



# Soulful Storytelling

It's time to tell your story.

Week 1: What's your story?

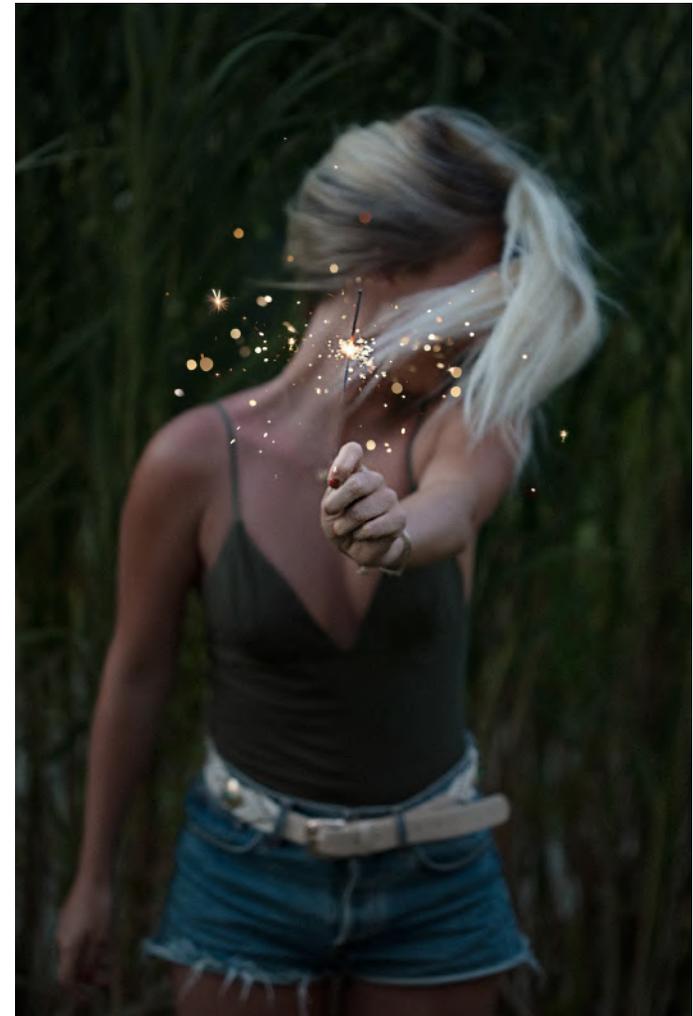
# Your story matters

You have been given the divine, sacred urge to tell your story. That means you have an important message to give, and sharing that is part of your life's purpose.

It's okay if you don't know where it will go or feel like it makes no sense. In fact, it'll never stop evolving because we never stop evolving.

All you have to do is commit to showing up every day, sharing your heart, spreading your message and trusting that your intuition will always rise, showing you the next right step.

The important thing is that you're here. You answered the call. You're honoring your gifts. You're showing up to do your part in the divine dance of co-creation.



Your mess is your message.  
Your life is your message. You  
are your message.

# How do you find your message?

When I started posting daily on Instagram, I didn't know what I had to say, only that I wanted to express myself.

I started posting around the same time that I did the 40-day yoga practice that became my program The Big Shift.

I committed to posting about my spiritual journey at least once daily. And this commitment was really good — and is something I highly recommend that you do — because it forced me to say *something* daily.

And if I had no idea what to say, I just asked myself, “what should I write about today?”

It sounds too obvious, but it works. Because a lot of times the way we phrase questions to ourselves blocks us from finding answers. If we talk about how we don't know the answers or can't find them, then that blocks us from finding the answers.

Trust that by showing up, you'll evolve! Be where you are and don't pressure yourself to be someone you're not.

Continue improving, analyzing how you could have done better, and trust your instinct as you make changes.



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My first yoga photo on Instagram! May 8, 2013. The caption read, “today think not how far you have to go, but how far you've come.”

How to find your message:  
Keep showing up. Speak from  
your heart.

# How to find unity in a multifaceted message.

You're not a boring, one-sided human, but a person who has experienced trial and difficulty and discovered a holistic way of transcending those difficulties.

