



WELCOME

Joyful Greetings from Sharon Wilson!

I'd like to start by welcoming you to the beginning of *possibility*.
To the beginning of *success*.
To the beginning of *intentional activation*.

Now is the time to put the Activate Formula to work for you!

I'd like to recommend that you read through this workbook one week at a time, one chapter at a time. This gives you time to incorporate the suggestions. However, you can take a couple hours or days and read through the whole thing if that is your desire! Whatever feels or works best for you.

So with that said...**Welcome to the Activate Formula!**

This proven formula that will help you:

- **Create the business of your dreams?**
- **Move to a more advanced level of consciousness and income?**
- **Learn the secret of using energy principles in a grounded process for yourself and your clients?**

Activate Your Spirit: Activate is about amping up your **belief** in your ability to be successful in your work and to help you take the **actions** to see this become a reality. We get to the root of what is holding you back from being and earning what you deserve.

I'm looking for those who have a calling now. You will know. Something within you resonates with what you have been reading here – that this is what has been calling to you to move to the next level in your work and in your Passion!

You have a curiosity to explore further, like a mountain climber who wonders what the world looks like over the next hill.

But you must be willing to take in something new and different. You will need to risk setting aside some familiar beliefs and patterns that may be holding you back. Remember, real change most often encounters substantial resistance at some point. Something has to go.

Are you committed to face the factors head-on that make up your resistance to change?

If you apply the principles you learn in this series, you will experience a significant positive impact in your business and begin to see a definite



movement from struggle to success to significance.

This is an interactive workbook. Every chapter there will be a task for you to accomplish that will involve you in moving toward the success of your dreams.

Doing these tasks will be the real power toward activating your vision and turning your intentions into reality.

CHAPTER 1: Let's Get Started On the Activate Formula!

Before we jump in, let's take a moment to center our thoughts and connect with our spirit. Let's take some deep breaths in and feel the love and light coming into us, and filling us. On the out-breaths, let go of any distractions, any less than positive thoughts, anything that's not serving you in the highest good.

Now, imagine that there's a light in the center of your being, much like the pilot light on a furnace. As you continue to breathe, see that light amping up and literally taking the hand of the light from the universe, as together these two lights merge and do a dance of co-creation throughout your body, going into every cell, and the spaces between the cells, into your organs. With amped-up energy, feel that light infusing your DNA.

When you're ready, **let that feeling and light expand outside the confines of your physical body, exponentially in all directions** so that each one of our circles of love and light are inter-connected into this larger circle we call our inner teams, our guides, our angels – anyone at all who works with you for the highest good. And as we connect with spirit, and stay out of spirit's way, we intend that this session be focused, be fun, be filled with inspiration, and most importantly, that we feel good.

Now, I'd like you to take a moment to name three intentions you have for your business.

- What would you like to **feel** about your business?
- What would you like to **believe** about your business?
- What would you like to **experience** in your business?

Please take a moment and write your three intentions in a notebook you will use for this series. Make them simple, clear, and specific. What is a **feeling**, a **belief**, and an experience you would like to have concerning your business?



For example, "I want to feel competent, I want to believe that I am highly sought after to the point that I have a huge waiting list of clients who are willing and able to pay my fees, and I want to experience the astonished appreciation of at least one client each week".

Exercise #1:

As we begin our journey together through this series today and in the coming days, set aside regular moments to recall your three intentions. Begin and end your day with these three focus thoughts in mind. When you return to them again and again over a period of days and weeks, you begin to create a focus that releases a Source of energy.

My three intentions for my business:

1) A feeling:

2) A belief:

3) An experience:

Now, imagine what it would be like if these three intentions happened. They can!

Let's take a moment and look at something that gets in the way:

The journey to success is a bit like taking off an old tattered jacket and putting on an entirely new and different garment. Before we can enjoy the new clothing, we must be prepared to shed the old. Our worries and feelings of living in a limited world of scarce resource, talent, opportunity, and luck are like that old tattered garment. They can obscure our best intentions, literally robbing us of our dreams. We need to shed the old garment.



Have you ever awoke in the middle of the night worrying about ...

"What if the clients don't show up?" Or,

"What am I going to do if"... Or maybe just felt that sense of,

"What am I doing wrong? Why can't I get a break?"

In my coaching business, there was a point where I could not break through to the success I wanted. I felt alone and it seemed I had to keep dancing as fast as I could or the money and work would just evaporate.

- Sometimes my clients came in a rush and times were good.
- We completed our work, the clients left, and it was as if I were unemployed, starting all over again!
- If I was sick or could not work I did not make money.
- I worried that it would all fall apart and I would have to get a job.

Meanwhile, many coaches and other self-employed business professionals were doing well – they were enjoying healthy incomes and working the way they WANTED to work. I knew plenty of those people, and I began to ask, "Why? What were they doing differently that led to their success?"

What I found changed me forever:

I found that the key was not in what they were doing, but in who they were being.

I found that in the interaction between their feelings, beliefs, and actions there was a formula that was like gold to them, leading not only to the experience of success, but to their even greater significance in the world. I came to call it "**Activate.**"

Since I applied the Activate Formula to my own life and business, I

- Have at least doubled my income nearly every year.
- Work when I want, and also take time off any time I want.
- Have perpetual streams of income.
- Have every luxury I want.
- Have attracted many top authors and teachers I work with and call my friends.
- Am giving back to the world and making a significant mark.



Even more importantly, I feel a deep sense of connection to my inner guidance, and fully rely on that guidance to direct me in all my decisions. I feel a sense of peace and ease in my work like never before.

