



SOULPRENEUR SUCCESS CODE

5 Stages of Soulpreneur Success

	Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur
State / Energy	Excitement, passion, potential Self doubt, fear, confusion "I don't know how to start" Wanting success doing what you love but doubting if you really can	Enjoyment and increased confidence with your work Frustrated with "business" Tech overwhelm, feels slow "It's hard" "I don't know what to do" "Can I really do this for a living?"	"I have a side business I love" Producing some great results but inconsistent, unclear what's working Success for clients, limited success for you <i>Doing everything yourself and struggling to find time</i>	Proud of what you've done! High satisfaction with clients You know what works and repeat successful actions Hard work to stay where you are Don't know how to grow <i>Working too many hours, stretched thin</i> So many ideas! – but no time	Attraction, authority, abundance Sought after / in demand Flow of creation, expansion Business supports and nurtures you as you support / nurture it Working less for more results Can generate \$ on demand <i>"A business you love that loves you back"</i>
Focus is on:	Making money, getting any clients Increasing skill with clients	Increasing skill with clients Getting more clients, figuring out how to market yourself	Serving your clients Finding time to focus on growing your business	Serving your clients Finding time to focus on growing your business Creating clarity about what you want now, what's your bigger purpose/vision	Making your difference in the world Reaching your "tribe" and helping them transform their lives Sharing what you've learned Going deeper into what else you can offer
How you make money	1-1 sessions	1-1 sessions	1-1 sessions Maybe group work	1-1 sessions, some higher priced offerings Live Group programs / events Still limited by trading time for money	High end 1-1 sessions Live Group programs Evergreen (recorded) programs for residual income JV / affiliate revenue
Revenue relative to goal	< 1/10 of goal Maybe no clear goal	1/10 – 2/10 of goal More clear goal	20 – 60% of goal (goal may change)	60 – 100% of goal Have hit target once or more BUT inconsistent, not reliable yet	Meeting current goal reliably, often exceeding it Multiple revenue streams / residual
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Inner Game / Healing	Many blocks and limiting beliefs about money, success, self-worth, your skill, holding you back from taking action and receiving abundance Visibility: fear / terror, may be deep under the surface <i>Energy clearing, coaching</i>	<i>Not getting overwhelmed</i> by business skills/ knowledge you need Limiting beliefs/fears: money, self worth, capability, believing you have to do it all yourself Visibility: fear and dread, you know it stops you <i>Energy clearing, coaching</i>	Asking for / receiving support Creating bigger vision Trusting yourself enough to prioritize your business/vision Limiting beliefs/fears: visibility, worthiness, owning your value, accepting support Visibility: major block to moving forward and growing <i>Energy clearing, coaching</i>	Re-connect with your PURPOSE Why am I doing this? What else is possible? What is it that's calling me forth? Who am I to be that big/great? Visibility: afraid to show the "real you" and how amazing you are <i>Energy clearing, coaching, mentor, community of like-minded soulpreneurs</i>	Expanding into your PURPOSE and letting it guide you toward what else is possible, sacred guidance <i>Willing for it be this good and easy</i> Opening to abundance and contribution without limits Visibility: not about you anymore ☺ <i>Energy clearing, coaching, mentor, community of advanced soulpreneurs</i>
Transformation / breakthrough needed	It's okay to get paid for doing what I love to do WORTHINESS	I really want to do this, I'm willing to do what it takes to make this a real business. I can make mistakes and learn and it's okay! COMMIT	I don't have to do it all myself, I'm willing to invest in myself and get support, build a team. It's safe for me to be visible INVEST, TRUST my decisions	My purpose is bigger than my current business / difference I'm making. I am stepping into that bigger vision PURPOSE	I'm worth it, and I deserve it! My message / purpose is important and much bigger than me, and it sources <i>me</i> (not the other way around) ALLOWING / RECEIVING / LET GO

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DRIVERS	Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur
Sales	Scary! "I hate sales" Avoidance! "I don't know how, I don't want to be pushy / salesy"	Occasional success selling <i>but you don't know why or what works</i> Still kind of hate it	Increased skill Closing 20-50% Still scary but <i>confidence growing</i> Better at keeping clients	Reliably closing 50 - 75%+ Some sales process, know what to ask, how to address common objections Increased confidence!	Love sales or at least feel very confident, in the flow Closing 80%+ Closing higher priced offers Selling group programs/events
Leads	None to very few	A few (passive) referrals Little or no marketing with few or no results Unclear on target market / ideal client	Some proactive referrals Some leads from other sources Some marketing, inconsistent results Some clarity on ideal client	Consistent referral pipeline 1-3 other lead sources Clear on your ideal client / market Good marketing message Hard to measure return	Multiple effective lead sources More leads than you need High quality leads Inspired effective marketing message
Systems	Pricing Calendar	Online scheduler Payment options Client Agreement /Disclaimer	Website/ online presence Some social media, but no consistent strategy Building email list, little or no "nurture" of it	Website w/optin to build list / get leads Using social media to boost visibility Generating revenue from list Some follow up with prospects and/or clients	Systemized / automated follow up and nurture Engaged list, segmented Online funnel(s) to offers Affiliate system / process Multiple automated ways to make \$ from your list and offers
Personal Time Mastery	Fit in time to work on your business when you can	Deliver services as needed Occasional time devoted to planning / time management / goal setting	Planning Time 1-2x /month Occasional focus on project-based marketing (e.g. website) Most time spent delivering offerings Struggle to prioritize business	1-2x a week planning your time So busy with clients it's hard to find time to plan, market "Boom and bust" cycle as you market, get busy with clients, stop marketing, then slow down, repeat	Daily and long term planning Regular time off / personal time Overseeing others who are handling tech/marketing for you Regular time for: training, marketing, masterminding, personal growth
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Training	Creating goals How to take payments Talking about what you do Basic business information (licensing, name, etc)	Sales skills -- basic Nicheing / Identify ideal client Simple tech (scheduler, domain names, multiple payment options)	Time mgmt / productivity / prioritization training Sales skills training to increase skills and confidence Marketing Creating online presence	How to develop / promote new offerings, beyond 1-1 sessions Hiring, team building Sales skills: how to sell higher end programs and sell to a group Marketing strategy / online funnels	Affiliate training / support Program development Promotion / Marketing training Building a legacy Creating residual income
Support /Community	Usually no formal support Informal support / encouragement from friends, family Accountability buddy	Accountability structure (buddy, coach) Goal setting at next / deeper level Networking with others Mastermind with peers Mentor or coach	Accountability structure Strategy / sounding board (coach, trainer) Group coaching / Supportive Mastermind Marketing and tech support – as needed Surround yourself with other committed entrepreneurs who support you	Accountability structure for strategy, planning, new goals (1-3 coaches) Marketing and tech support team VA, tech/admin support Surround yourself with other successful entrepreneurs who support your dreams and vision High level mastermind	Accountability structure VA(s) for customer support and more Marketing team Copywriter Social media support High level mastermind(s) Have multiple communities that support, expand, and inspire you and your vision