

*How To Use Energy
Planning and
Implementation to Start
or Expand Any
Business in 90 Days (or
Less)*



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Joyful Greetings!

Are you ready to have your own business and serve others so they can have a better outlook on life and business? This is the right place for you to start. **In this book I am going to tell you how to start or expand any business in just 90 days by using Energy Planning and Implementation.**

I will be using a Spiritual Coaching Business as an example throughout the book but this is a process that can be used for any business you desire!

The major problem new business owners have, and I had myself, is keeping focus. When your focus is scattered in many different places, you will not be able to achieve the goal you are going towards. In this book, I am going to teach you a system to use yourself, and to later teach your clients, on how to stay focused on your goal so you can achieve it quickly and easily.

First I am going to show you the steps to take yourself to activate your energy where you want it. These are also the steps you are going to teach to your own clients to serve them. Your end result is you will have an incredible business with plenty of clients, a waiting list of people that are excited to work with you, a significant income and you will be making a powerful impact in the world.

We live in a world where people need guidance and are starving for someone who can inspire them and support them in moving their life forward. More people are turning to faith, reading books on hope and reaching out for support. This is what you can provide for your clients.

Take a moment now to imagine your life as a spiritual coach:

You get to work on yourself, inspire others and get paid for both.

Imagine working a few hours a day with clients that love you who even send you gifts. They pay you a lot of money and refer people all the time because they feel empowered to more effectively manage any situation with a greater sense of peace and optimism. Imagine doing work that you would do even if you did not get paid. Imagine jumping out of bed every day excited to get to work.

I can remember when I was working in corporate America and was so stressed and feeling burned out – I just wanted to escape. I remember thinking, “If I could only find a job that pays me to do personal growth work, that would be my perfect JOB. But who is going to pay me to do that?” Little did I know back then, that is exactly what I would manifest.

Imagine making a great income and working from home. Imagine being able to go anywhere because you coach your clients on the phone. You are doing work you love and feeling like you are really making a difference in the world!

I love getting up in the morning, seeing my husband and daughter off to their day and then meditating, working out – spending 30 min in the sauna and then taking a long rejuvenating shower. I feel so refreshed and ready to start the day! I like to ease in and out of my week too, so no coaching clients on Fridays and Mondays. And I only coach a handful of people at higher fees, working as their mentor for a year or more at a time – holding their hands to first create a six figure business, then moving beyond that.

I also feel so free – I can do anything I want. Money used to be such an issue. Now it JUST IS. It ebbs and flows, and I have a great relationship with money now. I feel like I can count on it to always be there for me. I really feel that money is an energy of love and an energy exchange. So when you love something, it wants to be around you.

Imagine feeling such a sense of freedom and security that comes from knowing you have a waiting list of clients; and people are paying you whether they coach that month or not since they are on long-term program agreements. Imagine living your life the way you want to and having plenty of time and money to have it all, plus helping others to empowerment, being a part of the tapestry of transformation and enjoying a life of balance and flow ... that is the life of a successful spiritual coach. And if I can do it, you can do it! I did not have any mentors when I started; I was given all this information from Spirit, but I had to promise to help others do it a lot easier than it was for me.

I didn't set out to be a coach. I was in the corporate world and I wasn't happy. I was making a good income, but I was looking for my sense of purpose. I wanted to activate possibilities in others. I wanted to do work that I loved, make a good income and help others to do the same. But I decided to do this when I was eight months pregnant. I would have to leave a very high paying job and trust that the money would be there for me. It had to be!

I went to a coach training organization I was really attracted to, and as they were introducing people, I remember saying that I was a spiritual coach. Way back then it wasn't as mainstream to hear that coaches were working in spiritual ways with people. I remember that after the call, the instructor contacted me and said, "I want to do what you do, can you coach me?" Within a short time I was coaching several of the instructors. Within a few months, they came to me and told me that I needed to open a spiritual coach training organization. That was never in the plan. That's not what I was planning to do. But they felt that I had a process that could help clients better understand how working with a spiritual coach could help them achieve their goals even faster.

I realized that part of what I needed to do was to help other spiritual coaches find their own uniqueness and be able to language that for people so that people could discover for themselves why working with the spiritual coach would serve them. I used my business background and the knowledge I gained in the corporate arena to really help them to blend that inner and outer



approach. So I'm passionate about helping people that want to be spiritual coaches learn how to be successful, and I'm passionate about helping coaches who have been trained in other organizations add spiritual coaching skills to their tool belt, helping them build businesses using a spiritual approach coupled with proven systems that have built million dollar businesses – and are literally recession proof.

I believe coaching is about activating self-coaching skills in your clients. Now this is my perspective, but I really believe it's the difference between giving someone a fish and teaching them how to fish. You have to activate spiritual coaching skills in yourself first and then in your clients.

It Starts With You...

You have to be able to teach others how to manifest what they want, how to focus the energy of their thoughts, feelings and actions in a way that serves them. You have to have a system that you really can follow and replicate, and so can they. This is the system that I am going to teach you in this book.



I will model for you how to use the Energy Management/Planning System for yourself to attract one-on-one clients for your business.

To really be a successful spiritual coach, you have to first learn to manage your own energy of thoughts and feelings. This is what I call vibrational output. If you want to help people achieve their goals, you have to have that belief activated in you that you have a repeatable system that works for you to achieve your goals, and that you can facilitate that process in others.

Building A Spiritual Coaching Business

Building a coaching business is not supposed to be frustrating or lonely work. Here's how to begin an *instantly* rewarding coaching career...

You are reading this because you're ready to embark on a journey to embrace and partner with your "Inner Coach" to create tangible results and transformational improvements – first in your life, and then in the lives of others.

First you will go back to the basics. You want to attract one-on-one clients to start, and even if you have a coaching business already that is not as successful as you had hoped, go back to this step of one-on-one coaching to build the successful business you desire.

Once you have established that income stream successfully, then you can move into leading workshops, group classes, teleseminars, joint ventures, etc. to have multiple streams of income. Here we will start at the beginning, though, with one-on-one clients.



To be an effective Spiritual Life Coach for others, you have to have your own Inner Coach activated (the Spirit *within* you). At the same time you are doing that, this book will help you develop the crucial *business* of coaching – from setting up your business, marketing, selling, getting clear on the problems underneath what your clients are telling you, having a strong foundation, managing your time and attracting the ideal clients for you. This book will cover all those aspects, and more, so you will have a positive feeling as you set up your own business and will also understand the steps you need to take to make it a success.

This book teaches a system for you to learn to discern and manage your vibrational output so that you attract the results you want. As a result of using these tools yourself, you will be better able to help your clients.

You will learn how to identify where you are on the emotional vibrational scale, and then gently and gradually shift into a higher vibration. Although the initial shift may be small (e.g. from anger to intense frustration), it is authentic, and over time permits the shift to move further up the continuum. The key is to never push energy or pretend it is anything more or less than what it is, and to work with it as it is.

The overall shift in your vibrational output appears first in subtle ways, and then in more dramatic ways as you become more skilled with the tools and with managing your energy. As your vibrational output changes, the things you attract change. You will likely find you are no longer triggered by certain people or specific types of situations, and your attachment to specific outcomes diminishes.

****NOTE:** *Whenever you see the word “Spirit” in this book, it is just referring to whatever you call your own higher guidance. Whether you call this God, Source, Spirit, Energy, or something else, please use whatever word is comfortable for you and aligned with your belief system.*

Inner guidance

Inner guidance is guidance you receive from Spirit. It often comes in the form of an inner “knowing,” a gut feeling, a sudden awareness, a sense that the information you’re receiving is coming from a broader perspective, or maybe an urge to do something you may not have planned to do.

When you ask for guidance from Spirit, you often expect an MGM Hollywood experience: angels appearing before you, burning bushes, seas parting, a booming voice from heaven, etc. But Spirit more commonly speaks through the ordinary and the practical, through everyday interactions and conflicts. It may be speaking through something you notice in passing and



suddenly become conscious of, words that pop out of someone else's conversation, something you hear on the radio, a color you see, a connection you make, a dream you have. The list is infinite. Anything can be guidance from Spirit. You hear, see, feel, or just know something, and sense it as guidance.

Partnering with Spirit

Partnering with Spirit means realizing you are never alone, that Spirit is always with you, and choosing to activate that relationship in your life and business. It implies letting go of the rational mind's impulse to understand and make logical sense of everything, and instead, opening to Spirit, trusting that transcendent wisdom and intelligence to guide every aspect of your life.

When you partner with Spirit, your life and your business become magical.

The first thing you have to do is be willing to partner with your inner guidance, literally, in your business. I started my coaching business just four weeks after my daughter was born and I had never started a business before, but I was given a lot of guidance with the understanding that I would share this with others so they could have success faster.

It is important to acknowledge that you are not alone in creating the vision of your business, and to activate your partnership with Spirit in this endeavor. To do that, I suggest you start today and write a letter to your inner guidance (whatever you call that – God, Source, etc.) and INVITE that energy to partner with you on everything... your business, your life, your body, your money! This is a spiritual business partner agreement, and it is POWERFUL!

Write down what you want to create, no matter how far fetched it may sound now, and what you will do with the time and the money. It is okay to do things for you like buying a house on the beach, getting a new wardrobe... The key here is to let your inner guidance in and to invite inner guidance to be your partner in all things. Today is the day that all things will change for you with this one simple letter!

Strengthening Your Partnership with Spirit

When you activate a partnership with Spirit, you open the doors to Spirit showing up in the most practical of ways. When you set out to grow your partnership, you watch, first in surprise, then in amusement, then in both gratitude and expectation, as things seem to fall into place around you.

For example, you're faced with a financial issue and you win a free consultation with a financial advisor. You get delayed in an airport, strike up a conversation with someone, and find out they're a specialist in the very area in which you've been having an issue. You board a bus and find yourself without enough cash for the fare and another passenger reaches over and pays for your passage; the bus driver looks shocked and explains that in five years of driving a bus he's never seen that happen.

You're trying to figure out how to pay an unexpected bill and you receive an unexpected check. You gradually stop thinking that Spirit won't handle the practicalities of everyday life, and just start asking for the practical help you need.

The Coaching From Spirit Energy Management System

To begin this journey you need to learn to manage your energy and feelings. This will help you start shifting your vibrational point of attraction and to feel a greater sense of peace as you are taking action on your goals. As you do this for yourself, you will begin to see results. You will gain greater confidence in this energy management system which you will then use with clients to help them change their point of vibrational attraction so they will manifest their goals faster. See how simple this is? To begin using the energy management system you will start by scripting your day.

Scripting Your Day

Scripting your day means taking a few minutes each morning to check in with what is up for you, then imagining the day ahead of you and consciously describing how you want to experience it. This activates the day you describe at a cellular level. Ideally, writing this down in a journal will make this more solid for you.

When you script your day you are partnering with Spirit, describing to Spirit what you want, and then allowing Spirit to bring that into your day in very tangible, identifiable ways. You amplify your connection with Spirit and deepen your trust that Spirit is indeed a partner in even the mundane, everyday details of your life.

Scripting step-by-step

1. Connect to Spirit in whatever way feels best for you.
2. Identify what is up for you today. How are you feeling? What is bothering you? What do you need help on? What is on your mind right now? For example, maybe you're feeling a sense of overwhelm or urgency around a specific issue or issues, or you're afraid you won't be able to understand "techie" stuff, or you're anxious about a meeting, or you're concerned about how tight the money is right now, or you're worried you're not helping your spouse the way you should. Just identify whatever is there.
3. Script what you want to experience in your day around the things you've just identified. Other things may come up as you script and that's fine too; just include them in the scripting as you are led. Script what you'd like to experience and the feelings you want to have as you experience them. Imagine what you're scripting, as you script it; this activates it in you and sets it up to occur. Remember to focus more on the feelings you want to have instead of specific outcomes.

4. Go about your day with your senses wide open for signs of what you scripted actually showing up. (See the section “Noticing Positive Evidences.”) Script every day and watch the energy shift from one day to the next. You can also move issues that bring up negative feelings to a more general script like: *“I allow myself to be a magnet for money. I allow myself to feel more peace about finances. I had a great meeting with ‘J’ and everything worked out so well. She felt happy.”* You will use different words depending upon where you are on the vibrational scale, and you will see the words changing as your vibration changes. You may start out with a vibration like: *“Today I want to feel less worried.”* Then you will find the words amping up to what you want and are reflecting that you are feeling happier as the days go by. You keep moving up the vibrational scale. This is an indication that the vibrational shift is happening.

Examples of scripting

The following are two examples of scripting. In each example, notice how I’m looking at what I’m going to do in my day, and how I am addressing things I’m worried about or that I might find frustrating, by identifying what I do want and asking for it.

Instead of pushing away an uncomfortable feeling or situation, I identify it and ask for help with it; I acknowledge it, place it on the vibrational scale and then gently suggest how I would like it to move along that scale. I am letting myself move up the vibrational scale a little bit at a time. It is about identifying what you really want, what would make you feel good and the feelings you want to activate to allow that to occur.

First scripting example

Today is a glorious day! I look for things that excite me that are working. I take my attention away from anything that is not serving me. I allow myself to feel better and better. I have great connections with people today. People respond to me! They feel so connected to Spirit through our interaction. I easily complete my business project and marketing plan. People are flocking to this new offering – the perfect people are so excited to join this offering. We touch the hearts of so many, and we feel so good! I feel better about the situation of_____. It all works out somehow. I partner with Spirit today to create millions of dollars for me and all my students and clients. I am a magnet to connection for success, health, joy, love and FUN!!! I am holding the intention that all of this works out and that I can find the best words to comfort my 6-year old. I am also grateful for all the loved ones that remain in physical form.

Second scripting example

- *Today I want to feel a greater sense of ease and flow.*
- *I want to feel a sense that everything will work out, and I have plenty of time to do what I want.*

- *I want all my meetings, e-mails and conversations to flow easily and to serve in the highest way for me and the person connected.*
- *I want to experience each moment in its fullness and find the good in each moment — to stop at intervals and truly notice what is working and what I appreciate; to AMP up my vibration even higher.*
- *I want to feel that all the projects that I have are moving forward joyfully and easily, even though I have been out of the office for a few days.*
- *I want to feel more joy, more energy after a very long and emotional weekend. I want to feel renewed and refreshed!*
- *I want to see and feel and hear wonderful positive evidences for all the people I work with that are in our program, or at any level are connected to me. I want to help them AMP up their abilities to attract even more to themselves.*
- *This week I want to make choices about vendors I am considering using that come from a place of ease and connection, and offer a true win-win for everyone.*
- *I want to teach amazing and activating classes.*
- *I want to serve others in ways that feel good for me and for them.*

Note: Notice above I focused on the feelings instead of the specific outcomes to allow more possibilities for resolutions.

