

Carly: Hi welcome to the first of our Diva interview series. Kay, Sarah and I have decided that we would like to interview women who are already shining on the internet and I have a lovely lady here today. I am really really excited and happy to have Christina here. Hi Christina!



Christina: Hi Carly! Thanks for having me and I feel happy to be here and to be considered a Diva!

Carly: You are a true Diva. I will just give you an idea that how I met Christina. We haven't actually physically met. I saw one of Christina's videos through a friend's Facebook profile and I was curious so I watched the first one and it was the series call "30 days of genius". Which I thought was a brilliant thing and I heard about the book so I decided to watch Christina each day as she documented living in her genius and I was absolutely amazed at her energy and how warm and brilliant she is, so I followed her ,which took me to her blog and when I got there I was amazed at the photography and everything about what Christina tells story. So I would like to give a massive warm welcome to Christina Morassi!

Christina: Thank you Carly! Thank you for having me.

Carly: No problem. So how are you today Christina?

Christina: I am doing well. I am excited to be talking to someone over the other side of the world. I am at Los Angeles at myself and as we were talking about earlier I am coming over to the UK very soon so it feels quite serendipitous to be talking to some over there right now. So thank you.

Carly : Aww Thank you! I am very happy to have you here. So can you Just give a little bit more in depth information to Diva readers about your journey and where you are at the moment in your life and just let people know a little bit more about.

Christina: Sure! I would love to. Basically my career began as fashion photographer in New York City. Where I worked at high level fashion shots. First thing as a photographer assistant and then building my own portfolio. But I am very high level fashion shots with the likes of super models like Giselle, Heidi Klum and Paris Hilton and then a death in the family a sort of altered the course of my career and I started to question the vanity a little bit of the fashion photography world so I needed a change and then I moved to Los Angeles.

And then I actually got into the healing arts and started something called Craniosacral therapy and clarity therapy and shamanic therapy and there was a lot of energy work and so I fell in love with how creative it was to assist people with their healing and also learn about energy. And then the next piece that I found, the expressive art. I found ascetic dance and like performance art and writing. So I starting to combine my healing work with the expressive art and would create these very sacred rituals spaces where we would do transformation work and with through our play and theoretical kind of explorations. And then finally I really wanted to look at all of the pieces that I had and I had let it go the photography for about ten years and I started working with a business coach. I really wanted to find a way to integrate everything. And what we came up with that I couldn't combine the transformation work with the photography. And how women entrepreneurs step into and embodied the heart and soul of their brands. So it's been a very wonderful Journey.

I launched my business back in December and part of the going process was really wanted to find my way of doing business I was quite new to the entrepreneurial world. And you know I really wanted to make sure I was doing in the way that felt in integrity and in alignment and so one of the projects that I started was that "30 days of genius" that you saw and it was based on a book by Gay Hendrix called the "big leap" and really was about inviting everyone from their living to the genius and I committed to that too for 30 days. And made a video a day and actually all of the videos are still on my blogs so that was an incredible adventure back in March. Since then I started that really supported me somehow and stepping into my own brand of really combined information work on photography and then a lovely journey.

Since then I have got into work with all these wonderful women entrepreneurs and what I have called it this offers stars in your own stock photos. Basically because so many of us who worked reading out website and there are still pages and in the news and we go to get stocks for those. To make convey a women feeling excited or a women on a computer and so the idea was what it would be like if we were actually advancing in the photographs. And how would this help increase our no like interest factors

with compliance and so it's been glorious ride and life is getting busier and busier and actually then I get to come over to the UK next week to work with some other entrepreneurs there. So it's a little journey that explains. So thank you for asking.

Carly: That is actually amazing. And it's lovely that you get to do transformational work the photography because obviously if you already had photography in you but you didn't feel that you were using that in the way that you were wanted to and now you actually combined the two together and that's absolutely superb.

Christina: Yeah! It is. It's very different and thank you for pointing that out. I wasn't satisfied with how I was I had learnt photography. I really needed to learn how to do it in a different way and it took me a while to figure that out and yeah you don't know. I basically set up shots like as if I was doing a one on one healing session with someone and so there is you know I set up some space we made some meditation we do some movement. So it's been really lovely to combine that all together and what is fun is that you can tell that from the pictures too so it's been very exciting to experiment of all this.

Carly: Yeah! I mean the pictures are absolutely amazing like obviously I will give your website details at the end so the people are gonna look at your work and say how amazing it is.

Christina: Thank you!

Carly: I just wanted to go back to a little bit about to the 30 days of genius because obviously that is how I found you and was that your first encounter with promoting yourself with the internet like using social media.

