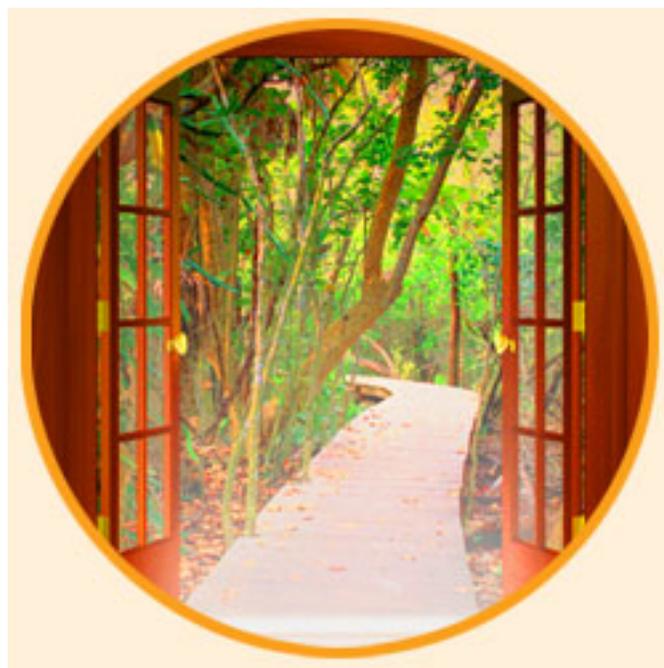




Module 1: Big Why, Purpose, Mission and Dream Vision

Part 1



Created by: *Leela Somaya*
Unconventional Business Strategist
Wealth Mentor
Spiritual Lawyer

Module 1 - Overview

Introduction

Part 1: The Biggest Secrets to a Wildly Abundant Business Revealed

Part 2: Design Your Magnetic Big Why, Purpose, Mission, and Dream Vision (will be released one week after Part 1)

Introduction - Your Mission Map Pre-Questionnaire

Let's have some fun with a short quiz. Answer it based on where you are right now. Then, take it again at the end of the program to celebrate how you've grown and where you may need more support.

There are no right or wrong answers.

Rate how much you agree with each statement on a scale of 1(low) to 10 (high). 1 is "Do not agree," and 10 is "Agree very much."

_____ I am clear on my divine right client and ideal niche.

_____ I am very clear on who I am here to serve, the problem I solve, and how I help them with that problem.

_____ I know that I am the person to help my divine right clients.

_____ I have accountability and support in place to reach my business goals each week.

_____ I know how to magnetize my divine right clients.

_____ I believe I deserve money and I know how to attract it in ways that feel aligned.

_____ I have a clear plan for how to increase my income in my business.

_____ I know how to leverage time in my business so I have time to work and play.

_____ I always know what to do next in my business because I follow my Spiritual Guidance and my business savvy.

_____ I am patient in my business because I know that developing a soul-full business can take time.

_____ I'm willing to move forward in my business even when I feel afraid and unsure because I know this is normal.

_____ I don't give up, even in the face of perceived failure.

_____ I pay attention to all the money that comes into my business and goes out of my business.

Your Mission Map Declarations

Inner Transformation

1. I bring my whole self to business and life.
2. I commit to my own evolution as though my business and life depend on it, because they do!
3. I make it a habit to face my fears and live outside of my comfort zone.
4. I alchemize my challenges into a force for positive business and world change.
5. I practice bringing the vibrations of gratitude, love, peace and abundance to my life everyday.
6. I feel into the vibration of my future self, the one who has achieved my dreams, and I bring that vibration into now. I act from that vibration, and it is from this place that I bring my future into now. This is the secret to manifesting what I want for myself, and for the world.
7. I cultivate patience and perseverance while growing my business; I know that developing a soul-full business takes time.
8. I stay out of overwhelm by making time for self-care, pacing myself and taking delicious breaks.
9. I have faith that everything is always working out for me, even when it looks and feels to be the opposite. In other words, I keep the faith, no matter what!

Money Magnetization

1. I believe that I can flourish financially doing what I love and giving my gifts, and I develop my business savvy to create this reality.
2. As I continue to raise my vibration through my radiance practices, I magnetize clients and money.
3. I boldly own the truth of my value as I price and sell my fabulous offerings.
4. I pay attention to money, and money pays attention to me. I step into a more powerful money story every day, and it shows in my financial results.
5. I increase my income one financial win at a time.

