



SOULPRENEUR SUCCESS CODE

# 5 Stages of Soulpreneur Success

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

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| DRIVERS                      | Beginner/Dreamer   | Explorer   | Side Gig SOLOpreneur   | Busy business owner  | Successful Soulpreneur   |
|------------------------------|--|--|--|--|--|
| <b>Sales</b>                 | Scary! "I hate sales"<br>Avoidance!<br>"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><br>Still kind of hate it  | Increased skill<br>Closing 20-50%<br>Still scary but <i>confidence growing</i><br>Better at keeping clients  | Reliably closing 50 - 75%+<br>Some sales process, know what to ask, how to address common objections<br>Increased confidence!  | Love sales or at least feel very confident, in the flow<br>Closing 80%+<br>Closing higher priced offers<br>Selling group programs/events   |
| <b>Leads</b>                 | None to very few   | A few (passive) referrals<br>Little or no marketing with few or no results<br>Unclear on target market / ideal client                                | Some proactive referrals<br>Some leads from other sources<br>Some marketing, inconsistent results<br>Some clarity on ideal client  | Consistent referral pipeline<br>1-3 other lead sources<br>Clear on your ideal client / market<br>Good marketing message<br>Hard to measure return  | Multiple effective lead sources<br>More leads than you need<br>High quality leads<br>Inspired effective marketing message  |
| <b>Systems</b>               | Pricing<br>Calendar  | Online scheduler<br>Payment options<br>Client Agreement /Disclaimer  | Website/ online presence<br>Some social media, but no consistent strategy<br>Building email list, little or no "nurture" of it   | Website w/optin to build list / get leads<br>Using social media to boost visibility<br>Generating revenue from list<br>Some follow up with prospects and/or clients  | Systemized / automated follow up and nurture<br>Engaged list, segmented<br>Online funnel(s) to offers<br>Affiliate system / process<br>Multiple automated ways to make \$ from your list and offers                                    |
| <b>Personal Time Mastery</b> | Fit in time to work on your business when you can  | Deliver services as needed<br>Occasional time devoted to planning / time management / goal setting   | Planning Time 1-2x /month<br>Occasional focus on project-based marketing (e.g. website)<br>Most time spent delivering offerings<br>Struggle to prioritize business   | 1-2x a week planning your time<br>So busy with clients it's hard to find time to plan, market<br>"Boom and bust" cycle as you market, get busy with clients, stop marketing, then slow down, repeat  | Daily and long term planning<br>Regular time off / personal time<br>Overseeing others who are handling tech/marketing for you<br>Regular time for: training, marketing, masterminding, personal growth                                 |
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| <b>Training</b>              | Creating goals<br>How to take payments<br>Talking about what you do<br>Basic business information (licensing, name, etc) | Sales skills -- basic<br>Nicheing / Identify ideal client<br>Simple tech (scheduler, domain names, multiple payment options)                         | Time mgmt / productivity / prioritization training<br>Sales skills training to increase skills and confidence<br>Marketing<br>Creating online presence   | How to develop / promote new offerings, beyond 1-1 sessions<br>Hiring, team building<br>Sales skills: how to sell higher end programs and sell to a group<br>Marketing strategy / online funnels   | Affiliate training / support<br>Program development<br>Promotion / Marketing training<br>Building a legacy<br>Creating residual income   |
| <b>Support /Community</b>    | Usually no formal support<br>Informal support / encouragement from friends, family<br>Accountability buddy               | Accountability structure (buddy, coach)<br>Goal setting at next / deeper level<br>Networking with others<br>Mastermind with peers<br>Mentor or coach | Accountability structure<br>Strategy / sounding board (coach, trainer)<br>Group coaching / Supportive Mastermind<br>Marketing and tech support – as needed<br>Surround yourself with other committed entrepreneurs who support you | Accountability structure for strategy, planning, new goals (1-3 coaches)<br>Marketing and tech support team<br>VA, tech/admin support<br>Surround yourself with other successful entrepreneurs who support your dreams and vision<br>High level mastermind | Accountability structure<br>VA(s) for customer support and more<br>Marketing team<br>Copywriter<br>Social media support<br>High level mastermind(s)<br>Have multiple communities that support, expand, and inspire you and your vision |