Christina: That's a great question. I think in such a structured way yes you know I had launched my business in December and then 30 days of genius was in March so I was you know certainly connecting with people when I launched my site I was promoting a two day intensive that was first day with all that transformation work and the second day was about photography. So I was promoting that however I really enjoyed creating 30 days container for myself. That was my intention and was to do something creative use my creative senses and find a new way of building business and I like the promotion of platform building putting content out there and create the followings. So I think in a structured and focused way yes I used social media in a very particular way to project it.

Carly: That's brilliant! So was there anything particular that you learned about yourself?

Christina : Oh (laughs) so many things. Oh my goodness! It was incredible learning experience and lots of growth. The first piece that was astonishing to me is if you start to watch the videos from day one. When you watch day 30, I have grown and changed drastically.

Carly : Yeah! You sure did lol.

Christina: So that was interesting because I really didn't quite know what I was going to do and what I wanted to do was show content from the book. And also really make sure I was living in my genius too and I loved to be creative and as I mentioned how that theatrical improv part of myself and also like to

be a big goofball lol. Because I think that's what more of where your essence comes through and you are not trying to be a little good boys and girls and you know I learned that about myself and stranger and stranger as the 30 days went on. And you think it was a gradual process. I was more comfortable and with that I will tell you when I go back and watch the later ones now I cringe slightly. You know because I really got one out of my limb but I am also proud of myself that I did that so that was one piece and then also you know I was making video a day so I was posting them every day on face book and I also had people who had opted them in to newsletters list but they got them by the news letter every day in the inbox and you know I have got over that fear probably of posting too much. You know I was wondering oh my god do they want to hear from me every day? Am I annoying people and you know for the most part I think people really enjoyed them and of course they could decide whether to watch them or not and so that was a learning experience. There is something powerful about continuing to broadcast ourselves and being okay with that. So those were big pieces of learning.

Carly : Yeah! Because I think a lot of people do actually have a fear. I mean I certainly had fear originally making video. You know getting in front of the camera and not really knowing what to say. I would have any idea that I wanted to decide but I was very conscious of myself and watching you and I think that goes for quite a few people and a lot of the women I spoken to including Kay and Sarah. And watching you just open up like that over the days it was just really like a lovely thing to say and you know it does give you that confidence to go up there and do it yourself. And I think it's a great way for you to get started in you know promoting your business on the internet by doing videos and I am doing every day and like without having that kind of practice.

Christina : You are so right. And there was something powerful about having the 30 days container because I tell you I don't know that I had made a video since then really. You know because I needed that structure and it was hard work I mean every day you know people prepare to be on camera and think of what was gonna happen then but It was incredible practice so I mean it was very quite a spiritual practice and I have been watching and you know I dove into my business in a new way so I haven't been focused on videos making but I need to get back to it. It is something I enjoyed, so oddly I have three to four videos each on the weekend and the various things, so hopefully I will be jumping back soon!

Carly : That will be good. It will be nice to see you on video again.

Christina : Thank you! (laughs)

Carly : So would you say like there is a particular way in which you think about making your videos or you just go with the flow?

Christina: Well! It's a little bit of both. I am big fan of tuning into like getting very clear on the intention or the theme of the video. And It actually dates back to the energy work that I do and I actually made a video about it and something called an organizing principles and so really you know energy wants to organize itself but it need something strong to organize around so for me that's the intention or the theme and once I get clear on what that is then I like to let it go and top of the flow so it's a process.



Carly : That's brilliant! So what kind of camera do you use? If you don't mind me asking.

Christina: No of course not! I use a flip. You know I absolutely love my flip and I know some people think maybe the quality isn't good or nice to have the microphone jack but for me the quality of the flip is almost like a way of life. And it took me a while to get into it. I think I had it for about a year and year and half before I really jumped in but now I absolutely love it and have it with me at all times.

Carly : Cool! Yes I would say that I have heard a lot of good things about the flip cam. I use a Kodak Z18 which is a pretty similar.

Christina: Yes, I have heard people loved that one as well.

Carly : Yeah! It's a good camera. Okay that was really cool.... So I'd like to talk a little bit about social media. Obviously we are social media managers and are actually setting up a membership site for women to learn how to train themselves for social media.

Christina : Hmm yes that's wonderful!

Carly : So what would you say that you are using at the moment. How you are structuring your brand and putting yourself out there? Do you use specific sites or are you sticking to one?

