A Beautiful Life Magazine Special Edition Vol 1

The Business Of Mind, Body & Spirit

Wellness Inc.



Marketability & Competitiveness: Upgrade Your Skills

What is Good Leadership?

Successful Soul Selling for Sensitive Practitioners

Social Media and the Mental Health Professional

2024

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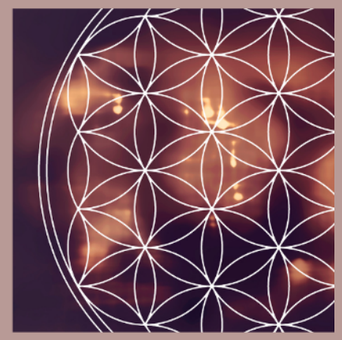
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- Learn practical tools to help you process, heal and shift those beliefs
- Equip yourself with strategies and tools to integrate and build a life of purpose
- Become a part of an engaged community of women dedicated to rising together and supporting each other
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TARA Myshrall

taramyshrall.com

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Successful Soul Selling for Sensitive Practitioners



As a sensitive practitioner, you may feel like selling your services is a daunting task. You have a gift to offer the world, but you may not feel comfortable with the traditional sales approach. However, selling your soulful services doesn't have to feel uncomfortable or inauthentic. With the right approach, you can connect with your ideal clients and sell your services with confidence.

Here are some tips for successful soul selling for sensitive practitioners:

1. Embrace Your Authenticity:

As a sensitive practitioner, your authenticity is your biggest strength. Embrace your unique approach and let it shine through in your marketing and sales efforts. Don't try to be someone you're not or follow a sales script. Be yourself, and your ideal clients will be attracted to your energy and authenticity.

2. Connect with Your Ideal Clients:

To sell your services successfully, you need to understand your ideal clients' needs and desires. Take the time to get to know your audience and connect with them on a deeper level. Listen to their problems, empathize with their struggles, and offer solutions that align with their values and aspirations.

3. Offer Value First:

Instead of focusing on the sale, focus on offering value first. Provide free resources, blog posts, or workshops that help your ideal clients solve their problems or achieve their goals. When you offer value first, you build trust and establish yourself as an authority in your field. This, in turn, makes it easier to sell your services when the time comes.

4. Communicate the Benefits:

When selling your services, focus on the benefits, not the features. Your ideal clients don't care about the technical details of your services; they care about how your services can help them. Communicate the benefits of your services in a way that resonates with your ideal clients' desires and needs.

5. Use Language That Aligns with Your Values:

As a sensitive practitioner, the traditional sales language may not feel aligned with your values. Find language that resonates with you and your audience and use it consistently in your marketing and sales efforts. Use language that feels authentic and aligned with your values to attract your ideal clients.

6. Don't Be Afraid to Ask for the Sale:

While offering value first is crucial, don't be afraid to ask for the sale. If you've built trust and communicated the benefits of your services, your ideal clients will be more likely to say yes. Be confident in what you have to offer, and don't be afraid to ask for what you're worth.

In conclusion, selling your soulful services as a sensitive practitioner doesn't have to feel uncomfortable or inauthentic. Embrace your authenticity, connect with your ideal clients, offer value first, communicate the benefits, use language that aligns with your values, and don't be afraid to ask for the sale. By following these tips, you can sell your services with confidence and attract your ideal clients.Marketability & Competitiveness: The Importance of Upgrading Your Skills for Entrepreneurs

Entrepreneurship is a challenging and competitive field, and staying ahead of the curve is crucial for success. As an entrepreneur, it's important to constantly assess your skills and identify areas for improvement. By upgrading your skills, you can enhance your marketability and competitiveness in the business world.

Here are some reasons why it's important for entrepreneurs to upgrade their skills:

1. Stay Ahead of the Competition:

As an entrepreneur, you are likely competing with many other businesses in your industry. By upgrading your skills, you can stay ahead of the competition and position yourself as an expert in your field.

2. Enhance Your Business' Reputation:

As you upgrade your skills, you can apply them to your business, which can improve your business' reputation and attract more customers.

3. Increase Your Earning Potential:

Upgrading your skills can also lead to higher earning potential. With the right skills and qualifications, you may be able to increase your prices or qualify for new business opportunities.

So, how can you upgrade your skills as an entrepreneur? Here are a few strategies to consider:

1. Attend Workshops and Conferences:

Attending industry workshops and conferences can help you learn new skills and stay up-to-date with the latest trends in your industry.

2. Take Online Courses:

Online courses can be a convenient and cost-effective way to upgrade your skills. Look for courses that align with your business goals and interests.

3. Network with Other Entrepreneurs:

Networking with other entrepreneurs can help you learn from their experiences and gain new insights into your industry.

4. Hire a Business Coach:

A business coach can help you identify areas for improvement and provide guidance and support as you upgrade your skills.

