



Module 1: Tune Into Your Purpose, Mission, Vision and Big Why – it Makes You Magnetic to your Dream Clients



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Module 1 - Overview

Content (you will receive all that is listed and more):

- How to tune into the Great Mother energy so she can support you as you create a vibrant, strong foundation for your conscious business.
- The most important question you must ask to tune into your purpose.
- A powerful method to stay connected to your big “Why?” — even when you’re outside of your comfort zone and dealing with fear or doubt.
- A simple, formula to declare your mission.
- A process to create a compelling vision that pulls you forward.
- How to get over the “I’m a Fraud” Syndrome and stand confident in knowing how much you’re worth on an authentic level.

Bonuses:

- ⇒ A meditative and informative audio that helps you tune into the Great Mother energy as you create your purpose, vision, mission and big why
- ⇒ A practice to get you out of fear and doubt and back into your authentic power — confidence is magnetic.

Tune into the Great Mother Energy

Listen to the audio about the Great Mother and tune into that frequency before diving in to the rest of this work. It will shift and change what you bring to your Big Why, your Purpose, Your Mission and Your Dream Vision.

After listening to the audio ...

Ask yourself, is there anything that wants to be shared from the womb of silence from the Great Mother, maybe a word or an image or a felt sense or some kind of message, could be a place where there is stuck energy -- whatever is real in this moment that wants to be shared into the collective womb cauldron. *Feel free to post in the Facebook group about your experience, if you would like to be witnessed.*

Let's do a little bit of a deepening into the Great Mother archetype before we dive into Big Why, Purpose, Mission and Dream Vision.

Qualities of the Great Mother

The Great Mother is she who nurtures and sustains; some of her qualities include nurturing, preserving, taking care of things - images of a nest, a home, a womb.

Another of her qualities is that of devotion. Devoting yourself to whatever is deeply important even asking to what am I devoted to at this deepest level of my being.

Empty presence is really the foundation of the Great Mother and really is the foundation from which I want you to create your business from.

Cultivating empty presence is a space where we're inviting our mind to relax. We're just dropping in to this deeper part of our essence and our being. We're really cultivating an inquiry of what's present here from this deepest place. What's rising up into our being?

If there's nothing rising, nothing speaking us, then we just invite this spacious place or silence. We know that this is a muscle that is needing to be developed. Most of us aren't used to spending much time, if any, in empty presence.

We are dipping into the richness of this archetype in this course. If you wish to go deeper, I'd be happy to introduce you to my mentors in this lineage.

Light and Shadow Qualities

With every archetype, there are both the light qualities that we want to enhance in our being, and shadow qualities, the things we may not want to look at or acknowledge but

that are also part of our beingness.

Choose one or two light and shadow qualities you want to work with for these weeks that we are in the frequency of the Great Mother.

Light qualities of the Great Mother include: emptiness, nurturance, receptivity, surrender, empty presence, renewal, adoration, caring, offering, sanctuary, embrace, inclusion, self-nurturance, and midwife.

Write down your light qualities somewhere. At a simple level, you might put them on a sticky note that you post on your bathroom mirror so that you see it every morning and you are reminded about the qualities that you are choosing to work with.

The shadow qualities include, self-absorption, issues of safety, neediness, engulfment, addictions to avoid emptiness, abandonment, non-surrender or resistance, over-responsibility, inadvertently fostering co-dependency, issues of self value, issues with food and nourishment, issues with scarcity or not enoughness.

Feel free to post in the Facebook group about the qualities you are working with, so we can support each other as we journey.

Define Your Big Why

Your big why is the reason larger than you that draws you into action.

- Nelson Mandela is a stand for freedom from apartheid
- Mother Teresa is a stand for eliminating poverty.
- Ghandhi was a stand for Indian independence
- I am a stand for creating business structures that spiritual entrepreneurs understand and use. At a larger level, I am a stand for revolutionizing and healing business so it is focused more on contribution to humanity than it is on the money and the bottom-line. I am a stand for a movement to heal the way business is done on this planet! I'm so inspired by this big why that I can't stop working on it
- What are you a stand for?