Exercise #2:

MAGNETIC VISIONING

I want to help you now to create and activate a vision within your spirit for the success of your business. I'm going to lead you through an exercise that will take about 20 minutes. Please find a quiet place where there will be no interruptions.

Now, do the following visioning exercise: [Activate your energy to manifest your vision-CLICK HERE](http://www.coachingfromspirit.com/Multimedia/60.mp3)
(www.coachingfromspirit.com/Multimedia/60.mp3)

Please take a moment to write in your notebook.

1. What was your symbol?

2. Picture the success of your dreams:

- What is your dream business?
- Who are your dream clients?
- What value are you providing?
- Where is your office? How does it look? Your home?
- Who are your dream friends and allies?
- What are some of your other interests?

Symbols are powerful because they bypass all your thoughts and belief systems and represent the pure energy of your soul.

When you activate your business Vision at this energy level, things happen that don't make logical sense. People show up out of the blue to help you. It is all because you are "vibrating" that expectation more dominantly. You are actually magnetizing – drawing the business of your dreams – the business you are creating – to you more rapidly.

You can dramatically multiply the magnetizing power by joining with others. The group as a whole powerfully holds your vision.



Hold your vision, nurture it, and begin to magnetize your vision to yourself. Share it in our [Facebook group](#). Share it with a close friend who intends that you experience the highest good.

Seeing and feeling *you* living a life of love, joy, peace, health, and prosperity!

CHAPTER 2: **Discover the Power of Your Beliefs: How Your Beliefs Influence Your**

Feelings, Your Actions, and Your Experience

Let's get started!

Let's begin with a little bit of a centering. Experience the feeling that you are not alone, but at this moment, as you read these words, you are in some way joined to people in every place who hold a spiritual vision of the business they want to create. Then, take a deep breath and feel a sense of connection to them, and to the vision you hold for the business you are creating. Take a moment now and hold in your mind, from your heart, a heart connection to that business, as if it were a person. **I want you to begin to start feeling a loving sensation in your heart for this business of your ideal dreams.**

Really feel – this vision of the business you are creating is almost like a soul mate. It's almost like someone that we're calling to us, magnetizing to us. Feel a sense of connection to the vision – feel in your heart a sense of love. Feel a sense of appreciation, a sense of joy for that connection, that relationship that you are evolving. Feel a sense of joy for that relationship you are developing, and that you're deepening with this thing called your business. Feel your business as part of



a relationship that is deep and fulfilling and joyful for you.

My intention for you today is to really serve you in the highest possible way: To allow that connection--that energetic activation--to occur, so that you can create a relationship of love with your business, which will lead to experiencing the success of your dreams.

When you think about your business, what feelings would you like to activate in yourself? Imagine yourself thinking:

- I feel confident in my ability to generate more income.
- I feel relaxed because I work only the hours I want to work. •
I feel a sense of joy and fun.
- I feel good about the kind of clients I attract.
- It feels fun working with my clients, and I feel their appreciation. •
I feel a sense of ease and security about money.
- I feel an unstoppable sense of confidence. Wouldn't you fall in love with your business if you had these feelings? It's possible! And there's a very simple key.

Your Beliefs Are The Key To Your Feelings

- If you believe you are capable, you will feel confident.
- If you believe you live in an abundant universe, you will feel relaxed and secure, and sure that you will always have enough of what you need. If you believe that people want you to succeed, you will feel a greater sense of connection.
- If you believe your ideal clients are waiting out there for you (clients who adore you, love your service, are fun to work with, love paying you), you will feel that marketing your business is an exciting adventure – like a treasure hunt

See how it works?

There is a belief behind each of your feelings. You can actually influence the way you feel about something by changing your belief.

Exercise #1

SUCCESS VISIONING

**Wouldn't it be great to feel and believe the best about your business?
Picture yourself, astonishingly successful as you:**

- Work with one of your clients.



- Introduce yourself and your business in a networking group.
- Tell an old high school friend you have not seen for years about what life is like for you today.
- Go back to your former workplace and tell your former supervisor and your co-workers about your successful business.
- Balance your books and pay your bills.
- Do your taxes.
- Market your business.

Allow yourself five or ten minutes to dream what your life would be like.

Where are you standing? Who is there with you? What do they look like? What are you saying, and how do they respond? What are you thinking?

Take a moment and write about your experience.

Now, imagine all this is true--it's not just a dream! Your feelings and your beliefs about your business have changed. As a result, something else changes:

It is a fact that whatever is showing up in your experience is a direct result of your beliefs. If the success you would like to realize isn't showing up in your experience, the first place you need to look is inside yourself – at your beliefs.

If you don't have clients showing up, then something is happening on the inside that needs to change. For you to attract what you want there will need to be both an inner and an outer change.

First, you make changes that shift your beliefs on the INSIDE, and as you do that, you can take actions and attract what you want on the OUTSIDE.

What I see that tends to be a sticking point for most business owners is that they don't know how to truly change what is happening on the inside, and so the outer actions they take are not producing much. It is like being in a car and having your foot on the gas all the way to the floor and also having your foot on the brake. What happens? You go nowhere fast! That's the definition of being stuck.

We get stuck in negative cycles of feeling - belief - experience:

We believe that we really can't deliver the best value to our clients. We believe they could do as well or even better with someone else.

What feelings do you imagine come with that belief? We feel inadequate, unimportant, and valueless.



And we begin to attract to ourselves people and experiences that fit our beliefs and feelings. This further confirms and solidifies our negative beliefs, and we're stuck in the cycle.