In conclusion, upgrading your skills is an essential investment in your business as an entrepreneur. By staying up-to-date with the latest trends and developments in your industry, you can enhance your marketability and competitiveness, increase your earning potential and position yourself for success. So, take the time to assess your skills and identify areas for improvement. Then, take action to upgrade your skills and achieve your business goals.



Marketability & Competitiveness:

The Importance of Upgrading Your Skills

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- Linda Sylvester

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I was skeptical at first, wondering how sound could relieve my pain. Boy, was I surprised! It is truly amazing music, and I tend to listen to it at night. It is so peaceful and calming. I had two back surgeries and have awful spasms and pain. I am usually up several times a night tossing and turning, but since I tried this, I have found that when I play it right before bed, I can fall asleep without tossing. I now sleep through the night! Thank you! - Keith Sowa, Lakeview, N.Y.



Linda Sylvester is the Founder of Sonic Reiki, Co-Founder of Wholistic International Network, Mentor, and a Best Selling Author. Linda also has 35 years of experience as a Reiki Master Teacher, Music Artist, Master Sound Healer, Medical Intuit, and Inner Child Counselor. Linda's main goal is to help people open their hearts to love, help people to heal themselves, and help people trust that the Universe will always take care of them.

The Role of Storytelling in Life Coaching

Storytelling is an ancient art that has been used to convey important messages, impart wisdom, and entertain audiences for thousands of years. In recent years, the art of storytelling has found a new application in the field of life coaching. Life coaches use storytelling as a powerful tool to help their clients understand and cope with life's challenges, make positive changes, and achieve their goals.

The human brain is hard-wired to respond to stories. Stories are a natural way for people to process and make sense of complex information. When people hear a story, they become engaged, emotionally invested, and better able to retain information. Life coaches use this innate human response to stories to help their clients.

One of the most important ways that storytelling is used in life coaching is to help clients understand and process their own life experiences. Life coaches might ask clients to tell stories about their past experiences, their current situation, or their future goals. By listening to a client's story, a coach can gain insight into their client's thought processes, emotions, and beliefs. This insight can help the coach provide guidance, support, and strategies to help the client make positive changes.

Another way that storytelling is used in life coaching is to help clients visualize their goals. Life coaches might ask clients to imagine a future scenario where they have achieved their goals. By telling a story about this imagined scenario, clients can better understand what they want, why they want it, and how they can achieve it. This visualization can be a powerful motivator for clients, helping them stay focused and committed to their goals.

Storytelling can also be used in life coaching to help clients overcome limiting beliefs. Limiting beliefs are negative thoughts or ideas that hold people back from achieving their full potential. Life coaches might use storytelling to help clients see that their limiting beliefs are just stories they tell themselves. By changing the story they tell themselves, clients can overcome their limiting beliefs and achieve their goals.

In conclusion, storytelling is a powerful tool that can be used to help clients in life coaching. By listening to a client's story, helping them visualize their goals, and overcoming limiting beliefs, life coaches can help their clients make positive changes in their lives. Through the art of storytelling, life coaches can guide their clients towards a happier, more fulfilling life.





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(Plus suggested energy balancing stones and yoga poses)

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Self-paced 12 module course, 6 Q and A weekly zoom check-ins, readings, a checklist, dialogue with other coaches (with the same package experience)

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What is Good Leadership?

Leadership is a term that has been used for centuries, yet it still remains a mystery for many people. There are many different definitions of leadership, but when it comes down to it, good leadership is about inspiring others to be the best they can be. It's about being a role model, a guide, and a mentor, and it's about having the ability to motivate and empower those around you.

So, what is good leadership? Here are the key characteristics of a good leader:

1. Vision

A good leader must have a clear vision of where they want to go and what they want to achieve. They must be able to articulate their vision in a way that inspires and motivates others to follow them.

2. Communication

Communication is key in any leadership role. A good leader must be able to communicate their vision and goals clearly to their team. They must also be able to listen to their team members and provide feedback and guidance.

3. Empathy

A good leader must have empathy for their team members. They must be able to understand their team members' perspectives and needs and be able to respond appropriately.

4. Integrity

Integrity is essential for any good leader. They must be honest, transparent, and ethical in their actions and decisions. They must also be able to hold themselves accountable for their mistakes and take responsibility for their actions.

5. Decisiveness

A good leader must be able to make difficult decisions when necessary. They must be able to weigh the pros and cons of a situation and make a decision that is in the best interests of their team and organization.

6. Adaptability

A good leader must be able to adapt to changing circumstances. They must be able to pivot their strategies and plans when necessary and be open to new ideas and perspectives.

In conclusion, good leadership is about inspiring and empowering others to be the best they can be. A good leader must have a clear vision, excellent communication skills, empathy, integrity, decisiveness, and adaptability. By embodying these characteristics, a good leader can create a positive and productive environment that enables their team to achieve great things.