Important points on scripting

- Start where you are. If you are not feeling super energized, focus on how you want to feel, what you need help with, and what you need to activate at a deeper level.
- Script essences instead of specific outcomes. For example, one day I scripted that on the flight I was going to take that day, I had a comfortable seat with lots of space. I didn't script that I wanted an empty seat next to me. What's interesting is that after I had scripted for a comfortable seat with lots of space, I had an empty seat next to me on a full flight. Someone asked me how I would have reacted had I not had that empty seat beside me. I said I would have simply been curious to see what else showed up. I have lots of scripts out there so perhaps the person in the seat next to me would be a Positive Evidence for one of those. Script how you want to feel, ask for any specific support you want on tactical things, and stay detached from specific outcomes. Don't worry about how everything will get solved.
- Scripting does not have to take time. On average, I spend about 10 minutes scripting my day.
- Writing your script engages the neuromuscular system and reinforces the activation on a deeper level. If writing is not an option, the next best thing is to script out loud. If that's not possible, say it silently. The important thing is to script!

- Scripting is not about wishing; it's not about scripting things you want but don't believe you can have yet. Imagine that you live in an apartment and are worried about paying the rent. You would really prefer to live in a mansion. Scripting that you live in a mansion only reinforces your vibration where it is now – which is not in a mansion – worried about money, feeling a sense of lack, etc. It is more helpful vibrationally to take small steps (baby steps) in your scripting. Something that would serve you better would be to script about how you want to feel, for example “I want to feel like I am moving ahead financially. I want to see more evidences of money coming to me. Today I will look for things to appreciate.”
- You want to feel good when you are scripting. If you don't feel good, or if it feels like an exercise, then you need to make an adjustment to it. When you are vibrationally making a small shift, you will feel more hopeful, and also feel more of a sense of possibilities, or at least some level of increased comfort.
- You can write your scripts as if they have already happened, or as if they are happening as you write them. Find what works best for you.
- Don't get caught up on where or how you script. If you like to do it at your computer or in a specific journal and you are away from home, just use the paper in the room and do it. It really doesn't matter if it's not in the “right journal” or the “right place.” It is about energy in motion. The important thing is to do it!

Benefits of scripting

- You are actively developing your partnership with Spirit when you script.
- Scripting helps you show up in your day with a clear, defined vibrational output that can attract (is aligned with) the experiences you want to have.
- Scripting leverages your time and energy. You are telepathically connecting with people, circumstances and situations that can be a match to how you want to be and feel. You are thinking a new thought, feeling a new feeling and seeing a new way of being when you are scripting it.
- Scripting re-patterns neural pathways. You are thinking about things in the way you want to experience them, rather than in ways you don't.
- Scripting shifts feelings, and feelings affect how we experience and relate to our world. When you feel better, you notice more of the positive things in your experience, and attract even more.

Noticing Positive Evidences (PEs)

After you script your day, you look for signs of what you scripted showing up in your life; Positive Evidences (PEs). Positive evidences can be physical (things showing up in physical reality), mental (ideas, insights, “aha! moments”), emotional (feelings). Anything can be a PE.

When you start to notice all of the things that are working, that are feeling great, that are coming together, you start activating that higher vibration more and more. You begin to intend and expect to find things to appreciate. You find reasons and opportunities to laugh. You know this is **your** job, **your** responsibility. The only person in charge of your vibrational output is **you**. The focus of control is inside **you**.

Examples of PEs

Examples are everywhere. Look and feel around in your day and FIND things that are working, feel good, delight you, energize you, or work out for you! The following are just a few examples.

PEs might be good feelings. For example, *“Wow, I’m just feeling so happy today,”* or *“I just had a great lunch and I feel so satisfied and fulfilled.”* Or they could be a great meal that delights you, people that support you, a body that feels great, traffic that clears at the right time, rain that stops just when you need to drive across town, people who support you and hold your vision for you.

Maybe you scripted about working on your website and noticed, “I wasn’t so uptight working on the squeeze page. It’s going to work out. I felt better about my squeeze page. I finished the squeeze page and took a walk. The sun was shining, the birds were chirping and it felt good to be alive.”

Important points on noticing PEs

- PEs can be big or small, tangible external things, or intangible things such as feelings and insights. Don’t discount what seem like small things; they are all part of the vibrational output that is attracting to you what you desire now.
- Keeping a PE journal helps you really see what is showing up in your life. This is especially true when you first start noticing PE as it helps you become aware of the increase in volume of PEs. It can also be a place to mine for examples to use when you are working with clients.
- There is no right or wrong time to record PEs in your journal. Some people sit down at the end of the day and review it for PEs. Others start their day by reviewing the PEs from the previous day just before they script. Others carry a little notebook and record them in the moment. Use whatever feels good and works best for you.

- When you are looking for PEs, look for both inner and outer: feelings, insights, ideas, as well as events. Notice when you are feeling great, when unexpected things happen that make you smile, what great experiences you are seeing, hearing, feeling, and knowing.
- When you notice a PE, amp up the energy around it. Take the opportunity to go beyond just acknowledging it and express your thrill that it occurred. Say, “Woo-hoo!” “Wow! That’s SO cool! Thank you!” Or, “That’s such a miracle!” “That’s incredible!” When you record it in your PE journal, write down those expressions of joy alongside the PE. Use the words that amp up your energy, your sense of possibility. These are the amazing results that you love, and you want to amp up the energy of expectation for other amazing PEs to occur.
- The more you notice PEs, the more PEs show up!
- Noticing PEs activates the expectation that things will work out.
- You have lots of scripts out there, so also notice what is showing up on those.
- The more you raise your vibration by noticing PEs, the more you become a match for some of the higher vibrating things you want.



Benefits of noticing PEs

- We train ourselves to focus our attention on what is working. When we focus on what’s working - more of what is working happens. You are more in the vibrational output of what is working. You are allowing yourself to simply take notice of the things that are working--the surprises, the good feelings, those things that you really appreciate.
- When you start expecting miracles, they start happening!

Activating New Beliefs

You can shorten your learning curve, just by going through the lessons in this book that I am offering to you as someone who has been through it, and come out on the other side knowing that there IS a better way.

If you don’t have the belief activated in you and the proof that you can do this and get results yourself, why would someone hire you? The first thing you need to do when you’re coaching someone else is help them identify the beliefs they have activated in them that are producing their current reality. I call this an energy blueprint, and it is the first thing to do when you or your client have a goal. When you learn how to do this you will be able to teach your clients how to shift any belief that is not serving them – fast. This allows them to attract the people, situations



etc. that will accomplish the goal faster! Whatever is showing up in your and your client's experience is a direct result of the beliefs you have activated at a cellular level.

You have to make changes that shift your beliefs on the inside, and as you do that, you are then able to take targeted actions and attract more of what you want more easily. The actions you take are going to be more successful and get greater results as a result of your alignment. A belief is simply a pattern of thoughts that you've thought over and over until they form what's known as a neural pathway. Think of a well worn path. These particular thoughts, like, "It's hard to get clients," also have thoughts attached to them, such as, "What if I don't get enough clients? What if I have to get a real job and do work that I hate?" These thoughts then create a feeling associated with it. Now these thought patterns literally create a cellular remembrance so the thoughts don't even have to be thought as often for your body to react as if the situation was occurring in the now. This is what happens when you create this neural pathway about something you're holding as truth for yourself, either based on past experiences or projecting into the future things you don't want to have happen. You've felt the emotional reaction when you've envisioned these possible outcomes that aren't pleasant. Your brain cannot actually discern that the experience isn't happening right at that time.

This is so powerful because these emotional reactions create an energy or frequency. You actually can measure them. And we are all like radio transmitters. So these feelings are projecting a frequency and attracting other like frequencies. What you are sending out is your vibrational OUTPUT! These feelings are also communicating with all your cells, so this is what forms within you! What you think are unconscious brain patterns are really cellular patterns! That's why people say "like attracts like." I have built a whole structured energy system you can use, and teach a client to use, that really works! So whenever I'm beginning to coach someone about building a business, I ask them questions that help determine what's been bothering them, what are they worried about, what are they afraid could happen, what are some of the what if's that are rolling around in their mind – and I work with them to create an energy blueprint for their goal or business. When you help clients pinpoint the story behind these patterns of thought, you can then teach them the process to retrain their mind that will literally create new neural pathways in their brain and in their physical cells!

Shifting Beliefs Around a Goal

You have beliefs about everything, some of which serve you and some of which do not. So what do you do with beliefs that don't serve you? Most likely you have taken more than one stab at trying to "get rid" of a negative belief only to have it pop up and say "hello" at a later date. You end up in a kind of uneasy swing between delight, when you get some sign the belief is gone, and despair, when you bump into it again. When you talk about your beliefs in general, you usually head first towards the negative ones, and you usually discuss them in heavy terms; you

talk about them blocking or sabotaging you, preventing you from accomplishing what you want to accomplish. Can you feel the energy around all of that?

I view “negative” beliefs as ones that once served you (you created them for a reason), and no longer do. So you acknowledge them as simply as that. You don’t waste any energy berating yourself for having them or feeling ashamed to admit you hold them (even to yourself). You acknowledge and honor that their original intention was to serve you in some way. Even if these beliefs provided challenges, they also gave you an opportunity to grow. Now that you know, you can focus your attention on activating and amplifying beliefs that serve you better.

The Belief Shifting Formula

The belief shifting process uses two tools: The Energy Blueprint (EB), and the Progressive Belief (PB) shifting session.

The Energy Blueprint, the first step in the Coaching from Spirit Energy Planning System, helps you identify the beliefs you are holding around a goal, both the ones serving you and the ones not serving you. It helps you detangle the energies you are carrying around that may be blocking you from accomplishing that goal.

The Progressive Belief tool helps you take a belief that is not serving you and formulate a new belief that you can believe right now. You shift a belief by using a daily PB shifting session.

Creating an Energy Blueprint (EB) for your goal

To create an EB:

1. Write down your goal.
2. Identify the beliefs that **are** serving you around this goal. These are energies you want to acknowledge and amplify! And you want to acknowledge everything that **is** working well and supporting you in accomplishing your goal **before** you look at things that are not supporting you so well. You want to move yourself up the vibrational scale so you can explore beliefs that are not serving you so well from a higher vibrational place.
3. Next, identify the beliefs that are **not** serving you as well around the goal. What comes up, what gets activated when you think about this goal? Let whatever comes up be okay; these are beliefs that you are going to shift.



Creating a Progressive Belief (PB) for the belief that triggers you most in your Energy Blueprint

Most likely you have experience trying to change a belief by using an affirmation that states the belief that you **do** want to hold. The problem with this strategy is that you often don’t really



believe the affirmation (if you did you wouldn't need it!). You end up trying to convince yourself to believe something that deep down your gut tells you isn't true.

A Progressive Belief is a belief you create that is true for you right now; it is born from the belief that is most triggering you now. It is a statement you believe right now, in this moment. You are never trying to convince yourself of anything in a PB.

For example, say you hold the belief, "I'm not good at sales." If you try to jump to, "I'm really good at sales," your gut responds, "Yeah, right." But if you go from "I'm not good at sales" to the PB "I want to believe that it is possible for me to be good at sales," you get closer to something that is true for you right now.

To create a PB:

1. Identify a specific goal. Based on this goal, identify the beliefs serving you and then the beliefs not serving you as described above to create your Energy Blueprint. Now, identify the belief that is not serving you the most, that most "triggers" you.
2. Identify the **feelings** you have around this belief, and identify the word that best captures that feeling.
3. Create the PB. You do this by taking the belief not serving you and tweaking it with qualifiers until it becomes something that is true for you right now. One way to start is by saying "I want to believe" followed by the new belief.

Adding the PB to a daily belief shifting session

In the daily PB shifting process, you review each of your progressive beliefs (from each goal) to see if any have shifted from the previous day.

Every day, you review each PB as follows:

1. If you are working with a PB for the first time, write down the following:

DATE • Today's date

GOAL • Your goal (from your Energy Blueprint)

PB • The Progressive Belief

TRIGGERED FEELING • The one word you identified that captures the feeling you have around the belief that is not serving you from your Energy Blueprint.

PAST • A time in the past when you had a feeling similar to the triggered feeling, and things worked out well. It may or may not be related to the same kind of circumstance in which you currently find yourself, and it can be from **any** aspect of your life. So if you are working on a business-related goal, this may or may not be something related to

business. Sometimes the most powerful experiences to use are major events you found difficult to get through (divorces, loss of a child, relationship breakups, physical trauma, etc.). The key here is that you feel there is a resonance between the experience and the feeling you identified from the belief that was triggering you. You are remembering a time when you felt the same way and it eventually worked out. This does not need to be a significant experience in your past; it could be something you felt was small. The degree is not important. It just needs to be a time when you felt a similar way to the feeling of the triggered belief from your EB, and it worked out.

PRESENT • Something in the present that adds positive energy, no matter how small, around the PB. It might be a Positive Evidence – something that happened that was a positive sign. It can be as simple as *“I’m shifting this belief,”* or *“I’m holding the intention for this PB to shift.”*

FUTURE • This is where you activate the energy of the shifted belief. You see yourself in the future as already holding that belief and imagine what it feels like to be that person. This can be as simple as *“I’m excited for the day when this is true for me.”*

2. Read aloud to yourself the PB from the previous day. See what it feels like now, and if you feel like the belief has shifted. If so, change the wording in the beginning of the PB to move it up the vibrational scale along the belief continuum. The following are some qualifiers you might try to see if the PB has shifted. For example: If you started with *“I want to believe...”* you may now be able to make a transition to *“I am starting to believe...”*
3. Identify for yourself what would be the next vibrational shift up and the words that would best reflect that for you. Consider how you’re feeling now and identify the words that would best reflect that. Don’t change any other part of the PB except the beginning words. For Example:
 - *I’m kinda starting to believe...* which can move to...
 - *I kinda believe...* which can move to...
 - *I sorta believe...* which can move to...
 - *I’m starting to believe a tiny bit...* which can move to...
 - *I’m starting to believe a bit more...* which can move to...
 - *I’m starting to believe more and more...*
4. If it shifted, write the shifted PB. If it feels like too much of a stretch, leave the PB as it is and come back to it the next day. If it did shift, celebrate it! You can try moving it further up the vibrational scale if you are so led, but never push it. Be fine with exactly where the PB is today, regardless of whether it shifted a little, a lot, or not at all. Just be curious to see what happens! Please note that once you have made a shift up the vibrational scale to words of a higher belief, you can’t come back down even if you have a bad day or are

feeling less than enthusiastic. You can feel that way momentarily, but the cellular shift already occurred when you acknowledged that you moved up the scale to those new words.