Once you find that sweet spot for yourself and commit to acting from faith (and, not from fear) you will be unstoppable and you will be given energy from the greater field of life. And, when you come from this sweet spot, when you are centered in your big why and your contribution, you will ignite interest and curiosity in your business, every time you talk about it.

If you find yourself stuck in fear and doubt, here's the best way to tune back into your big why. Realize that when you are in this small ego story, you are making it all about you. It's actually quite selfish, and I know you aren't selfish.

When I own that I am being selfish, it helps me to stop the small story, and to remember the big why, that I'm here to contribute something much larger, that I'm here to change the way business is done on this planet to a focus on the triple bottom line of people, planet and profit.

As soon as I shift my focus back to the bigger game, to my contribution, to my service to others, I pop back into my big why, I pop back into alignment with my divine purpose, what life itself wants to create through me.

Homeplay:

Contemplate the following questions and journal on them:

1. Life is up to something through you ... the evolutionary impulse is in each and every one of you ... what is it asking you to do? Why are you here on this planet at this time of this global shift in consciousness? What is your role?
2. What do you most desire to:
 - a. Experience?
 - b. Express?
 - c. Create?
 - d. Contribute?
3. What do you believe?

4. What is your big why?

NOTE: When you move on to writing your purpose, mission, and dream vision, do it from being centered in your big why.

Please post your Big Why in the Facebook group.

Design Your Magnetic Purpose, Mission and Dream Vision

Life Purpose is about what you are here to **BE**, your reason for being in this world.

Mission is what you are meant to **DO** in this world.

Dream Vision is about what you **SEE** in the future.

Being, Doing and Seeing! With the Big Why as the solid foundation for the Being, Doing and Seeing.

Purpose:

You are unique and you are here for a reason, a special reason. You were designed for a unique role, and it has been present in you from birth, just like the pine tree is present in the pinecone.

Humans often get derailed from acting in alignment with our divine purpose because our conditioning and people around us might tell us that: 1) it's not practical; 2) we can't make any money doing it; and 3) we should just do what everyone else does and get a practical education and job.

So, many of us do what we are supposed to do. I did that for a long time, until the welling up of my purpose became too large for me to push down inside anymore. Where are you on this journey? Are you pushing your purpose down? Do you have a bit of a clue about your purpose? Are you deeply in tune with your purpose, but just not sure how to make a living doing it?

The more you step into your purpose, the more you will be fueled by it, and your actions will become on fire with the passion of fulfilling on your unique purpose, mission and vision! When you are centered in this divine place, you become magnetic to those you are here to serve, to your tribe.

Approach this inquiry from your heart and spirit, from your embodied wisdom, and not from your mind.

LIVING ON PURPOSE

By

Laurie Beth Jones

Reprinted with the gracious permission of Laurie Beth Jones, from her 1996 book, *The Path, Creating Your Mission Statement for Work and for Life*.

The most important project we could ever undertake is discovering who we really are, how we fit into the order of the universe, and what our particular purpose is in this life. We can ask our inner wisdom to reveal a vision of ourselves expressing our highest potential, our divine purpose.

Our task, then, is to do whatever is necessary to help facilitate that purpose. Many of us get stuck in this step. Our highest vision for our lives may appear too big or overwhelming. Does achieving your highest potential bring up fear or discomfort? That's okay. That is proof you are moving toward and growing beyond the limited idea of who you thought you were. You might ask yourself if your divine mission is for your comfort and pleasure or if it is for your growth, and will it ultimately bless others? If it is the latter, you are on the right track. Begin now, right where you are. Your divine purpose would not have been revealed if God felt you could not achieve it. In fact, the fulfillment of your highest potential exists now, in an embryonic state, right within your center.