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The Business of Mind, Body, Spirit

A Conversation with Ron Brough, Business & Life Coach

1.What are some common challenges that Wellness businesses face and how do you help them overcome those challenges?

One of the biggest challenges is establishing credibility. How does someone know a practitioner has the goods to deliver what they need, or at least what they think they need; not always one and the same by the way. This can be overcome in several ways. Credentials from appropriate bodies in their area of practice, actual work experience in their area and client testimonials are just a few of the things to consider. And asking satisfied clients for referrals is a great way to grow your business.

2. How do you work with business owners to develop a long-term strategy for success?

In my case, prior to embarking on the health and wellness path, I have a business finance background. I have a Virtual Chief Financial Officer, VCFO offering for practitioners in the Health and Wellness space. I match the business with the spiritual to guide them in the realities of the business world. A saying I love is, "You can't help others until you help yourself". Bless yourself first and then others.

3. How do you help business owners stay motivated and focused on their goals during challenging times?

This is all about perspective and avoiding the constantly negative news that's blasted at us daily. There is a lot of good news stories out there and I share resources where you can find them.

4. How do you help businesses identify and capitalize on opportunities for growth?

There's no substitute for good market research and understanding your market niche. One of the first things I do is ensure the owner has a good handle on these as a stating point. Once we have clarity of purpose, direction and who we are serving, I take them in to uncharted territory for most business owners, Strategic Partnerships. I teach them about coopetition and collaboration. Collaborative efforts can open new channels and customer bases, amplifying their growth potential .

5. How do you help businesses create and maintain a positive company culture?

This is where we look at what's called Customer Score. I share how innovative companies are leveraging personalised customer experiences, real-time feedback, and community involvement to raise their profile and keep employees engaged. By prioritising customer and employee satisfaction, companies not only improve the customer experience, they also significantly elevate employee satisfaction.

6. How do you help businesses balance short-term priorities with long-term goals?

This one is where we dig into the tactical versus the strategic goals of the business and it's owner(s). This can be a fine line to walk as often too many business owners get caught up working in their business dealing with the day-to-day stresses and tactical issues leaving no time to work on their business to do the necessary strategic planning. I teach them about scheduling Free, Focus and Buffer days to maximize performance.

7. How do you define success in a coaching session?

I would define success in a coaching session as a satisfied client who has achieved new learnings and insights and has a clear path forward

8. What is your approach to identifying and addressing weaknesses in a business?

I start from a numbers perspective first and then look at the other important factors. It's important for a business owner to realize the decisions they make daily shape the future of their company. It's important to understand which ones affect the company's value is crucial. Their business is not just a source of income, it's an investment and a vehicle to share their passion with the world and make a difference.

9. What is your process for setting goals and tracking progress?

I use a Smart Goals approach and always start with the end in mind. I help them reverse engineer their goals and create a road map with timelines to hold them accountable.

Ronald Brough, MNLP, MTLT, TCHt, CVB

Ron is a Business and Life Coach utilizing Neuro Linguistic Programming (NLP), Timeline Therapy, and Hypnosis. He is also an International Tax Specialist and Certified Value Builder. Ron loves to help people become Healthy & Wealthy. He has turned these passions into Coaching Entrepreneurs to find their passion, magnify their healthspan, and be a proactive difference in the World. Please contact him through his website: https://proactiveedge.ca

Social Media & the Mental Health Professional



Social media has become an integral part of our lives, and it has revolutionized the way we connect with each other, share information, and stay updated with the latest news. One industry that has been particularly impacted by social media is the coaching industry, and mental health coaches in particular. Social media has opened up new opportunities for mental health professionals to connect with clients, build their brand, and grow their business. However, it also comes with its own set of challenges.

Benefits of Social Media for Mental Health Professionals

Social media can be a powerful tool for mental health professionals to connect with their clients and the larger community. Here are some of the benefits of using social media in the coaching industry:

1. Building Brand Awareness: Social media can be a great platform to build brand awareness and promote your coaching services. Mental health professionals can use social media to share their story, values, and expertise, and connect with potential clients who resonate with their message.

2. Sharing Valuable Content: Social media can also be a great way to share valuable content and provide tips, strategies, and insights to help people improve their lives. Mental health professionals can use social media to share blog posts, videos, and infographics that provide value to their followers.

3. Networking: Social media can be a great way to network with other professionals in the coaching industry. Mental health professionals can connect with other coaches, attend virtual events, and participate in online communities to learn from others and grow their skills.

Challenges of Social Media for Mental health Professionals

While social media can be a powerful tool for mental health professionals, it also comes with its own set of challenges. Here are some of the challenges mental health professionals may face when using social media:

1. Maintaining Boundaries: Social media can blur the boundaries between professionals and personal relationships. Mental health professionals need to be mindful of how they interact with their clients on social media and maintain professionals boundaries.

2. Managing Time: Social media can be a time-consuming activity, and mental health professionals need to be mindful of how much time they spend on social media. It is important to set limits and prioritize other important tasks such as client sessions and business operations.