Until you break out of that negative feeling - belief - experience cycle, it is impossible to experience the success of your dreams.

What would it be like to finally break that negative cycle? You can do it. You can experience the success of your dreams. You can have a relationship of love with your business. You can wake up every morning excited, hopeful, joyful of the fun adventure that awaits that day with your business.

I love to watch as people experience this change. It's like a light has been lit in a dark room, and I watch with joy as the warmth and glow of that light penetrates every corner and chases away every shadow as people fall in love with their business.

I want this to be your experience! Next we'll look at the secret of breaking through our negative cycles by redirecting our beliefs. I'd like to leave you with a final thought:

When you partner with your inner guidance in creating the business of your dreams, you tap into the power of the Universe. Now, you will never feel alone in your business!

This is Huge!

Seeing and feeling you living a life of love, joy, peace, health, and prosperity!

CHAPTER 3: Activating Your Spirit

Let's focus on Activating Your Spirit. You can:

- **Create your ideal successful business.**
- **Attract the people and experiences that will be part of your success.**



- **Help others become successful.**

As we do with all of our programs, I want to begin by asking you to take a moment and really connect with your highest intentions to direct the growth and development of your business. You are the sculptor and your business is the clay spinning on the wheel before you. Your hands are on the clay, and you are directing its formation according to your intent. There is a perfect flow from the intent of your mind, to the movement of your fingers, to the shaping of the clay.

Take a deep breath in, and feel a connection to that master sculptor molding the clay of your business to the shape you intend. Picture yourself, that confident sculptor, and connect now with the artist that sees that shape before it is created, and says in your mind, "This is what I want. This is what I want for my business."

As you do this, I really believe that you're connecting at a deeper, energetic level with that confident, commanding inner voice that will call into being all the rewards and satisfaction of your dreams – the secure income, the ideal clients who are fun to work with and will enjoy paying you your full price, the satisfaction of making a significant difference toward the success of others.

Feel a sense of the magnetic energy coming out from your heart, which is that place of confidently asking and anticipating the best results. Feel that energy coming out from your heart, reaching out and touching the people and events you will influence at their heart level – at their soul level – at a level that will touch them – to allow them to become a part of your success.

Now, feel the presence of others reading these words and holding the same intention, and feel your energy amplified among many people. Take a deep breath in and feel the energy amplified, as together we send this energy out, to magnetize to us that confident sculptor within us, who is envisioning, intending, and expecting our highest intentions and dreams for our business and for serving others significantly.

So let's feel that now – really energetically each time we meet through this series – that we're activating that child within ourselves.

My intention for you is to really serve you in the highest possible way: To allow that connection--that energetic activation--to occur, so that you can tap into your inner guidance system, directing your beliefs, and confidently expect the best results.

Have you ever thought what it might be like to have more control over what you are experiencing in your business? Wouldn't it be great to decide who your ideal clients are, and then have them actually appear? Wouldn't it be great to decide how many hours you want to work, or how much money you would like to make, and have it actually happen?



I always used to love how Commander Picard of Star Trek would determine some action he wanted, and then utter that wonderful four-word phrase, **"Let it be so,"** and his intention was fulfilled.

Wouldn't it be great to create your intention, utter the words, "Let it be so," and know for a certainty that it would happen?

How would things be different for you if that were the case? How would today be different? A great question I've seen before ...

"What would you do differently today, if you knew you could not fail?"

It's possible! But it runs against our conditioning from our earliest years. **Most of us were not taught that we can have control over our OUTER experiences by managing our INNER emotions and beliefs.** We were told we could NOT decide what we wanted to feel or believe. Feelings were something that happened TO us, and we had to look in a book or listen to an authority to understand our beliefs. It was all controlled from the outside.

Assuming we had no control over our INNER feelings and beliefs, we found other ways to influence events. Usually, they were OUTER-directed: work harder; work longer; DO more. But this is a good formula for burnout. Have you had enough, and you're just tired – exhausted – always trying to work more, do one more thing – and you end up feeling like a hamster on a wheel in a cage, running faster and faster yet getting nowhere?

Wouldn't you like to step off that wheel and get out of the cage? There's another way.

In our experience of coaching thousands of people, nearly every problem has an INNER origin, and therefore, an INNER solution. Since the solution involves changing something inside yourself, you DO have control over your situation. For example, lower level emotions like anger or worry may be contributing to results you are experiencing in your business. You need to implement a process of dealing with these emotions that really works for you.

The good news is that you CAN direct your feelings and your beliefs. You can let go of worry, doubt, and overwhelm!

Let it be so.

Paul McCartney of Beatles fame told us in a song that he had a voice inside him that said, **"Let it be"**. I can't help but believe that having that inner voice, in some way was the major contributing factor to his success, and the success of at least three other people who became famous with him.

When you direct your beliefs, you tap into divinely guided ideas, synchronicities, and miracles. Luck begins to "happen" around you. And



you begin to help activate this in others – your employees, your business partners, and your family. You stop expecting them to change. Instead, you change your perceptions and, therefore, how you feel about the situation. Then a miracle occurs:

The situation changes for you because you changed – inside – your need for the situation to change.

Let it be so!

Exercise #1

DIRECTING YOUR BELIEFS

Today you will get in touch with your feelings and the beliefs from which those feelings arise.

Begin by creating a feelings journal. In your notebook, and on your Page at the Activate community, see how many various feelings you can record that you experience throughout the day. You will be surprised at the end of the day to see the results. Some of the feelings on your list may shock you.