I ask my inner wisdom to reveal to me my divine purpose. I trust that wisdom guides me, inspires me, and works through me as I express my highest potential.

The most important question you must ask to tune into your purpose.

"What is the one thing you want everyone on this planet to know, including yourself?"

I got this question from Jennifer Urezzio, and it struck me really deeply.

Homeplay:

Contemplate the following questions and journal on them:

These are some questions you may be asking yourself already about what you are here to **BE**, your life purpose, your reason for being:

- Why am I here?
- Who am I?
- What is my essence?
- What is my reason for being?
- What was I meant to do?

- Why am I not happy, satisfied or fulfilled? What's missing in my life?
- What is the meaning behind all of this – our life's existence, humanity, God, spirituality?
- What is my spiritual path and purpose?
- How can I serve and make a contribution to the world?
- What is my life work and business direction?

Other great questions to help you define your life purpose

1. **What do I absolutely love in life?** Within your love for these things lies deep passion.
2. **What are my greatest accomplishments in life so far?** Within these lie greatest strengths.
3. **What would I stand for if I knew no one would judge me?** This will help you discover your greatest values.
4. **If my life had absolutely no limits and I could have it all and do whatever I wanted, what would I choose to have and what would I choose to do?** This question allows you to realize who you would truly want to be if there were no limits.
5. **What would I do if I had one billion dollars?** Like the last question, this question helps you to think without limitations. When we are able to remove limitations and boundaries, we can discover what we really want to do.
6. **What would I do if I knew I wouldn't fail?** This is another question that helps transcend your limits ... we often limit ourselves in what we do because we are afraid of failing.
7. **Who do I admire most in the world?** This question helps you see the light in you that you are projecting onto others.
8. **What interest or passion am I most afraid of admitting?** Maybe it's something you think other people might judge. Or maybe you fear that your passion sounds too grandiose? Perhaps you think, who am I to do this?
9. **What were my childhood dreams about who I wanted to be?** These are the dreams that you may have pushed down as you got older because you decide they were unrealistic.
10. **What do I want to be when I grow up?** Forget you're an adult and answer the question!
11. **What do I secretly love about myself?** Be honest – you may find some hidden gems here.

12. How would I like to make the world a better place for myself and others?

This speaks to the contribution you are here to make.

13. What would I regret on your deathbed if I hadn't done it? This it to ensure you don't die with your music still left inside you.

Please post your Purpose in the Facebook group.

Mission

Your Mission is what you are meant to **DO** in this world! From your place of beingness, there is a doingness that comes forth. The homeplay is critical here.

Homeplay:

Contemplate the following questions and journal on them:

Here are some questions to guide you to your mission, what you are meant to **DO** in this world:

- What causes/issues are you most passionate about?
- What irritates you about what is going on in the world today?
- If others come to you and you were the wise man or wise woman and you were to bestow on others special wisdom, a special expertise, what would you like to pass on to them (whether or not you have that skill or expertise now)?
- What 3 gifts of wisdom about life would you give to those that come to you?
- What do you complain about the most? Is that something you would like to do something about?
- What are the 5 most important lessons you have learned in this life?
- What makes life worth living? Why do you get up every morning?
- What do you want your life to stand for?
- What are your special gifts and talents? What is unique about you?

THE MISSION STATEMENT

Reprinted with the gracious permission of Laurie Beth Jones, from her 1996 book, *The Path, Creating Your Mission Statement for Work and for Life*.

“In a world in which we are daily forced to make decisions that lead us either closer or further from our goals, no tool is as valuable in providing direction as a mission statement—a brief succinct, and focused statement of purpose that can be used to initiate, evaluate, and refine all of life’s activities. A carefully thought out mission statement acts as both a harness and a sword—harnessing you to what is true about your life, and cutting away all that is false.