6. I pay attention to my income and expenses.
7. I focus on income-producing activities.
8. My inner abundance is reflected in outer abundance

Inspired Action

1. My inspired action flows from my inner wisdom, spiritual guidance, and business savvy.
2. Inspired, savvy action creates soul-fully aligned, out-of-the-box business results.
3. I have big dreams, and I take small, achievable steps towards them everyday.
4. I recognize and celebrate progress in all its lovely shapes and sizes.
5. I have a plan for my year, every quarter, every month, and everyday, and I take inspired action to make that plan a reality.

*The 7 Feminine Spiritual Laws of Success:
from Claire Zammit and Katherine Woodward Thomas*

1. BE FULLY COMMITTED to yourself and to life.
2. BE a CREATOR versus a consumer of that which you desire.
3. BE RECEPTIVE & live with a consciousness of possibility.
4. BE COURAGEOUS & willing to take risks.
5. BE OUTSTANDING at all that you do.
6. BE GENEROUS & GENERATIVE in all your relationships.
7. BE RESILIENT & UNSTOPPABLE in the face of setbacks and disappointments.

Quantum Leap Resources and Quotes¹

Three great books on quantum leaps...to help you leap!

Quantum Leap Thinking, by James J. Mapes

You 2: A High Velocity Formula for Multiplying Your Personal Effectiveness in QUANTUM LEAPS, by Price Pritchett

Taking the QUANTUM LEAP: The New Physics for Nonscientists, by Fred Wolf



QUANTUM PHYSICS is described as the “*most powerful science ever conceived by human beings.*”

A QUANTUM LEAP is the “*explosive jump that a particle of matter undergoes in moving from one place to another.*”

QUANTUM LEAPS are about “*exponential jumps*” in your impact and your income. (NOT about kaizen, tweaking, OR 3% to 5% growth tied to the adjusted cost of living or tuition increases!)

QUANTUM LEAPS are like taking any BIG Jump. *You don't focus on the “middle” of the jump ... but where you want to land!!!*

QUANTUM LEAPS are NOT about “trying harder”! *Trying harder produces only INCREMENTAL GAINS, not QUANTUM LEAPS.* (Physicists studying Quantum Mechanics note that particles make these ‘jumps’ without apparent effort and without covering all the bases between the starting and ending point!)

QUANTUM LEAPS never happen by doing the same thing you're doing now. Price Pritchett says, “*Be ruthless about trying something different. Conventional growth comes because we think along conventional lines.*”

QUANTUM LEAP means violating the BOUNDARY of the “PROBLEM.” *This means giving yourself permission to dream and to risk.*

QUANTUM LEAPS come when you seek the elegant solutions. *Look for an approach characterized by SIMPLICITY, PRECISION, and NEATNESS.* (NOT as COMPLEX or TIME-CONSUMING as your PRESENT STRUGGLE).

QUANTUM LEAPS allow you to do MORE with LESS! Less resources. Less people. Less money. The paradox: *This creates MORE resources, MORE people and MORE money.*

¹ This section is written by Tom Suddess on May 5, 2009 taken from this web site: http://www.forimpact.org/2009/05/take_a_quantum_leap.php

QUANTUM LEAPS are NOT about the “how to.” *Skip the ‘detail’.* The answers will come to you. When they do, you’ll probably find them to be simple, streamlined solutions.

QUANTUM LEAPS are tied to BHAGs. Price Pritchett reinforces Jim Collin’s thoughts on Big Hairy Audacious Goals. They’re not Big Hairy Audacious Goals if you’re GUARANTEED that you can reach them! Pritchett says that *if you have the ANSWERS and STRUCTURES and CERTAINTY UP FRONT... It’s NOT a QUANTUM LEAP!*

A QUANTUM LEAP by definition, means *moving into uncharted territory with NO GUIDE to follow.*

You personally draw the map as you go. (In this case, however, I’d like to offer a GUIDE. You can still draw.)

QUANTUM LEAPS require you to take the OFFENSIVE. *You can’t achieve exponential gains from a defensive posture, a passive stance.*

QUANTUM LEAPS require FAILURE. *FAILURE is a sign of PROGRESS!* It means you’ve left the safety of the status quo. Failure is a resource. It helps you find the edge of your capacities. (If you send a rocket toward the moon, 90% of the time it’s OFF COURSE; it ‘fails’ its way to the moon by continually making mistakes and correcting them. Therefore, fail fast.)