Christina: That's a great question! I personally am a big fan of Facebook. That's the one that I have connected to on the deepest level. I am connected to Twitter. I haven't totally found my way but yes I wanted to and for whatever reason I just I feel like I haven't found my Twitter voice and with Facebook I have and it's interesting that I am a part of the networking group in the states and someone posted an article that they read about Twitter Vs Face book and it was a very interesting article because I guess the article was saying that most of the people, lots of people are letting go Facebook and really focusing on Twitter. But then we all came to the conclusion that it's very individual so I wanted to answer her back and in answering I discovered this very cool thing because for me with Facebook as I haven't doesn't connect to the heart of Twitter yet and I don't quite feel a strong connection. I am sure it's great but I haven't found my way with that. Whereas face book it is warm and fuzzy for me (Laughs). But what I realised is, it's all about the visuals. There are no visuals on Twitter. Facebook has the photographs and you can see the link and so I was realizing, as a photographer I'm much more connected to the visual aspect and it feels there are deeper and more heartfelt connections there.

Carly : Yeah! Sure. I think we found that a lot a well.

Christina: Have you I'm curious?

Carly : Yeah Facebook is very good for actually building solid relationships we find.

Christina: Hmm you know, it's funny though some of the other women responding to this post in the networking group and they felt that way about Twitter which you know I don't. So I really think it must just be individual thing and you know, really a personality preference and you know how wonderful is that, that there are options .



Carly : Lots of options (laughs).

Christina: Yeah! And you know oddly asking that question, I hadn't been connected on to linkedIn at all.

Christina: I saw a post on facebook by Kay that took me to your site and somebody had written an article about linkedIn. And I posted a comment because that article made me actually finally decide to be inspired to actually jump into linkedIn so that happen to all the day yesterday and so I put it on Facebook saying "So just joined linkedIn, who wants to connect with me, I have no idea what I am doing and you know by today I have 45 connections already so!

Carly : That's brilliant!

Christina: Yes! So that was literally from one of the articles on your site that you guys are creating so that's gonna be fun.

Carly: Aww so that's cool! Yeah linkedIn definitely is a good place to be.

Christina: Yeah! So that's very new to me but I was excited because I was really seeing how beautiful it is to have all the different platforms because I noticed you know, on Facebook there are certain people who may be at a certain stature. Who maybe I won't catch their attention because they have so many Facebook fans and I was like you know what there might be a chance that I might catch their attention only then for whatever reason may be because it's a smaller pool of people and I really saw the value of different platforms and also it was kind of fun to and you know I don't think of myself of so business oriented but I really enjoyed like quitting in my education and putting in like and you know my background , job fears that I had so I appreciate linkedIn for that opportunity.

Carly: Cool! So would you say that you have like any particular kind of strategy with Social Media in terms of your actual business and getting clients. Do you find that you are getting a lot of business through Facebook?

Christina: You know I think I am to certain degree. I have to really think if I have got an actual client. But I know the connections that I had with people from posting certain pictures and then their friends may be seeing their pictures and then and its almost whether it's a direct line to the exact client I am not exactly sure. I think it is. I think it's just more of just building again my platforms and as my platform gets bigger and bigger, more and more people will see me and I get more exposure and I think I get more confidence and so I am drawing more clients. So you ask that is there any strategy. Well that's not necessarily my strong suit (laughs). For me, I really work often into a situation and so like feeling guided by my own wisdom and also I like to connect to the universe and to spirit a lot through. I sort of operate that way so I am always looking for. Am I am being authentic? Am I in integrity? What do I feel for the next step to take? And I feel like I am guided very well that way.

Carly : Really that's best way to do it as well. Actually you know, be yourself, build relationships, real relationships and definitely thinks that's the way it should be and there shouldn't be any kind of which trying to move away from the heavy marketing side that you never kind of heavy marketing sight because obviously we all got marketing experience and we want to teach people how to use this social

media networks. But in a real, honest and authentic way like you said just being yourself and making those connections and branding yourself you know I have seen the difference from when you first came on to Facebook and now and how much you have grown. ...Oh yes! And I saw your site. I saw your site today the new one!

Christina: Aww thank you!

Carly: It's lovely!

Christina: Oh great! Thank you! Yeah it's really new hot. Hot off the press (laughs).

Carly: It's really good.

Christina: Thank you. So you know just one more thing to add you know you asked is there our strategies all those sort of things. You know I did do some fun recently. I lived in Los Angeles but I am from Massachusetts. And I had to back to see some family and I knew that I had made some Facebook fans too late who live close by who live in England and New Hampshire and Los Angeles. So this happened in July. I made a distinct effort and have managed to meet some face book fans. You know I started on the face book tour of new England and then so has that offend to Boston and then two friends in New Hampshire and then it was so fun to take that off email online and relationship to make it you know in the real world so that was quite lovely.

