



Soul Fueled
& SELF MADE

MODULE 4

*Connect With Your Tribe, Expand Your Offerings,
Inspire 24/7 & Increase Your Abundance!*

CONNECT WITH YOUR TRIBE

Set your path for sharing your message, connecting to YOUR true tribe & developing a truly aligned platform that feels incredible.

Welcome to module 4 fellow soul-fuelled leader! I'm so stoked with the adventure you've undertaken so far.

You've acknowledged the facets of life that matter to YOU. You've decided what YOU truly want out of your one beautiful life - according to what lights YOU up.

You've made a treasure map to use as a guide for living the life that matters most to you. You've delved into the message you want to share with those around you, your family, your community, your tribe, the world. You've looked into what gets you energised & how you can get yourself into a high thriving energy state. Even ONE of the self-awareness tasks you've completed thus far would be incredible for your toolkit moving forward - but you've gone ALL IN baby - imagine what is ahead for you?!

I'm so damn proud of you.

You are standing up as a leader. You are owning what moves you. You are honouring what fuels you. And in doing so, you're igniting your inner magic. And you're giving permission for others around you to do the same. Is there much more of a gift to give this world than that? Do not underestimate the power of you living LIT UP does for this world of ours.

You are brave. You are courageous. You are a pioneer of light. Keep it up legend!

Now we're looking a little deeper into continuing to share the message that is within you. The passion that lights you up. The knowledge you wish you could ingrain {with love of course} into those around you.

YOUR TRUTH IS ONLY REAL WHEN SHARED

I love the movie 'Into The Wild' - adapted from the journals of **Christopher McCandless** which was made into a book {note this little hierarchy for our upcoming look into expanding your offerings!} One of the main messages the movie brings home is "happiness is only real when shared". As an introvert, that's something I often ponder and I'm not 100%

sure where I stand with it - because I do feel complete happiness when recharging solo. HOWEVER - the reason for bringing it up is that it connects me to thinking about WHAT ELSE is only real when shared. And something I DEFINITELY believe is that our passion, our soul's truth is only TRULY honoured when shared. It is our duty to share the light, to pass the torch, to be a lighthouse and BLAST our passion, our inner magic, our truth into this world. I've mentioned a few times that YOU are absolutely unique and YOUR VOICE MATTERS. Please own this. There is NO ONE in this world {living, dead or to come} who will have the exact same mixture of personality, character, passion, experiences & flavour as you. I think when we OWN this - when we step into owning our perfectly imperfect glory - it gets that little bit easier to show up every day and share what is within us.

Have you gone to bed at night, snuggling into the sheets, sinking into the soft mattress and sighing in contentment with the KNOWING that you've just had a BADASS day? Knowing that you've been so YOU that day that sleep is a damn treat and you can drift off with a small smile on your face?

If you HAVE - explore that! I'd love you to do some journalling around it and get into what PRECISELY it was that got you into that killer state.

If you HAVEN'T {that you can remember} - that's OK too. But it is my wish for you. And it is a big focus of SF&SM. Let's get you there, hey?

What I'd love for you?

I'd love for you to be sharing your truth, as often as possible for you. If that's daily - rock on, baby. If daily isn't possible for your life situation right now - then whatever is POSSIBLE or perhaps a bit of a stretch - that is what I hope for you. I'd love for you to start gathering your true tribe who DIG you so damn much & who are so aligned with what you have to say that it creates RIPPLES in their lives. I'd love for you to have a clear path of HOW you'll share your message so you can just show up & SHINE!

Something I'd love for you to let settle into your bones right now is this:

What you share each time ain't gonna be perfect.

It ain't always gonna be life-changing.

It ain't always gonna rock your damn socks off.

But you show up and share anyway.

Why?

Because you DO NOT KNOW if it's going to be life changing for one single soul out there. You DO NOT KNOW if one sentence or idea might spark transformation in one single

soul out there. You DO NOT KNOW what the 'straw' will be that broke the proverbial camel's back.

Here's the thing:

Over time, you'll get feedback.

Over time, you'll hear from people who you've inspired, influenced, helped, transformed, motivated.

But a lot of the time, there will be crickets.

You DO NOT KNOW in each minute who you are impacting.

But you keep on keeping on regardless.

Because the biggest gift you're giving your tribe is YOU. And the best way you can do that is to consistently SHOW UP.

In continuously showing up you are displaying bravery, consistency, congruency, passion, commitment, grit, resilience, inspiration, motivation, love. Even without your individual message you want to share - aren't these amazing traits to instil in YOUR tribe?

Again, do not underestimate the power you have. Trust that you are making a difference. Even if you don't hear the accolades for awhile. Even if you hear crickets.