QUANTUM LEAPS regard “ZERO DEFECTS” as a HOSTILE CONCEPT.

“GETTING READY” (research, fancy brochures, etc.) is a stalling tactic, an act of anxiety.

Finally:

You don’t “prepare” for a QUANTUM LEAP ... you MAKE IT, and then you frame out the DETAILS and STRATEGY on the way!



“FAIL. FAIL AGAIN. FAIL BETTER.”

Samuel Beckett

“FAIL. FAIL FAST. FAIL FASTER.”

Tom Suddes

“SUCCESS is going from FAILURE to FAILURE with no loss of ENTHUSIASM.”

Winston Churchill

“We need to FAIL in order to SUCCEED. Our only decision is HOW TO FAIL.

By not going far enough... or going too far. I prefer the latter.”

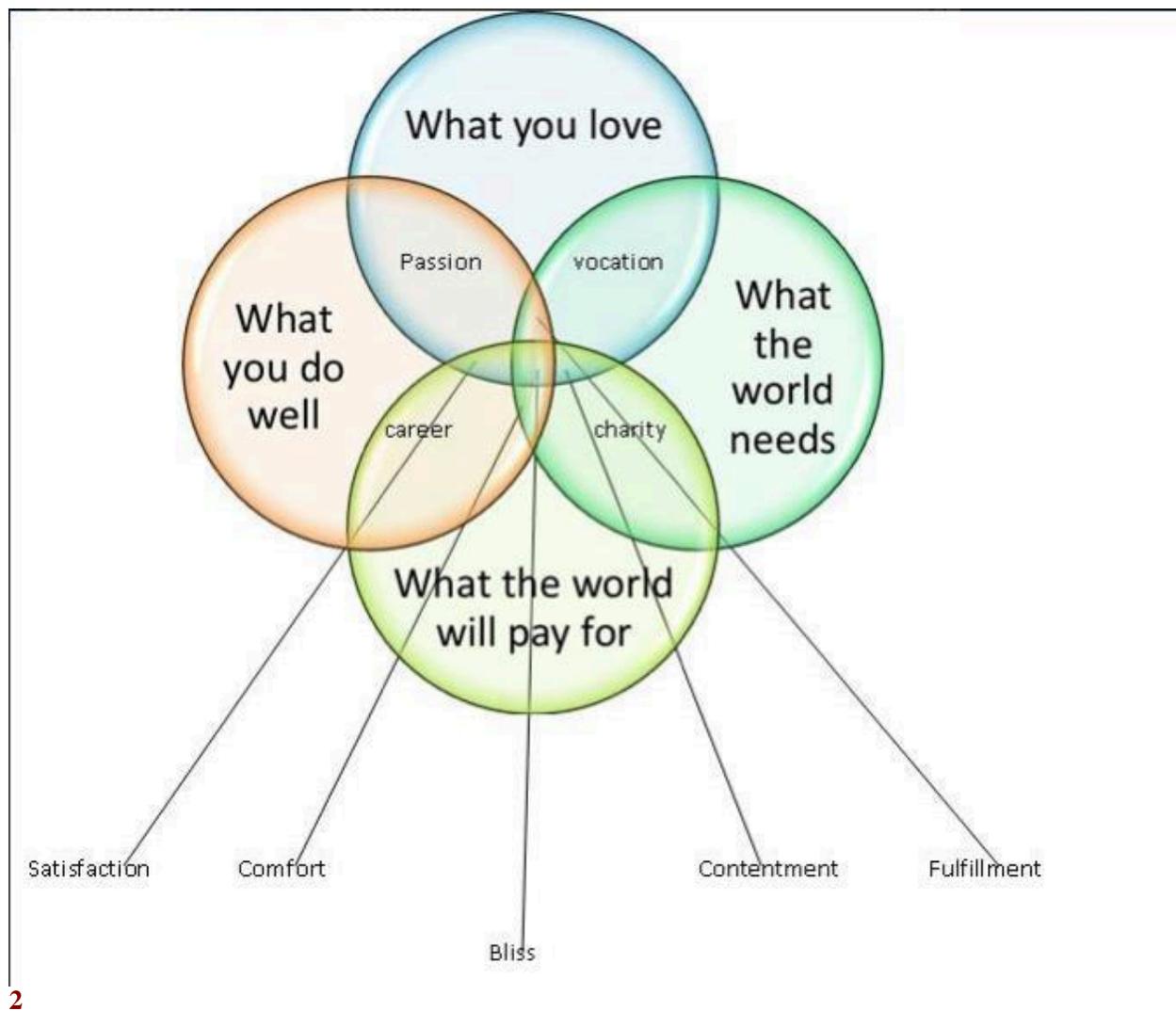
Harriet Rubin

Part 1: The Biggest Secrets to a Wildly Abundant Business Revealed

Secret 1: Focus on Designing Your Bliss!