5. Review the remaining elements of the PB and jot down anything new about that element (e.g. does another experience come up from the Past? some new PEs for the Present?).
6. Repeat the above steps for each of your other PBs each day.

After you complete your PB shifting session, you remain on the lookout for PEs of your beliefs shifting as well as your scripting. These become things you add to the Present section of your PBs the following day!

Important points on EBs

- Be sure to state the goal as an affirmative statement. For example, you would say “I have...” or “I am,” not “I want to...”
- Be sure to set a clear goal. The more clearly defined the goal, the easier it is to identify the beliefs you hold around it and the more likely it is to shift quickly. For example, feel the difference between the following two goals: “*I want to generate X amount of money in the next three months,*” and “*I want to attract more financial wealth.*” In the first case, you have drawn a sharp picture of what you want and have a way to determine when you reach it. You also probably find it much easier to identify specific beliefs you have around it (e.g. “*I’ve never ever made that much money,*” “*I’d have to work over 100 hours a week to earn that*”). In the second, you have no clear measure for “financial wealth” so it becomes difficult to know when you’ve accomplished the goal. And the beliefs you hold around it become much more general (e.g. “*I don’t deserve financial wealth,*” “*I’m always making less than I spend.*”) and are more time-consuming to shift.
- Chunk large goals, if necessary, to make them feel manageable. For example, you might chunk “*I make \$100,000 dollars this coming calendar year*” into “*I make \$20,000 in the first quarter of this coming calendar year.*” This gives a clearer sense of what the larger goal implies and helps make the goal feel closer in time to being realized.
- It often helps make a goal more real to set a timeframe for accomplishing it, such as “*I want to be ten pounds lighter by June 10 of this year.*” If setting a date for something creates uncomfortable pressure around the goal, play with extending the timeline or simply don’t set a date at all.
- Create goals that leave options open as much as possible. For example, instead of “*I find a perfect repair person to fix my old bike,*” you might write “*I own a bike that is in perfect running condition by the end of this week.*” The first is just one of many possibilities included in the second. Perhaps in a conversation you learn about a bike

shop offering a deal on trade-ins. Perhaps someone has a bike to give away. Perhaps a friend drops by and the repair you thought you needed turns out to be a minor problem they fixed in a couple of minutes.

- There is no right or wrong way to set a goal.
- When you identify beliefs, as much as possible word them beginning with “I” (e.g. “I always...” “I never...” “I am...” “I can’t”). These are the most powerful beliefs you hold.
- Create only one PB at a time for a given EB. When you shift one belief, you are activating a new perception that can have an impact on the other beliefs not serving you in your EB. Often, you will find you are left with fewer beliefs to shift.
- An EB is a living thing; if you find other beliefs surfacing as you work on it, add them to it and address them in turn.
- When all PBs in an EB have shifted, the goal itself usually shifts. For example, if the goal was originally to make \$3,000 a month in net income, once that is accomplished it may become to make \$5,000 a month in net income. If you have not yet manifested the physical goal but your first PB has shifted so you believe that PB, just go back to the EB, get a new PB and continue the process until your goal manifests.

Important points on creating PBs

- Be patient in your PB shifting sessions. Don’t push the energy by trying to make a bigger jump than you can believe.
- The belief not serving you and the one you want to activate exist on a continuum. The initial PB you create places you on the continuum, and the daily PB shifting process moves you along it. Each day you move closer to believing in the goal manifesting.
- You are the only one who can tell where you are on the belief continuum of your PB. Notice how you feel to determine if the PB from the previous day has shifted up the vibrational scale. If it feels like it is in the same place, leave it there. You may stay at “*wanting to believe*” for days and then suddenly move over to “*I believe.*” You are working at a cellular level each time you do a PB session; the shifts are occurring even if you can’t tell.

Important points on the daily PB shifting session

- The Past, Present and Future elements of the PB are energy anchors. Energy anchors are energetic experiences that help the PB shift. They are not just an idea you are writing

down; their power comes from the energy you feel around them. They activate the experience of the shifted belief at a cellular level.

- If you have a “*yeah but...*” around an energy anchor, don’t use it – find another.
- You can use the same Past energy anchor every day for a PB. You do not need to change it, although you can if you feel led to do so. The process is effective as long as you **have** a Past energy anchor.
- The intensity of the emotion in the Past energy anchor does not need to match that which you are experiencing. As long as the emotion matches, the anchor is effective.
- Particularly when you are first working with PBs, it is often useful to choose Past energy anchors that are unrelated to the area of the belief you are shifting so you don’t introduce any “*yeah, but in this case*” energy into the anchor. As you shift beliefs and build confidence that the process works, this becomes less of an issue.
- The Present energy anchor may also stay the same over a few days. Since you are on the lookout for PEs of your belief shifting, it is unlikely it will stay the same for very long.
- Keep things simple. Use acronyms and shorthand when you do your daily PB shifting.
- Know that you can never go backwards on a belief. If you acknowledged it one day, you made the energetic shift. You may not feel as strongly about it, but you **made** the energy shift.
- The PB shifting session is itself activating the belief that beliefs shift!
- Each time you work with a PB you are re-patterning neural pathways and activating a new belief. Writing the PB down engages the neuromuscular system in the re-patterning as well.
- When a PB shifts completely and you find you no longer need any qualifiers on “*I believe,*” celebrate! Amp up the energy! Each belief you shift is cumulative and the more beliefs you shift, the more beliefs you believe you **can** shift, and the more easily they are to shift.

Example of Energy Blueprint with Progressive Belief session

Goal: *I now attract at least 5 one-on-one clients in 90 days or less.*

Energy Blueprint:

Beliefs Serving: *I love helping people. I have experience with an excellent coaching process.*

Beliefs Not Serving: *I don’t know how to get clients! I’ve only coached one person before.*

Triggered Belief from above: *I don’t know how to get clients!*



Triggered feeling from this Belief Not Serving: *Fear*

Progressive Belief: *I want to believe I can learn how to attract clients in a way that feels good to me and them!*

Progressive Belief shifting session:

Date: *January 10, 2010*

Goal: *I now attract at least 5 one-on-one clients in 90 days or less.*

Progressive Belief: *I want to believe I can learn how to attract clients in a way that feels good to me and them!*

Triggered Feeling from the Beliefs Not Serving: *Fear*

Past: *When I had my baby I was so afraid; now she is 12 and it all worked out!*

Present: *I am doing this process!*

Future: *I am excited for the day this is my reality!*



Blank Template: Energy Blueprint and Progressive Belief Shifting Session

Beliefs Serving:

Beliefs Not Serving:

Triggered Belief From Above: _____

Triggered Feeling From This Belief Not Serving: _____

Progressive Belief:

Progressive Belief Shifting Session

Date: _____

Goal: _____

Progressive Belief:

Triggered Feeling From the Beliefs Not Serving: _____

Past:

Present:

Future:

The Order Form to the Universe

The next step in the Coaching from Spirit Energy Planning System is to create an Order Form to the Universe (OFTU). The OFTU is the tool you use to get clear — on both the energetic and intellectual levels — on the specifics of your vision or project; what it is you want to accomplish and why. On the intellectual level, knowing exactly what you want and why makes it easy for you to identify it when it shows up. On the energetic level, it creates strong, coherent, frequencies in your vibrational output that pull your vision towards you. The greater the clarity around the vision or project and the more harmonious the alignment between the energetic and intellectual levels, the greater the coherence of your vibrational output around that vision or project and the faster and more easily it can manifest.



The Order Form to the Universe step-by-step

Creating an OFTU:

- Connect to Spirit and ask it to guide you in creating strong, coherent vibrational output around your vision as you write your OFTU.
- Activate the project or vision by defining:
 - a set of tangible things that you want,
 - a set of categories into which those tangible things fall
- The simplest approach is to just imagine what you need to accomplish your vision. For example, if you were planning a child's birthday party, you would imagine what you need to do to make it happen (get a cake, send out invitations, follow up on invitations, book a caterer, find entertainment, organize games, get goody bags, buy party hats, buy decorations, organize rides, decide what to serve parents who attend, etc.). Those naturally fall into categories (FOOD, INVITATIONS, ENTERTAINMENT, TRANSPORTATION, PARTY FAVORS). Identifying questions you don't have answers to may help you determine the category. For example, I don't know how to talk to people about my coaching, the category could be sales process.
- Create an affirmative statement or vision for each of the categories you defined. The affirmative statement can be a single statement, or it may be a bulleted list of the pieces of that category.
- Identify how you will feel when that piece of the order form is a reality. This is not you standing outside of yourself feeling how cool that would be; this is you stepping into that future self and imagining the world from that perspective.
- Identify the positive feelings others will feel when that specific vision in that category is a reality. The same applies here as for the previous step. Imagine how others that are

impacted will feel when they see you in your new reality in this category (one thing they may feel is that you have activated the same possibility in them!). If you sense people may have mixed feelings, identify how you would **like** them to feel.

- Repeat steps 3-5 for each of the categories of your OFTU.

Important points on OFTUs

- You can use the OFTU for any aspect of your business or professional life (for example, to attract a housecleaner, a nanny, a great camp for your children to attend, the most compassionate nurses and technicians for medical procedures, an assistant, an ideal client, a great office, wonderful colleagues, etc.).
- Categories help you group common aspects into a single energy, and create a simpler and more clearly defined set of sub-goals for the OFTU. You can have as many or as few categories as you feel led to create.
- Sometimes just thinking in terms of categories simplifies what a vision means or entails and helps dissipate any tangled energy around it.
- As you work with the OFTU, you may find certain categories recur fairly consistently. For example, I have found TIME, MONEY, ABILITIES, and TECHNOLOGY recurring as categories in my OFTUs.
- If you create your OFTU online, you can play with emailing it to the Universe. Create an email containing your OFTU, address it to yourself and email it (off to the Universe!). When you receive the email back, connect to Spirit, then read and respond to it as the Universe telling you it has received your OFTU and is on the case. Be playful! Imagine the Universe has a Universe-size heart, loves you dearly, and is like a kid who just got word they got invited to the coolest party in town! Write what comes spontaneously! See what it feels like to receive that response from the Universe! You have just amped up the energy around your vision!

Example of an Order Form to The Universe (OFTU)

Goal: *I now attract at least 5 one-on-one clients in 90 days or less.*

Categories: Think of the elements that are needed to have this goal become a reality, OR consider questions that come up for you and identify what tangible category that would be.

Question That Is Unanswered	Category
How Much Should I Charge?	Pricing
What do I do with Clients?	Coaching System
How do I get people to pay me?	Selling Process

Who do I coach?	Niche/Ideal Client
How do I use the Internet?	Online Marketing
Local ways to find clients?	Offline Marketing

Affirmative Statement: For each category, create an affirmative statement or vision for when the components of that category are in place.

Example:

Category: *Selling*

Affirmative Statement: *My selling process is very effective. When I talk to people, I know what to say, have the right questions to ask and know how to deal with any objections. I have it all written down and it is so easy!*

How Will I Feel when this category is in place?

I will feel so happy and on track like a big weight is lifted from me!

How Will Others Feel that are impacted by me having this category in place?

They will feel so happy and on track and cared for!

Continue the above process for the other categories in your order form. The rest of this book will address each of these categories in the Order Form to allow you to create a successful Spiritual Coaching business in 90 days or less.

Attracting Ideal Clients

When you know who your ideal clients are you don't spend time pursuing those who aren't ideal clients. You stop trying to attract just **any** client and start attracting clients who are a wonderful vibrational fit. When you talk with someone who is a wonderful vibrational fit, the conversation flows, it's easy; at the energetic level it's like talking to a long-lost friend.

Attracting ideal clients step-by-step

You use the following process to define and attract your ideal clients:

1. Do an Energy Blueprint (EB) around attracting ideal clients and create a Progressive Belief (PB) for the most triggering belief not serving you in that EB.
2. Magnetize your ideal clients.
3. Create a profile of your ideal clients.



Magnetizing your ideal clients

The following is an activation for magnetizing your ideal clients to you.

Take a deep breath...and engage in this very powerful magnetizing exercise to attract ideal clients... You have been doing this, even if you haven't written this down...you have activated and you do know what you want in ideal clients and you know why you want it...and you know how you want to feel... You already know it, so it's all there. You just need to get it on paper. So, take a deep breath...If you can, close your eyes. You are invited right now to envision the people we've been talking about...if you're visual, that's great. Just feel them, experience them and maybe you can even hear them. Just see, feel, know or hear the people that you want to magnetize to you. Now think about the qualities of your ideal clients... What are their interests? How can you serve them? What feelings do you have as you think of them? How are they feeling as they are thinking about you now? What kind of things can you hear them saying to you that feel good?

Really feel them... You've made a choice for them to be energetically connected with you right now. So take this opportunity to feel them...be grateful for them... You are connected with them at an energy level - right now... And you can communicate with them at this level any time you want to, and you can draw them to you easily. This level transcends your beliefs and it is an even faster way to draw them to you. Just imagine a scene right now in which you are interacting with them...seeing, hearing or feeling them... You are talking to them... You are hearing what they are saying...all these wonderful things about the work you do with them, the products you offer, the services you offer. You are feeling good and living the good feelings you have about them and they have about you.

Now imagine, see, feel, hear and just know in whatever way is appropriate that you have a magnetic coil coming from your heart. Whatever image or feeling comes to you, go with that...It's coming from your heart... And make it as large as your body is right now... Use your will and choose it to be as large as your body and then let it become as large as it wants to become... And just imagine this as a beacon of energy that is sending out a call to those that you can serve, to those that are called for you to serve... And that you are ready to serve through your connection to Spirit. These people want what you have and they will be ready to allocate resources to pay you what you want, easily.