Now, look for patterns of feelings and begin to make a note of these. Joy, fear, happiness, jealousy, confidence, insecurity... Every feeling points to a belief. **As you look at your list of feelings, ask yourself what underlying beliefs those feelings represent.** For example, frequent feelings of insecurity may point to the belief that you have no control over your surroundings.

Please take this task seriously.

Remember that your feelings are the key to getting in touch with your beliefs, and beliefs determine actions and experience. Success involves naming and confronting and changing unproductive beliefs in order to experience better results.

Throughout today, make an effort to get in touch with your feelings and the beliefs that underlie them. This is an important first step.

Now, at the end of the day, I want you to begin to identify the Feeling – Belief - Experience connections. A powerful method is to work backwards:

I am experiencing _____ in my business. This experience may have something to do with my belief that _____. My belief may have



something to do with these particular feelings I frequently experience:

And now, the pay-off.

This is the Million Dollar Question:

If I changed my belief to _____, in what positive ways would my experience change?

Congratulations! You are now activating your Inner Guidance System. You have begun to decide specifically how you will direct the **feeling – belief - experience** process.

This is what I call Manifesting, and it is at the heart of Activate...

These are pretty significant principles, and in our experience, **the secret of directing your beliefs and activating your inner guidance system is "caught" more than it is "taught."** Again and again, people get to this point with the greatest of intentions, but simply cannot get to that final state of directing their experience. It's like being handed a world-class violin and told to play.

Directing your beliefs is an art form that requires observation, learning, and a lot of guided practice. I can tell you about the power of being able to say, "Let it be so", with complete confidence, but "hearing about" something can never replace real-life observation and experience.

In the next chapter we will look at the Miracle of Manifestation. Manifesting is the act of turning thought into reality – making an intention real. This is the power at the heart of Activate.

CHAPTER 4: The Miracle of Manifestation

As we do with all of our programs, let's take a moment and connect with our inner guidance. Remember that symbol you chose to represent your business a few days ago in the Magnetic Visioning exercise? If you would like to recall that visioning exercise, here is the audio clip:



Activate your energy to manifest your vision

[CLICK HERE to list your Magnetic Visioning Audio Clip](http://www.coachingfromspirit.com/Multimedia/60.mp3)

(www.coachingfromspirit.com/Multimedia/60.mp3)

As we begin today, take a deep breath in and feel a connection to the symbol for your business. Spend a few moments recalling that symbol. Picture it growing larger in your vision as you fill it with greater meaning. The symbol is directly in front of you at the level of your vision.

Think of one or more of the new beliefs you would like to direct for yourself and for your business. Imagine yourself naming those beliefs aloud. Your business is established and well known. You provide a quality and value that attract your most ideal clients, and there's a waiting list! You say, "Let it be so." And as the sound of your voice and the breath of your spirit touch the symbol for your business, it begins to grow before your eyes, taking on your words and your intentions, until the symbol completely fills your vision.

You're connecting now at a deeper, energetic level with the security, the prestige, the fulfillment, and the joy that you experience through this successful business you have created. And so, feel a sense of the magnetic energy coming out from your heart, which is that place of energetic creation – that place of your spirit literally willing its intentions into being.

Feel that energy coming out from our heart and touching the growing symbol for your business. And you're joining now with others who are in touch with the power of their spirit – you're joining with them at their heart level – at their soul level – at a level that will allow them to recognize, to discover the value you offer, and the highest hopes that you share.

And now, let's really feel that energy amplified in the community of all those who are in touch with their spirit. Take a deep breath in and feel the energy amplified, as we send this energy out, to magnetize to us that successful business that is a wonderful vibrational match to the highest intentions of our heart and to the kind of person we dream of becoming, and see even now emerging.

My intention for you today is to really serve you in the highest possible way: To allow that connection--that energetic activation--to occur, so that you can manifest the beliefs you choose to hold for your successful



business. My intention is that things begin to happen for you today, and you will see immediate and specific signs of your movement toward the success that fits your new belief.

You have to be your business.

People learn how to run their business by going to training organizations, but **I don't believe you "do" your business, I believe you have to BE your business.** This is the key to the Miracle of Manifestation. Here is how the Miracle of Manifestation works:

What shows up in your experience is an absolute reflection of how you manage your own emotional energy.

- The kind of clients that show up
- What they are willing to pay you
- The kind of experiences you have

By "emotional energy," I mean the energy of your thoughts and your feelings. How can being in touch with this energy help you attract and keep more clients? Here is the key: Whatever you believe affects the kind of action you take. It also affects what you attract to yourself! **To change your external reality, you must change your inner beliefs.**

But the word "change" is an understatement. You will need to activate the new belief at a cellular level. How do you know that you HAVE it at a cellular level? **Instead of remaining an intellectual belief, it becomes your reality!** It begins to influence your thoughts and actions at a subconscious level. This is the **miracle of manifestation.** Things you believe will happen begin ... happening. And you may not even understand how they occur. **It starts with a new belief and ends with a new reality!**

Consider your current reality: Look at your business, the money flowing in or not flowing in and right now ask yourself, "How do I feel about my business practice?"

Do you think:

- It is difficult to find clients.
- Clients don't usually have enough money to pay you.
- You can have great consultative sessions but not many people sign up to be your client.
- It will all end and you will have to get a job.

Your thoughts actually create your reality. They're sending out signals that attract the very things that are the focus of your thoughts.