Show up anyway.

Be the best version of you anyway.

IT WON'T HAPPEN OVERNIGHT, BUT IT WILL HAPPEN

Here's another random quote that sticks in my mind so often - actually from an old Pantene shampoo commercial - "it won't happen overnight, but it will happen". {I just re-watched **the commercial** and it's SO corny - I don't even know how it makes much sense with shampoo & conditioner - but it's SO relevant to mindset and dream-creating work!}

Please trust that every step you take is getting you closer to the "X" on your treasure map. The journey is worth it in itself if you're making soul-fuelled aligned decisions! But

even more, every time you invest in sharing your message, your truth, it's like putting another stone in place for a pyramid you're creating - like the masterpieces that are STILL standing in Egypt. One block, one step, one decision at a time.

Let's keep this simple in terms of sharing your message.

You want to share - to light up those around you using your gifts within.

You want to be clear on HOW & WHERE you're sharing yourself.

You want to build a community, a tribe, legends that GET you & are INSPIRED by you & your gifts.

We'll be exploring this as simply as possible in the upcoming PlaySheet.

Sharing.

Platform.

Tribe.

Don't overcomplicate things. You can always expand. If there's one thing I could ask of you now - it would be to JUST START. Start sharing what's within - even if it's on ONE platform now {such as your website or a particular social media channel} - just start. You've got SO MUCH to build from and to build USING when you've already created content. And the funny thing is, when you start sharing - SO much more bubbles up within you to continue to share. There is no lack here. It's a never-ending well. And the more you share, the more you refine. Just start - it's only going to see you growing & building & evolving. Even from the 'bad' that may arise - you're only going to keep expanding. THIS is where the magic is.

In terms of "platform" I mean the SPACE you'll share from. More often than not with clients I work with it's from their website {mainly their blog} & in social media of their choice {such as Facebook, Instagram, Twitter, Youtube, Pinterest, Snapchat, Vimeo} & sometimes in interviews, podcasts, articles and other collaborations.

It's not about being on every fandangled social media channel out there. We're here for sustainability, organic growth & in it for the long term baby - so do what feels do-able - daily. Keep in mind that social media channels own their content and can distribute said content as they see fit - you don't have control over this - this is not to sway you - it's just to open your awareness. So in noting that - definitely use your website as it's the one YOU own. Definitely grow your list & LEARN how to send newsletters because it's the only direct content you'll be able to ensure & even then your email can go into spam/promotional. Continue on anyway! Once you have an established your "cult" following -

you'll be on their mind and they'll find you & your latest offerings ESPECIALLY if you're being consistent and they then know if they haven't heard from you in a week {or the expected timeframe they've learnt to hear from you in} they'll be able to tap into your website/social media and absorb your latest messages and offerings.

The best advice I can give you is to see this as your life's work. Let's not look for flashes-in-the-pan or magic-bullets. Let's focus on VALUE. Let's focus on GIVING. Let's focus on UNLEASHING the magic within. Because it will work - maybe you'll be a one month 'overnight success' or maybe you'll be a 10 year 'overnight success' - who knows? But if you believe in yourself, in your passion, in what you want the world to KNOW in your lifetime - what does it matter? It will happen if you continually show up.

Consistency. Grit. Passion. Resilience. Commitment. Love. They're the true keys to long-lasting success.

NOW is the time to explore your PlaySheet
'**My Aligned Platform**'.

EXPAND YOUR OFFERINGS

Explore the expansion of your message through your product range & offerings - digital & physical, 1:1 + passive & have a blueprint to explode your business to the next income level whilst staying true to your soul's work.

We've connected further into you sharing your message and WHERE you'll do that. A lot of those 'platforms' are fairly low-cost in terms of daily use - even your own custom built beautiful website - when you consider it's rocking YOU to the world 24/7.

Now we're looking a bit deeper into sharing your message further in terms of products and offerings.

I think now is the perfect time to remind yourself that you are worthy of living passionately. You are worthy of making money doing what you love. You are worthy of being abundant in financial wealth as well as the inner richness of living soul-fuelled. You are worthy of defining what abundance means to you AND in which the way it flows to you - in whatever colossal or minute way it means to YOU.

We explored AMPING UP what you 'do' in your manifesto. PUMPING UP the general 'words' around your job description. Because there's always room to inject inspiration, positivity and creativity. And another reason - the more amped up and excited you are - the more high vibration energy you're sharing - the more your 'magnetising' others in a similar state AND the more you're drawing more abundance {in all forms} to you.

And also - it comes down to inspiration, motivation, aspiration. It comes down to the results.