3. Managing Reputation: Social media can be a double-edged sword when it comes to reputation management. Mental health professionals need to be mindful of what they post on social media and ensure that it aligns with their brand and values. They should also be prepared to handle negative feedback and criticisms in a professionals and respectful manner.

Social media can be a powerful tool for mental health professionals to connect with clients, build their brand, and grow their business. However, it is important to be mindful of the challenges and risks associated with social media and take appropriate measures to maintain professionals boundaries, manage time effectively, and protect their reputation. By using social media in a responsible and productive way, mental health professionals can harness its power to improve the lives of their clients and grow their coaching business.





Entrepreneurship in 2024: What to Expect





As we look ahead to the next few years, it's clear that entrepreneurship will continue to play a vital role in shaping the future of business and society. With new technologies, changing consumer behaviors, and a shifting global economy, entrepreneurs will need to be adaptable and innovative in order to succeed. Here are a few trends we can expect to see in entrepreneurship over the next few years.

1. Increased Focus on Sustainability

In recent years, we've seen a growing awareness of the need to reduce our impact on the environment. This trend is likely to continue, with entrepreneurs increasingly looking for ways to create sustainable businesses that are not only profitable but also environmentally responsible. From renewable energy startups to zero-waste packaging solutions, we can expect to see a surge in businesses that prioritize sustainability.

2. Rise of the Gig Economy

The gig economy has been growing steadily in recent years, and it's expected to continue to expand over the next few years. Freelance work and contract-based jobs will become even more popular, as more people seek the flexibility and autonomy that comes with being their own boss. This will create new opportunities for entrepreneurs to create platforms and services that cater to the needs of gig workers.

3. Increased Emphasis on Customer Experience

In a world where consumers have more choices than ever before, businesses will need to differentiate themselves by providing exceptional customer experiences. This means that entrepreneurs will need to place a greater emphasis on understanding their customers' needs and preferences, and creating products and services that meet those needs. Personalization and customization will become even more important, as businesses strive to create unique experiences that stand out in a crowded marketplace.

4. Continued Disruption of Traditional Industries

We've already seen how startups have disrupted traditional industries such as transportation, hospitality, and retail. This trend is likely to continue, as entrepreneurs identify new opportunities to disrupt established industries and create new markets. From healthcare to finance, we can expect to see new startups emerge that challenge the status quo and reshape the way we do business.

5. Increased Use of AI and Automation

Artificial intelligence and automation will continue to transform the way we work and do business. From chatbots and virtual assistants to automated manufacturing and logistics, entrepreneurs will need to embrace these technologies in order to stay competitive. However, this also means that entrepreneurs will need to be mindful of the ethical implications of these technologies, and ensure that they are used in a responsible and transparent way.

In conclusion, entrepreneurship in 2024 will be characterized by sustainability, flexibility, customer-centricity, disruption, and technological innovation. Entrepreneurs who are able to navigate these trends and create businesses that meet the changing needs of consumers and society will be well-positioned for success.

The Impact of Technology on the Wellness Industry



Technology has had a profound impact on the wellness industry, particularly for life coaches and wellness practitioners. With the rise of virtual coaching platforms and online wellness communities, it is now easier than ever for professionals to connect with clients and offer their services to a wider audience.

Virtual coaching platforms have been a significant game-changer for life coaches and wellness practitioners. These platforms allow coaches and practitioners to offer their services online, connecting with clients from all over the world. This not only expands their reach but also allows them to offer more flexible scheduling options and reduce overhead costs.

Online wellness communities have also become increasingly popular in recent years. These communities provide a platform for people to connect with like-minded individuals, share their wellness journeys, and seek guidance from professionals. Life coaches and wellness practitioners can use these communities to offer their services, build their brand, and establish themselves as experts in their field.

Technology has also made it easier for life coaches and wellness practitioners to offer personalized coaching and guidance to their clients. With the help of wearable technology and fitness apps, coaches can monitor their clients' progress and offer tailored advice and recommendations. This not only makes the coaching experience more personalized but also helps clients achieve their wellness goals more effectively.