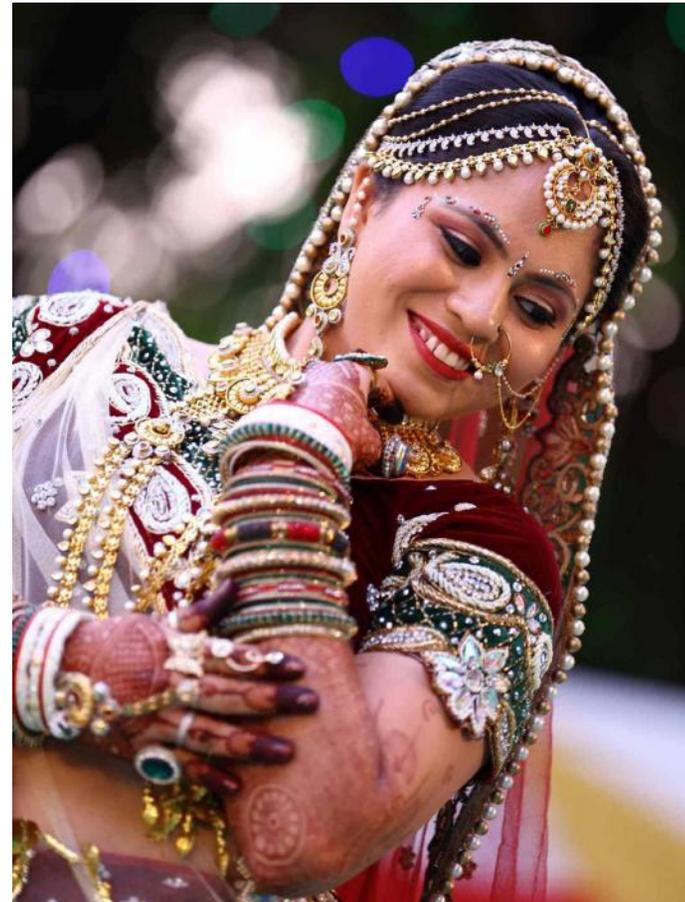
All of those things are components of your deeper message. The thread connecting them all is you and your deeper why.

Each of the things that's helped you get to where you are matters.

There is a balance here, because you don't want to be alllll over the place. You don't want to post about knitting and hiking and cooking and backgammon.

That will feel chaotic to your readers/followers/fans and they won't know what to expect from you. If you are building this into a business, the audience you attract won't be targeted and if you do sell, the sales will probably be low.

You won't look like an authority because you'll look like someone who knows a lot about many subjects, but who's an expert in none.



# Finding the balance between limitlessness and limitation

Limits are essential for manifestation, which is just another word for making real.

Things start off as broad ideas and we must get really clear in order to turn dreams into reality.

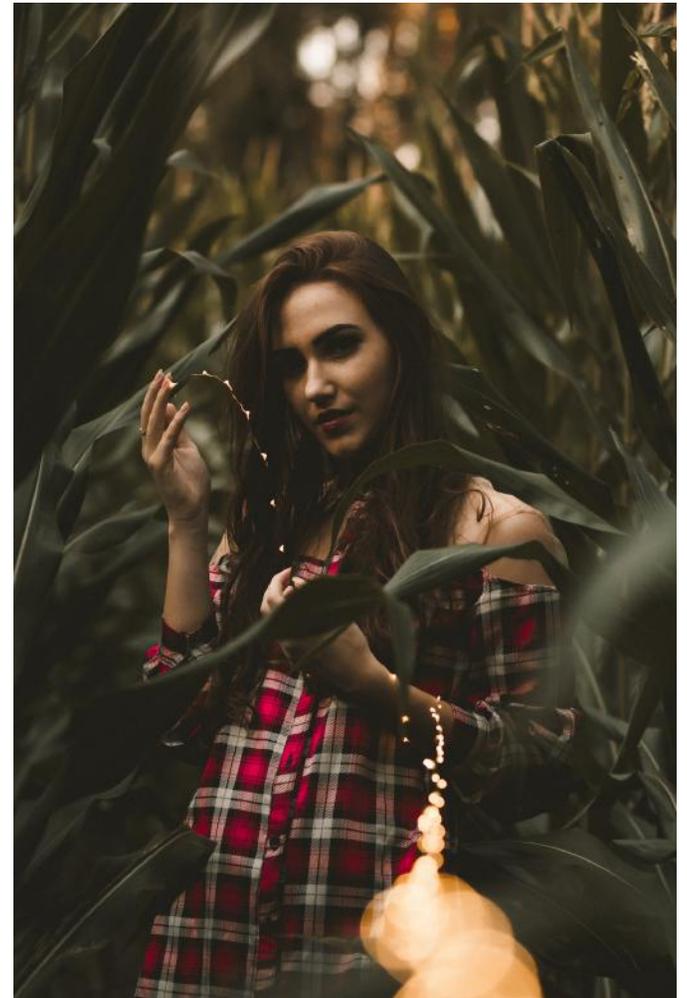
For example, a designer has to select the exact dimensions, color and shape of a couch to bring it into existence. Unless she chooses between pink and brown, the couch will never come into form!