“A mission statement is, in essence, a written down reason for being—whether for a person, or for a company. It is the key to finding your path in life and identifying the mission you choose to follow. Having a clearly articulated mission statement gives one the template of purpose that can be used to initiate, evaluate and refine all of one’s activities.

“There are three simple elements to a good mission statement:

1. A mission statement should be no more than a single sentence long.
2. It should be easily understood by a twelve year old.
3. It should be able to be recited by memory at gunpoint.”

Before addressing the issue of writing a mission statement in detail, it is important to identify the false assumptions that can be stumbling blocks in the process.”

False Assumption:

- # 1. “My job is my mission.”
- # 2. “My role is my mission.”
- # 3. “My 'To-Do' List is my Mission.”
- # 4. “I am not currently living my mission.”
- # 5. “I am not enough to have a mission.”
- # 6. “My mission has to be a grand one or help a lot of people.”
- # 7. “A mission must be full of suffering.”
- # 8. “My mission must be the same as those of my peers.”
- # 9. “Geography is my destiny.”

#10. “What I am doing is as close as I can get to my real mission.”

#11. “Life is random. Even I was an accident.”

YOUR MISSION WILL FIT YOU PERFECTLY. YOU JUST NEED TO BE AUTHENTIC!

THE THREE STEPS OF A MISSION STATEMENT

STEP 1. Choose your three most meaningful, purposeful and exciting verbs—the action words that will shape your future activities.

Example: Teach, share, lead, speak, communicate, claim, create, give, enthuse, dream, educate, connect, entertain, present, love, participate, identify, receive, practice, master, manifest, improve, understand, refine, reform, worship, value, sell, trade, write, support, reform, heal, nurture, organize, produce, illuminate, launch, model, motivate, pursue, deliver, consider, construct, enlist, further, gather, drive, discover, build, brighten, advance, compel, complete, associate, translate, travel, utilize, validate, verbalize, work, worship, persuade, keep, improvise, praise, evaluate, defend, etc.

STEP 2. Determine what you stand for. What is your *core* value, principle, ideal or purpose? What are willing to defend to the death or devote your life to? (Refer to your Values worksheets. Look at what excites you, and what angers you. What are you passionate about? What is your life purpose?)

Example: Creativity, beauty, service, justice, freedom, family, equality, power, joy, abundance, wisdom, balance, love, order, peace, unity, wholeness, integrity, security, etc.

STEP 3. Decide who or what you are here to help. The field, group or cause that you want to serve, be around, learn from, inspire or impact in a positive way. (Refer to 101 Ways to Make a Difference, and Fields of Interest.)

Example (groups): All people--children, elderly, substance abusers, the handicapped, teens, animals, veterans, the homeless, etc.

Example (causes): Child protection, animal rights, the environment, spirituality, politics, not-for-profit organizations, women's, men's, or any one's issues.

Example (field): Journalism, travel, finance, business, fashion, art, gardening, cooking, food, industry, technology, etc.

Once you have chosen your answers, you can combine them as follows in a mission statement:

MY MISSION IS TO

_____, _____, and _____
(Your three verbs)

(Your core value or values)

to, for, or with

_____,
(The interest, group, or cause that most excites or moves you)

Examples of mission statements from *The Path* include:

“To uphold, discover, and support
trust, honesty and integrity
in all relationships.”

“My mission is 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.”

“My Mission is to enliven, encourage, and re-inspire

the love of music
for children in public schools.”

And, Laurie Beth Jones’ mission statement:

“To recognize, promote, and inspire divine excellence.”

Please post your Mission in the Facebook group.

THE DREAM VISION STATEMENT

It is important to get clear about the future that we want to create. The purpose of a vision statement is to get you into conscious creating. A vision statement is the end result of what your mission statement will have done, how your life will be. It is somewhat like the “Have you seen Fern?” exercise.