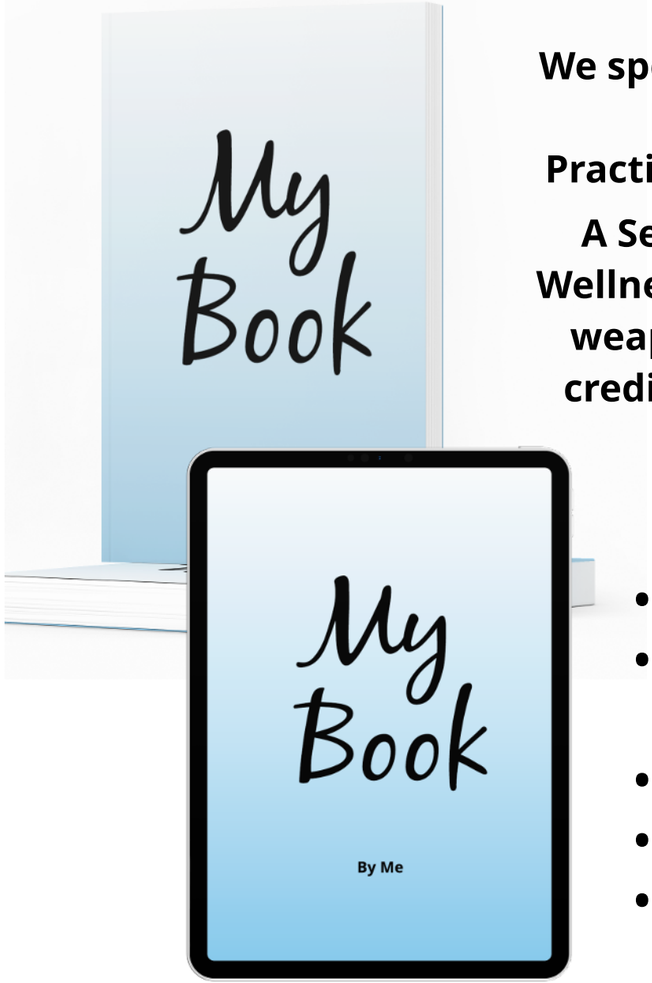
However, like any other industry, technology has its challenges when it comes to the wellness industry. With the abundance of online coaches and wellness practitioners, it can be challenging for professionals to stand out and establish themselves as credible and trustworthy. It is essential for professionals to develop a strong online presence and build their brand to differentiate themselves from the competition.

Additionally, some people may become too reliant on technology for their wellness journey and neglect the importance of face-to-face interactions with coaches and practitioners. It is crucial for professionals to strike a balance between virtual and in-person coaching to ensure the best outcomes for their clients.

In conclusion, technology has had a significant impact on the wellness industry, particularly for life coaches and wellness practitioners. While there are some challenges associated with technology in the industry, the benefits far outweigh the drawbacks. With the continued advancement of technology, it is exciting to see how life coaches and wellness practitioners will continue to leverage technology to improve the lives of their clients.

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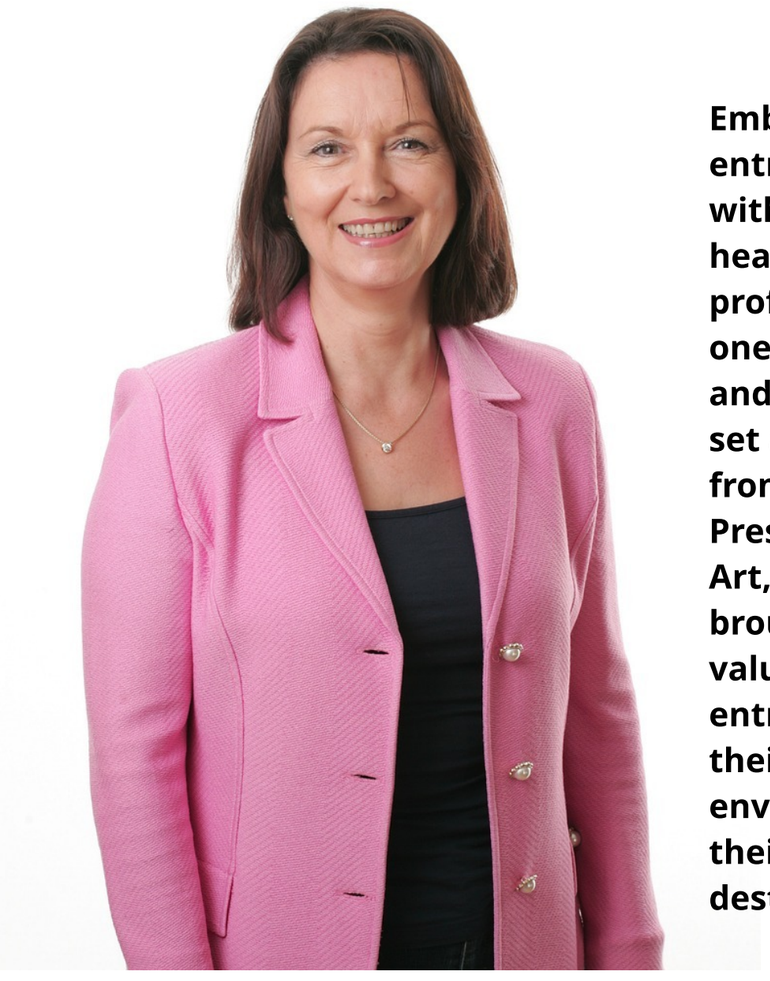
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Navigating Your Healing Entrepreneurial Journey:

A Mindset Shift from Amateur to Professional



Embarking on the entrepreneurial journey within the wellness and healing space demands a profound understanding of one's professional mindset and the distinctions that set apart the amateur from the expert. In Steven Pressfield's "The War of Art," these distinctions are brought to light, offering a valuable guide for healing entrepreneurs to assess their current position and envision the path toward their desired professional destination.