However, once the first couch is created, she can then design a new one. In the same way, it's important to make a few key choices at the beginning, while staying open to fluidity.

Allow yourself the gift of experimentation, especially at the beginning. Then, when you find something that feels good, stick to it. But, when things stop feeling good, lean into that and ask yourself how you can evolve.

The foundations of your message are (See the Week 1 workbook for an example):

- Who you are
- What you most want people to understand about life
- Why it matters
- The facets, or more surface elements, of that message



Hold space for internal chaos and keep creating.  
Balance is the natural state. If you keep showing  
up and asking for help from the universe, you'll  
find the common thread you seek.

# Allow your intuition to guide your message. (Let it evolve.)

Personally, my message has become a continuum. It started as my own journey of healing, then transitioned into helping people embrace their emotions and love who they are.

In time, that message of emotional healing felt constricting. Leaning into that feeling and asking my intuition the next steps, I heard the message: Help people tell their stories.

At first that felt really conflicting. Then the universe showed me a few people who effortlessly integrated these messages and I realized the only conflict was in my mind.

My deeper message (I think) is that loving your darkness helps you live your greatness. I'm still not entirely sure what my message is!

In truth, you can combine any message you want as long as you have clarity from within. When you're clear on your why, your message will be clear.

Stagnation is boring and eventually becomes a cage. This is supposed to be fun. Your life as a form of self-expression, a journey of hope and transformation.



Instead of deciding what your message is from the outside in, let it emerge from the inside out. Write every day and identify the common themes that emerge from your soul.

# Integrating divergent messages.

The key is this:

- Do you want to talk about this thing?
- Does a particular topic keep bubbling up from within, asking to be expressed?

Then ask yourself:

- How can I incorporate this into my message?
- How does it fit?

It'll feel like a fight if you fight it. Instead, flow with it.

Ask different questions. Ask for a sign or help. Open up to the inner shifts.

Instead of saying, "This doesn't work," ask, "How can this work? How can I feel good about this all going together?"



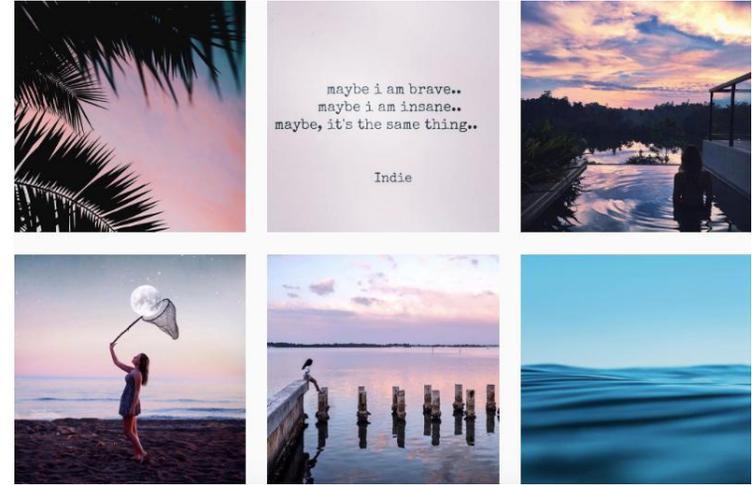
# You will evolve.

That's how it's supposed to be! Just keep showing up.

Started with yoga pictures.



Transitioned to pretty pictures taken by other people. (Posted with credit.)



And continues to evolve!



the healer's gift is her own wound. it's the source of empathy and true understanding of compassion and forgiving. to heal thyself embrace your wound as your sacred teacher.