Carly: Oh that is just great! Yeah?

Christina: Yeah it was fun!

Carly: So how do you feel about the way the female entrepreneurs getting the chance to shine on the internet? I mean I have seen a lot more females coming forward and I have seen that you have worked with quite a few females and a lot of them seem like great women you know like they love good business going and it seems like now it the time for the women to really come out and literally just shine on the internet and you know when I first started looking at internet marketing and that was a lot of male oriented stuff. I think it's definitely going towards the Diva side now (laughs).

Christina: (Big laugh) "Going towards the Diva side" I just love that. Well I heartily agree with you and I want to talk about that. You know it's interested because before I got into the launch of my business and before I got into the online work and you know it was all about really helping people to tune them who they were on the inside and how to be able to shine that to the outside and there you get the two steps process. Some people are very good at knowing who they are at the inside but may be not shinning at the outward and some people know how to shine outward but may be they are not so connected at the inside so that's something I have always loved and you know I just think that life is too short for us to to be hiding and to be playing it small. So when I got into the business world and online world. It was like it's natural way to be helping women entrepreneurs stepping into their brand. Which is basically the same thing as they are true to their essence. So it is lovely to see women shining even more and then I really loved and you know it feels so great that I have that tool of photography to basically help to show that. You know because sometimes may be people are shinning in their actions and the

way they operate in the world but due need concrete tangible things and ways to convey that to others and to their clients since the photographs was an easy way to do that it so it feels fortunate that I have got into be part of it you know movement of sort of you know women really stepping into their own power. Finding out how to be familiar in the business and really shining brightly for all the world to beat so. Yes it is a wonderful way of happening.

Carly: Oh that's so lovely! You know I feel that passion for what you do and it's so nice for the people to just women in particular to actually live like you say in their flow and just completely be happy with what they are doing and feeling that confidence and just shining really.

Christina: Yes! Yes. It's all actually quite simple and it's about letting go and shinning in the glory of our full expression and that's about it. And of course it nice to then bring it down to Earth and find a viable way and make it to the market place and that where I get excited in the whole spectrum.

Carly : So did you have a mentor or did anybody give any kind of guidance or did you start on your own?

Christina: Now by mentor, does a business coach count as a mentor?

Carly: Yeah!

Christina: Okay! Yes (laughs) I very much have a business coach. I would not be where I was without that guidance. just given I had no business experience whatsoever and having spent 10 years in healing arts and I was quite a free spirit and it had taken many pains to construct that kind of lifestyle and then it finally occurred to me you know I realized I had a good relationship with money and I Actually owed it to the world to have that money so that I could actually do good in the world and you know that changed everything and for me and then I dove into the online world and finally ended up finding a mentor and working with her for the last ten months and her name is Gina Radcliff and she is also known as Gina De Vee and she is an LA based coach and it's been really wonderful to work with her and I had needed a lot of to get where I am because I you know every issue that has been in my way to getting this place and she has a therapist background which was wonderful and she really helped me and to find my way and to the place and I feel like I have arrived and you know just literally in the last month that I have first time I feel like I am finally going to that place. It has been an interestingly long journey since last October.

Carly: Oh well you have done an amazing job!

Christina: Thank you! And yes I highly recommend, I personally don't think women can accomplish what they accomplish without a mentor or business coach and of course you know we all need to find the person that resonates for us. Basically what I realized is you know I wanted a change in my life and well I can't get the change if I don't work with someone who has already made the changes themselves and outside my current life like you know to keep working with people in my life at the moment and you just can't escape what you have created in that moment until you work with some outside of that what I guess I am trying to say so...



Carly: Yes sure that's the really I mean it's good to have that structure in place and a lot of people have issues to such but taking actions and actually having that procrastination is a big issue of people to think of you like have somebody there or support group to guide you and to do it with you to keep you on the right track and anything is possible even.

Christina: Absolutely!

Carly: Oh that's great! So what about the actual marketing side to your online presence. Do you have any help with that at all?

Christina: I have gotten help here and there. Actually, when I did the [30 days of genius](#). I had someone from my community who was a Social Media and Marketing person, so she created a package for me to support me just for that one month and that was really great, because you know I do find the business coach help to within certain areas and it is really great to also have experts and you know and the final tune and area of business so it was great help to have her on the social media aspects and how to you know leverage intelligently all this content I was creating you know further 30 days I am going to do my own video show so I happen to have another lady who does social media marketing who will help moderate the event and do my [social media marketing](#), so yes, I have invested in other areas as well.

Carly: So have you faced any challenges along the way? Are the are tips you have or anything you have encountered that has got you from where you were, to where you are today?