Many of you may have heard: “Do what you love and the money will follow.” I wanted to believe that, but always thought that it wasn’t quite that simple! When a friend sent me the chart below, it was the missing piece I had been looking for!

Quick Secret: How you do something is as important or more important as what you do. Let your being lead.



² I can’t give a credit to who created this chart because I found it on Facebook and am still searching for the author!

Let's walk through the chart together. I look at this chart and I see 2 pieces relating to directly to you and your uniqueness and 2 elements relating to the current state of the world and what is needed and valued right now – one important thing to note ... if you choose something that is in just one of these categories, it doesn't work:

- You
 - What you love – you could love it, but not be all that good at it which means that world probably doesn't need it and won't pay for it – hobby
 - What you do well – you could be great at it, but hate it, and if the world doesn't need it and won't pay for it, then it doesn't do anyone any good.
- World
 - What the world needs
 - The world could need it, but if you hate it, aren't good at it, and the world won't pay for it, then that isn't a good choice
 - This element is essential to your big why because it gets you outside of your personal self and what you need
 - What the world will pay for –
 - Only this one – awful stuff in this category, sometimes involving giving up basic dignity for survival
 - The #1 secret to creating a business (and not a hobby)

In this course, we aren't focused on creating charity work or on just following passion, so I'm not going to go more deeply into these sections.

Besides, if we have what we love, what we do well, and what the world needs, but the world won't pay for it, we might feel fulfilled, but we won't be financially taken care of.

We seem to have a world divided - on the one hand, we have comfort and safety, but lack passion and fulfillment. On the other hand, we have fulfillment and passion, but comfort and safety is lacking. We are here to create something different.

What the world will pay for + What the world needs = Vocation

- This section is mislabeled as charity on the chart (switch around charity and vocation)
- Feels good to be in this category, but is all about the world and isn't at all about who you are

What you do well + What the world will pay for = Career

What the world will pay for + What the world needs + What you love = Contentment

What the world will pay for + What you do well + What the world needs = Comfort

What the world will pay for + What you do well + What you love = Satisfaction

What the world will pay for + What you do well + What the world needs + What you love = Bliss

Keys to getting to bliss:

- Examine where you are on the chart – which formula applies to you?
- Think about and feel into what is in the way between you and bliss
- What is/are the missing category or categories for you? For many creative entrepreneurs, the missing category is What the world will pay for, and not knowing if they can get paid for their gifts ... I hear you and feel you on this one ... when I began to introduce my work, I didn't know if I would get paid for it ... but, here is the key I found
- **I felt into what the world needed next in business, I felt into your needs, and I could feel you and more like you calling for someone like me**, someone who is skilled at right and left brain activity, to enter this space and provide inspired structures that you can relate to.
- **Who is calling for you?**
 - So the next time you have an inspiration, rejoice in knowing that a group of people, small or large, is actively asking you and waiting for you to fulfill their desires. In other words, you are the answer to their prayers!
 - David Cameron Gikandi, *A Happy Pocket Full of Money, Infinite Wealth & Abundance in the Here & Now*

When you are in your bliss, you are harnessing your fiery passion to fuel your success!

Wildly Abundant Business Tips:

1. **Take all this slowly and patiently** - This inquiry can take time ... some of you may be closer to bliss than others
2. **Enjoy and learn from the journey** – it is part of the training program for your divine right business
3. **Move slowly (or quickly) from fear to faith** – What can you do to enhance your faith and connection to the deeper calling you feel, to cultivate the kind of faith Mandela had while he was in prison?

Homeplay:

Before we dive into this scintillating inquiry, let's address fears and doubts. One of the biggest obstacles to moving forward with our dream business can be the fear, doubts and negative self talk that surface along the way. As you move through this work, keep a separate section of your journal or a separate document to keep jotting down negative thoughts, feelings, fears doubts etc. Give the Inner Witch some space to speak and be. And, when you are ready, move back to the rest of the homeplay. Keep doing this as your negative thoughts and stories come up. This applies to every time you do homeplay during this course.