The true danger in comparison is that we'll move toward a self-expression that's not ours, creating a life that's based on the beauty of what we see in others instead of the beauty we see in ourselves.

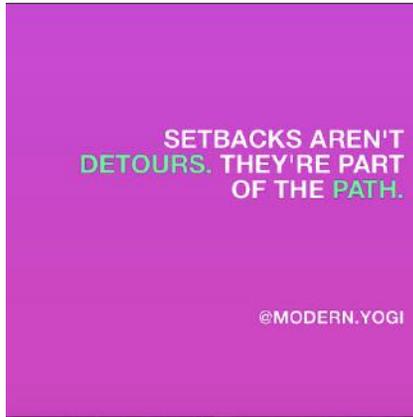
Suzanne Heyn

Turn your pain into passion.

Suzanne Heyn

love who you are

# More evolution out loud!



Your job is to be an open  
channel for wisdom to flow  
through you.

# Just keep showing up. That's all that matters.

I've made a ton of mistakes along the way, done a lot of things that didn't feel good, but also done a lot of really cool things.

The most important thing is take daily action toward your dreams. It's all about the 1% continual improvement.

View worldly reactions as feedback. Keep learning and growing. Have a dream so clear that it inspires you past the doubt, fear and confusion.

You can do this.



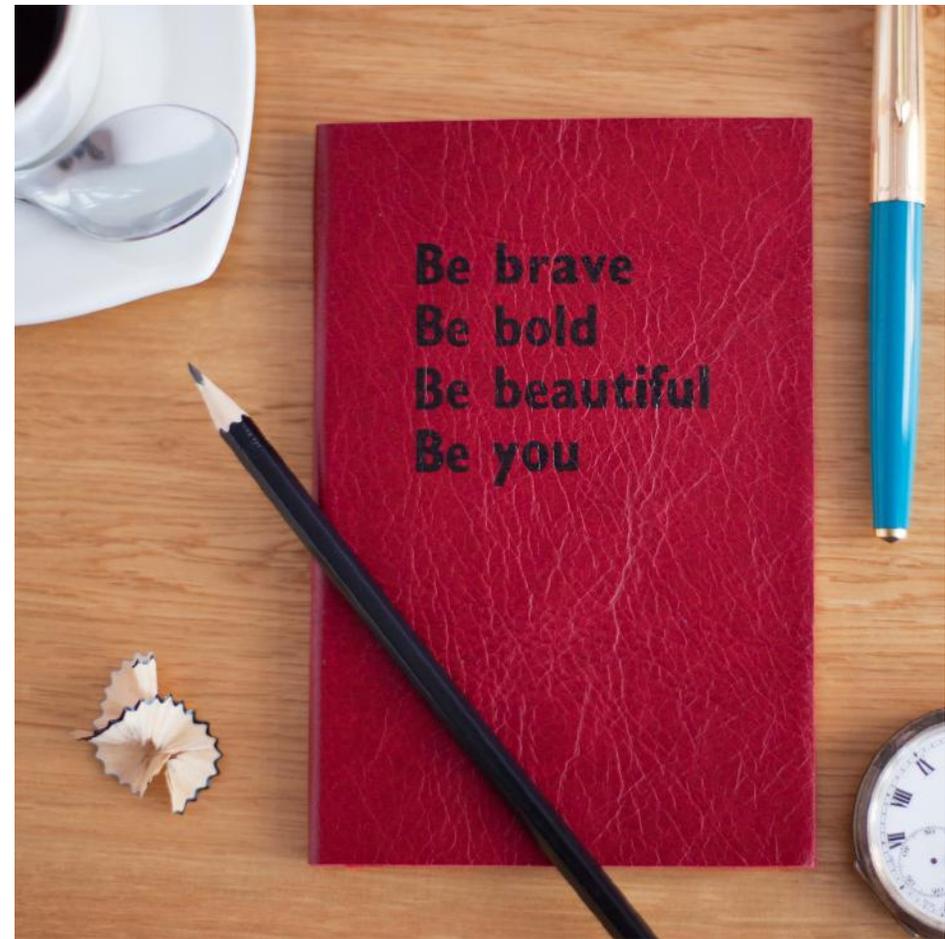
Done is better than  
perfect.