Now just feel yourself through this magnetic coil drawing them to you. Tell them at this telepathic level how you will serve them...how their lives will be different. Tell them all the ways working with you will benefit them... See how open they are to you and know that they want to hear this from you now...they really want to hear this. Hold the intention that you are attracting people that honor you and your work and feel so lucky that they found you and that you have found them... They are an answer to your prayer and you are an answer to their prayers. Don't



focus on what they will give you or what you want from them... You are not magnetic when you

do that...Focus instead on how you will serve them...how good it will feel to co-create with them...how wonderful that it is all arranged for you to be able to experience them and serve them. Be aware of what you are offering them that can truly help them so that they feel a passion for what you can offer and magnetize...

Now allow yourself to take it one step further and tap into your Power Team or your higher guidance and amp up the energy...Connect with all the people you are here to serve in this intention of love and join in this power. Everyone, everywhere who is also serving others and having an intention of pure serving, join in the power with these energies now. Now circulate this additional power through your coil and let go of any neediness...any doubts about your abilities to perform...or your abilities to connect with these people...or your abilities to market...your abilities to do anything. Detach and surrender to having whoever will benefit from your work, your products, your services come to you now. Know that you can't force anyone to do anything against their will...you can only draw people now in your magnetic energy when it is for the highest good of all concerned.

As you energize this coil, send it from your heart. Put your heart energy through this coil and make it larger and larger. Imagine it reaching out through your city, your state, your country and now the whole world. Feel the energy in your body as you become more magnetic. And imagine as people connect with you and this energy, they are lighting up like light bulbs or fireflies or lights. Whatever image of lights is beautiful for you...maybe fireworks. See hundreds, thousands of lights turned on all around you. Imagine that the energy of these lights reach back and forth between you and the people you are called to serve. How does this feel? Just feel how good it feels to connect with them...It feels like you already know them and they also know you...and at a deep level, you do. Can you feel the power in you? Just let go...and let your Power Team, your energies that support the work that you are doing assist you...Make your vision, this feeling as real as possible. Feel it...hear it...touch it...experience the warmth of the lights...bask in the warmth.

Imagine what you will feel like when you are reaching ten new people a week...feel the energy...sense that energy and let it become a part of you now. How will your life change when you reach this many? Now imagine reaching 25 new people a week with your work. You may be doing your work in a whole different way as you are reaching more and more people. If you find yourself feeling a sense of overwhelm, just know that the reason and the ways that you will leverage and systemize what you'll be doing - and the ways that you'll be reaching out to people will absolute fit for you so you'll have balance and joy.

Continue imagining and feeling more and more...50...100...even more people. Feel yourself smiling as the lights easily go on...Imagine testimonials flowing in and people loving your work - and you - and telling many, many others about you. As you connect with more and more people, imagine the changes that this will make in your life...and as you imagine more and more people - adjust your energy to comfortably include as many as it feels comfortable for you right

now...and notice that the number that does come to you feels comfortable. If it doesn't feel comfortable at first, just keep imagining the connection in different kinds of ways. Maybe you'll be writing a book...maybe you'll be partnering in different kinds of ways but you'll be reaching more and more people. They may not be one-on-one connections...but it will come in ways that feel easy and effortless for you. The more easily you imagine, the more easily you can make it your reality.

There are other things to imagine...the lifestyle, the business structure, the support and assistance you will need coming to your work...Now notice your breathing and how you're sitting...And notice how you can increase the feeling of magnetism by making a slight change in your breathing or your sitting...And just make a little adjustment...notice what the adjustment did to your magnetism to increase it. You want to stop at whatever level feels most comfortable for you and know that at each level you'll have the power and the proper set-up to make connection with this number of people joyfully and easy – just for you.

Just know that each time you do this magnetism exercise, you'll be activating more and more abilities and ideas, and you'll be activating more energies at a stronger level for those individuals that will serve you ...and that will find you...that will support you in all that you are called to do. Now take a moment and ask your inner guidance how often you should magnetize each week...and just notice a number that will come to you...or you'll feel a number...you will have a sense of a number...just allow yourself to notice that number and remember it right now during this first time of doing this process. Allow yourself now joyfully coming back into this reality...this powerful energy...now assimilated perfectly in your body...And you have all you need to have a joyful, amazing, fantastic, magnetic rest of your day and your week. As you come back, as you feel the energy here, record your experiences as you are led. What happened in the activation? What did you notice in your body? What significant insights, revelations did you experience? What did you see?

Creating an ideal client profile

The ideal client profile presented here is adapted from the “strategic attraction process” described in the book *Attracting Perfect Customers* by Stacy Hall and Jan Brogniez. This profile can also be adapted to any area of your life (attracting your ideal home, partner, vacation, etc.). It is just another way to line up energy and make the most of that energy.

The ideal client profile is a living thing that you refine and modify over time as you get clearer on what you do and don't want to experience. I am continually refining mine in response to contrasts, or when I notice something someone else finds ideal in their clients that also resonates with me.

Remember to ask for what you want, not what just you think is possible!

To create an ideal client profile you:

1. Connect with your ideal client.
2. Explore the qualities of your ideal client.
3. Explore the things that jazz your ideal client.
4. Define expectations for the relationship.
5. Identify any of the expectations you feel don't yet meet your own

satisfaction. Each of these steps is described in more detail below.

Step 1: Connecting with your ideal client

Relax and take a few deep breaths. Imagine you are touching the hearts of all those who may be ideal clients for you. Imagine what it will feel like to work with these people. Imagine what it will be like when you find each other! Connect with the ideal client, then let yourself flow through the rest of the steps in the process, exploring and noting specific aspects of your ideal client and your relationship with them.

As you move through each step, keep the energy light and move quickly. Jot down what comes to mind, your first energetic hits and impressions. You don't have to get everything down in this moment. Follow your inner guidance.

Step 2: Exploring the qualities of your ideal client

In this step, you reflect on the qualities you love in your ideal clients. As a quality comes to mind, jot it down and alongside it, note first how it makes **you** feel in the relationship, and then how it will make your ideal **client** feel in the relationship.

As you do this, you are more deeply activating these qualities in yourself, amplifying the vibration around them and consequently making yourself more magnetic to those who share them. You **will** attract what you put out there. Remember that you cannot attract what you do not vibrate, so be sure the qualities you want in your ideal client are also activated in you. For example, if you want clients that pay joyfully and on time, ask yourself if you pay your bills joyfully and on time.

We are commonly our own ideal client, so if no qualities come to mind, exploring your own qualities is often one way to uncover those of your ideal clients. You can also use the following questions to spark ideas about what qualities you would like in your ideal clients. They are not exhaustive or intended as anything other than as a way to stimulate your imagination.

- **Money.** Do they pay you and pay you on time? Are they overjoyed to pay you? Do they not care how much it costs to work with you and even pay you in advance? How much do they earn per year?

- **Contact.** Do they make a request to become your client? Do they refer others to you?
- **Time.** Do they value your time? Are they punctual? Do they cancel last minute?
- **Pleasures.** Do they like to travel? Do they like to read and if so, what do they read? Do they love films? What are their favorite films?
- **Humor.** Do they share your sense of humor? Do they **have** a sense of humor?! One of my ideal client qualities is a great sense of humor; humor is a great way to shift energy!
- **Appreciation.** Do they send you thank-you notes or gifts? Spontaneously express appreciation in your sessions? Do they refer others to you?
- **Demographics.** Do they fit into any age group? Gender? Are they parents? Single moms? Teens?
- **Spiritual practice.** Do they have a religious affiliation? Do they have specific spiritual practices? Do they understand the spiritual aspect of your business?

Step 3: Exploring what jazzes your ideal client

In this step, you reflect on the things that are meaningful to your ideal client — the things they love, are passionate about, get excited about — and why they feel that way about those things. What jazzes your ideal client is usually also what jazzes you, so one way to approach this section of the profile is to reflect on what jazzes **you**, and why it jazzes **you**.

As you heighten your awareness of the things you love and why you love them, you become more aware of others who share those interests and passions. You activate them more deeply in yourself and become more magnetic to potential ideal clients.

NOTE: While the qualities you listed in the previous step may change over time, the things that jazz you are likely to be somewhat more stable. You might word them a little differently over time, but the essence of them is likely to remain the same.

The following are some questions to spark your imagination on what jazzes you.

- What do you find meaningful? What is important to you? What are you passionate about? What can't you live without? Why?
- What do you want to achieve? Why?
- What do you spend your free time enjoying? What activities have held your attention over the years? Why?
- What charities do you support? Where do you volunteer your time? Why?
- Who are the people you admire? Why?
- What challenges do you relish? Why?

When I was developing this part of my ideal client profile, I started using a checklist taken from Doreen Virtue's book *Living as a Lightworker*. The checklist began, "You are a Lightworker if..." and then listed the characteristics common to lightworkers. I would ask people if I could read them the checklist. I used the checklist and their responses to become clear on the things my ideal clients cared about.

For example, one of the things that jazzes my ideal clients is a passion to tap into the latent powers they know they have and to make full use of those powers to make a meaningful difference in the world.

Step 4: Defining expectations

In this step, you articulate the expectations for your relationship with your ideal client. There are expectations in any relationship and the clearer they are, the easier it is for both parties to fully engage in the relationship. Defining them also activates them in the relationship. Part of feeling mutually jazzed about working with each other is activating expectations that are high-vibrational for both you and your ideal clients! Keep the energy light as you define expectations. Move back and forth between your perspective and your ideal client's perspective so you can make any adjustments to make them feel great from both perspectives. When expectations feel great for both of you, they are easy to communicate and respect.

Expectations may evolve as your business evolves. When I was first growing my business I was caring for my infant daughter, so I took clients only during the evening. As my daughter grew, my ideal client profile changed to take clients only in the morning to mid-afternoon timeframe.

What you need in your business, and what you expect of the people you hire are good places to start defining what you want to set as expectations. The following are also questions to help stimulate your imagination.

- **Availability.** What days and times are you available for coaching? E.g. Monday through Friday, 9 am to 3pm EST. When are you **not** available for coaching? Do they expect to be able to reach you between sessions? Via email? Phone? Do clients expect responses within a specific time-frame?
- **Offerings.** Do clients expect in-person sessions? Are sessions 30- or 60-minutes in length, or something else? Do they expect you to be punctual? What happens if they show up late or not at all? Do they expect to have access to group coaching at a cheaper rate? Do you offer e-coaching? Do your clients expect you to offer them other products or services?
- **Profitability.** Do you have a business that makes a profit? (For you, how much is the profit? Clients should expect you to make a profit.)

- **Pricing and payment policies.** Do you have the lowest prices on services and products? What are your prices? Do you have a sliding scale? What happens if clients are late paying?
- **Website.** Do clients expect you to have a website they can consult for information? Do they expect to be able to purchase your products and services on your website? What other information do they expect to find on the website? Articles?
- **Workshops.** Do clients expect you to provide munchies and give comfortable pauses and breaks during workshops? Do they expect you to begin and end workshops on time?
- **Expertise.** Do your clients expect you to be an expert in any areas? In what area(s)?

Step 5: Identifying expectations for improvement

Review the expectations you listed in the previous step and reflect on what you would like to improve to better meet those expectations. Jot them down and note today’s date alongside them. Today becomes the day you are stating a conscious intention to bring those improvements into being.

Important points on the ideal client profile

- Writing your ideal client profile engages the neuromuscular system and activates that profile more deeply. A written ideal client profile also makes it very concrete, and easy to review and refine as you go along.
- Review your ideal client profile regularly to see if it still fits you and your business. Refine it on an on-going basis to improve your ability to attract your ideal clients.
- When you start working with a client, ask them questions that help you to serve them better, such as: *“What do you believe that I can do to support you in activating your dream, your goal?”* And, *“What would it look like if you were feeling that this is the greatest experience you’ve ever had?”* Use their answers to help refine your ideal client profile.
- Creating an ideal client profile often also helps you start to get clear about what differentiates you from others who may be offering similar services; why your ideal clients find you the ideal person to provide what they are seeking.

Example of an Ideal Client Profile

1. Qualities of my ideal client

Quality	How I’ll Feel	How Client Will Feel
Great sense of humor	It’s easy to shift energy It’s easy to relate	It’s easy to relate Sessions are fun

Independent	Sessions are fun They don't need a lot of between-session handholding on small issues. Motivated.	Treated as fully capable adults. Actively work between sessions to progress. Come to sessions prepared and are fully present in sessions.
Willing to take action	Excited to see them making shifts and excited about what they will accomplish.	Excited to see tangible results.
Pay me on time, love paying me.	Coaching relationship is deeply satisfying.	Don't care how much it costs to work with me. Money is a non-issue in the relationship. Coaching relationship is deeply satisfying.
Refer me to others	Feel supported in my work.	They are excited to share with others this work that has made such a difference for them.
Yearn to be living something more than they currently are.	I have relevant abilities and experience to offer them.	I "get" them and the depth of their yearning.
Know what they want and take responsibility for their own happiness.	It's easy to know how to help them.	They can recognize when they are getting results.
Are vocal, spontaneous and very articulate in expressing their appreciation for our work together.	Feel acknowledged and appreciated. Feel energized! Thrilled that they value what I'm offering them. Thrilled they are one of my clients.	Delighted to delight me.
Have projects that excite me as much as them.	We're on the same wavelength.	Excited to see their projects come to fruition.
Supported and energized by my enthusiasm.	Excited to be contributing to them. Energized by their enthusiasm.	Feel their enthusiasm amplified by mine.
Have projects to which I can make a huge contribution.	Feel like I'm contributing something critical.	Thrilled to have this support!

2. Things that jazz my ideal client (and me!)

Surprising someone and collaborating with a kindred spirit on a surprise	It's a kick!
Spontaneity, authenticity	It's so in the moment
Shared laughter	It's so much fun!
Inspiring projects that run on love to	provide real, tangible benefits to people



They reinforce how many things are out there
changing perceptions and
experiences of the world

Great spiritual leaders who also live in the everyday world of politics, business, etc. They teach us how to see and respond to everyday things, give us the courage to stay centered in our own authenticity, see with our material own eyes, speak with our own voice

3. Expectations for the relationship

Category: *Sessions*

- Set up as a regular time slot over the duration of the program.
- Available time slots are Tues-Thurs; can be morning, afternoon, or evening.
- I start on time.
- I'm fully present and they have my full attention (no answering the phone, attending to interruptions); no cell phones or interruptions on either of our part.
- We make progress in each session + can articulate that progress.
- I care about the results they get.

