

The Path of the Profitable Priestess

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




MODULE 6b



Module 6b

Profitable Priestess activating the elemental power of Spirit.



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



YOUR CREATION
VESSEL

OPEN TO
RECEIVE





Two Parts of
our Journey:

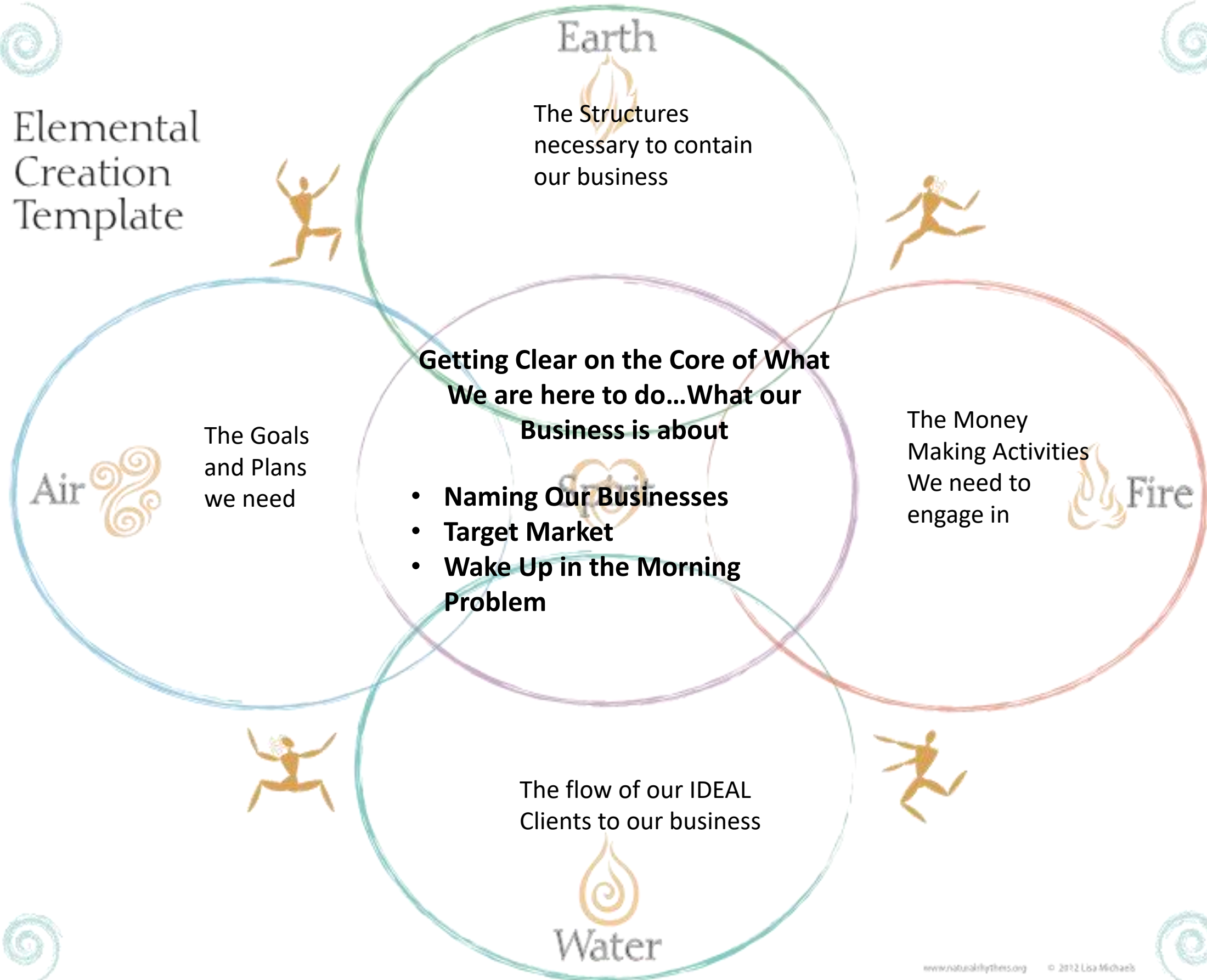
- Spiritual
- Physical

We Need
Both





Elemental Creation Template





Alchemy Core

- Personal Mission Statement
- Business Mission Statement
- Finding the “wake-up in the morning problem”
- Target Market
- Verbal Message
- Naming Your Business



**The formula for your mission statement is 1 +
2 to, for, or with 3.**

My mission is to:

_____,
_____, and

(your three verbs)

(your core value or values)

to, for, or with

**(the group/cause which most moves/excites
you)**

Some Examples:

- **To create, nurture, and maintain an environment of growth, challenge, and unlimited potential for all those around me.**
- **To inhale every sunrise, and look under every rock for the joy life has to offer.**
- **To uphold, discover, and support trust, honesty, and integrity in all relationships.**
- **To ignite, inspire, and restore Spiritual Connection and Right Relationship with the Earth in those whose lives I touch.**





**The formula for your mission statement
FOR YOUR BUSINESS
is 1 + 2 to, for, or with 3.**

My mission is to:

_____,
_____, and

(your three verbs)

(your core value or values)

to, for, or with

**(the group/cause which most moves/excites
you)**



Some Examples:

