours in training before you can take that class. This is teaching people how to be a teacher. Someone asked me could they teach a certification program. Its not that kind of teaching. It's about how to get out in the community and teach one day or two day classes so you can have a new avenue of income. It's a great way to market yourself. It's primarily for teaching to beginners or intermediates in aromatherapy and that class is in May.

I get a lot of requests to teach a live hydrosols course. I have 2 of those coming up in the summer because I live in Pennsylvania and I want there to be a lot of plant material available. We actually do a hydrosol distillation in the class. I'm going to do one in June and one in August. The information is on my website.

Those are my big targets for 2017 at the moment. If these change or as I tweak them, I will keep you informed.

One of the things I'm not giving up with this podcast is Smell My Life. [sound of kids saying "ahhhhh"] [laughter] I just love those children saying "ahhhhh". If you're new to this podcast Smell My Life is a feature that I do every single episode. I share some aspect of aromatherapy that I have used in my life in the past week.

Here is this week's Smell My Life segment:

On Christmas Eve we went to a big family gathering, about 20 people. There was one person there who had just gotten over a bad head cold. Sure enough, about 3 days later my husband, James, came down with a head cold ("the crud" as he calls it). In my typical fashion I start pulling out oils and actually I ended up using one blend on him. I love my husband dearly and he loves his stinkin' Nite Quill. So my objective was to keep his nose open so he could breath, which is why he loves Nite Quill.



I ended up using a blend that I would not have expected to be so helpful. I used it also to protect myself from getting “the crud”. I used a blend that is designed for the diffuser at holiday time. It’s called [12 Oils Holiday Blend](#). It’s made my friend, Jessica Grill, who owns a company named Pompeii Organics. The website is pompeiiorganics.com. Jess comes out with a holiday blend every year. I bought this because I LOVE the way it smells.

I ended up making a balm for my husband from it. Let me tell you what’s in the blend. The oils are Balsam Fir and Scotch Pine are the first 2 oils. They are both conifers. Conifers are your Christmas trees - spruce, fir, pine. Conifers are great for supporting the lungs and the respiratory system. They help to thin the mucus so you can expel it. Then we’ve got Laurel Leaf which is an oxide. Oxide-rich essential oils are also great to support the respiratory system and it smells good. Cinnamon leaf is anti-viral. Cypress also great for the lungs. Clove Bud is anti-viral. and of course you’ve got this cinnamon clove smell which is nice at the holidays. That’s good year round. Frankincense - she probably added that primarily for the aroma at Christmas but it also opens up the bronchial tubes. It’s very very good to assist breathing. Blood orange and vanilla are probably for amazing smell. Ginger root which is warming. Myrrh and nutmeg.

Wow. I love this blend, Jessica. I diffused it all over the house because it was the holiday time and winter time in general is great. Then I added a few drops (a 3% blend - about 15 drops in one ounce) into a very easy thick body butter salve-type of carrier, a base, to hold these essential oils. This way I could smear the blend on to his chest.

As I’m sharing this my little brain says “you better give them the recipe for the salve” because somebody’s gonna write and ask.

This is really easy and I’ll also put a link in the show notes to a blog post where it appears called “Dry Cracked Cuticles”

3 ounces Jojoba oil
3 ounces Cocoa butter
1 ounce Bee’s wax

If you don’t have cocoa butter and you only have jojoba, then just use 6 ounces of jojoba oil. You want a 6:1 ratio. You want 6 ounces of something liquidy. If you only have olive oil, that’s fine, or grapeseed oil or fractionated coconut oil, any sort of a carrier, just 6 ounces. Coconut oil would be nice too.

This ration will give you the correct thickness. Then add the 15-18 drops of essential oils and that makes the 3% blend.



Very often you can take these base carriers, like body butter, and use them for all over your body for therapeutic rubs.

I took the holiday blend and added it to the rich body butter base and used it as a chest rub and neck rub and also on his back for his lungs. He loved it. He felt better quickly. He used Nite Quill only once and he was able to breath better once I started putting the blend on him. I was so happy to give up his Nite Quill for most of the time.

And that's this week's Smell My Life segment.

I want to start to wrap up this episode by sharing with you some of my personal goals as I said I would at the beginning of this episode.

I would like to write in my gratitude journal everyday. It's so easy to take for granted what we have. If I just write down whatever I'm grateful for, just 2-3 points or just 1 thing, every single day.

I want to get back to rowing. I have a Concept 2 rowing machine that I bought in 2006. It was quite an investment back then, like \$600. Maybe they are about \$1,000 by now. It's a fabulous piece of exercise equipment, joint-friendly, and it's rhythmic. It is great for the heart and for the joints, it's good for the body and I don't have to leave my house. I have a membership to the gym, but I never go, so I'm going to cancel that membership. I'm going to start rowing everyday and I can listen to podcasts, audio books. I don't want tv very much. I would like to try to row 5 times a week.

I also want to share that way back in episode 21 I think I shared how I had been through depression and used a lot of natural methods to get better. One of them was exercise and I exercised very heavily because I was training for a marathon. Now that I have restored my mental health and I'm happy and back to "me", I don't exercise as much. I want to start rowing and walking again.

There is a lot more I could share but I think I'll wait and save it for later episodes.

This biggest thing I wanted to impart today that I've shifted and changed my attitude a bit about my own podcast. I think I'll have a lot more fun now.

I love all of you! Thank you very, very much for being here. Knowing that you're all out there listening enriches my heart and my life so much.

The next podcast, episode 29, is going to be another conversation where I share an incredible experience I had in October of 2016. I went to Spokane, Washington and took a class on advanced



distillation techniques. I was a teacher and student and learned a lot and had an incredibly time sharing what I know with the other teachers and learned a lot about distillation. I will be sharing that with you in the next episode.

The show notes for today's episode can be found at AromaticWisdomInstitute.com/028. If you're listening in iTunes, please subscribe. I'd love it if you can go to iTunes and leave a nice review if you've enjoyed it.

Ok, until next week, be happy, be well.

Podcast, episode #028
January 06, 2017