Category: *Communications*

- Email is the best method to reach me. If it's urgent, they have my cell number.
- I answer their email when I'm able to; it may not be immediately (sometimes require time to sit with it before I can answer), but they know when I do answer, I am answering it with my full attention,

Category: *Website*

- My website gives them all the information they need to know what I offer, and to determine whether they are a good match for it.

Category: *Fees*

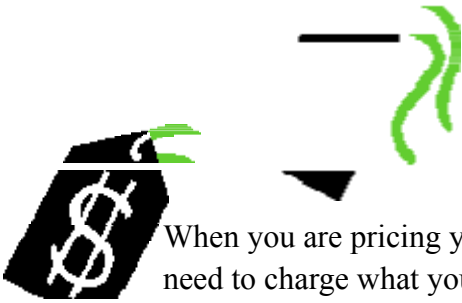
- Prices and payment procedures are clear and work seamlessly.

Category: *Agreements*

- They have a written contract that includes payment policies and coaching agreements.

4. Improvements to make on meeting expectations

Need written policies on late payment, late arrival	10/17/09
Need written contract with payment policies and coaching agreements	10/17/09



Pricing...What to charge

When you are pricing your product or service, no one can give you an exact price to charge. You need to charge what you believe someone will pay you. It needs to be a vibrational match with you because if you don't think you are worth the price you are charging, you will not match up with others willing to pay you that amount.

One way to establish price is to determine what you want to make an hour and base your program around that. Make your six month program more expensive than half your 12 month program. If they are signing a contract to coach with you for a year, you want them to see the benefits in doing so.

One-on-one coaching

Don't charge an hourly or monthly fee. You want to have a minimum of a six month and a 12 month option for people to coach with you. Since they sign an agreement, you have secure income. They did not get to where they are (or aren't) overnight and you need to help them see that this is a journey. You are like a personal trainer for them – this is going to take some time and that is okay. They need to be willing to allocate the energy of time, money and action to this program. Also, give them anything else you are doing, like group coaching, for free when they sign up for your one-on-one program.

Never list your prices for one-on-one coaching on your site or share them before talking to the person using the conversation guide that you will learn later in this book. You want to help them activate a deep connection and you need to take them through a process to help them see the implications of the problems they have and how you can help them solve this in way that does not feel like selling for you or them.

How Do I Language What I Do to Potential Clients?

There are so many coaches out there that are not doing very well and it is because they do not know how to language what they are doing. And they have their own beliefs that are impacting that. You may be telling yourself that what you do is hard to language or that people will not pay you. You may be worrying that if you aren't successful you'll have to go get a real job.

All of this impacts how people receive your communication. Most coaches really don't understand the core problems and how that truly impacts their potential client, and they don't know how to talk to prospects in a way that surfaces this up. These coaches end up telling instead of asking questions that will help the person see that this is something they need to do



NOW! They just don't know how to language what they do in way that excites people to want to hire them.



When you don't have an understanding of how to language what you are doing then you are going to feel anxious when you talk to people, maybe second guessing yourself and missing opportunities with prospective clients.

Most people have no sales system. You may not yet know how to talk to people in a way that feels good for both you and the other person. YOU have your own beliefs about selling that are not serving you and that is causing you to sabotage yourself! Selling is about serving. Many people try to use sales techniques from other industries and they just don't work – you feel like you are being pushy and YOU ARE! Spiritual coaching requires a unique approach that is more coaching oriented and is very personal and sacred.

If you can get this one part you can have a six figure coaching business because clients will be willing to pay you a lot to do this most powerful work. The coaching process you are learning in this book will literally transform their lives and have a ripple effect on the lives of all those around them too!

The Problem/Solution Template

The Problem/Solution Template can be used for many things in your business and your client's business. This is a template that I use in everything I do for my business – it was even used in the creation of this book. Once you do a problem/solution template, everything seems to fall into place so easily it will amaze you at times. Projects that seemed insurmountable suddenly become manageable and you see more clearly how to handle anything that gets thrown your way.

What problem does my service or product solve?

At Coaching from Spirit, we have heard students say, "I'm not sure how to say what it is that I actually do; when I talk to people it seems as if they get really excited but then they don't move forward on whatever we are talking about." Our experience shows that a big part of this issue is not being clear about the energy behind the issue, not really understanding the energy behind the challenges your client wants to solve, and not knowing how what you do or provide solves those challenges for your ideal client/customer. What really is the value of your service or product?

There are two key elements in clarifying this issue:

1. Energetically, you want to tap into the person – into the energy of your ideal client or customer so that you are connecting with them energetically.
2. You want to make the connection between their issue or challenge – and the solution that your product or service offers to them.

For most people, what often happens in the selling process is that you activate the gap within them, they see a vision for how this could work out, and then you just talk about your program or product. What's missing is knowing what to say in the conversation to help them come to their own realization that they want to hire you as a coach.

You want to activate in yourself a greater sense of confidence. You are able to do that when you have an energetic understanding of the issues and challenges, the implications of those challenges and how people feel about them.

You want to come from a deep place of caring and you want to help them move towards what they do want. That's the intention behind connecting with them. You are not joining with them in a vibration of pain; rather you are holding the energy of a solid kind of confidence that they can really move to what they do want.

I recommend that you take each issue or challenge separately in the chart format that follows, and work it all the way to the end. This strategy allows you to identify and then really feel each issue and challenge; to get it into your cells and cellular memory.

This will set the stage for clarifying the challenges of your ideal clients or customers, creating copy, creating website information, marketing your products and services and playing an overall bigger game energetically!

How to use the Problem/Solution Template

So let's look at the chart – the template – first, and then you will go through each column to gain that clarity.

Key: When I use the word “tangible” – it means specific and focused.

Example: If you describe someone as “disorganized,” that is a very broad concept. What does it really mean? What does it look like? What happens when it is present in your prospective client's experience? What are the implications of this issue being present?

So if you ask what does “disorganized” look like, some answers may be –

1. A cluttered desk or work area,
2. Missing deadlines, or
3. Being late for appointments

You are picking apart the issues, problems or challenges that your ideal client might have. So for each of the answers above, you can then ask something like, “*What happens when they miss deadlines?*” Well, it might cost the company money. It could contribute to low morale; some are not enjoying their jobs, etc. (These are all negative implications.) You will also pick apart the Solutions.

In order to create the “conversations” and the “language” that will attract your ideal clients, you must have a clear sense of the kinds of problems and issues they face, what happens to them because of each problem, and how they are feeling because of it. Using the Problem/Solution Template helps you to activate this information.

Problem/Solution Template

Issues/ Problems/ Challenges	Implications This needs to be tangible. <i>What happens because of this?</i>	Feelings Feelings your ideal client has when experiencing the challenge.	Solutions Tangible things you can do to help solve this. <i>What do I bring to the table?</i>	Positive Implications Tangible. <i>What else happens when this specific problem is solved?</i>	Feelings Feelings your ideal client will have as a result of this specific solution.

Remember to answer these questions from the voice of your ideal client or customer (except for the Solutions column). To begin this process, say a prayer or ask for white light to surround you as you connect with them. Ask for the highest channel-way to be opened so that you may serve them to greater empowerment - that your product or service does in some way add to their sense of well being and therefore to their sense of empowerment. Really feel them as you connect. You are projecting a beacon of light that they will be drawn to like moths to a flame!

1. **Column one – Issues/ Problems/ Challenges:** Identify an issue, a problem or a challenge that your ideal client or customer is having that your product, your program or your service can solve for them. Write that issue in the first column. **Speak from the ideal client’s voice – “My problem is... etc.”** [Examples: *I am having less disposable*

income. My Internet business is not producing what I need it to produce. I don't have a direction on what to do to fix this.]

2. **Column two - Implications:** What happens in your ideal client's life or business because of this issue – this challenge? What are the implications of the presence of this issue? Be very specific and tangible. Capture these implications in the second column. [Examples: *I get into arguments with my wife about money. We don't take vacations very often. I have put a lot of this business on our credit cards. My wife has to work even longer hours until this gets up and running better.*]
3. **Column three - Feelings:** What feeling(s) does your ideal client experience because of these implications? And what are the overall feelings they are experiencing? Write their feelings in the third column. [Examples: *I feel so frustrated and angry! No matter what I seem to try, I can't get this Internet business off the ground to pay enough for us. I am angry that it is a lot harder than all the people say it is – at least it feels that way to me. I feel like a loser. We have sunk so much into this business and I feel so much pressure to get this turned around! But I often feel paralyzed with fear and so I don't take any action – and then I feel even worse.*]
4. **Column four - Solutions:** What specific solution(s) to that issue or challenge do you bring to the table? Write the solution(s) in the fourth column. [Examples: *I work with people to get clearer on what the beliefs and patterns are that are activated in them – that are holding them back from attracting the ideal clients that they want. Then I help them create a step-by-step plan so that they have a direction and support.*]
5. **Column five – Positive Implications:** What will happen as a result of your client having these solutions and experiencing the feelings that come with the solutions? Capture these “successful” and “positive” implications in the sixth column. [Examples: *My wife can quit work. We can spend more time with the kids. The kids can get better clothes. We can go on vacations next year!*]
6. **Column five Feelings:** What are the feelings your ideal client will have when they have the solutions - when the solutions are their reality? How will they feel with the issue or challenge solved? Write these feelings in the fifth column. [Examples: *I will feel so happy! I will feel like I deserve all I have and will be so glad that my family has what they want and need! I will feel like a winner!*]

There is value for you in examining each layer.

Once you have completed this process with one issue or challenge, go back and examine the first issue again. Ask, “*Do I need to break this issue down even more? Are there layers to this issue?*” There is value for you in thoroughly examining each layer. Remember that this is the bedrock foundation of what you will be saying about what you provide others through your products and



services. And you really want to know everything you can know about the issues, problems and challenges that others are experiencing that can be magnetizing you and your business services to serve them.

Repeat the process outlined above for every issue, problem or challenge that you can bring to the surface. The more you know about these issues and problems, the more you will be able to connect with the people you are magnetizing to you to serve through your ideal business. You will be able to ask them questions specifically related to their issue and also ask those clarifying questions regarding the subsequent implications that will lead directly to the solutions you have to offer – your business services and products.

It's About Making a Connection – and Building Trust!

Example: You might begin by asking a potential customer to tell you a little bit about what's been happening for them. They might say, *"I just don't even feel like I can get out of bed."* You ask, *"What happens when you don't get out of bed?"* They may respond, *"Well, then I don't go to work, and if I don't go to work, I don't get paid, and all of that."* This process helps the other person look at the consequences or the implications of continuing on the path they are on. This is raising awareness – it is helping them to make a shift in consciousness. This is a *selling to serving* process!

If someone is not immediately able to tell you about their issue, you can ask some clarifying questions or share issues you or others have experienced, and then ask, *"Is that a concern for you? Does that make sense?"* You are bringing to their conscious awareness a concern that will make your solution attractive to them when they realize what they could be feeling and experiencing when the issue gets addressed by a solution you can provide.

What is not effective is to listen on the surface for someone's issue and then immediately assert that you have the solution if they will just pay up for your service or product. What's still lacking here is the connection – the relationship potential – the trust! They need to know that you really do understand what the issue is, that you understand what the implications are for their life, that you understand that it is painful or that it is really having negative consequences that are not easily dealt with just by buying something you happen to have and want to sell. They need to feel a connection to you.

When you really use this **Problem/Solution Template**, it helps you get clear on the elements of all those issues that your ideal clients are having. Then you are equipped to help them explore these issues in ways that can truly serve them. How an issue impacts one person is not identical to how it impacts all people. So you can connect to them personally by showing your desire to truly understand how it is for them – for that one person you are talking with now. *"Tell me more about that. How is that impacting you? What's happening now for you? What else is happening because of this emotional pain?"* Go deeper. Help them get detailed and very specific.



Remember that this is a one-on-one conversation with someone. People can tell when you are physically present with them and when you aren't – when you are only interested in making a sale.

Using the PST to Create A Coaching-Oriented Process

No matter what your business offers – products or services – helping people to want what you have is really about using a coaching process. And your goal is to be able to accurately and inspirationally describe what you offer to others that helps them become empowered to live a better or more fulfilling life. You want to magnetize your ideal clients and they want to magnetize you – or someone like you – who can help them reach their desires and to feel and experience the emotional impacts of reaching those desires – someone who will truly *serve* them.

Everyone purchases products and services because they think it is going to solve some kind of problem, and there is always an emotion underneath that problem!

Informational Interviews

Creating this coaching process is easier when you know your own niche – the issues, problems, challenges – the feelings and emotions people are experiencing – the implications and consequences in their lives of living with these issues unresolved. If you are serving a niche that is having challenges or a downturn of some kind, consider conducting some informational interviews with clients or some people who could be potential clients and find out what is going on for them. Pick their brains. Find out what is going inside their heads, in their lives and in their emotions. This is a powerful marketing research technique! When you ask questions about what is happening, what they are feeling and what are the implications, they are teaching you how to *serve* them and subsequently how to *sell* to them.

I was working with a medical intuitive who wanted to move from providing health-oriented services where she was very successful, into something more “mainstream.” One of the target areas that emerged was jury selection. Since I am not an attorney and neither is she, I suggested that she might talk with an attorney about the issues, problems and challenges they face in jury selection. What I suggested was an Informational Interview where she could take an attorney to lunch and pick their brains about their issues and how they feel about them – what are the implications of selecting juries and how do they feel about it? From what she learns, she will be able to create a very powerful guideline.

I also predicted that with the first attorney she talked to, that person would segue and ask her something about herself. Then she could say something about her success as a medical intuitive and that this means she can “read” energy. And she could share that she could see even more opportunity in situations where the ability to read energy might be useful – like in jury selection.

Now just imagine being a trial attorney and finding someone who could read people's energy **before** you put them on a jury! Do you think that might be valuable to an attorney? Would it be beneficial to a law firm's revenue? To the attorney's aspirations and all the things he or she cares about?

