

The Path of the Profitable Priestess

*Up-level your Inner Game...
Make money doing what you love!*

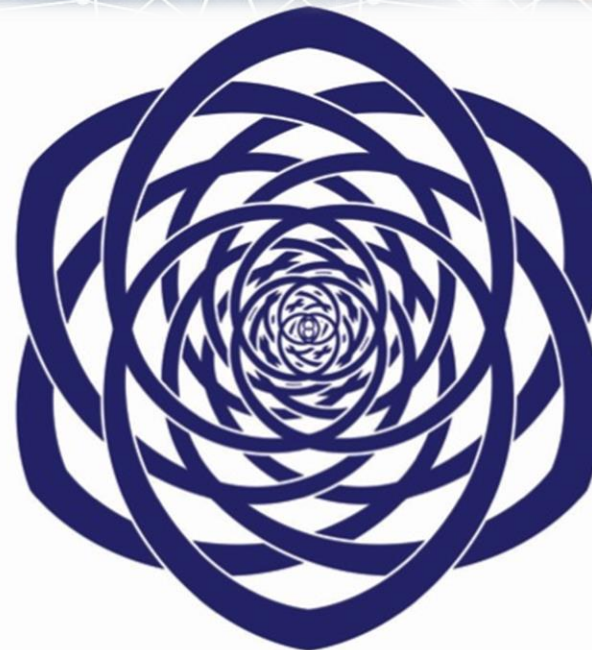


MODULE 7b



Module 7b

Profitable Priestess activating the elemental power of Earth.




CRYSTALLINE CONSCIOUSNESS TECHNIQUE™

Personal Levels 1-2

June 4-5, 2021

[Chrystaline Consciousness Technique | celestial
\(celestialforestinstitute.com\)](https://celestialforestinstitute.com)



Connect,
Call in Sacred
Space,
Call on Priestess
Oversoul,
Open to Receive



YOUR CREATION
VESSEL

OPEN TO
RECEIVE





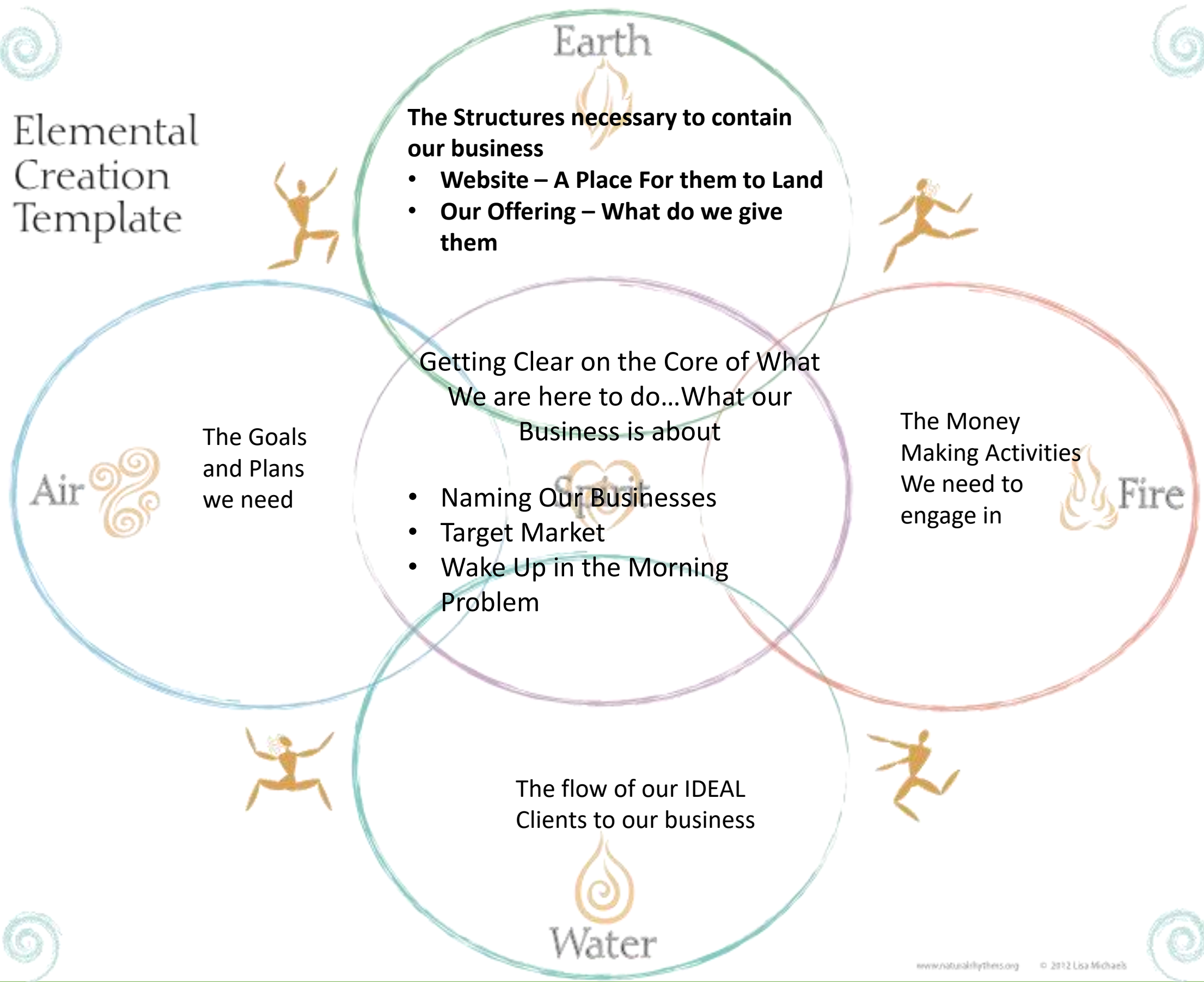
Two Parts of
our Journey:

