

*The Path of the  
Profitable  
Priestess*

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



*High Priestess Module 7b*





**Module 7b**  
**Profitable High Priestess clearing and elemental**  
**power activation with Spirit.**



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







Connect to Spirit  
Open to Receive









**Two Parts of our Journey:**

- **Spiritual**
- **Physical**

**We Need Both**



# Elemental Creation Template



## Earth

The Structures necessary to contain our business



### Getting Clear on the Core of What

**We are here to do...What our Business is about**

- Naming Our Businesses
- Target Market
- Wake Up in the Morning Problem

The Goals and Plans we need

The Money Making Activities We need to engage in

## Air



## Fire



The flow of our IDEAL Clients to our business

## Water







# Alchemy Core

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





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

**My mission is to:**

\_\_\_\_\_,  
\_\_\_\_\_, and  
\_\_\_\_\_

**(your three verbs)**

\_\_\_\_\_  
**(your core value or values)**

**to, for, or with**

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



## **Some Examples:**

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







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

**The mission of my business is to:**

\_\_\_\_\_,  
\_\_\_\_\_, and  
\_\_\_\_\_  
**(your three verbs)**

\_\_\_\_\_  
**(your core value or values)**

**to, for, or with**

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



## **Some Examples:**

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



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

### Wake Up In The Morning Problem Exercise:

#### 1. What solution are you providing?

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

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

For Example:

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



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

**For Example:**

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

**ii. Workout Videos:**

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

**iii. Relationship Coach:**

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



**1. What Solution are you providing?**

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

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



## What is a Target Market?

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

*Determine the groups of people you like selling to.*

### Formula:

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

### ***EXAMPLES***

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

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

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



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

Examples of service providers who need specialties:

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

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

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

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



# What to Say When Asked, "What Do You Do?"

## Your Verbal Message

### Verbal Message:

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

### Two Versions of the Verbal Message:

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

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

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

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



## **Example Verbal Message:**

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

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

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

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

**OR**

I help professional women create their ideal bodies.



## ***Company Name + Tagline:***

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

### ***EXAMPLES:***

Revenue Breakthrough – Education

Passionate Ideas. Powerful Planning. – Inspiration

Ignite – Inspiration

Live Your Brand. Unleash Your Wealth. – Education

### **Tagline:**

#### ***Make this simple***

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

#### ***Remember - it is totally changeable***

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



# SPIRIT PRIMARY POWERS:

- CHOICE
- CO-CREATION





# Activate Spirit's Primary Powers

Activate Spirit's  
Primary Power of Choice  
Primary Power of Co-  
Creation  
To support your choices





## **Spirit Door Homework:**

### **REVIEW-REVISE:**

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





# Contribute to Your Tracking Sheet

Gratitude  
&  
Closure  
Ground