Implications and Values of Using the Problem/Solution Template

- When you go through this process from your own perspective, you are identifying as many issues, problems and challenges as you can that you are able to impact in a positive way with what you have to offer in your business.
- If you conduct Informational Interviews, you are identifying and gathering even more information about what people experience, what the implications are in their lives, what they feel and what they want to feel, and how that will make a difference in their lives.
- If you talk to former clients and customers, potential clients and customers, you are discovering the energetic foundation behind the needs and the emotions that drive people to buy products and services.
- Your application of this "coaching process" allows people to come to a place of awareness so they make the connection. They tie it in, it makes more sense, it feels natural – it feels like an answer to prayer.
- You have tapped the energy underneath the intellectual mind's processing and they feel the connection to the power of their emotions and feelings.
- They feel connected to you because you care enough to ask questions. You are listening; you are hearing them and truly trying to understand what it is like for them. This is truly a different kind of conversation. This is a different energetic connection!
- This is hopeful! This is inspirational! This is powerful! This is confidence building! This is empowering! This is something that can truly *serve* them!

The next part of this process is creating opportunities for conversations to turn friends into heart committed customers. You build a relationship by finding out what people are looking for and how you can serve them.

Creating A Conversation Guide

The Conversation Guide uses a consultative process. Every experience is a vibrational experience. If you are focused on how you can sell the potential client something, you will be vibrating at a level that is a lower level and will be a match to lower level energies in them.



Your intention makes all the difference in creating the kind of experience you will have when interacting with someone.

I have found that giving away free coaching sessions or free services (as opposed to free products) isn't really effective in attracting clients. What often happens is that people come to the session with an issue. You help them move up the vibrational scale, which is basically what happens when you help them see a new perspective or experience an “*aha*” moment – they receive some sort of vibrational relief. The result is that they feel good, much better than when they began the conversation with you, but they're probably not interesting in “buying.”

So offering a free coaching session is not effective, and offering any other kind of free services is only effective if you can truly activate the gap (the problems and issues) and help people see that what you have is a solution to their problems and issues. But people probably do feel better after talking with you during a free coaching session. So why do I say that offering free services is not effective?

What happens when someone feels good? Do you think they're going to hire you or sign up for your program? No, because there's nothing to compel them. Part of the reason is that they really didn't have a strong sense of the activation of the gaps in themselves. They didn't come to a place of self-discovery for that. They didn't see for themselves the possibilities that directly relate to your coaching or to your product or to your service. So they just feel better. But for how long? It's just like putting a band-aid on a big gaping wound.

Offering any kind of free service or evaluation is only effective when you can help others to see the implications and the need for the solutions. It really doesn't matter whether you are offering exterminator services or dental veneers. (And I have actually taught this selling to serving process to clients in both of these industries.) Using this process will increase exponentially the number of people who will come to the awareness that the solution you offer is what they need.

Steps to Developing the Conversation Guide

STEP 1: Aligning Your Energy Before AND After the Serving Opportunity

This *Personal Aligning Formula* is a very effective process to use in one-on-one personal connections, and it can also be adapted for use in any selling (serving) situation.

Before the experience, align your energy and get connected with your client or customer.

We like to call your ideal client, your potential client or customer – a “Vibrationally Called” one or a VC, and that is how we will refer to these people as we progress through these steps.

The tasks in the table below are very effective in enabling you to align your energies to the energies of your VCs.

<hr style="width: 10%; margin: 0 auto;"/>
<p>1. State your desire to connect to your inner guidance in the conversation.</p>
<p>2. State the intention. Remember not to be attached to a specific outcome. Your job is to <i>serve</i>, not <i>sell</i>. Serving is sharing. Selling is pushing. Serving is offering your assistance, and selling is manipulating and wanting to fulfill your own agenda.</p>
<p>3. Identify the inner story, the lower level vibrations. What are your fears or doubts? Sometimes it can be helpful to ask yourself, “<i>If "x" happened, what am I afraid of?</i>” OR, “<i>What if it didn't happen; then what are my fears, concerns, or stories?</i>”</p>
<p>4. Now, if you could, what areas (from the inner story) would you like to surrender? If you had a team you could delegate things to, a manager that would take care of everything, what would you delegate or surrender to this manager? (For example: <i>I am delegating every word I speak, the questions I ask, the whole thing to my manager.</i>)</p>
<p>5. Establish a vision. Imagine all of this has worked out great and you are telling someone about it. In a general way, what happened? How did you feel?</p>
<p>6. Let go of any attachment to specific ways it should all work out. Ask for inspired action(s) from your highest guidance and make note of what you receive.</p>
<p>7. Give thanks for it being done! Expect it!</p>

An Example using the Personal Aligning Formula before a Conversation:

1. **State my desire:** *I really want to make a deep connection with this person.*
2. **State my intention:** *My intention is to bring Spirit into this conversation and to be non-attached to any specific outcome; to ask questions, to be guided in everything I am saying so that the highest good is served.*
3. **Identify my inner story:** *What if they ask me something I don't know? I haven't done so well lately. It seems like people don't choose to become clients and I am not sure what I am doing wrong.*
4. **Areas of my inner story that I want to surrender:** *I would like to surrender this whole fear that I can't do this right; that I am not good at marketing or selling.*

5. **Vision:** *My vision is to make wonderful connections, for people to feel magnetically connected to me – like connecting is just so easy, it is like falling off a log. I love to talk to people; my most favorite thing in the world is a “sales” call. I connect with ideal clients who respect me. I am the answer to their prayer and they tell me that all the time.*
6. **Let go of attachment:** *I am releasing all these fears, doubts, worries, and concerns. And I am asking for my inner coach to take the wheel, to speak through me, to let my voice resonate with power, and let me feel so peaceful and happy. Please let my body respond in ways that release that joy and allow joy to flow through me right now!*
7. **Feel Gratitude.** *And I give thanks that this is done. All of this is complete.*

Next Inspired Action: *Pick up phone and call the VC right now. I can make the call right now!*

STEP 2: Setting the Energy Stage

Setting the stage means getting on the same page energetically with the person you're connecting with. We begin any sacred serving opportunity by allowing the energy of *trust* to be present. Sharing intentions is one way to establish that trust. When people come to a sales situation, they naturally bring barriers that they have learned previously to protect themselves from being pressured or making a mistake. In the old school of sales, there were strategies for bringing the barriers down, like personal small talk and it was often perceived as superficial.

This process of setting the stage is about helping them to recognize that this is a different kind of experience. When you say something about sharing your intentions, it moves this encounter into a different realm for them. Because you are partnering with Spirit, you are engaging higher level energies.; you and the VC are not just communicating intellectually. You want to express in some way that you are not attached to any particular outcome. It takes the pressure off if they recognize right away that you are not going to pressure them, and it's not just about your agenda. You are presenting this energetically and it can actually help prevent barriers from being raised. It also helps the VC to get clear energetically on what it is that they want to experience so they gain greater clarity and focus for themselves. Using this step of Setting the Energy Stage puts you in a position that establishes a sense of confidence and demonstrates organization. You are an energy guide. And even though you are co-creating with the VC, you are actually leading the experience.

Take the essence of the examples below and create the words and phrases that work for you. When you choose to include these elements, they will support you in creating a deeper relationship with the VC in the first few moments.

To begin, consciously take some breaths. You are asking for a higher frequency to be present to allow the highest good to be served for all concerned. You may call that God, Spirit, Soul, All That Is, or whatever you choose to call that energy. Either aloud or in your mind, state your

intention to partner with higher energies to lead your words and to create the highest good. Do this in your own personal style and in a way that feels good for you. The kind of spiritual language you choose may vary depending on your product or service, your audience and your personal way of connecting to Spirit. Once this energetic stage is set, you can share intentions.

An Example of Sharing Intentions:

Server (versus a salesperson): *One of the things I like to do in talking with someone like we are doing today, is to share my intentions and to invite you to share your intentions for our time together. I find that this helps us be on the same page and have greater clarity in matching up how we might work together. Would it be okay if I shared my intentions with you?*

VC: *OK.*

Server: *My intention is to really have an easy and flowing conversation with you. I want to feel a sense of connection and joy in this process - to find out more about you and to learn how I might serve you in the highest possible way; for you to find out who I am, what I do and to gain some clarity about the next step for you. And to have fun! What are your intentions? What would you like to feel or experience? What is your desired outcome for our time together?*

VC: *I was hoping to learn or to get.... (Fill in with whatever issues they have on their minds).*

Other Examples:

- *My intention is to listen deeply; I want feel a great sense of connection to you. I want to understand what is important to you and I want to have a clear understanding of how to best serve you. Remember to ask in advance for guidance for the best language to come through you easily and effortlessly so that your audience can see and feel clearly.*
- *Would you like to share your intentions? If they appear to need some help, you might say, Would you like to learn more in our conversation today? Would you like us to have a productive meeting? What else would you like to have happen?*
- *If the idea of intentions doesn't resonate for them, restate your own intentions in the form of questions. Ask them, What would you like to have happen in our time together? What would you like to accomplish today? Are there some things you'd like to learn about me and what I do? What would you like to experience?*

NOTE: Remember – you are setting the stage. **This is the time for you to take good notes!** **You are getting into this connection and you're listening for the gap and the challenges as you're asking them these questions.** Refer back to your Problem/Solution Template. If they do not share the problems that you identified, then you can ask them, *“How might that be a problem for you?”*

If you are not meeting in person, encourage the other person to be in an ideal setting. You might suggest that they turn their attention away from the computer, move to a quiet place or

somewhere they can be fully present in your time together. If they are not able to do that at this time, then offer to reschedule.

STEP 3: Explore - Situational Questions to Ask Your VC

If you have no history with this potential client, you can begin asking questions to gather information about the VC's current experience. Dig deeper! Remember, this is a coaching approach.

- ***How did you find me?*** This helps you to know what marketing efforts are working, and who you want to send a personal *Thank You*.
- ***What motivated you to contact me now?*** This moves the conversation into surfacing lower level energies they may be experiencing, into expressing something they desire, or they may share what they already know about who you are and what you do.

STEP 4: Surfacing Problems, Implications and Feelings

When you ask your VC about problems that come from your PST, it's important to remember that the Law of Attraction is at work when you focus your attention on one of them. More problems can come up; they do surface with this kind of focused attention. So people often have bigger problems than they think and they get more implications and feelings to surface.

- ***What's not working in your life right now? What don't you want? What are you feeling that you need more support with right now?*** Sometimes you can begin to surface the lower level energies which will give you a good start at identifying the gaps for that person.
- ***Let's make a list.*** Another possible approach is to suggest that together you can make a list. You can say something like, *Let's make a list. This might sound strange, but it will become clear. It really can help and it will help me better understand how I can serve you! Let's make a list of everything that's happening right now in your business that you don't want.* (Or whatever the goal is that you are talking to them about, for example, their health, organization, etc.)

You are working with the problems, implications and feelings from your PST. If the people are contacting you, then they want to create a new reality from the one they have at the present time. So these questions will help you and the VC discern how much desire they have, and you can also discover the resistance that is the focus of their inner stories, their problems and their feelings.

It is so important for you to be in a very deep listening space and to really care about the person you are speaking with. You want to really BE with them – not to be just telling them what you can do to fix them or fix the issue. Let your connection with Spirit begin to make connections with the parts of your services or products that could serve this person and meet their needs. This is building trust in a place of caring. You are really listening and you are not trying to offer

them something yet, because there are other variables that need to unfold. One of those issues is for you to gain enough information to determine whether or not this person is a good match for your services or products.

Explore their responses; dig deeper. When an issue surfaces, ask, “*Why is that a challenge or an issue? What else happens because of that?*” This is the implication aspect of your PST and will bring the ripple consciousness more into focus. It activates the lower level feelings that reveal the gap. **A gap must be activated for someone to feel compelled to allocate resources to anything.**

Resist the natural tendency to start telling people how your product or service will solve their problem. This is evidence of old-school-thinking and most people do not want this kind of a selling experience. In this part of the process, you are really drawing them forth; you are exploring and drawing information from them. Keep establishing a deep level of connection and trust because you care about them and want to serve them. They then feel that you care.

Perhaps the VC responds by saying, “*I don't feel like my life is balanced right now.*” You are listening and taking notes. Ask coaching-oriented questions: “*So what else happens when your life isn't balanced? What's an indicator that this is happening for you? How does that make you feel?*”

So you are creating a list of their problems, implications and feelings that you will be able to recall and refer to later. You will tie this information back to solutions you have to offer. Things you might list in your notes include: _____(name of VC) feels *life is not balanced*. Then begin to get underneath the energy of that statement by asking questions to dig deeper. Example: *How does that make you feel? What else is a problem?*

Activate the gap so you can feel that you are able to help the VC surface the possibilities of what their life would be like when they have the solution to these problems and issues. The gap is the difference between what their current reality is and what they want to create.

You can see why using the Problem/Solution Template is so useful, because you already have a clear identification of what the core problems, core implications and core feelings are and how they are integrated. In the PST, you identified how each one ties together for your ideal client. This ultimately brings you to greater clarity about what you have to offer and how your solutions can serve others. By completing the second half of the PST you will know the solutions you bring to the problems, implications and feelings of your ideal client.

You will know what positive implications your ideal client will have once they have each problem solved. In other words, once the ideal client has that problem solved, what else happens because of that? What are the positive feelings that your ideal client will have when your solution is in place for each corresponding problem and issue?

This clarification is an essential part of creating your own effective selling to serving process. If you have this clarity, then when you are having the conversation and asking the VC questions, you already know how to help activate in them that your product or service is a match for them.

STEP 5: The Vibrational Energy Starts to Shift

You will feel a natural shift begin to occur once you have activated the gaps. You can only surface up so much pain before your prospect or VC experiences a natural energetic need to feel better and for you to want them to feel better. It's like a crescendo. You want to make sure you have a clear sense of why you really are a match to their gap. That's what Step 5 does.

Notice when the energy shift occurs. You can hear it in the tone of voice and you may even feel it in your own body. It's a palpable shift, an energy shift that occurs when you have truly explored the problems, implications and feelings.

You can tell when there has been an energetic completion. You will have a clear sense of the Implications and the feelings that they're having. You'll begin to hear something like, "*Yeah, it's such a problem when that happens. I really have to do something!*" They come to the realization that they really must do something. And now it can be expressed verbally. This kind of comment indicates the urgent need to solve the problem which, in part, comes from you assisting them in exploring the integration of the problems, implications and feelings. That's when you know that you're vibrationally connecting into that gap and the challenges they are experiencing. They are shifting energy.