# Deciding what to write about.

Each morning, I meditate and then in my meditation or directly after, I ask myself and the universe, “what should I post today?”

I’m also experimenting with journaling and then writing a message based on my journaling.

But I have to be honest and say that’s not working well right now because I have such a habit of posting right after meditation that I get impatient. It’s hard for me to wait.



# Developing your own process.

## A couple options for you:

1. Tune into your heart and ask: *what is one word that's true right now?* And then write your post based on that word. If you just start writing it will probably just start flowing out.

2. Ask the universe or your higher self: What should I write about? I did this a lot in the beginning and it worked really well for me. It helps you tune into the collective unconscious and write a message that resonates for all.

3. Write a few words about what's going on in your life right now. How you're dealing with it. Sharing the wisdom you've learned from navigating your life's challenges or something cool you're doing.

4. Journal about your message and why it matters. You'll hit a vein of passion. Write from that passion.



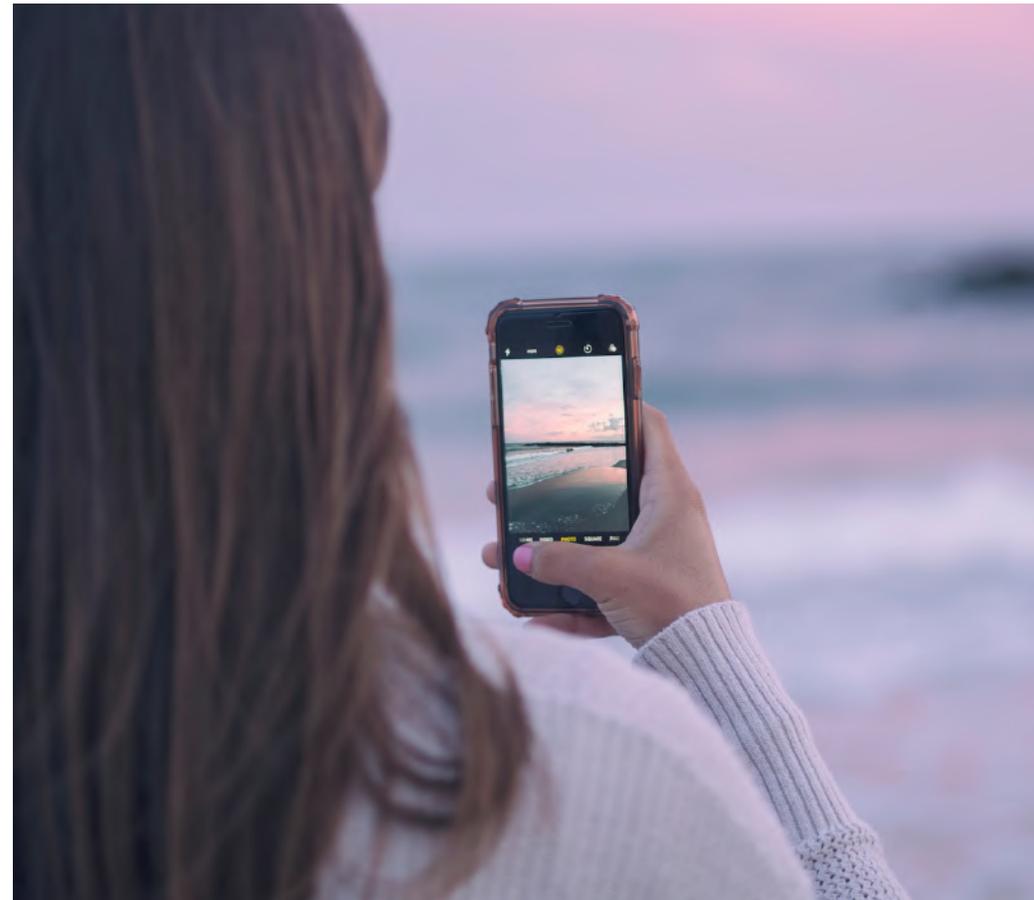
# Write from the cutting edge of your life.

You don't have to teach or try to inspire. Your existence is inspiring. How you navigate difficulty and find peace in the darkness is inspiring. Share that.

Your energy teaches and shapes and heals. Commit most deeply to living your spiritual practice and share from that place of authenticity.