Laurie Beth Jones in her book, *The Path*, shares her vision statement:

“I have clients who delight in and cherish me, and who properly value my creative talents and efforts. We are mutually engaged in serving others. My clients come exclusively through referrals, allowing me to be free to devote my energies to creating. They are doing work or offering products that I respect. They pay me well and on time. I have long-term relationships with the people I serve, and they are interested in my well-being as they are their own.”

(She goes on to “anchor it” by adding)

“It is Monday morning, 10 a.m. I am wearing comfortable clothes, having returned last week from a major consulting job. I sit down in my home office and catch up on work from the week before. For lunch I walk down to the park for Chinese food. When the phone rings it is another referral. I set up an appointment for the following week. When I open the mail it is filled with checks.”

Note how powerful this is when you add her mission statement, “To recognize, promote and inspire divine excellence.”

“It is imperative to get clear about what you are creating and compare it to what you intend to create. The only way to do that is to:

- a. Look at what you’ve consciously or subconsciously created up till now, and then

b. Write down a detailed description of what we really want.”

NOTE: Know that once you write out your vision statement, things will definitely start changing. Are you ready?

You can also call the vision statement your dream, if the word dream is more inspiring to you and more resonant.

The key elements of a compelling vision statement are these:

1. Write it down and keep it where you can see and read it daily (morning or night or both) so you can call in the vibration of the future self.
2. Write it in the present tense as though it has already been accomplished.
3. Be sure to include everything you want. Cover a variety of activities and time frames. You can do a separate statement for relationships or include everything you want in one vision statement.
4. Write your statement in great detail. Fill it with descriptive details that will assist you in anchoring it to reality. If you want add pictures, drawing, or whatever will make it more real and vivid for you.
5. You have to imagine it to have it. Dare to dream. You can always polish it or add anything you might want to at any time.

When you combine your vision statement with your mission statement you will have a yardstick to use in measuring your activities and determining your responses to daily situations that develop.

A clearly articulated vision and mission statement is a terrific magnet and filtering device. Tell the world who you are and what you want!

Hold your mission and vision in your mind and take actions consistent with your statements.

At first, this may feel difficult because you will be holding two visions simultaneously – what is, and what could be. This is often referred to as the “creative tension zone”, or what Robert Fritz, author of *Creating* and *The Path of Least Resistance*, refers to as “Sustaining Structural Tension”. He believes that the mind can only focus on one image at a time, and will

do go into overdrive trying to integrate two. The mind will put most of its energy toward the picture that is most often viewed. Therefore, if you focus on “what is”, that is what you will create more of. If you focus on what could be you will begin to create just “what could be’.

“Once you have a mission statement and vision, you will have entered ‘the creative tension zone’. The point to remember is that life is always filled with tension and stress. When you are working on your mission and vision, however, you are experiencing *creative* tension, rather than *random and meaningless stress* brought about by choosing to live according to someone else’s vision.”

Here is an exercise from *The Path* that will assist you in holding your mission statement and vision.

After writing your vision statement, pretend that your mind is like those television screens that have a small picture framed within a larger picture. Which frame is the larger one:

- a. Your future, or your past?
- b. The problem, or the solution?
- c. What is, or what could be?

Now, hold the vision of what is on one screen and what can be on the other. If you can hold the vision of the future—focus on the future and make decisions and take action consistent with your vision, it will be yours!

Please post your Dream Vision in the Facebook group.

How to get over the “I’m a Fraud” Syndrome and stand confident in knowing how much you’re worth

2 simple exercises you can do:

1. Make a list of 30 results that are possible for your clients when they work with you. (This is great if you haven’t had any clients yet.)
2. Another one is to think of past clients.

Also, remember that if you are stuck in this pathway in your head, you are making it all about you, and not about your client, your service and your contribution. Anytime you notice yourself caught in this thought loop, boldly identify it as a lie your ego is telling you to keep you safe.

If you need support with the “I’m a Fraud” Syndrome, please post your request for support in the Facebook group.