The way you can create your OWN market, is by injecting YOUR flavour into what you do. No one can ever compete with you as you are completely unique. The more YOU you bring into what you do, the more you're creating your own island, oasis, paradise to share with the world something that no one else is. THAT is powerful. That's where the magic is. Because the more you own YOU - the less you worry about the 'marketplace' or the 'competition' and the more you focus on creating more and more HIGH VALUE content, expanding your plethora of inner magic goodness to offer your tribe {free or paid} which can all mix back into creations, products and offerings.

Let's explore the various forms of paid & free creations you can potentially offer.

DIGITAL OFFERINGS

- blog posts
- videos
- audios
- podcasts
- group programs
- eCourses
- eBooks
- trainings
- subscription services

PHYSICAL PRODUCTS

- books
- products
- apparel
- accessories
- cards/stationery

PASSIVE OFFERINGS

- Digital/online products - i.e.: eBooks, podcasts, videos
- Digital/online programs - i.e.: membership sites, short courses, eCourses, subscription services

1:1 OFFERINGS

- elite services
- tailor-made creations
- individual programs
- physical services
- VIP offerings

I said earlier to take notice in terms of referencing 'Into The Wild'. The reason I mentioned this is because ANY content you've created in the past can be 'mined' for gold. 'Into The Wild' was a book written from the experiences of a journal Christopher McCandless kept. So Christopher {or Alexander SuperTramp} first decided on a voyage/adventure/quest and then he decided to document it. He drew from inspiration of the 'greats' such as Thoreau. His journalled notes then became fodder for a best selling novel. Which then became the inspiration for a Hollywood blockbuster. See all the 'mining' that came from simple journalling? Despite the unfortunate ending for our friend Chris - I do hope this inspires you to see outside of the box and see how content can become more content and MORE content. Even though I truly believe we are limitless vessels for unique content moment-by-moment; even ONE blog post we write or share has a HELL of a lot of life & legs to it if you want to see it through. Can it then become an audio or a podcast? Could it inspire a video series or even a summit of like-minded teachers? Could it be the spark for the first module of a program? Could it be the manifesto behind the creation of a particular physical product?

You've explored DEEPER into your soul's truth, what you deeply want in this life, what lights you up & what makes you come alive. All of this is beneficial into looking at what you've already created and in what you can imagine for the future. Don't discount existing creations - there may be a way, with a focus on bringing them into the alignment you now feel, to re-release them into your community. Perhaps there's a way to use the 'bones' and take them to the next level. Perhaps it's simply a matter of branding and communication. You don't have to start from scratch at all times. It can be easier than you think. For sure there will be occasions when it's a complete 'ground up' exploration. But don't do that just for the sake of it. Use what content you've already released if it's still of use to your community. Remember not everyone is at the speed YOU are at right now. They may need the steps laid out for them and YOU may be the only one to do that for them. Far too often I see clients trying to make things harder for themselves than necessary. Truly - the simple solution is often the best.

Keep exploring how you can expand your digital, physical, passive and 1:1 offerings. Aim to eventually have a range in the different categories as this will allow SO much flexibility for your growth as a creator, entrepreneur and leader. And the more flexibility you have, the more space you have to deeply and creatively expand the way you experience and design the various facets of life important to YOU.

Having free AND paid offerings will let your unleash your inner magic, connect you to your true tribe further, and refine even more what message lights you up most and what your ONE SONG {universe} is. Honestly the more we share, the more we carve out the deeper & underlying BADASS magic. And we all have a UNIVERSE within us and we're all connected - we can all help each other rise higher and higher. Honestly, it all comes down to the one universal truth - love.

NOW is the time to explore your PlaySheet
'My High Vibe Offerings Blueprint'.

INSPIRE 24/7 & INCREASE YOUR ABUNDANCE!

Connect to the limitless source of creativity, inspiration & intuition available to you at all times for designing deeply aligned products, programs & messages for your tribe that create raving fans & kickass results.

We've looked into sharing your message regularly and in ways you can offer that - free/paid, digital/physical, group/1:1. Now we're delving a little deeper again into truly KNOWING that you have a wealth of creativity within you always that you can tap into, innovate, share, inspire... and repeat!

Inspiration isn't saved for a select few - but it does tend to come more often to those that acknowledge, utilise and honour it. Seriously, it's NOT the place to apply any lack mentality to. The more you 'use up' your inspired ideas, the more {& more refined} they'll flow through to you. The higher quality 'problem' you'll have is keeping up with them all! And even then, you don't have to! Have a journal, jot down your intuitive downloads & then take action on those that MOST light you up. A particular idea might end up truly meant for another soul to bring to life. But I do believe what's meant for you won't pass you by. Take a big deep breath - it doesn't have to be a 'rat race' - this life can be defined in whatever way you determine it to matter to YOU. You CAN live, create and run a business from a state of happiness, ease and flow.