You can feel when the person has brought to a conscious level a more urgent sense of wanting to solve the problems. This happens because they now see the connection between the problems, implications and their feelings – and how these are manifesting in their life. **Now you want to activate the possibilities.** Now is the time to summarize the problems you've heard and how they're impacting the VC to make sure you haven't missed anything. You help them see it all laid out there – and to *feel it* summarized. You want to make sure that what you heard is what they have been saying and that they agree with it.

STEP 6: Activating the Possibilities

The Magic Wand. You are now ready to move into the higher vibration activities of what they do want. An effective way is to suggest to them that they pretend with you. Together you will pretend that you have a magic wand and when you wave it, they can have anything they want. If they have anything they want, what does it look like? Ask them to paint a picture – tell you a story – describe what their life is like – and tell you what their vision is. This is the part where you will help them to see and feel what their life can be like. This is what the positive implications are from your PST.

Hold the energy for them to go to this place energetically and let them share their vision. Emphasize the essences, the feelings they will have in this vision when it becomes reality – allow this to become real to them. This is why they will choose you and your programs or services – because you are able to really be present there with them in this energy. Use the information from your PST to help them envision what their life would be like if these problems were solved.

If they aren't saying much, help them move along. Ask questions like the ones below:

- *Okay, you want more _____ (insert a feeling here).*
- *What would it look like if you had more _____? (insert the same feeling)*
- *What would be happening in your life if you had more _____? (insert the same feeling) You can repeat this questioning for each feeling or essence that they share with you. Amp up this *feel good* energy!*
- *What happens when you jump out of bed in the morning?*
- *What is your ideal experience, your ideal business, your ideal _____ (whatever)?*
- *What does it look like and feel like for you?*

Before you can have an effective selling process, you need a strong sense of all this information. You need to be right inside the energy, the heart, and the mind of the VC that you want to serve. It is the Problem/Solution Template that works so powerfully to help you get beyond the obvious.

To complete this Step, ask your VC, *“If you could boil down this vision to one feeling, what would that feeling be?”* Often they might say “freedom” or “happiness” because it is the core of what everyone wants. You want to help them activate the feeling that they experienced in their vision.

STEP 7: Dissipating the Perceived Obstacle to Action Creates Vibrational Relief

After you've completed activating their possibilities and helped them envision and feel what their ideal scenario is, you can say, *“I'm going to ask you a very important question. I want you to tell me the first thing that pops into your mind. What's really holding you back from having this reality – this picture you just painted? What's holding you back from having it right now?”*

Then, no matter what they say, you're always going to say, *“That's it? Seriously? That's all there is?”* You want to be very genuine here so that they can feel the energy. Right now, they have the energy that whatever they feel is holding them back is so huge. It's so big to them that it feels almost insurmountable. But you know it isn't insurmountable because you're someone who solves these problems. You know that whatever their problems and issues are, they really can be

solved. There is a solution to it ,and you actually have that solution. And you can show them how to activate that solution in their experience.

Part of what you're doing is helping them recognize that the thing that they feel is such a big deal really isn't such a big deal. That's why no matter what they say, you can always respond, "*That's it?*"

Then you can say, "*Can I tell you that this is good news?*"

They may say, "*Well, what are you talking about? It's huge!*"

Then you may say, "*You could have said 'you can't do it' – or that 'you don't believe that what I have to offer is valuable' There are other things you could have said.*"

Just say anything that they could have said. This kind of coaching creates emotional, vibrational relief for your VC. You want to help them see that what they think is a big issue really isn't such a big issue. This is how you connect with what is holding them back, or what they feel is holding them back, with your product or service and how you can serve them.

STEP 8: Connecting Your Solution to Meet Their Needs

One way to connect how your solutions can serve your VC is to start by sharing a story that demonstrates you know what it is like to be in their shoes. This helps them feel like they are not alone and that you understand because you have been in their place before and now you are on the other side of the problem or issue. You might share a story about being in the same place yourself and how you arrived at the success that you've been having. You are building a conversational bridge. You put yourself in the place of this person and begin showing that there is a bridge – there is hope. There is a possibility.

Really hear them, feel their desires. Let them know that they are not alone. Talk about what others who have worked with you have experienced – the kind of changes that have occurred in their lives. Share stories about how you have worked with others that have had similar desires, or how they have moved through similar issues. Emphasize how it all worked out! This is where your passion and your intention to serve are truly felt!

Review the vibrational gap. Your service is to help your clients understand and see how you can help them move through the gap to their vision. This is where you "present," in a general way, how what you have and what you do will assist them in solving their problems and issues; what you will do with them or what the product will do for them. This is where you will activate in them even stronger feelings about how your overall solution is the answer to their prayer. You are now helping them to get it logically.

You will be tying it all back to what they said during the conversation when you were activating the gap. You will now be helping them to make the connection to how your product or service can solve their problems and provide the vision they want. And you will share what you can do together that will assist them to get what they want.

You have discovered in this conversation the gap(s) of your VC. It is from the identified gap(s) that you determine the products or the services that will best serve them. **I can't script this part for you. You've got to script this for yourself.**

Put yourself in the place of this VC – and you can do this because, from your PST, you know their discomforts and the pain in their current reality and you know what their desires are for changing. And always remember, that spiritually, you are One! Talk to Spirit, to your inner coach, to your ideal client or to your divine team. Ask what you should say or ask of your client as you create a customized Conversation Guide for yourself. Ask for your inner guidance to speak through you to this one that you are being called to serve.

STEP 9: Co-creating with the Person

This is where you join energies with the client to create the course of action that will fit and serve them best.

- **Connect with your highest guidance to lead your words** and ask, *“What are the next steps? What wants to happen here?”* Ask Spirit to lead you in this next element as you customize your selling to serving template.
- **Discover what's resonating for them.** After you have laid out the basic framework of how your product or service will meet their needs, then ask, *“How does what I have shared resonate with you? Tell me more.”* This is where you want to know how what you have shared has connected with them. In a sense, they are talking and selling themselves on what you have to offer. Ask questions to determine how they see what you are offering could be valuable and useful to them. Ask why it would be useful. Get them to tell you why buying your service and product will be useful to them.
- **Check in with your own inner guidance.** *Do you love the idea of working with them? Where is your energy?* Listen to what fears or lower energies may be surfacing for you or the client.
- **Ask them to become a client or customer.** Ask, *“What are you thinking? My sense is that this is a good match. What do you think?”*
- **Gently guide them to questions that will help them be in a higher level energy of possibilities** in how they will feel if your service or product is a match. *“How can we work this out?”*

- **If they have blocks and they are willing to share, ask them,** *“If we waved a magic wand and dispelled the issue or problem, is there anything else that would block us from creating this together?”* Listen and keep asking your own inner guidance to assist.

STEP 10: Allowing the Choice to be led by Spirit or Inner Guidance

As Spiritualpreneurs, we always make room for choices to be led by Spirit or our inner guidance or the VC’s inner guidance.

- **Help them come to a place of consulting their own inner guidance. Example:** Ask, *“How can choosing coaching with me help to serve you now? Why would this be helpful to you now?”*
- **They may be ready** and say, *“I know I am ready – I am doing this!”*
- **If they vacillate** and say something like they have to check with their spouse *“because we never spend money without talking to each other about it,”* or for another reason, then you know they are not 100% ready.
- **Connect with them heart-to-heart and share why you’d like to work with them.** Find a genuine and authentic compliment that points to why they’d be a good candidate for responding successfully to your product or service. Say something encouraging, like, *“There are a few ways we can work together.”* Prepare a few options they can choose from so there is more than one way to work with you. Help them to see possibilities – like earning the cost of your services back through referrals, or finding someone to sponsor them, or possible lines of credit.
- **Remember, first you activate what resonated most with your VC, and then you feel for where they are.** *“What has resonated with you most about what I shared with you so far? How do you see this working for you?”* Then they tell you, *“Okay, this makes sense – let’s do this.”* You get a sense of how to help put something together that will help them, or you, discover what information you will need to put together the right offering to help them.
- **Identify what is in alignment for the VC at this point.** *“I heard you say that you are ready to take your life to the next level and you know you need someone to teach you new ways to do this.”*
- **Restate the vibrational gap.** *“So what I heard today is that you would like to do X, Y and Z.”*
- **Pull it together for the VC.** *“And I heard you say that this will serve you; how it will change your life.”* Example: *I would like to offer you a process that will really help you to get a clear sense of how this can be a fit for you.*

We have a couple options for you of how we can play together and I'd like to send this information to you. Now this process I suggest may sound strange, but this is something I feel is important. At some level we all know what is best for ourselves. I want you to feel confident in your decision to invest in this product/service for us to work together to help you accomplish your goals. I want you to feel strong, confident in making this decision and in developing this relationship. I want you to feel cared about and I want you to feel excited and inspired to do this.

REMEMBER: Some people will be ready to go, some will need more information, and some need to go away and come back. It is totally okay for this to happen. Think about how you would like to be treated – for example, *If I need to go away and just be with this decision and I want someone to respect that, then I will do the same for others.*

By activating possibilities, you can help a potential client pre-pave and put themselves in the future energies of what they truly want. You don't have to convince or sell out of your need or desire. You are serving them while activating possibilities for what they desire.

You really want them to come from a place of their own inner guidance. It is totally okay for them to go away, feel their way through it and come back later; just take the lead: *"Here's what I suggest we do because I want you to engage your own inner knowing before making this decision. 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 the client 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 their Spirit in a letter. Then they can also pour out their fears and doubts, then finally surrender them to their inner guidance.

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. Check to make sure they know what to do with the letter. You can also send them testimonials of other clients along with the information about options.

Set another time for an appointment immediately. Don't leave it up to them for the next time to touch base.

Now that you have learned how to create a conversation guide with potential clients, you want to begin attracting people that you can engage with in these conversations so they can come to the realization themselves that they want to hire you as their coach.

Offline Marketing with Promotional Talks

How do I find clients in my local area? This is the question many coaches have and the answer is through offline marketing. The following strategy for promotional talks is one way of using offline marketing to build your Spiritual Coaching practice.



Serving is about Finding Vibrational Matches

When you are in front of an audience, you are providing a *servicing* experience, and you're doing it in a group. Even so, you are just speaking to one person, just touching one person's heart – and it's like doing a one-on-one exchange of energy as you did in your Conversation Guide. Each one in the group has a similar connection. It is just like offering your Conversation Guide except that you are doing it in a group setting.

This is a KEY to being really effective in a group – in a workshop or in a keynote speech. You want to be able to feel as if you are talking to just one person. You want to make a connection as you take people through the essence of the *selling* to *servicing* process.

Now that you understand how to prepare and deliver a Conversation Guide experience, you are going to move into creating and activating your ideal marketing channels. There are a number of different ways for you to magnetize ideal clients to purchase your products and services and you want to find the one(s) that are most comfortable for you and use your natural brilliances.

You will focus first on a marketing channel that will attract individuals that can become your ideal clients or customers for your programs and services in a one-on-one direct experience.

The Value of a Promotional Talk or Workshop

One of the first marketing channels you want to activate is offering an in-person complimentary promotional talk. You start moving energy by getting out and actually doing something with people.

I recommend that you do not use the term “free” even if you are giving a presentation and are not charging for it. When you use the term “free” or you are giving away free things and you have not really established a value for it, then energetically, not much seems to come from it. There appears to be no value on something that is free. And you want an energetic exchange. The person who is offering the free presentation or free products might even feel resentful when nothing much seems to come from it.



Whatever you do or provide does have a value and you need to demonstrate that value to the people who are receiving your gift. For example, if you are giving a complimentary promotional talk, the recipients are getting a complimentary seat to an event that is valued at \$XXX (\$39 or \$59 or whatever is appropriate for you).

Everything you do has a value; it is an energy exchange. If you choose to give it as a complimentary gift, then it is good to acknowledge the monetary value as if someone were paying you for it. When you do this, you stand in a place of valuing yourself which can magnetize others to also value you and what you are presenting.

A Promotional Workshop

Whenever you talk to people in a Promotional Talk, they are at some level expecting you to invite them to do something: *What's the next step? What action can I take?* Activating the gaps is really *a call to action*. It is basically taking the energies of the consultative session and moving it into a group.

When you talk with someone one-on-one, you can help him or her explore and identify what their roadblocks or challenges are, what is keeping them from having the reality they really want. In a group, you're not asking them what all of their blocks are. YOU are presenting them with potential roadblocks that they may be energetically aligned with – things they can identify with. That's really quite easy if you have created a Problem/Solution Template. If you don't know their challenges or issues, how will you activate a gap and get to a solution? You want to show your audience that what you have to offer will solve the problems, challenges, mistakes, or issues that they are dealing with.

By describing what the challenges are (or have been for you or your VCs), the audience knows that you've been there and they can FEEL a connection to you. By sharing the solution to those roadblocks, it activates the belief in them that there is hope. That's when they can move into the intellectual acceptance of solutions from you.

It is an energetic journey when you are partnering with Spirit in presenting to a group. It is an energetic journey when you are calling them forth as your ideal clients or consumers because they are also calling you forth as an answer to a roadblock or gap they are experiencing.

When you consider doing this in groups from the *servicing* perspective, you are not really talking to 10 or 100 or 10,000 people, you are connecting at a heart level with one person – one energy. So you may have a collection of individuals that you are talking to all at once, but you are nurturing that serving spiritual connection with each one.

You can assist this intention by using a conversational storytelling tone rather than a teacher or lecturer mode. Let the energy of the stories move through the idea of the gap; help



them to really see why it's a gap and then move into solutions and call them to action. Help them to *feel* it. When they are activated, it feels different.

I invite you to look at creating your complimentary Promotional Talk with new eyes. Bypass the intellectual part which is saying - *I'm doing a talk; I need to go and present this talk so I can make them do what I want them to do.* Remember, in each serving situation, you get just as much or more from it at an energy level. And that energy will assist you in your expansion.

All of your marketing is produced from an energetic level. Energetically, you don't see the bigger picture because you can't see all the vibrations bouncing off one another. And yet, all your marketing efforts have value; you can't put something out without it coming back to you. If you are putting anything out from a place of *servng*, then that is how it will come back to you. If you are someone who believes you have a fear of speaking or of talking in front of groups, just remember – this isn't speaking. This isn't talking at people. This is connecting at a heart level and exchanging energy!