Example: When you dwell on the fear that you're not going to have enough, you begin to actually attract scarcity into your life. You have less and less and less until you are struggling to survive! On the other hand, when you believe that your resources are limitless, and that a solution or answer or resource must exist and will soon present itself, you attract abundance into your life. **This phenomenon is called The Law of Attraction.**

You've probably seen this at work in your own life many times. Have you ever noticed that immediately after some huge personal success, more success suddenly and mysteriously follows? You might have thought it was a coincidence. A sales rep fails to make a sale for days, weeks or months. Then, a sale happens and immediately two more sales follow. It's really not such a mystery. In the elation over that first sale and in the **new belief** that a sale is possible, the sales rep is sending out **subconscious success signals that begin to attract more success.**

Most entrepreneurs don't truly understand how to **consistently** tap into the Law of Attraction for their business and their own life.

The kind of client you attract is entirely based on your energy, which arises from your inner belief.

Exercise #1

TAP INTO THE LAW OF ATTRACTION

Today, practice tapping into The Law of Attraction. In one of your regular meetings, begin with a directed belief. A directed belief is a belief you choose to hold.

- Let's say that you have had a problem connecting with someone. Perhaps there have been past disagreements. **You have formed the unhelpful belief** that "we don't get along." Or, maybe you have not yet been able to connect. You have formed the unhelpful belief that, "this person is too talented or too successful to be interested in paying any attention to me."
- **Select another, more helpful belief.** Choose to believe this person is your best long-time friend. You might choose to believe this person admires your talent, or is ready to partner with you in some way for your mutual success.
- **Create stories that add life to the helpful belief.** Create an



inner story in your thinking that you've already had a successful project together. The person wrote a glowing review for you in a business journal. **If these stories were true, how would you feel** about this person? How would your conversation feel? **Choose to start feeling that way even before your conversation begins.**

- Have that inner belief firmly in place before you approach that person, or say your first word. **During your conversation, feel the good feelings** you would have if this were your long-time friend or an admirer.
- Try this today with a client, a friend, or even a family member. Choose a belief about that person, put the belief firmly in place, and then, as you talk, fill your mind with all the good feelings that come with the belief you have chosen. Watch the results.
- Here's a real experience I once had. While at a large social gathering, I once mistakenly identified a complete stranger as an old friend I had not seen in years. I walked up to that person and immediately began to speak with all the energy and warmth I felt for my old friend. Well, soon I realized my mistake. But I realized something else. This stranger was really enjoying the conversation and responding to me with all the animation of someone re-connecting with a long-time friend.

We really connected that day, in part because I went into the conversation with the belief that the connection already existed! What's more, when I realized what had happened, I tried it again with another stranger – this time intentionally. I began to connect with people more quickly.

It was because I had changed my belief. As a result, I was manifesting a new experience.

I was manifesting connection and friendship with people I had never before met. **It started with a new belief, and ended with a new reality!**

Choosing your beliefs and manifesting them is a golden pathway to success.

The golden pathway does not come naturally to most people. It involves unlearning an old, long-ingrained unhelpful way of thinking and believing. This unlearning is necessary before we can make a place within ourselves for a new and



better way of thinking. This kind of huge change is difficult – if not impossible – to make by yourself. **You need the support and the accountability of others who are committed to a similar new way of thinking.** The shared energy of the group becomes the power for this huge change.

CHAPTER 5: The Power of Spirit-Mind Intention: Attract Your Key Clients

As we do with all of our programs, let's take a moment and really connect with our inner guidance. Take a deep breath in and feel a sense of connection with those people who are vibrationally calling to you now. I really do believe that you're connecting at a deeper, energetic level with the people out there who want what you have, and so now, feel a sense of the magnetic energy coming out from your heart, which is that place of serving.

Feel that energy coming out from your heart and reaching out, and **touching those people at their heart level** – at their soul level – at a level that will touch them – to allow them to find the products and the services that you offer so that there really is this win-win experience.

And in the Coaching From Spirit Community now, let's really feel that energy amplified among all of us. Take a deep breath in and feel the energy amplified as we send this energy out, to magnetize to us those people who are our ideal clients, who are a wonderful vibrational match to joy and ease and flow and prosperity, and who are really a match to the essences of how we want to serve, and how we want to be served. So let's feel that now really energetically – that we're magnetically drawing people to us.

My intention for you today is to really serve you in the highest possible way: To allow that connection--that energetic activation--to occur, so that you can create an image of your ideal client, and attract one after another ideal client to you as your business grows in success.

Now, let's Talk About Your Selling Experience!

- Would you like to have a better selling process?



- Would you like better results?
- Would you like to avoid having to sell at all?

Exercise #1

GETTING IN TOUCH WITH YOUR SELLING EXPERIENCE

Let's begin today by centering our thoughts around the selling experience:

First, take a moment to get in touch with what you DON'T want in a selling experience. What don't you want, and how don't you want to feel?

1.

2.

3.

Now, list a few qualities you DO want in the selling experience. How do you want to feel? How do you want the other person to feel?

1.

2.

3.

I'm going to make a bold statement:

If 5 out of 10 people you talk to are NOT hiring you, something is probably out of alignment somewhere in your selling process.

Now, 5 out of 10 is a pretty high ratio by most standards. How is it possible to



have such high expectations?

Let's turn the question around: Why is our expectation more commonly 1 out of 10? The answer may be that we often go into a prospect call without a clear intention of the type of client we are seeking, and without a clear idea of how we like to work. Our resulting experience is a closing ratio somewhere in the basement!

Because we are not acting out of a sense of what is natural and best for us, we do not tend to seek what is natural and best for the prospect. No wonder they can't wait for their conversation with us to end. Chances are that those qualities from your list (above) that you want in a selling experience are absent.