- To support, empower and provide resources, guidance, and tools to budding entrepreneurs to help them create the business and income of their dreams.**
- To Inspire, Empower, and Facilitate the healing & integration of spiritual wounding resulting from trauma for highly intuitive women survivors**
- To empower, encourage and support women who are struggling with body image to see and be their best.**
- To provide high quality furniture renovation services and a reasonable price to those who value my artistic expertise.**

Finding a Wake Up In the Morning Problem Problems People Are Willing to Pay to Get Solved

Wake Up In The Morning Problem Exercise:

1. What solution are you providing?

- i. Psych K – Clears sub-conscious beliefs that are blocking you
- ii. Workout Videos – Helps you work out consistently at home and get into shape
- iii. Relationship Coach – Helps you find love

2. What problem do they have? Re-frame the solution as a problem

For Example:

- i. Psych K – my clients are stuck because they are blocked by sub-conscious beliefs that are not helping them move forward
- ii. Workout Videos – my clients cannot find a way to work out consistently at home and get into shape
- iii. Relationship Coach – my clients can't find love

3. Now what are the wake up in the morning problems? What are your clients actually saying to themselves?

For Example:

- i. **Psych K:**
1. I keep procrastinating
 2. I just can't seem to get things done
 3. Everyone else can do it, but I can't

ii. **Workout Videos:**

1. I don't have time to work out
2. I don't work out consistently
3. I can't get to the gym
4. Working out isn't working for me

iii. **Relationship Coach:**

1. I hate being the 3rd wheel all the time
2. I hate being alone
3. I just wish I could find someone
4. Dating isn't my thing, but I don't want to be alone
5. My biological clock is ticking and I'm so scared

1. What Solution are you providing?

2. What problem do they have that you are solving?

3. What are the 'wake-up in the morning' problems?

What is a Target Market?

I like to define a target market as the group of people you sell to or serve + the wake up in the morning problem you solve + what you love doing.

Determine the groups of people you like selling to.

Formula:

**Group of People + Wake up in the morning problem + What you love doing =
Target Market**

EXAMPLES

I work with professional women and mothers who struggle because they are not comfortable in their bodies. I help them release weight and love their bodies again.

I do spiritual readings to help entrepreneurs move forward faster in their businesses. Some of my specialties are helping people find their purpose in life (or a new job), identify what an illness is, and release sadness or depression.

I sell fine jewelry that helps fashionistas show off their uniqueness and their good taste.

YOU WILL NEED TO MAKE SURE YOUR CLIENT BASE IS NARROW ENOUGH SO YOU CAN REALLY CALL OUT AND FIND YOUR TRIBE!

Examples of service providers who need specialties:

- Therapists
- Naturopaths
- Healers
- Massage Therapists
- Body Workers
- Astrologers Psychics
- All forms of holistic health practitioners: acupuncturists, chiropractors, nutritionists, etc.

For example, if you are a hypnotherapist, you may want to say that you specialize in:

- Helping people overcome depression.
- Helping people lose weight.
- Helping people find love.

This gives people a chance to very clearly understand what you do and helps them to give you referrals.

What to Say When Asked, “What Do You Do?”

Your Verbal Message

Verbal Message:

Your Verbal Message is your answer to the question, "What do you do?" It is not a 60-second spiel or elevator pitch. It is a concise, clear, to-the-point response where you let them know who you work with and what you do for those people.

Two Versions of the Verbal Message:

1. Who do you help and what problem do you solve?

I help XYZ who are struggling with ABC (ABC is the wake up in the morning problem) to create DEF (a solution).

2. Who do you help and what resolution are you helping them to find?

I help XYZ who are/would like to create/do/become ABC. (ABC is the resolution of the wake up in the morning problem)

Example Verbal Message:

Version 1. Who do you help and what problem do you solve?

I help professional women who are struggling with extra weight because they just can't find the time to be healthy without sacrificing something else in their lives. I help them release the pounds to find their ideal body weight.

Version 2. Who do you help and what dream/aspiration are you helping them create?

I help professional women lose weight so that they can wear all the clothes in their closets – including the “skinny day ones.”

OR

I help professional women create their ideal bodies.

Company Name + Tagline:

- Education + Inspiration
 - Tagline – education or inspiration
 - Company – education or inspiration
- Not Cute or Metaphorical

EXAMPLES:

Revenue Breakthrough – Education

Passionate Ideas. Powerful Planning. – Inspiration

Ignite – Inspiration

Live Your Brand. Unleash Your Wealth. – Education

Tagline:

Make this simple

- Inspiration (if your company name is education)
- Education (if your company name is inspiration)

Remember - it is totally changeable

Start with who you serve and the benefit you provide, remember – ***CLARITY OVER CUTENESS*** here (especially if your name doesn't clearly talk about what you do)



SPIRIT PRIMARY POWER CHOICE

Integrate Spirit's Primary Power

- Integrate Spirit's
Primary Power of Choice
 - Activate Unified Field to
support your choices
-



Spirit Door Homework:

- Personal Mission Statement
- Business Mission Statement
- Finding the “wake-up in the morning problem”
- Target Market
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Gratitude & Closure

Ground

Contribute to Your Tracking Sheet