Understanding Your Mindset: The First Step to Entrepreneurial Success

In the realm of healing entrepreneurship, recognizing where you stand on the spectrum between amateur and professional is not about judgment but empowerment. It's about understanding that your current mindset shapes your business approach. A professional mindset sees healing work not just as a passion but as a dedicated vocation that financially sustains you, while an amateur perspective might lean more toward casual engagement.

Commitment: Charting Your Entrepreneurial Journey

Professional: A healing entrepreneur committed to professionalism understands that success in this field requires a steadfast commitment to the long-term journey. Challenges are viewed as opportunities for growth, and setbacks become stepping stones toward mastery.

Amateur: On the other hand, an amateur entrepreneur may find commitment wavering, especially when faced with difficulties. The dedication to the craft may be overshadowed by the allure of immediate gratification or the fear of making mistakes.

Consistency: Audience Building in Your Healing Practice

Professional: Consistency in your healing practice is a hallmark of professionalism. Showing up regularly, regardless of inspiration, builds trust with clients and potential customers.

Amateur: A sporadic approach to work characterizes the amateur entrepreneur. Engagement may only occur when motivation strikes, potentially hindering the development of a strong rapport.

Resilience: Embracing Challenges for Entrepreneurial Growth

Professional: Building resilience is integral for entrepreneurial growth. Constructive criticism is seen as an opportunity for improvement, and setbacks are embraced as part of the journey towards mastery.

Amateur: Taking criticism personally and being easily discouraged by setbacks are traits often associated with the amateur entrepreneur. Resilience may be lacking, impeding the journey towards professional success.

Investing in Your Entrepreneurial Future: The Professional Edge

The distinction between amateur and professional is not just philosophical; it has tangible implications for your healing business. If your goal is to transition from an amateur to a professional, consider how your mindset and actions align with these key differences. It's not about devaluing where you are but envisioning where you want to be.

In the new year, as you contemplate your business strategy, consider prioritizing investments that align with your professional aspirations. Instead of solely focusing on skills-based learning, explore avenues like one-on-one coaching, mentorship, or group programs tailored to guide you from where you are to where you want to be. Recognize that these investments, geared towards professional growth, will become your priority over others that may perpetuate an amateur status.

Ultimately, the journey from amateur to professional is an ongoing process of self-discovery and strategic decision-making. After all, discipline is just remembering what you want! Embrace your current position, get clear on your destination, and let your entrepreneurial journey be guided by a professional mindset that elevates not just your practice but your entire healing business.

Ready To Go Pro??

If your journey of healing has led you to a place where you're eager to help others, and you're ready to shift from wondering if you can do it to actively figuring out how to, join our email list. Receive the first 3 easy steps to make the leap from amateur to professional right upon signing up. Go to: https://bit.ly/pro3steps

Heather Keys

Hi! I'm Heather Keys, aka Hypno Heather. My journey into hypnotherapy began during a personal quest to heal chronic physical conditions, leading me to explore various modalities. The transformative power of hypnosis ignited an immediate passion to share it with others. More than 10 years ago, I transitioned from a part-time endeavour to a full-time hypnotherapist, never looking back. Evolving from hypnotherapy into the realms of mind, thought, and consciousness, I've undergone my own profound transformation. This unique journey fuels my passion to share what I've learned as a healing entrepreneur and coach, dedicated to creating a sustainable business and to coach others to do the same.





The Business of Mind, Body, Spirit

A Conversation with Shiraz Baboo, Reality Interventionist

1. What are some common challenges that Wellness businesses face and how do you help them overcome those challenges?

Many Wellness businesses charge too little. There is a mindset of helping those who can't help themselves who are also the people that can't pay enough for you to stay in business. I help you realize your value, come up with prices that honour that value, and give you a framework to maintain and grow an impactful, profitable business. It then becomes easy for you to help others from a place of financial security.

Solopreneur businesses often don't have proper infrastructure in place to promote, follow up, monitors, and upsell. We address this, putting the right people and resources in place as your business grows, so you don't strain your budget and don't get overwhelmed with work.

Many business owners still have mindset limitations that keep them from really succeeding. I went through this myself and could not break past the $100K mark for years. Two years ago I found the key blocks and removed them. My sales doubled in the first year and went to 7-figures this year easily. I work with you to get similar results. When things click, money and opportunities start to flood in.

Often businesses don't have a unique enough client avatar. A lack mentality leads to casting a wide net which leads to lower price points for your services. I work with you to really hone in on your ideal client avatar so that a dozen clients will give you a stable business and secure income.