Contemplate the following questions and journal on them:

1. What do you love?
2. What do you do well?
3. What does the world need?

4. What will the world pay for?
5. Who is calling for you?
6. What feelings are coming up as you move through this portion of the teaching? How do you feel about this journey?
7. What fears are coming up?
8. Is your faith also coming through and strengthening you? If not, what is in the way? If your faith is coming through, if you are feeling faith in your deeper calling and destiny path, journal about that.

Secret 2: Be Ferociously Dedicated to Your Own Evolution!

Evolutionary and amazing being that you are, I know you have already done a tremendous amount of work on yourself, clearing away the shadows that cloud the brilliance and beauty of your light.

What is still in the way? Where do you know you need to develop yourself next? Look at the places where you least want to look ... there are such riches in those hidden places. Love Your Shadow as Love Your Light. Here are some other questions that may help guide the way:

- What shadows still remain?
- What wounds are still unhealed?
- What memories from the past still haunt you?
- What patterns do you still repeat, that you want to shift?
- What personality traits do you have that still need to be evolved?
- How do you get in your own way?

And, when you look at your evolving edge, how is that showing up in the development of your business, or perhaps stopping the growth of your business before you even begin?

Perhaps you have just started to think about having your own business and your thoughts of why it won't work keep getting in the way of progress? Perhaps it is too challenging to even think about your own business? Or, perhaps you have started, but it hasn't gone the way that you want and you are frustrated.

Become interested in being in right relationship to whatever is happening. It's really about growing yourself stronger to get even more comfortable living outside of your comfort zone, in this area of newness and taking a deeper level responsibility.

It is normal to feel the fear – learn to get more comfortable with the fear. We were built for safety and security and to conform to what the tribe wanted from us. In the past, we used to get killed for being different. The world has changed a lot, but our bodies haven't caught up yet.

We still have physical responses to acting outside of our comfort zones. From what I understand from all my mentors, these physical responses don't ever go away fully but we can get more comfortable operating in this new place, we can get better at navigating our fear.

There are jewels in your pain, wounds, frustration and challenges, and if you begin to work with the feelings that come up from a place of love, curiosity and genuine interest, you will begin to heal and find your way back to your true power.

If you feel like you have more pain and challenge than the average person, that may actually be an advantage because when you are in pain, there is a huge motivation to change and make a shift. You can leverage the energy in your pain to move you forward ... that's what I did, and my pain was a huge reason for my path to quick success. And, if you don't have that kind of

pain to push you, perhaps your vision can pull you ... we will work on that later. A wise person once said, "Pain pushes until vision pulls!"

There is only one very special you, and spirit hired you to do a specific job. When you are doing that job, standing in the truth of your value, being in your magnetic, radiant self, you will magnetize your divine right clients. The hardest work is the excavation it can take to let go of old consciousness structures that are no longer serving you!

Commit to your own evolution as though your business (and life) depends on it, because it does!

There are clues to the job you are here to do in the journey of life you have been on up to this point. "Spirit doesn't call the qualified. Spirit qualifies the called." - Michael Beckwith. ***Write about why your life is the perfect training program for you to fulfill on the deeper calling on your life.*** View whatever is coming up for you as the perfect training for you to fully step into your radiant feminine power!

Love your shadow as you love your light!

This is a very hard one sometimes because we have a tendency to want to reject our shadow parts. We need to love all of ourselves in order to deeply heal and evolve. I'm just touching lightly on this topic here. If you wish to explore it further, you can check out my upcoming class in spring of 2014 which will help you to deepen into this realm. For now, just open up to it as a concept, and see if you can extend love towards parts of yourself you have previously rejected. It's deeply healing just to begin with this piece.

Wildly Abundant Business Tips:

1. See your journey the perfect training for your mission;
2. Mine for the hidden jewels in all your experiences, from gifts to challenges

Homeplay:

Contemplate the following questions and journal on them:

1. What shadows still remain?
2. What wounds are still unhealed?
3. What memories from the past still haunt you?
4. What patterns do you still repeat, that you want to shift?
5. What personality traits do you have that still need to be evolved?
6. How do you get in your own way?
7. When you look at your evolving edge (the parts of you that are most in need of change and evolution), how is that showing up in the development of your business, or perhaps stopping the growth of your business before you even begin?
8. What is the new relationship you would like to cultivate with your fear?
9. How is your life's journey the perfect training program for the work you are meant to do?
10. What are the gifts in your challenges?