A new definition of selling:

Selling occurs when there is a vibrational match where it feels as if you are the answer to my prayer, and I am the answer to your prayer. The experience feels good, joyful, and fun. That is what your selling process needs to feel like: Fun and easy. You will find that when this is true, the sale is closed 8 out of 10 times.

How do you create that vibrational match? The vibrational match is most likely to occur when you are working with the kind of person you want to work with in the way that is most natural for you to work. It's more similar to dating than it is to making product/service presentations!

The first order of business here is to get clear on WHO you want to work with. The key is to surround yourself with people who represent your intended beliefs. Begin by drawing the profile of the client who has beliefs that resonate with the beliefs you intend for yourself. Take time to formulate a clear picture in your mind.

Once you have a clear intention of the kind of client you would like to attract, ask this next question: HOW do you like to work?

This is so different from a more common strategy where we are taught to copy the approach of someone else.

Instead of looking outside of yourself, find or create marketing strategies that fit for you.

Exercise #2:



Make a list of your natural talents. Sales are about creating relationships with people, and it is about connecting with people. If you hate talking on the phone, find another approach that you enjoy. You will perform best when you are feeling most natural.

Think about how YOU want others to market to YOU. I coached someone who paid another coach over \$10,000 to get all that coach's marketing materials: ads, promos, etc., but nothing worked. It worked for the original coach, but the coach I ended up mentoring did not resonate with the voice in the ads. They sounded pushy and they attracted people that resonated with that vibration ... which was NOT the prime client for this coach.

Let's help you to get clear on a marketing process that fits for you – a fit that feels good, and produces results for you.

Look at:

1. How you want people to feel when you are marketing to them.
2. How you want to feel.
3. What marketing strategies fit you and the people you want to attract.

That is what works. **Look at what feels best for you.** I love to speak, and I love talking to people on the phone. So would you be surprised to know that 9 out of 10 people I talk to hire me or take one of our programs? I have created a business where I focus on what I love to do, working with the kind of client that is a good match.

Exercise #3:

Creating The Profile of Your Ideal Client

For today, write the profile of your ideal client. Consider your ideal feeling - belief - experience, and draw the profile of the client who is likely the closest match. Name three characteristics of your ideal client.

- 1.



2.

3.

Create three questions for your interview with a client - questions designed to see if your client is a match to you.

1.

2.

3.

Identify three work styles that are most natural for you.

1.

2.

3.

Now you are experiencing the power of Spirit-Mind intention!

Identify and Attract Your Ideal Client – Audio Meditation

Now, when you have an uninterrupted half hour in a quiet place, let me guide you through an exercise that will help you focus even more on identifying and drawing to yourself your ideal client.

[Identify and Attract Your Ideal Client CLICK HERE](#)



<http://www.coachingfromspirit.com/Multimedia/61.mp3>

Once you have discovered an approach where you perform at your natural best and are attracting the kind of client you work best with, THEN you are ready to begin incorporating specific sound business practices.

Notice that most people do their business planning at the beginning of the process, before they have laid the proper groundwork. This explains much of the business failure we discussed at the beginning of this series.

Once you have laid the foundation, you are ready to think about developing a plan to leverage your time and create:

- Business systems that are effective for you
- A business that provides you with perpetual income, balance, and joy •
Websites and internet and direct marketing strategies
- A marketing plan that really gets results
- A selling process that ensures more people hire you
- More effectiveness in helping people see the benefit of working with you •
Speeches that are results-oriented
- Marketing articles and books
- Classes and workshops that not only inform but produce revenue •
A Time Management Plan that navigates the flow of opportunities •
Methods for determining which priorities to pursue
- Methods for identifying the indicators to move forward or let go of an attachment
- An approach for setting prices: How to know when your price is just right and when and how to raise your price without losing clients
- Proposals
- Promotional Materials that touch people at the soul level and also authentically activate their desire to buy
- A plan for conducting radio and TV interviews that create more revenue

...and the list goes on. This is another place where the expertise provided by Coaching With Spirit will make a crucial difference. We cover all of the above points – a complete business system – in The Empowered Spiritualpreneur Program.



In the next chapter we will explore the art of spiritual awareness and how it affects your daily business success!

CHAPTER 6: The Art of Spiritual Awareness

As we do with all of our programs, let's just take a moment and really connect with our inner guidance. I want you to picture yourself today holding in your hands the world's most highly sophisticated technological listening device. It is a small black box with a large dial, like the tuner on a radio. You're standing with someone you know. Have a real person in mind. They are talking with you about a specific subject, say, the last Presidential election.

Now, imagine that as this person speaks, they are sending out invisible signals, similar to the invisible radio waves broadcast by a radio tower. Unaided by your listening device, you can only pick up a few of the signals – the actual words spoken. However, as you turn the dial on your listening device, you begin to pick up other signals. You begin to hear that person's actual feelings. As you continue to turn the dial, you tune into the beliefs behind the spoken words and the feelings. As you turn the dial even further, you pick up the voice of their very spirit, which holds their highest intentions and hopes.

Just take a deep breath in and **feel a connection to this person and to your ability to tune in and listen in such a way that you pick up more signals than you've ever been able to hear in the past.** I really do believe that you're connecting at a deeper, a telepathic, an energetic level with your ability to listen deeply, and to hear beyond words, the feelings, beliefs, and voice of the spirit within people you meet.

And so, feel a sense of the magnetic energy coming out from your heart, which is that place of the compassion, which is at the center of deep listening. Feel that energy coming out from your heart and reaching out, and touching people you meet at their heart level – at their soul level – at a level that will allow you to communicate and really connect more powerfully than ever before.