- Spiritual
- Physical

We Need
Both



Elemental Creation Template





Alchemy Core

- Website
- Offering



Creating A Profitable Website – 2 Ways Vendors or YOU

Working with Vendors

- **Vendor titles:**
 - o Website builder
 - o Graphic designer

Some builders do the graphic design, others don't. Sometimes you need a graphic designer to build out each page and then your builder builds the site.

Steps to Building a Website with a Vendor Quickly and Seamlessly:

o **Write Copy:** Write your copy first – so that it's ready by the time you look for a vendor (use the templates in this class).

o **Research Other Websites:** Look at samples of websites to find at least 5 that you like. Get specific about what you like on these sites. For example, you like the About page on this site and the Contact Us page on that site.

o **Interview Vendors:** Talk to 2-3 vendors to see which price point and process works best for you. (You can use Google, referrals (the best way) and fivers.com)

o **Understand Your Vendor's Process:** Make sure your vendor has a process!

Make sure that you get to see versions of the designs and website pages as they produce them.

Schedule weekly or bi-weekly status meetings throughout the design and build process. Set a timeline with your vendor for each milestone (or get the timeline from your vendor).

Understand clearly how many revisions they will allow you to have for each page or design (unlimited is best, but you want at least

o **You Control Changes on Your Finished Website:** Make sure the vendor is going to teach you how to go into the back end and change things on your own once the website is finished. Only agree to a website that you control – you don't want them to have to make the changes for you in the future.

o **Contract:** Make sure you sign a contract with them.

o **Alignment Clause:** Ask what is possible if you don't like the initial designs or if the relationship isn't working for you. Is there a way to do a phase 1, phase 2 setup? If not, be clear that you are taking a risk here – and it's OK to lose the money if it's not working for you.

o **Editing:** Be aware that you'll normally need to make LOTS of edits to each page. This isn't a sign that the vendor is bad – it's just that they need general direction from you. Be prepared to go through each page with a fine-toothed comb. You may want to ask a friend with a creative eye to help you look at pages during this process.

General Vendor Tips:

- Contract
- Clear process
- Weekly meetings (verbal processing)
- Open to feedback
- Numbers or progress reports
- Deadlines
- It's OK to walk away
- It's OK to lose money





Building A Starter Website Option

1: One-Page Website

- Great way to get started without a ton of cash flow
- Photo(s) of you
- Image of a free gift (optional)
- Opt-in to receive that free gift
 - o Name
 - o Email
- **OPTIONAL** – Full Website Coming Soon! Or More Details Coming Soon!

Option 2: Website Template Sites

- Use a Wix or Squarespace website.
- These start around \$12 a month and can get you started right away!

Timelines and deadlines are important here! Don't spend forever on your website.

Next Actions:

- If you are choosing to build a starter website, pick an option and start writing.
- Choose a vendor to help you build your page if necessary.
- Be sure to put yourself on a timeline so that you don't spend unnecessary time here.

Building a Website to Make Money

Remember, it does not make sense to spend a lot of money on videos, branding and perfecting before you work with clients and really determine what you want to do.

You have to be able to get into your website and edit it yourself!!

That's why I suggest **Wix** or **Square** to begin.

You can work up to **WordPress** or have someone set one up for you, and then show you how to update it.

Website Outcomes:

Your clients will buy from you for these reasons:

1. Met you in person (networking, parties, etc.)
2. Saw you speak (workshops, events, etc.)
3. Referred to you from a friend (having clients = more clients)
4. Heard or saw you on a teleconference, webinar, podcast or interview
5. Read something that you wrote (longer process of getting to know you)
6. Bought from a sales letter or marketing piece that you wrote. This is very, very rare – usually happens in combination with the other methods above.

To create a relationship with your clients:

- Build a blog
 - Create a free gift + newsletter sign up
 - Provide links to your social media sites Website General Page Structure
 - Pictures at the top of each page & copy below:
 - o Pictures should either be of you or other images or both
 - o Please don't use cheesy stock images or literal images (e.g. – people throwing money, stick figures, etc).