Secret 3: Define Your Big Why

After all this exploration, I am hoping you are beginning to get some insight into your big why. I talked about this quite a bit on the webinar, so you may want to go back to that and review.

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

- If your big why doesn't make you cry, it's not big enough! If it doesn't scare you, it's not big enough.
- Nelson Mandela is a stand for freedom from apartheid
- Mother Teresa is a stand for eliminating poverty.
- Gandhi 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.
- I am also a stand for helping women get unstuck when they are feeling trapped inside themselves and not sure how to get out. This was me five years ago, and it was awful. This big why makes me cry as well.
- 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.

"You can have anything you want if you want it badly enough. You can be anything you want to be, do anything you set out to accomplish if you hold to that desire with singleness of purpose." - Abraham Lincoln

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?

NOTE: When you write your purpose, mission and dream vision in Part 2 of this Module, do it from being centered in your big why.

Secret #4: Design Wildly Abundant Radiance Practices

When we are engaged in soul-full business, it is of utmost importance that we tend to our own energy field, that we take care of ourselves so that our inner radiance can shine through.

Go back to your pre-work now, and see if there is anything you want to modify or add to your Radiance Practices (or, if you prefer some other format, use that format for yourself). It is very important to take what you have learned in this discovery process and to translate it into actions and practices.

You may have uncovered a lot of “stuff” as you answered the questions, and it might seem overwhelming to translate what you found into practices or actions. I suggest choosing at least 1 and up to 3 major patterns or areas you want to shift and identifying 1-3 actions that you can take to create that shift.

Homeplay:

Contemplate the following areas, choose your areas of focus, and create your radiance practices:

- 1. Self Care** – Create solid self care practices whatever that looks like for you - eating properly, exercising, sleeping enough, meditating, taking walks in nature, taking baths, getting a massage, or whatever it is that you need to do to take care of yourself. When running your own business, it is easy to put aside taking care of yourself! You are your biggest asset, so take care of you!
- 2. Your Energy Field**
 - a.** What are your power leaks? Where are you giving away your power? What is draining your power? What action can you take to shift this for yourself?
 - b. Negative energy with others:**
 - i.** Are there people in your life who you need to forgive or whom you might need to ask forgiveness of? Are there amends that need to be made? To yourself? To others? Conversations that need to be had?
 - ii.** Are there people in your life with whom there is unresolved tension? What can you do to clear this up?
 - c.** Are there personality traits you have that get in your way? What might you do to evolve them?
 - d.** Are there unresolved incidents from the past that are creating static in your channel?
- 3. What else might be affecting your energy field? How else might you be getting in the way of you creating the abundance and prosperity you are meant to have?**

Extra Materials: Juicy Methods and Questions for Tapping into Your Deeper Calling, Your Destiny Path ... the More You Align, the More Abundance and Resources Flow to You so You Can Make More Money With Less Effort

At this point in your exploration, you may have some of the pieces and answers, but may still feel like there are pieces missing. If you already feel pretty clear, you can skip this part. If you need further clarity, here are some awesome questions to journal on!

1. What would you do with your business/life if you could not fail?
2. What would you do with your business/life if you didn't have to worry about earning money?
3. What comes naturally to you?
4. People you admire
 - a. Who are the people you admire most and why?
 - b. What aspects of yourself do you see in them? – “The me I see in them is _____.”
 - c. Would you consider partnering with them?
5. Unresolved dreams and desires
 - a. What did you dream or aspire to be as a child? Young Adult? Adult? Are any of these something you would like to explore further? If not, why?
 - b. What is the path you might have gone down and didn't take?
6. What parts of past jobs/projects have you enjoyed?
7. Times of Ecstatic Engagement
 - a. Tell me about some times in your life when you felt satisfied?
 - b. What are your accomplishments? What are you most proud of?

Write about 3 Ecstatically Engaged Experiences here:

1) _____

2) _____

3) _____

In those 3 experiences what values were you living and experiencing? How can you incorporate those values and the qualities of these fully engaged and alive experiences into your work? Our aim is to create work for you in which you feel that you are being lived through by spirit or the greater field of life, that you are doing the work that you are here to do, the work that only you can do. That's why there is no competition in the new paradigm ... there is and only ever will be one you!