2. How do you work with business owners to develop a long-term strategy for success?

We look at a 2-year plan for a high-impact, high-margin business with the right strategic partners and value-add resources. The goal is a seven-figure business within that 2-year period. As the 2-year plan continues, we look at the next 2 years.

If you want the full break down, here it is:

Stage One: Release & Align

In Stage One, you identify the big unconscious stories that are running your life and limiting your business and then begin the process of eliminating them. At the same time, we begin building your mental muscles so you can align with and focus on your reason for being and align it with your business goals.

Stage One Finish Line: You have identified and released the negative emotions and thoughts taking up your headspace and thwarting your passion.

Stage One Prize: You feel lighter and no longer have those trapped emotions buried inside AND you're confident in the success of your business.

Stage Two: Unleash

In Stage Two, we teach you how to book your first one hundred and fifty thousand dollars in new or additional sales executing a new Revenue Generating Super Strategy. You align your individual Life Purpose with your Company's Purpose while learning how to resist blame, compromise and criticism by re-framing so you are in control.

Stage Two Finish Line: You approve your new business model to take you to seven-figures

Stage Two Prize: You're crystal clear how you will launch and monetize your new business model.

Stage Three: Empower

First up, you begin implementing two additional Revenue Generating Super Strategies, so that you have three working for you at the same time. Next, you select five areas to create, improve or optimize systems to free up your time in your business. These are selected with your Results Coach giving you input on how best to leverage your time.

To do that, we provide you with training and mentorship to ensure you get the results so you achieve more profit and more life along the way and you begin your Scale To Seven Figures Mastermind.

Stage Three Finish Line: Your new business is launched to the world. You have built an Empowered Team with the right people in the right roles with one or more Systems Champions in place.

Stage Three Prize: You are coming alive! You feel the vibrancy in your face and the play in your life AND you're confident you can create a seven figure income with your growing business while delivering that Big Outcome to every single Client.

Stage Four: Momentum

In Stage Four, we create your ideal Organizational Chart, and develop a series of high leverage Strategic Alliances. This also includes creating, designating or hiring Systems Champions to run the key systems in your Business. You continue with the Scale To Seven Figures Mastermind where you get to leverage the power of Masterminds at its highest calling.

Stage Four Finish Line: You have developed new powerful connections, aligned partnerships, and Strategic Relationships that enhance your value offer and/or bring in pre-qualified clients that you enjoy working with.

Stage Four Prize: The "magic" appears. You are constantly surprised by how things turn out even better than expected. Your personal life just keeps getting better and better.

Stage Five: Quality Of Life

In Stage Five, we teach you how to scale your business into a Seven Figure Enterprise. Now that your Business is expanding, we are ready to help it grow into a thriving enterprise. You will create your Strategic Plan to take you to seven figures and beyond. You learn to restore the passion of your youth.

Stage Five Finish Line: Your business is earning seven figures! You are receiving graciously, abundantly and openly while impacting your clients greater than ever before.

Stage Five Prize: You are living a life of meaning, incredible energy, certainty, and sustained growth in the exact direction you desire personally and professionally AND you let your Systems Champions handle most of the work, knowing they're on track, and you love it!

3. How do you help businesses stay motivated and focused on their goals during challenging times

Having businesses focus on their wins, rather than their losses goes a long way to stay motivated. This does not mean you ignore the losses. You need to examine what went wrong and adjust. But I found many business owners get stuck on the losses, punish themselves about the losses, and let the fear of more losses prevent them from taking big steps in their business. Exercises to stay focused on the wins, however small, results in you unconsciously looking for more wins, creating more wins, and staying motivated and positive.

By having you in a group program, you have the support of a community that has your back. You never feel alone in your challenges, and new creative solutions get thrown at you by your peers. There's a real feeling of family that keeps you from dropping in the darker moods that happen when you're on your own.

4. How do you help businesses identify and capitalize on opportunities for growth?

There are several, very common ways to capitalize on business growth, such as public speaking & podcasts, joint ventures, and running your own events. Having worked with dozens of coaches and healers, it's become very easy for me to identify what's necessary for your specific business, and then guide you into the right growth opportunities.

5. How do you help businesses create and maintain a positive company culture?

It's about getting into a space of service. When you're surrounded by people who are all trying to help you, you, in turn, want to help other people. I help create this kind of a culture by doing group belief shifting sessions with the people in the company, so that they all feel better about themselves, and want to impact others. I also get the leadership into a mastermind with other business leaders, so that they feel supported at their level while being able to contribute to others at their level. This creates a ripple effect through all the companies involved in the mastermind, whether they are solopreneurs or business leaders.

6. How do you help businesses balance short-term priorities with long-term goals?

Short term priorities are about getting cash into your bank account and people into your funnel. Long-term goals are about magnifying your impact on those people and your visibility to the world. We have specific workshops for both of these, so that clients don't feel they have to go into debt before they start making money. They can do both, and over the long term those months of yo-yo results become stable, steady growth in profit, and impact. One of the things I insist on is putting everything in your calendar. Many people skip long term planning sessions if they are not in the calendar. I teach you to make yourself a priority in your business. The more you commit to your personal success instead of just your clients', the more success and impact you create for everyone.