And in the group of all who are reading these words now, let's really feel that energy amplified among us. **Take a deep breath in and feel the energy amplified, as we send this energy of compassionate, deep listening to people we will meet today.**

My intention for you today is to really serve you in the highest possible way: To allow that connection--that energetic activation--to occur, so that you can listen and hear not only the words of others, but their



feelings, their beliefs, and the voice of their spirit. My hope for you is that you connect with others in a way that will help them become your partners in success.

OK, let's get started!

Most people find it far more natural to talk than to listen.

Even if you are an introvert, and often let others carry on the conversation, there's likely another conversation simultaneously going on inside your head. As the other person speaks, your mind may be racing on with its own thoughts, drowning out all words but its own. **Often the loudest, most notable sensation in our awareness is the sound of our own voice.**

The noise tends to drown out the voice of others, but more importantly, the noise of our own inner dialogue often drowns out the voice of our own spirit within us.

We need to reverse this trend and begin to cultivate the art of spiritual awareness. Countless books have been written on how to create a greater sense of spiritual awareness. People have made long journeys and sought out gifted teachers who have achieved some fame in developing their spiritual awareness and teaching others the secret.

The key to spiritual awareness is no dark secret. It is, essentially, to develop the art of deep listening.

In the second part of this series, we focused on listening for our feelings. Now, as you hold that focus, **begin to deepen your ability to listen for the words and feelings and beliefs of others.**

The good news is that you don't need a special hidden, secret method or complicated skill set. The best way to develop the skill of spiritual listening is to practice.

- 1. Begin by working to sharpen your physical and mental listening ability.** When you are on a prospect call, step back enough to listen. Listen to the other person and practice being able to understand and repeat back what has been said, in such a way that the other person agrees she has been heard. Sharpening this skill alone will put you head and shoulders above the average person, and you will see an immediate positive response on the part of others. Even if you go no further, you will connect with more people, and you will experience a great benefit in your business and elsewhere in your life. But you're not going to stop here.
- 2. Now, move deeper and sharpen your ability to listen for the significance of what you are hearing.** Listen for the feelings and the



beliefs of the other person. Listen for their real, and often unspoken, needs. Try articulating and naming the things you are now hearing. If you're successful, you'll begin hearing the other person say things like, "I never realized this before. I never thought of it that way. I never put these things together so well as you have just now..." Even if you go no further, in the eyes of many, you are now a listening superstar. But you're not going to stop here. You're on the edge of spiritual awareness. The next step will plunge you into that realm.

- 3. Listen for something within yourself that may resonate with what you are hearing.** You see, up to now, you have been listening with your head. You have been engaged in the art of mental and emotional awareness. Now, you are beginning to listen for the voice of your spirit, and the voice of the spirit of the other person, and for a kind of agreement between these two voices that we call ***a vibrational match***.

When I meet with a prospective client, I am not attached to whether they do anything. I really care about hearing them and serving them.

Hear me: My focus is on listening and serving, not selling.

Because I am not attached to whether a person buys something, I can be open to truly listen and serve.

Did you ever get a new client, and you were not sure how it happened?

How does that make you feel? Happy that you got the client, but with no clue how to make it happen again?

You might be thinking the reason for your success was some factor entirely beyond your control – like luck, the prospect's mood that day, the fact that you happened to look like one of their old friends... However, one thing is sure: Your "luck" probably did not increase your confidence in your ability to make this good event happen again. Your luck probably did not increase your confidence in your ability to make a living, right?

When we sharpen our spiritual awareness, we begin to pick up signals that help us learn why things are working or why they aren't working. This new information helps us adjust our belief and our behavior in more helpful directions. The result is this:

"Luck" begins to happen more often.

A good mark of the success of listening is our own learning and growth. We begin to make discoveries and move forward at a faster pace.

Exercise #1



SHARPEN YOUR SPIRITUAL AWARENESS

Make a tape of your next prospect call. This can be easily done through most phone systems, or set up a simple conference call line for just a few dollars an hour.

Afterwards, listen for what the client heard. Try to get an impression of what the client might have been feeling at different points. **You can learn exactly why clients hire you and why they don't – by listening.**

Now, go over the tape again and listen for your own feelings. Trace the connection between the beliefs you were holding, and your feelings, and your words. What have you learned about yourself?

The more you cultivate the art of listening, the more you begin to hear another voice: The voice of your spirit.

As you intentionally sharpen your listening skills, you will begin to develop the ability to hear more during your next prospect call, and during every conversation.

It's hard to learn to listen alone.

Listening, by nature, requires more than one person. **Would you like to develop your listening and spiritual awareness skills faster?** More than any other skills, these skills translate into more clients and higher income because they enable you to serve people better. **You become a magnet to others.**

There is no more powerful, rapid way to sharpen your listening skills, than by joining a small group of people dedicated to developing greater listening and spiritual awareness skills, led by a master spiritual business coach. The experience is literally worth gold to the serious business professional. This is why you are in Activate!

We trace the process of getting in touch with our feelings, directing our beliefs, listening, and manifesting our intentions to direct our experience. You can experience tremendous success by applying these principles.

Then, let's make these success principles significantly impact the success of others!



Let's move beyond success to significance. One key remains that will help you achieve this higher goal: **The Golden Principle of Replication**. This is the theme of our final chapter.

