



Transforming Selling Into Serving

Letter to the Universe

Helping them align with their inner guidance

As Spiritualpreneurs, we always make room for choices to be led by Spirit. And you really want them to come from a place of their own inner guidance. So we suggest you request them to write a letter to the universe to fully engage their inner guidance in the decision. Even if they are ready to go, we suggest you make that request so that their decision really is solidly aligned with their inner guidance.

Throughout, stay away from words like “decision” that risk being heard and felt as pushy. Work with language like “process”; for example instead of “engaging your inner guidance in this decision”, you might say “engaging your inner guidance in this process”.

You might approach this by saying something like “Here’s what I suggest we do because I want you to engage your own inner guidance in this process. I am going to email you my program guide after this call. I’d like for you to print it out... sit in your favorite space with your favorite drink and a pen or highlighter... really get comfortable and relaxed... and as you read it, circle, highlight, and make notes about anything that resonates with you, anything that gets you excited, or makes your heart flutter.

Encourage them to use a process to connect with their own inner guidance for the next action. You can suggest that they write a letter to their inner guidance stating all the reasons why they want to work with you and what they feel will be the results. Encourage them to pour out their heart and soul to Spirit in a letter.

Here you can help them understand what you mean by giving them an example. You might say “So for example, you might write “Dear Source... I’m really excited to do this because... “ and then start listing some of the things that most resonated with them in the call today (for example “I want to feel fulfilled in what I do, I want to attract an amazing relationship... have a great sense of freedom.... “. You want to re-activate the things that excited them about your solution and you want to use their own words to do that. This really shows that you were listening to what they were saying; you heard them and you care and understand.



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Then you can tell them to also pour out their fears and doubts and surrender them to their inner guidance. Do not mention any of their fears or doubts; you do not want to re-activate these!

Next, they should ask for a sign of the best next step for them to take in working with you. Trust that their inner guidance will give them a sign, a dream, a feeling, or a knowing. Ask them to look for a sign regarding which option is best for them. Help them to understand that this may not be an overt sign. It may not be an MGM-type experience or a burning bush. Instead encourage them to watch for their feelings; notice synchronicities or inner promptings. It can be helpful to create a letter template for them so they can just fill in the blanks and give it to them then or send it in an email.

Then check to be sure they understand how to go about the letter. For example, you might say “So can you kind of reflect back to me what you heard me say about how you write this letter?”.

Then set another time for an appointment immediately. Don't leave it with them for the next time to touch base.

EXAMPLE:

Okay well [*say their name*], I have some different options that I think could work for you if you're really serious about making this happen. The program does require an investment, and it's important for both of us that you feel great about your decision, and that it comes from an aligned place.

[Might mention the first reason that popped into their head why they couldn't have their vision... or what they said needed to happen to move them from x to 10 on the scale.... and can dissipate it by saying e.g. “That, well, we know that's not an issue now.”.]

So here's what I'm going to suggest we do. I'm going to send you a PDF about my program; it includes pricing and program options...

- Print that out and take it to a private place where you can really relax and connect with your inner guidance. Bring a pen, maybe a highlighter. Then read through it; circle, highlight, make notes on anything that gets you excited, makes your heart flutter...
- Then I recommend that you write a Letter to the Universe—your inner



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guidance—asking for guidance on which program would best serve you. In this letter, tell the universe why you're considering coaching; what about my coaching program feels good to you, surrender any doubts or concerns and then ask the universe to give you a sign. Ask the universe to give you a clear sign on which program, if any, is best for you.

- Then go about your day. And be on the lookout for a sign; It could be just an inner knowing, something in a song you hear, maybe you hear my name in a conversation, or someone else talking about this program. There is no right or wrong sign... and it's not usually a huge event... it's just an inner sense that it **is** a sign.

I'll call you say *[suggest a time within the next 48 hours]* to complete this activation process. Would that be a good time for you? You can tell me what signs you received. Okay?

[Jot down date and time for the follow-up call.]