Technically, flow is defined as an "optimal state of consciousness where we feel our best and perform our best." In flow, concentration becomes so laser-focused that everything else falls away. Action and awareness merge. Our sense of self and our sense of self consciousness completely disappear. Time dilates - meaning it slows down (like the freeze frame of a car crash) or speeds up (and five hours pass by in five minutes). And throughout, all aspects of performance are incredibly heightened—and that includes creative performance. **{MORE HERE!}**

How badass is that?

THAT is why it's so damn important to follow what lights us up - because the MAGIC appears when we're living in that state! Imagine what we can create for ourselves AND others when we're operating from that standpoint?!

What's readily available then? Focus, inner clarity, confidence, a meditative consciousness as concerns are not apparent, present moment awareness, inspiration & motivation.

Hot tips to encourage more flow:

- Be clear on your goals ~ give yourself clarity around what you want to create & when and of course focus on your WHY or “for what purpose” {your individual WHY is SO important as we’ve explored already!}
- Focus ~ surround yourself with whatever supports a state of focus, eliminate distractions, don’t multi-task where possible {I know this can be hard!}
- Set time ~ schedule what’s important, set aside time to encourage blocks of creative flow, use the Pomodoro method if it helps.
- Challenge yourself~ set new challenges for excitement, to level up, to keep taking steps forward, to increase spontaneity & to stretch yourself.
- Up skill ~ what do you need to learn, practice or cultivate to be even greater at your passion?
- Enjoy ~ experience the journey rather than focusing on end result, choose your attitude, release pressure & get over taking it so damn seriously! Lighten up buttercup - it’s all good in the hood!

What advice can I give you in terms of connecting to your endless stream of innate creativity?

- Don’t ever say you’re not creative. You’re designing your damn LIFE baby - so stop this “I’m not creative” rhetoric if it’s ever tumbled out of your pie hole. You are. And you’re a damn LEADER. Own it.
- Your freedom and the luxurious of your life will stem from how much self-awareness you have and how much you tap into your intuition. So it’s kinda worth it.
- Abundance means all sorts of things to all different people. However it needs to be defined first - and that will be done from continually listening in to your inner spirit/soul/voice. Even if you’re not creating content/offerings from it - don’t discount it’s importance on the richness & quality of your life.
- NEVER discount what lights you up. It’s energy. It’s power. It’s damn IMPORTANT.
- Be happy. Then go from there. It’s ALWAYS smart to feel good first.
- Success breeds success. Start somewhere. Refine. Learn from your mistakes. Learn from your successes. Keep going.
- Keep learning - once you know more you can achieve more - keep inspired, keep tapped in, keep growing.

- Tune in for intuitive downloads. If this sounds airy fairy - just keep at it, keep listening in to channel YOU. It's like fitness - intuition is a muscle you can grow.
- Focus on unleashing what's within - then more will come. Like a sink - it will continue to flow, however if you plug it up only so much can be contained and there'll be a back log you can't even see. Keep it flowing!

Here's my biggest tip for TRULY sharing what's within you:

Don't filter. Don't edit to make more 'palatable'. It came out of you in the way it did for a reason. This one is hard for the perfectionists within: edit only for spell check IF you want. Yep, I said it. Life's too short and there's WAY too much photoshopping + Instagram filtering going on out there. We're ALL craving raw, real, vulnerable, connected TRUTH.

Here's another hot tip:

Notice the feedback you get. Create inspired sharings that are prompted from interactions with your tribe as it's what they need PLUS what's coming through you naturally which equals MASSIVE alignment! Can't go wrong!

In terms of your products/programs/content, remember: consistency is key and content is king. Keep at it day after day and you will create a glittering well of resources. Get OK with selling your aligned creations/services - people don't magically know about them just because you've dreamt them into existence! Be useful - let your tribe know how YOU can help them. Develop have a range of products from entry level to high end - idea being people can move through the steps OR choose where they want to be upon finding & connecting with you. It also allows SO much more flexibility in terms of the day-to-day running of your business. It's so not classy but the analogy of 'having your finger in many pies' comes to mind. Honestly, the more you can make life easier for yourself - the better. It's only going to help your natural creativity to develop and shine even brighter!

NOW is the time to explore your PlaySheet
'My Limitless Creativity Commitment'.



#soulfuelledselfmade

#makeblisshappen

#blissinventive