CHAPTER 7: The Golden Principle of Replication

As we do with all of our programs, take a moment and really connect with your inner guidance. Take a deep breath in and feel a connection to **your greatest intention and calling, not only to your own success, but to the greater significance of helping others succeed**. I really do believe that you're connecting at a deeper, a telepathic level, and an energetic level with **those people who will look to you as mentor and guide in their own journeys**.

And so, feel a sense of the magnetic energy coming out from your heart, which is that place of the **compassion and awareness** that is at the center of an effective mentor. Feel that energy coming out from your heart and reaching out, and touching those people whose lives you will significantly impact – **touching them at their heart level – at their soul level – at a level that will allow them to be drawn to your mentoring**, attracted to what you have discovered that will make a significant difference in their business and in their lives.

And now, in the community of all those who are reading these words, feel that energy amplified. Take a deep breath in and feel the energy amplified, as we send

this energy out, to magnetize to us those we will mentor, who are a wonderful vibrational match to own highest intentions to make a significant, positive, lasting impact in our world.

My intention for you today is to really serve you in the highest possible way: To allow that connection--that energetic activation--to occur, so that you can prepare yourself to be an effective mentor of others, and to recognize, and attract, and receive those special people you will mentor--those people who are a vibrational match to your spirit.

Let's get started! A growing number of successful business professionals believe that success is not enough. One key remains that will help you move from success in your business, to making a significant impact: **The**



Golden Principle of Replication.

Once you have discovered

- The key to managing your own energy around your beliefs, patterns and actions
- A process that works for you
- And you have your thoughts, feelings, words, and actions all in alignment, all coming together – then you release the kind of power we call manifestation.

Now, bring it full circle and begin to see your role in assisting others in activating their own power. This is The Golden Principle of Replication.

You begin to replicate in others some of the basic transferable elements of your own growth and discovery. To be in touch with The Golden Principle of Replication involves an entirely different way of approaching your own learning and growth. We might envision The Golden Principle of Replication as a building supported by **four great pillars**. These pillars have to do with **your awareness** and **your intention** for yourself and for others.

- 1. First Pillar: You see yourself as an eternal learner.** This is the mark to those who are the best teachers and able to best replicate their success. Wherever you are, in every situation, you're looking for the learning opportunity. Nothing is left out. I learn from children, from adults, from people with much or little formal education. I learn from circumstance, from nature, from constant observation and reflection.
- 2. Second Pillar: You're always actively seeking opportunities to learn and grow:** You don't wait for the learning moment to come to you. You go out of your way to actively seek it and place yourself in contexts where you will be challenged and where you will learn and grow. You actively seek out teachers, mentors and their books and seminars...
- 3. Third Pillar: As you take in new learning, there is the awareness that you are not alone.** You are asking not one, but two questions. (1.) How can I take in this new learning for my own growth, and (2.) How can I utilize this new learning for the benefit of someone else? What was it about this experience that produced the "aha" for me – the moment of recognition and discovery? How can I replicate that for others? What tools are present here that I can use to help others learn and grow?
- 4. Fourth and Final Pillar: You are committed to seeking out the larger community of those who intend the growth of others,** and you welcome into those communities the people you are helping with the intention that they grow beyond the status of your student to the status of your equal.

These are the four great pillars to The Golden Principle of Replication.



Master these, and you will experience success beyond anything you have yet dreamed.

The ability to replicate your Success Through Spirit is gold to you. If you can replicate your success, you have become a valuable, hot commodity, and the word will spread. Clients will come and seek you out, and you will be successful no matter what kind of marketing plan you have in place.

This is how it happened with me. When I first opened our organization, I didn't have a website for years, yet I attracted hundreds of people to our programs. I knew nothing about Internet marketing. It was amazing, because it was all by word of mouth. So many people were looking for a way to bring in this more powerful sense of assisting clients on how to activate their own power. That's what I believe being an entrepreneur is about: Assisting people in activating their own inner power.

Sometimes, clients just need someone to help them see and feel the progress they are making. I have a colleague who taught his client that she actually could see and feel the progress she was making on an inner and an outer level and become more focused. You know what happened? She referred two clients to him!

You will never look for clients again if you can show your clients:

- That you can help them make shifts in beliefs
- That you have a process that will help them see their progress on a weekly basis – actually see it and feel it – and then replicate it!!

Thank you for joining with me in this journey. I hope our journey together has helped open a new door to greater spiritual awareness, the ability to manifest the highest beliefs you intend, and resulting success for your business. May only the reach of your imagination limit your success, so that you can make a significant and lasting positive impact on the many lives you touch.

Your homework for the future:

This ebook provides the basic foundational groundwork for building a business on solid spiritual and business principles. **Many professionals find it helpful to go back to the basics once or twice each year.** Six months from now you will have grown and changed. You will not be the same person you are today. Revisit this ebook. Take the exercises again. You will find this even more helpful the second or third time around.

My business, **Coaching From Spirit (www.coachingfromspirit.com)**, is committed to helping professionals succeed in their business through the application of spiritual business building principles. We are committed to the success of professionals through coming together and holding among us the intention to master these spiritual principles. Only then will we make a significant and positive impact in our world.



This is the fastest track to success through the application of spiritual business building principles.

I look forward to hearing of your success, and participating in success with you!

About your Mentor



Sharon Wilson is a former executive in both corporate & non-profit sectors as well as co-founder of Transforming Culture Consultants. Sharon is the Founder and Chief Inspiration Officer at the Coaching from Spirit Institute and Chief Mindset/Growth Officer at Transforming Culture Consultants. She is a Certified Spiritual Counselor, Master Mindset Mentor and has supported thousands to use an inner and outer approach to have six figure plus businesses.



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