

REALIGNING & RESOURCING YOUR BUSINESS DESIRES

GET CRYSTAL CLEAR ON WHAT YOU WANT,
WHAT YOU REQUIRE,
AND WHAT YOU NEED TO DO
TO MAKE IT HAPPEN.



A 5 PART MINI-COURSE WITH ELLIE SEILERN

WHAT IS THE LIFESTYLE I DESIRE?

Your business is part of the wider ecology of your life. So when you tune into your business desires, you want those to align with and support the desires and values you hold within the other areas of your life: your social, spiritual, communal, familial, emotional, creative and physical life.

So, what kind of holistic LIFESTYLE do you *desire*?

Champagne, elegance and culture? A social whirl filled with conviviality?

Travel, luxury and exquisite experiences? Pleasure in all its forms?

Solitude, time in nature, quiet and calmness, stable routines?

Simplicity, spirituality and self-reflection? Uninterrupted creative time?

Are your desires very consistent? Or are they gloriously diverse?

(Both are perfect)

- Write down what you want and why. What do each of these mean / represent to you?
- What would change inside and outside if these were to take shape?
- Discern between your true Soul desires and any identities, roles or beliefs that you might have picked up from your environmental conditioning.
- Is there a common thread through your Soul desires?
- How can you reconcile all of the different parts of yourself?
- What does and doesn't belong to you? Which aspects of yourself are coming up to be healed?

WHAT IS THE LIFESTYLE I DESIRE?



MODULE ONE

WHAT KIND OF BUSINESS DAY-TO- DAY DO I DESIRE?

Your business is as unique as you are.

The partnership you hold with your business is sacred and has its own reason for being.

Your mission, as the chosen partner for your business, is to create the kind of space/container that allows its unique creative blueprint to emerge.

Trust your instincts and tune into your desires.

What would be your *ideal* business day-to-day?

- Lots of deep, quiet, contemplative time to develop flagship products, projects and programs?
- Or are you drawn to creating lots of diverse offerings, that allow you plenty of creative exploration and experimentation?
- Do you like the idea of a highly organised, bustling calendar with lots of clients?
- Would you love to foster a thriving community?
- Or do you love the idea of going much deeper with fewer clients?

Find a pace and creative style that matches the pace of your Soul.

WHAT KIND OF BUSINESS DAY-TO- DAY DO I DESIRE?



WHAT RESOURCES DO I NEED?

Here's where we get practical with the numbers. Instead of seeing your revenue as a mysterious figure over which you have zero control, try taking a more sovereign, powerful and informed approach to factoring in the *resources you require* as a necessary framework for building the kind of business you want to build. So rather than seeing your revenue as just an outcome, try building it into your business plan from the outset.

Grab a calculator and a notebook and let's take the emotional charge out of these figures.

- What do you want to pay yourself? As in, transferring this out of your business account as salaried income?
 - What do you want to keep in the business as a cash cushion?
 - What do you want to invest into this or next calendar year? Training programs, coaching or mentorship, an assistant, etc.
 - What could you do or create with more money?
 - What does all of these represent to you?
 - Where is the voice of your Soul within this?
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- How much money is required to support all of the above? Add up everything into one figure. Bear in mind you need to add on tax..
 - So, what do you need to earn *before* tax (Self employed/ltd company)?
 - Identify a desired gross income that matches and supports the desires of your Soul.

WHAT RESOURCES DO I NEED?



WHAT STRUCTURES AND FRAMEWORKS DO I NEED TO PUT IN PLACE TO MAKE THIS HAPPEN?

Now we're going to look at the current structure of your business.

As it stands right now, how does it match up to the desires you've outlined above?

Is it robust and efficient enough to receive and maintain the increased level of resourcing you desire? Simply put, the operations, structures and frameworks that contain and support the creative essence of your business need to be strong enough - energetically and practically - to hold more.

- Are your bank accounts in order? Do you keep your business and personal cash separate?
- For those with multiple Income streams : do you generate income reports for each aspect of your business, so that you have an overall business-ecology health map?
- Do you have a professional book-keeper? Do you have (or need) a fantastic accountant?
- Are your income funnels clean, tidy, efficient and automated?
- Do you have (or need) a stellar support team?
- Are your opt-ins automated and functioning?
- For community leaders : are your operations and community governance systems efficient and rigorously maintained?
- Are your website, course portals, etc seamless and up to date?
- For product companies : are your operations, fulfilment, stock, logistics, website, etc, all up to date and streamlined?

What do you need to do to bring your business to a place where it's ready to receive and contain your desired level of income?

WHAT STRUCTURES AND FRAMEWORKS DO I NEED TO PUT IN PLACE TO MAKE THIS HAPPEN?



WHAT INNER CAPACITIES DO I NEED TO DEVELOP IN ORDER TO MAKE THIS HAPPEN?

Reverse engineering any desired outcome always starts with *being* a certain way.

When you imagine a future that includes a thriving, successful and profitable business, you'll notice that it sits alongside a version of yourself who *naturally* matches a business of that calibre.

The version of yourself who has built that successful business has done so with skill, discernment and power. They have accessed and leveraged a set of qualities, already inherent in their DNA but which they have activated and deployed.

By tuning into this future iteration of yourself (who is already alive in your cells at this very moment), you can begin to activate those very qualities and skills needed to bring these desires into form.

- Who do I need to become in order to naturally include this in my life?
- What qualities does this future iteration of myself have that I could activate and expand right now?
- How do those qualities inform the choices my future self makes? How could they inform my choices right now?
- What changes can I make in my life to support the emergence of this future self?
- What in my life right now is not in alignment with this future self?

WHAT INNER CAPACITIES DO I NEED TO DEVELOP IN ORDER TO MAKE THIS HAPPEN?



CONGRATULATIONS!

WOULD YOU LIKE TO TAKE THIS A LITTLE DEEPER?

Congrats on completing this 5 part journey into the heart of your Soul's desires!

Doesn't this work feel so good?

So grounded, practical and magical, all at the same time?

That's because it is! When you work with Soul in this way, you access the full spectrum of your potential. You're recognising yourself as a multifaceted, multidimensional being who can leverage the power of their Soul into practical, life-enhancing choices.

Your Soul holds extraordinary power and has the capacity to shape your reality in a myriad of tangible ways. Think of your Soul as a fully embodied, magical version of yourself with all the powers of the multiverse at its disposal. And just like you, your business has its own Soul; a kick-ass, powerful hologram, if you will, of all the latent potential in its energy field.

Through a combination of refined energetic, intuitive and somatic techniques, you can learn how to develop your own soul-sourced methodology for building a business that is as unique as the pattern on your palm.

If you'd like to explore what it might be like to work with me as your business coach, [head here](#) for a full outline of my 6 month mentorship container.

All my love,

Ellie