Values

The more we are in action around the things we value, the more satisfied and fulfilled we feel. Drop into your inner wisdom and look over the following values. Circle ten to focus on for this course. If you see values that you are already integrating into your life, skip those for now and focus on the values that are currently missing or less present than you would like.

Abundance	Competition	Health	Play
Acceptance	Confidence	Honesty	Power
Accountability	Connection	Honor	Preparedness
Achievement	Contribution	Humor	Privacy
Advancement	Cooperation	Independence	Prosperity
Adventure	Courage	Influence	Recognition
Affection	Creativity	Inner Harmony	Recreation
Affluence	Curiosity	Inspiration	Relationship
Ambition	Dignity	Integrity	Respect
Appreciation	Diligence	Intelligence	Responsibility
Assertiveness	Discovery	Interest	Rest
Authenticity	Dreaming	Intimacy	Risk
Authority	Education	Joy	Romance
Autonomy	Empathy	Justice	Safety
Awareness	Fairness	Kindness	Security
Balance	Faith	Knowledge	Self- Care
Beauty	Fame	Leadership	Sensuality
Beauty	Family	Learning	Simplicity
Being Edgy	Financial Freedom	Love	Sincerity
Belonging	Financial security	Loyalty	Solitude
Challenge	Flexibility	Mastery	Spirituality
Change	Focus	Optimism	Spontaneity
Childlikeness	Forgiveness	Orderliness	Spunk
Clarity	Freedom	Parenting	Stability
Clarity	Friendship	Partnership	Status
Closeness	Fun	Passion	Tenderness
Collaboration	Giving	Patience	Thoughtfulness
Commitment	Grace	Peace	Understanding
Communication	Guidance	Perseverance	Vitality
Community	Happiness	Personal growth	Wealth
Competence	Harmony	Physical fitness	Wisdom

GIFTS and ESSENCE

Embrace Your Gifts.³

Every single person, including you, came to this planet with gifts – you were born with them. They are the things that come naturally to you in a way they don't come naturally for every other person. When you focus on and apply energy to them, they and you grow exponentially, in a way that if others put the same focus in the same place they would not receive the same results – their gifts are different.

Imagine one of the best master concert pianists in the world. Yes, this person has practiced for hours, years even, to be able to play the kind of music that stirs your senses to such a degree that people from around the world come to see this person play. There is no doubt that this person has a magical gift and that because someone noticed that gift at some point, and helped them focus their energy on growing that gift, this master pianist now fills the hearts of the world with love. You and I could practice a gazillion hours on the piano, and we would become quite good, one might even say we were masterful. And yes, we might become technically masterful, but if we didn't come in with the divine gift to stir people's souls through the music we played, we will never play at that level of that gifted pianist no matter how much practice. Your gift may not involve playing to thousands of people on a stage, but your gifts always impact people in a way that creates more love, happiness and peace. But first, you have to decide to acknowledge, accept, embrace, and use your gifts.

The challenge with saying YES! to your gifts is that they can feel like too much. They are so brilliant and they show how special you are, which you've been told not to do – no bragging, standing out, or being different. But the truth is that everyone is special, and the more you embrace and express your specialness, the more everyone benefits, and the more other people get inspired to give themselves permission to be special too. So be special, really special, just don't think your specialness is any better or worse than anyone else's.

Today you give up saying statements like “Oh isn't everyone good at that?” or “That's not a big deal” when someone gives you a compliment. Your gifts are a big deal because they bring love to the world. And if you're not using or acknowledging them, it's like flipping off Spirit and saying, thanks for the opportunity, but no thanks. How would you feel if you gave someone a beautiful, brilliant gift that you put lots of thought and care into and they gave it back to you? You'd be sad and hurt because you'd want them to receive the love. The Universe wants you to receive the love to. So open up your love channels and get ready to receive the brilliance of who you are!

³ This Essence description and most of the exercise other than the e-mail template come directly from the work of Christine Arylo, an honored mentor of mine.

Express and Embody Your Essence.

Your ‘essence’ or ‘essences’ is different than your qualities, strengths, and traits – which stop at the mental and emotional level. Your essence is a direct expression of your spirit, which is a direct expression of your soul. When you discover and embrace your essence, and then express yourself freely and fully from that *essence*, without apology, without trying to be or emulate someone else, magic happens, love happens – YOU happen!