Finding pictures:

1. Get the emotion
2. Then go to a stock image site (free or purchase) images that work for you:

o Here are some links to paid sites:

www.shutterstock.com

www.istockphoto.com

o Here are some links for free sites:

<http://deathtothestockphoto.com/>

<http://gratisography.com/>

<https://unsplash.com/>

<https://pixabay.com/>

Next Actions:

- Choose a platform for your website (on your own or with your vendor)
- Start to think about what kind of template you would like
- Understand how to choose images

Writing Copy for Your Website

– The 7 Basic Pages Seven Basic Pages:

- o Home Page – descriptor page about you
- o Start Here – a longer page for your free gift
- o Blog (blog posts)
- o Offerings – Products, Programs, Services, Events – can be separated out onto different pages
- o About You
- o Testimonials/Success Stories
- o Contact Us

Writing and Creating Rules for Websites:

- Don't spend forever writing copy! You can always change it.
- Write all the copy in a google doc at once, then send it to your website designer
- Show your copy to a friend, a client or a coach to get feedback (optional) • Get your copy edited for grammar (not optional!)
- Once you send your copy and see it laid out on the pages, you may continue to edit it down or up
- Be patient with yourself as you see each page
- Building pages takes LOTS of revisions and changes
- This is a major project and takes time

The 4 Phases of Business

This list is not comprehensive – it just gives you an idea of the items at each level. Also the levels are not distinct – you may work more than one level at the same time if you have the cash flow.

Finally, keep in mind that live events happen at every level in the form of speaking events. The highest level is distinct because you plan the whole event and you are responsible for filling the room.

- **Baseline Income:**

- o From Business One-on-One Clients Rolling Group Programs (open start date) Lot of Products (requires a large list or a big book of clients) Hybrid Products and Services
- o From Other A Previous or Second Business Savings Partner's Income Family Income
- o Skills Time management Mind management Learning your skillset Client/Consumer management Basic delegation skills
- o Time Years 1-3

- **Top-line Income:**

- o Business Offerings Short Group Programs (fixed start date & smaller numbers) Long Group Programs (fixed start date & smaller numbers) Product Launches Book Launches Paid Events
- o Skills Technology Team management List-building Partnerships
- o Time Years 2-6

- **Scale Income** – At this level you can begin to let go of some/all of your 1-1 Baseline work if you choose:

- o Business Offerings: Short Group Programs (fixed start date & larger numbers) Long Group Programs (fixed start date & larger numbers) Product Launches (larger numbers) Book Launches (larger numbers) Paid Events (larger audience numbers)
- o Skills Bigger teams Complicated technology More partnerships List-building Paid advertising
- o Time Years 5-7+

- **Empire Income:**

- o Hosting your own LARGE events (you'll do smaller events and other types of events throughout the growth of your business)
- o Larger launches o Bigger platform
- o More media

Creating Base Line Income Programs

Baseline Income - 1-1 Programs

- Long-Term: Programs should be between 3-12 months
 - o Changes the sales process: free initial sessions or low-cost introductory sessions

- Create Programs that will really help your clients.

Everyone will be happier in the process.

Don't be afraid to add or take things away as you learn.

- Start simple and add as you need to raise your prices.

- Programs can include**

- o Intensive Time with Your Client

- o Coaching Time

- o Teaching Time

- o Bonuses o Group Components

If you are just starting, keep your programs simple – as you advance and want to raise your prices you can add more.

Special Note for Hands-On, Health and Spiritual Professionals:

- Massage therapists
 - Healers
 - Psychics
 - Doctors
 - Healing arts professions
 1. Offer an intro session – can be a normal price or a discounted one
 2. At the end of the intro session – talk about programs
 3. Optional – offer an integration session – during that session talk about programs
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Examples:

- **Starter Program** – Start here if you are just starting:
 - Private Coaching Program with X (your name) - 3 months:
- 1 90-minute kickstart call
- 9 45-minute sessions (can be 30-minute)
- Unlimited email
- Charge \$500 a month or \$1,500

Models:

- **The Relationship Rescue Program – 6 months**
- 1 90-minute intensive
- 12 45-minute coaching sessions
- 1 60-minute relationship assessment phone call
- 6 group calls – Charge \$500 a month or \$3,000
- **The Heal Yourself with Food Program – 6 months**
- 1 Clean Your Pantry and Create a Shopping List (virtual or in-home)
- 12 30-minute accountability sessions
- 6 60-minute Eat Well training sessions
- 2 Eat Well Goodie Bags
- 3 Group Cooking Classes



EARTH
PRIMARY
POWER:

STANDING
ON YOUR
OWN

Integrate Spirit's Primary Power

- Integrate Earth's
Primary Power of
Standing On Your Own
 - Activate Unified Field to
support your choices
 - Affirm:
I AM A PROFITABLE PRIESTESS!
-



Earth Door Homework:

- **Research Websites**
- **Decide on a Vendor**
- **Look up Pictures**
- **Decide on Your Offering**
- **Begin Writing Website
Copy**



My Profitable Priestess Business Outline

Spirit – Business Name:

- **Personal Mission Statement**
- **Business Mission Statement**
- **“Wake-up in the morning problem”**



Gratitude & Closure

Ground

Contribute to Your Tracking Sheet