7. How do you define success in a coaching session?

There are two type of coaching sessions. The information transfer and the personal transformation.

For the information transfer it's just about explaining the principles, doing exercises and answering questions until the person has a good understanding of the lesson.

For a personal transformation, my goal is, ironically, not to create change in the person. I create an environment that feels safe and nonjudgmental, so that you allow yourself to transform. I've found when your goal is to change the person, they unconsciously push back on the change and either don't go there or they bounce back to their original self fairly quickly. So success at the lowest level for me is that you feel valued, heard, seen, and understood while being yourself. At the highest level, huge shifts occur and your motivation and happiness go up.

8. What is your approach to identifying and addressing weaknesses in a business?

Most business weaknesses come from mindset. That's what I primarily work on. When you start to think at a seven-figure level, rather than a "how do I pay my bills?" level, then you begin to see opportunities that weren't there before, stop working on tasks that just keep you busy while making little to no profit, and you bring in the help you need to free up your time for both money- and impact-making activities.

9. What is your process for setting goals and tracking progress?

We have tracking spreadsheets, templates for business, success partners for accountability, and group check-ins. We also use Slack for group communication at anytime. The group feels like both a team and a family. You feel accountable yet supported along each step of the process towards your goals.

Shiraz Baboo - Reality Interventionist

Shiraz Baboo is a multi-award-winning author, international speaker, and reality interventionist. He is known for helping people to rewrite their reality and overcome challenges in their lives using what he calls Energetic Magic. Shiraz has helped thousands of people to overcome illness, poverty and unconsciously addicted struggles. Overall, he is a renowned personality in the area of reality addiction, and his book, How to Rewrite Reality has changed lives across the globe. energeticmagic.com



Being True to Yourself & Your Beliefs When Doing Business

In the world of business, it can be tempting to compromise your values and beliefs for the sake of success. However, staying true to yourself and your beliefs is essential for long-term success and personal fulfillment. In this article, we will explore the importance of being true to yourself and your beliefs when doing business and how it can positively impact your career.

1. Authenticity breeds trust and loyalty:

When you are true to yourself and your beliefs, it shines through in your interactions with others. People are more likely to trust and support someone who is genuine and authentic. By being true to yourself, you build a reputation for integrity and honesty, which can lead to long-term relationships with clients, customers, and employees.

2. Alignment with your values leads to fulfillment:

Running a business can be challenging and demanding, but if you are aligned with your values and beliefs, it can bring a sense of fulfillment and purpose to your work. When you are passionate about what you do and why you do it, it becomes easier to overcome obstacles and stay motivated during difficult times. The satisfaction that comes from staying true to yourself is priceless and can have a positive impact on your overall well-being.

3. Differentiation in a crowded market:

In today's competitive business landscape, it's crucial to stand out from the crowd. By staying true to yourself and your beliefs, you differentiate yourself from others who may be willing to compromise their values for short-term gains. Your authenticity becomes a unique selling point, attracting customers and clients who resonate with your values. This can lead to a loyal customer base and a competitive advantage in the market.

4. Building a strong company culture:

When you stay true to yourself and your beliefs, it sets the tone for your company culture. Your values become the foundation upon which you build your team and make business decisions. By aligning your team members' values with the company's values, you create a strong and cohesive culture where everyone is working towards a common purpose. This can foster a positive work environment, increase employee satisfaction, and improve productivity.

5. Long-term success and sustainability:

While compromising your values may yield short-term gains, it is unlikely to lead to long-term success and sustainability. When you stay true to yourself and your beliefs, you build a business that is built on a solid foundation. Your values guide your decision-making process, ensuring that you make choices that are in line with your long-term goals and vision. This strategic approach can lead to sustainable growth and success in the long run.

6. Inspiring others:

When you stay true to yourself and your beliefs, you become an inspiration to others. Your authenticity and dedication to your values can motivate and empower those around you. By leading by example, you encourage others to stay true to themselves and their beliefs, creating a positive ripple effect in the business world.

In conclusion, being true to yourself and your beliefs when doing business is not only important for personal fulfillment but also for long-term success and sustainability. Authenticity breeds trust, differentiation, and loyalty, while alignment with your values brings fulfillment and purpose to your work. By staying true to yourself, you inspire others and create a positive impact in the business world. So, embrace your values and let them guide you on your journey to success. -**Thank you!**

Sharmila Perera is a Certified Immigration Specialist. Her professional mission is to provide as many people as possible the chance to immigrate to Canada. She works with companies struggling with labor shortages to locate great talent from across the globe and successfully immigrate them to Canada. Her personal mission is to live life to the fullest in every possible way.

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