One of the coaches who really helped me embrace me was Henry Kimsey-House, the founder of Coaches Training Institute – a genius at self-expression and self-awareness. He told me the greatest story about the power of expressing from your essence, and the struggle that happens when you don’t. Henry coached actors for years, and uncovered this fascinating trend among the actors who got booked and the actors who didn’t. The actors that came in to the audition and tried to fit into playing the part based on who they thought they needed to be, instead of playing the part based on the essence of who they naturally were, were significantly less successful, because they were trying to be something other than who they were. But the actors who embraced their natural energy and used it to energize the role, won the auditions again and again. The power of being and expressing yourself!

You can’t be someone other than who you are, so you might as stop trying , and start being the best you that you can be!

You know you are expressing your essence when you feel alive and unencumbered, and when the people around you are “affected” – as if they have just been spritzed with an authentic dose of you! Claiming your essences is a process of finding phrases or combinations of words that reflect, emanate or hold the energy of your natural self-expression. Words that when you say them, you can literally feel their truth ring through your body and as you share them with others their heads nod, YES! They differ from gifts in that gifts can be used or not used. Whereas with essence, while you may be able to dampen it, no matter what, it still comes seeping out, and people notice because they can *feel* it.

Your essence is who you are in the core of your soul.

You can find your essences in many ways – from the simplest to the most daring. To start, you can look back at your gifts and look for words that *describe* you at an energetic level or a feeling level, as in “this is how I *express* naturally.” My title, Inspirational Catalyst, was born from this process. I have the gift of inspiring people – even if we are just out for a cheeseburger. And you can always count on me to call for change. The natural expression of my spirit is inspirational and shifting, hence the title. Amy took a bold approach by going to an airport, holding a clip board, and wearing different outfits, while she asked people which words best described her. No matter what she wore – sweats or a business suit, she received the same responses: Sunshine. Bright. Wake Up Call. This led her to claim two of her essences as “A 100-watt bulb in a 60 watt world” and “Wake-Up Call.” This led to her title as “The Wake Up Call Coach.”

Your essence is part of you. You can't change it. You can dim it and try to hide it, it may get buried underneath robes of repression, but it's much better to just accept it and go with it! If you let your essences free to express, guaranteed you will experience more happiness, and more of you!

ACTION: Time to find and embrace your gifts and express your essence:

This step may feel vulnerable and scary, and the truth is that it is vulnerable. But the only way to be yourself is to allow yourself to be seen for the truth of who you are, and the truth is that people who really know you see you that way already, and they are great allies in helping you find and embrace your gifts and essences. Your mission is to ask at least 5 people who know you to answer the following six questions. Send the questions via email so that they can write the answers to you. Choose people from different parts of your life, not just the safe people.

1. What do you think I am really good at? And what do you think makes me so good at this?
Give an example.
2. What do you believe makes me special and unique?
3. What's it like to spend time with me? What can you count on when you spend time with me?
4. What kind of energy do I bring when I walk into a room?
5. What five words come to your mind and heart when you think of me?
6. If I was a <<insert thing from list below>> what would I be and why?

- Vegetable
- Superhero or heroine
- Car or device for moving around in
- Color

If you are going to do private work with me, take all of these responses and put them into one document.

Sharing your Essence EMAIL - *To be sent out to friends, family, business associates and clients whom you respect and trust within the next few weeks. Feel free to reword in whatever way feels natural to you.*

Dear _____,

I am working to further understand my own Inner Talents and Essence so I can incorporate these qualities into my branding and my dream business. This is based on the idea that everyone has a unique set of gifts and capabilities they bring to their lives.

My mentor suggested that I ask people who know me well to help out. I really value your opinion and am would be so grateful for your assistance.

Would you be willing to consider the following questions and send me back the answers? Here are the questions:

1. What do you think I am really good at? And what do you think makes me so good at this?
Give an example.
2. What do you believe makes me special and unique?
3. What's it like to spend time with me? What can you count on when you spend time with me?
4. What kind of energy do I bring when I walk into a room?
5. What five words come to your mind and heart when you think of me?
6. If I was a <<insert thing from list below>> what would I be and why?
 - Vegetable
 - Superhero or heroine
 - Car or device for moving around in
 - Color

I would appreciate it if you could respond by (Give a date within the next 2-3 weeks) if you're interested in helping me. Thanks for helping out with this project. I am grateful for your presence in my life.

With Gratitude, (Your Name)