Christina: Oh my god, how much time do we have? (Laughs)

Carly: (Laughs)

Christina: There are a LOT of challenges, and you know again, because I come from the healing world, I know that as each of us are growing, we are constantly having to move outside our comfort zones and you know, that is never fun! So yes, there have been lots of challenges . Particular challenges were about creating structure, being structured and organized. Letting go of being a free spirit - not in a horrible way but finding a way to be more structured with that. With regards to social media there is a journey to being seen and especially as your visibility rises and I think most of us (as humans) have a fear of being seen even though consciously we desire fame and fortune and things like that. As the visibility has gotten stronger it's been interesting. I haven't gotten too many horrible comments but occasionally there's a comment or message and you feel a kind of strange energy coming at you, so there's quite an art in being secure enough in yourself. I just breathe through it realize this isn't about me, whatever they are experiencing is fine and you know, sometimes it can make me want to shrink a little bit and not post too many things etc. and so again, I just breathe through that. They can have their experience and unfortunately this is part of success and most famous people have some strange energy coming at them now and again. I would suggest stretching and showing people more of you and your authenticity and vulnerability too because that is what people connect to.

Carly: I can't believe anyone would say anything bad about you!

Christina: Well that's the funny thing. A couple of weeks ago, someone must have come across the 30 days of genius video and it was the last one where we were doing all this dancing and it was soooo lightfilled and so fun and there's a little child in it and she wrote "Oh my god, this is so stupid and you call yourself a photographer...Your work is horrible".

Carly: You're joking!!

Christina: Nooo (laughs) and I just read it and I was like WOW! It was so venomous and I did actually delete the post because I was like I don't need to have this in my face. I sat with it, breathed with it and you know, for the most part I didn't get too affected. Which I was really proud of myself for and I was like ok I'm growing! I mean here's the thing. She was so off kilter, I mean if that was from a friend, I probably would have felt it in a deeper way , but it was a random person and you could tell she was probably a little off herself....But anyway, that's an example! (laughs).

Carly: That is crazy. I can't believe anyone would say that!

Christina: I know but unfortunately it is part of the journey and I think it gives us more opportunity to become stronger and more confident. You know, who we are and how we deal with the world.

Carly: Exactly. And I think as well because of the healing arts that you have done , you are quite well equipped to deal with that kind of thing and there are people who are not as equipped. So it's best to try and focus and if you are happy within yourself and happy with what you are doing then let that stuff

just go over your head. It's crazy isn't it. That people can do things like that and say nasty things like that.

Christina: Yes very much so.

Carly: You are a wonderful diva! (laughs)

Christina: (Laughs)

Carly: So you're coming over to England which is absolutely exciting, when are you coming over?

Christina: Yes next Wednesday, is that August 5th? Yes August 5th ...

Carly: Cool so what are you up to, where are you staying?

Christina: I am coming to stay with a previous client and now very good friend Katherine Dever she came over to work with me in March and I had the honour of working with her again in June and she is a coach in Glastonbury. I will be seeing some of her VIP clients and I will be staying until the 15th which is really exciting. I have also created 5 slots if anyone wants to star in their own stock photo's and I've actually created a UK special offer. So I really excited to get the chance to photograph in a whole different area and also to really connect with women entrepreneurs in the UK and see if there is any differences, although I'm sure it's quite the same too. I'm just really excited to take this work globally so...Feels like quite a lovely opportunity.

Carly: Oh it will be so much fun, you'll love it!

Christina: Yeaaaaaaah I'm excited!

Carly: And if anybody is interested in meeting up with Christina, then the details will be on the blog and you can head over to Christina's blog and the link will be on here as well. Is that ok with you Christina?

Christina: Yeah please, is it ok if I just share my name and what the website is just while we're on here?

Carly: Course yeah!

Christina: [Christina morassi.com](http://Christina.morassi.com) (spells it out) so please come and visit. There are some pictures and you can find out how to star in your own stock photo's and if you're ready to be seen and want to combine some transformation pictures with photography, then come by and I'd love to talk to you and see if it works out, to have this adventure coming up very soon! (laughs)

Carly: Awwww wow I'm sure you'll get lots of people! Christina is an amazing photographer and I would love the divas to have a photography session with you soon!

Christina: Thank you Carly and I would love to do that! I can see it now. I love what you are doing to help women with social media and bringing them forward to shine, what a wonderful endeavor!

Carly: Thanks Christina, you are a true Diva and we all look forward to meeting you in person very soon. Thanks for being the first Diva and your really do shine.

(Then a quick chit chat of appreciation and admiration!)



For more information about Christina, visit her blog here: [Christina Morassi](#)

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