Connect to your energy and translate it into words. Your mess is your message. Your life is your art.

Find and follow the flow. That's the most important thing.



Write from the heart, not  
the head.

# Should you evaluate engagement?

You can always check out your engagement as a metric of what your audience is resonating with. I don't like to go too deep into that because for me, the most important thing is sharing from my heart and I trust that if I continue to do that then the right people will be guided to me.

And the opposite is true — if I change how I show up online based on engagement, then I become who others want me to be, and that defeats the whole purpose of showing up online as our authentic selves.

This isn't about giving people what they want — which you'll hear many online marketers say that if you go further down this road — but about **offering what you have to give**.

The most important thing is to nurture yourself first, nurture your own energy, because if you're not connected to yourself and overflowing with divine radiance, then you won't have anything to give.

# How to share without getting disowned or divorced.

A lot of people are really worried about this, and for good reason. I totally understand.

So the key here is to just share how you feel and your takeaways from the situation. Here are the guidelines I've created for myself. Of course you can write about whatever you desire!

- DON'T talk about who did what or how mean they are, or the he-said-she-said back and forth.
- DON'T go into lengthy, irrelevant details, but DO give enough meat to make it relatable and real. (The balance to this can be found by using your intuition. What feels right? Does it feel vague or good or too specific?)
- DO focus on how you feel and the wisdom you learned.
- DO highlight universal truths like emotional vulnerability, kindness, compassion, forgiveness and love, which is what people will connect to, rather than the specifics of your situation.

Trust what comes out! Embrace mistakes as part of your learning journey. Another one of my favorite mantras is this: It's all dust on the path of my personal evolution.



“If people wanted you to write nicely about them, they should have behaved better.”

*-Anne Lamott*

# Example of post referring to someone else.

“We can never really know the pain of another, just like nobody will ever know the depths of our own.

We're all seeking to be understood, sometimes to understand. But reality is a funny thing, and mostly perception. Our own understanding may change, so how can we expect another to comprehend?

Are you holding on to old stories in hopes that someone will understand? That in their understanding, the story will lose intensity and you'll finally find peace? Maybe, maybe not.

But consider that only you have the power to drop old stories. They'll never go away. Never change. They made us who we are and so maybe that's enough. Just to be here on the other side, safe hopefully, more compassionate and wise.

Let it go. The present moment is waiting for you, where a whole new life is ready to unfold.”



# The backstory of this post...

An old high school friend and I met up when I visited my home state. At the time I was arguing with my mom — we don't have a great relationship.

(And see what I did there? Not a million details about our relationship, just a simple fact. You can go into more detail if you desire, of course, but that's how I approach it.)

My friend couldn't understand how I felt and that hurt me. I felt misunderstood, and like he didn't support me.

I thought about it and realized that I couldn't expect people to understand my pain because we can never understand what another person's life is like.

When writing about other people, you could use more details — this post in particular was super vague — but I didn't want my friend to feel like I was writing about him.

So the level of detail is all up to you. Focus on what feels good and stay with the intention to share and inspire, not to rat people out or help others see how difficult your life is.



Own your story!

It's your story and doesn't matter  
if other people agree or disagree.

# Finding clarity in your message

First a quick note, ask yourself these questions often. Please see the Week 1 workbook.

Journal about your message daily! It can feel repetitive but becomes deeper each time.

Next week, we'll talk about connecting with other people through words, but first you must connect to yourself.

1. What have you overcome?
2. What was the hardest thing about overcoming this?
3. How has it impacted your life?
4. What do you stand for?
5. What do you stand against?
6. What matters to you?
7. Why does it matter?
8. What would you write about if you weren't nervous what other people thought?
9. With your message in mind, describe your perfect world. How would people be living if they all ascribed to your ideas?

# Action Steps:

1. Journal and/or meditate daily to create a strong inner connection. (You can only take people as far as you've gone, so keep going deeper. Live your message.)
2. Post your truth daily on at least one social media account. (Or the Facebook group if you don't have any social accounts.) Whichever platform you like the most. Making that daily commitment is a pivotal part of your journey.
3. Explore the Week 1 Workbook.
4. Post your truth, your message, your everything in the Facebook group. Also ask any questions. I'm here to help!