Prior to Using the Promotional Talk Formula

Your preparation before using any marketing channel is the most critical factor in your success!

What is this preparation? Preparation always means using the Energy Management and Energy Planning tools and strategies. The first time you pull it all together for one goal, you are opening a marketing channel. For any goal, whether it is personal or business, using Energy Management and Energy Planning is the process. The Energy Blueprint, Progressive Beliefs process, Order Form, and Action Plan are the preparations necessary for success in opening any marketing channel. Shift your beliefs daily in your Progressive Belief session.

Elements in the Promotional Talk Formula

This Promotional Talk Formula can be used to create an informational product. For instance, you can provide an interview, have it transcribed, and turn it into an eBook. The Formula is a thread that can run through all aspects of marketing. It is a CORE Formula.

STEP 1: Connect with the audience and give them a sense of why you are there. This is done in the **Introduction**. You are earning the right to be there and to speak; however, it's really making the connection. Who are you? Why are you standing there? The intention is to create a sacred, trusting and safe space. People can relax. Someone else has gone through what they are dealing with. It's okay for them now – they can relate. Often, a host will introduce you, so you will need a short one paragraph bio. You will still personally provide a bit of an introduction about who you are and why you are talking to them.

STEP 2: Identify the problems – the gaps. These are the issues or challenges that people are seeking solutions for.

STEP 3: Talk the stories that illustrate the problem. Why is that a problem? You help them to see why it's a problem. You are sharing and demonstrating that these are the difficulties that show up when people have these kinds of problems. People love stories and they can easily place themselves inside of a story. Create a visual experience where you are painting a word picture. You don't have to tell them it's about you; it can be about a client because you are your most consistent client. Get them to feel the problem.

STEP 4: Identify the implications. In the stories you tell, get into the implications of those problems. Help them see and realize what happens because of those problems. Your stories and examples need to illustrate this.

STEP 5: Ask the question – “*So how do you get rid of _____? How do you solve _____?*” And then give a statement of the problem.

STEP 6: Provide an overall solution. In general terms, provide an overall solution or provide separate elements of the solution. Example: “*One way to do it is _____.* *The best way to do it is _____.*” (Explain each step or the solutions even more.) Then you can provide the positive implications. “*For most problems you need a plan. You need a process. You need someone to hold you accountable.*”

STEP 7: Identify a Plan of Action. A Plan of Action is a Call to Action. You identify a plan that they can move towards. This helps create a roadmap for possibilities. The audience feels excited about moving from pain to possibilities. The idea is to move from acknowledging the gap to seeing the possibility of solutions. Talk about the process. Identify the solutions. Show the value of having someone who holds you accountable. It's about moving towards a plan. The Call to action leads them to a resource – in this case a consultative session or activation with you. Describe what the session will do for them – the value and the benefits.

Next you move into your *call to action*. You can say something like, “*If you resonate with the problems I've talked about today - and if the solutions make sense to you - and if you agree that you feel stuck for some of these reasons I've talked about today, then what's next for you?*”

STEP 8: Invite the personal contact with you. You can say, “*If this resonates with you, I suggest you consider having a consultative session with me.*” You can also call this a strategy session, an assessment session, or something else that is a fit for your business. Put a monetary value on this session or assessment and offer a limited number of opportunities. You can have gift certificates. You want to explain why this session or assessment is valuable for them, how this can begin to help them move towards their desired solution.



Build up enough value that people will want to come forward and talk with you immediately after the Promotional Talk and schedule a session or assessment.

Be available at the end of the talk. Have your calendar ready so that people can come right to you and schedule a time with you. This is the opportunity to make that connection with those who are resonating with you as your ideal VCs.

You need to **put yourself inside the heads and hearts of your audience and ask - *What would be valuable to me?*** If it doesn't feel valuable to you, how are you going to activate that in anyone else? You want to be giving a presentation that you would want to listen to. The people who feel a vibrational match are going to be the people who resonate with what you say and do, and then are activated to come talk with you. What will really serve you is to **convey your passion** and to **come from your heart** so that members of the audience have a stronger vibrational connection to you.

You've got to stand in that place and ask yourself, "*What would I want to hear? What would I have liked to have heard when I was having that issue?*" It doesn't mean that you have to be perfect to talk about issues. We are all a *work in progress*, but you are further down the road than the people listening. You're not calling yourself a guru. You're just **simply in a conversation** and you **have an energetic connection with them**; you are **helping them to experience hope and recognize possibilities**.


Attracting Promotional Talk Opportunities

This is the time to open your energies. Get creative! And ask – *Who can I talk to? Who can I serve?*

- Look in your local newspapers and calendar of events.
- Contact organizations or event planners and offer your complimentary talk to them.
- Organizations are looking for speakers. Service clubs like the Lion's Club, Chamber of Commerce, Rotary, and Kiwanis always need people to speak. You want to present yourself as if you're doing them a favor because you have something of value to offer them or the members they serve. The organizations need to offer something interesting and valuable to their members; they need things to fill their newspapers, newsletters and their air space. **You are serving them.**
- Consider brown bag luncheons for employees.
- Check out spas, gyms, chiropractic or medical professionals, health centers, wellness centers.
- What about libraries and bookstores?

- Collaborate with other professionals and offer information nights or luncheons where you have several people speaking on one core topic.
- What value or service can you provide for senior citizen centers or community centers?
- Check for business or health Expos.
- **Get creative!**
- **Create a Conversation Guide to connect to people who would be excited to have you come and talk to them because it's a value to the individuals and groups they serve.**
- **An Example: I** made an arrangement with Borders Bookstore to speak once a month. I didn't have books of my own but I would pick a topic and select a book they were selling in the store that I was familiar with or had used as a resource for my work. I discussed the book then told participants about my services and programs and set up consultative sessions for my services and programs. It was a win-win for the Bookstore and for me.

Pitch the idea! Think about it from the perspective of what is valuable for them. It's complimentary – you are offering services for free!



Now that you know how to have a conversation with your VC's and gain clients by showing them how you can help them solve their problem, and you've learned a strategy to attract friends that you can have conversations with to get them to be heart-committed clients, now we are going to go into marketing online. This answers your question, "How do I find clients online?"

Building An Online Business

To build an online business you need to allow people the opportunity to get to know you. The best way to do that is through a squeeze page, or as I like to call them, a focus page. For those of you not familiar with focus pages, those are the one page websites you see that offer one thing only or allow you to sign up for a free offering.

When building your business, your focus page should have an opt-in box to allow people to submit their information and download a free report or something of value from you. This will lead to the "know, like and trust" factor that will have them wanting to know more about you and your products or services.

This opt in box also allows you to grow your list of people that want to hear from you, which is your online database. This is really important because this is the one way online that you can email your offers and information to people. If they don't sign up on your site to be on your list, or if they unsubscribe, you can no longer email them. You will need an online company such as Aweber (www.cfsi.aweber.com) to be able to put this opt in box on your site. This company



will store all your contacts so you can market to them over and over. The more people see your message and receive valuable information from you, the more likely they are to buy from you. You can send out email announcements, or newsletters through Aweber to stay in touch with your followers.

Other ways to get your business out into the world include participating in online forums that relate to what you do or put you in front of your target market. Also Twitter (www.twitter.com), Facebook (www.facebook.com) and LinkedIn (www.linkedin.com) are big business social networking platforms that allow you to get your message to many people. The key to this, though, is to give 80% great information that is useful to your followers and only 20% marketing. You don't want to be a continual sales pitch because people will not be interested. Social networking is all about building relationships and getting to know what people need.

Most of the time, once you have a relationship, that person is going to think of you if they are in need of your services or know someone else who is. Social networks are a great place to get to know people that may have a need for your services and it is also a great way for you to gain connections that can help you in your business. On social networks you can join groups that interest you and then ask questions of others in the group. You will be amazed at the amount of feedback and great resources you may get back from just asking one question.

So begin with online and offline marketing that is simple and no cost. This is so crucial because you first have to understand how to attract leads and then how to allow those leads to become members of your community taking your programs, buying your products and services and coaching with you one-on-one. Social networking, blogging, and email are all free ways to market your services to a number of people at one time.

You can create a blog on Wordpress for free. (www.wordpress.com). When you are blogging, make sure to be authentic, put keywords in the title and throughout the content for search engines to pick up, and have a call to action at the end that is going to bring readers back to your site for more information if they want it. Blogs are read by lots of different people every day. Just don't be put off if you don't see a lot of action at first. If you are consistent in posting blogs, your followers will start to comment before you know it, and those followers will go to your site to learn more about you because they already like what they see.

Another way to get your message out to the masses is to submit your articles to online article sites such as: www.Ezinearticles.com, www.goarticles.com, www.ideamarketers.com, or www.articlecity.com. These sites will review your articles, and if approved, will post them for the world to see. Put your bio on the bottom of these articles and also a link back to your website so people that like your articles can click the link to find out more about you and what you do.



Marketing is about building a relationship, an energy connection – creating trust and an energy of caring for the other person and not being attached to the outcome.

If you need any help in putting together any aspect of your business, I am happy to refer you to [Essential Assistance](#) where you can find help for all the steps I have outlined above and more.

If you are just starting out as a coach, how do you go about generating new clients?

The first thing you need to do is get really clear on what you feel really strong about when it comes to having a coaching business and what areas you feel you need more support in. You want to look at how much you need to make, and then create a plan of action that starts first with one-on-one clients. So you want to begin thinking about the people that you want to coach. If you can be effective in bringing in one-on-one clients and have a process to do that, you can replicate that process to add groups to the mix. But you have to start someplace. So to attract clients, you want to think about what problems they may have and what solution you can help them with.

I did not do this alone and neither will you....

I partnered with Spirit every step of the way. I was taken care of, still am, and always will be. You have to begin understanding that if you feel this calling, there is no mistake – this is what you are here to do! You have to begin asking for help from your inner guidance so that you can step into your power, even if it feels scary. I know. I felt the same way, and I am so grateful I took that leap!

Yes, I did replace my corporate income in my first year. That was 12 years ago, and I have made more each year, so I know you can be successful as a spiritual coach.

There are some key things that you need in place as a Spiritual coach:

- Mindset
- Marketing
- Systems
- Sales

Without these in place, your business will either never get off the ground or will remain stuck in the same place you've been at until now.



Three things you need in place to be a successful spiritual coach

You really need to have three things in place to be successful and make six figures as a spiritual coach, have balance and serve people in the highest way:

You need a:

1. Coaching system to help people get results. You have to be able to assist people in applying spiritual principles to goal setting and daily actions. You have to help them not only understand that their thoughts and feelings attract, but how to apply that in the real world with THEIR goals. Show people how to change their beliefs and to use a daily system to attract more of what they want and literally coach themselves.
2. Marketing System to get the word out to your VC's about what you are offering.
3. Sales System to get your followers and friends to feel called to want to work with you.

When clients feel a sense of being supported and feel confident in your system, they will stay with you for a long time and refer people all the time. You don't want them to feel alone and without direction. So what you need is a coaching system that works even if you are not in a session with a client – so they know how to coach themselves.

Let me give an example:

Say your client emails you that something they did, some marketing effort has not gone so well or they fell off their diet and binged, or had some other negative occurrence around whatever goal you are working with them on. First, you are going to help that client identify what stories they are telling themselves so you can detangle that energy and help them line up with taking actions that are going to attract more of what they do want.

You will help them to detangle the energy that is making them feel bad – so you remind them about the Perceptual Shift Process, and to do that process before your session as a jumpstart. They do the process, make a shift in their energy even before the session, and now, at the session they are ready to re-focus and move into action. See how easy coaching with a system is? The client feels more empowered – and they have changed their point of attraction so now more of what they do want can be attracted to them.

You know you can lead a horse to water but you can't make them drink, and it is the same with coaching clients. You can't vibrate for them. They are the only ones that can change what they are attracting, but you can coach them on the system and support them to do it so they get results FAST!!



Your clients have never been taught how to apply universal spiritual principles to managing their time and actions in a way that consistently gets results, so they are doing stuff but not getting the results they want. Part of that is because they have beliefs that they are not even aware of that are holding them back. And once they become aware and understand how that impacts what they are attracting and have a system they can count on every time, they begin to use this system to activate the beliefs, move up the vibrational scale and attract more of what they want.

When I started my coaching business I had three months of reserves before I would have to start liquidating assets. Remember, I was leaving a high paying executive job and I had no real plan in place. I don't advise people to follow the path I did unless you are willing to do whatever it takes to be successful. I didn't have the option of not being successful. I had to make it work. I am grateful for that because when you commit that kind of time and energy, amazing things happen.

I know the power of having a mentor and a group of likeminded people to support you. Soon after I started coaching, a group of people showed up that encouraged me to start the Coaching from Spirit Institute. They were committed to helping me get this work out to the world. Having people that believe in you and can help you through those times when things do not seem to be going the way you want them to is invaluable. Through building my business, I encountered many challenges, disappointments and frustrations. And in each instance, I asked my inner guidance to provide me with a way to manage my energy so I could focus on taking the necessary actions. I also asked to attract to me those that could best support me in shortening the learning curve on how to build a successful business, both online and offline. The result of that experience is our eight month program the [Empowered Spiritual Coach Training Program](#). If you want support to implement the systems I have given you in this book, this may be a next step for you.

In this class you will learn how to:

- Fully explore the concept of Empowered Spirit Coaching as a profession;
- Perfect your one-on-one coaching skills;
- Learn how to incorporate powerful, proven universal tools of transformation into your daily coaching methods;
- Enhance your communication and interactivity with clients;
- Discover how to magnetize your ideal clients;
- Develop the four core competencies recommended by The International Coaching Federation;
- Grow your business by applying the universal principal, The Law of Attraction;

- Find the support you seek here at *Coaching From Spirit* as you build your own coaching business.

You will also have my personal support on Q&A calls throughout the duration of the class. I am very involved in the program and look forward to interacting with all the students in the program. Arrange your free activation session with one of our coaches today to identify what is holding you back and to create your plan to becoming a successful spiritual coach.

You can also [listen to our last call](#) we did about the program to get a better understanding of what is involved.

I look forward to helping you in your business and wish you the best in your journey!

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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