



Initiation Manual

Many of us shuffle through life upset about what we're not getting, but we never get clear about what is it that we actually want. Or maybe you have gotten clear about what you want, but there's blocks. You don't have the time, you don't have the money, you have a baby, you can't get away, etc.

Because on some level you've accepted these blocks, you're stuck there saying your car's broke down but actually you're not turning the key.

In order to get what you really want out of life you have to name it to claim it. Then you have to get clear about what it's going to take to get you there. Then you have to take action! *Clear, spiritually aligned, all-or-nothing action.*

Over the next fourteen days I'm going to walk you through the line of questioning that took me from white-knuckle manifesting my mortgage check to allowing money to want me as badly as it always has. Learning to allow money to throw itself at me the way it has always wanted to. Learning to allow money to come at me in \$40k months versus \$400 months. At the end of it, I'm going to open up six, six month, group coaching spaces at 5k a pop, they're going to sell out before the 18th, and then we'll resume our usual Tuesday broadcast.

If you actually do the work, wholeheartedly, on paper, instead of just reading the questions and giving some flaccid 20% attention response, I guarantee you that your quality of life is going to look a hell of a lot better at the middle of this month than it does today. Whether you want a new partner, a new line of work, to lose weight, or (for the clients) to break into your next financial epoch - this is going to start it off for you. I went from praying for \$4k months on 20 hours a week to chilled the fuck out \$40k months in less than a year. If I can do it with my crazy ass I-grew-up-in-a-psychotic-doomsday-cult issues... you can definitely do it.

You'll need your journal for each one, as you'll be revisiting the same page, and when you're looking back on said page 6-12 months from now you'll be like *DAMN, I DID IT!* And you can repeat the process for the next level. I'm often with le Bebe so I don't always have the time to watch a video with the sound on, so this time around we're making this work readable!

So first, I have to tell you a little something you don't yet understand about success.... **stay tuned!**

Step One: Let's get clear about success.

So something you may not know about getting to the next level of success, in whatever realm you're most wanting to see it, is that your first level of success will be a circle, and to get to the next level of success, you want to get into the cycle.

Don't worry, I'll explain.

So you can apply this to the first 50lbs you lost, that almost-perfect guy, or your first financial safety number in your business, first 50k a year, quitting your part-time job or whatever.

You're happy, you're grateful, it's better than it's looked for you ever... but a part of you is saying "Is this it?". It feels like a plateau, and it is! This is the circle of success. You're doing the same thing over and over, where what you actually want to do is break into some new ground. BIG new ground. You also need to know that **you don't need permission to up the incrementals**. In other words, *if you want to go from 40k to 400k, you absolutely fucking can*. You don't need to do a financial internship like setting a "more reasonable" 60-100k goal for yourself. You're going to work up to it regardless, and you will need to install the inroads, but you don't need anyone's permission. Your next relationship can be THE relationship, you can have a specific bikini you want to look great in, and you can have an enormous promotion.

If you want to put your head to it, we can skip you a few grades!

You will outgrow your initial concept of success and that is a rite of passage, love! It's a GREAT thing. *You get to step out of the circle and into the next cycle*. When that cycle gets old, it's time for the next one. It's the first jump out of the circle that's the most difficult, after that you know how to change the levels and you can repeat this work.

We're going to be utilizing the power of meditation to make sure that *your intuition is giving you the answers*, and not a fear-based, worry wart side of you.

Close your eyes and breathe in and out through the nose, focusing on the points between the breaths. When your mind inevitably wanders, scan through your body for tension. The second we have a thought, our body tenses up somewhere. When you find it, *relaaaaaaax* it, and watch your mind follow suit. When you're ready to stop, *take ten more breaths*. When you're done, pick up your pen and let it flow.

What does my next level of success look like for me?

What does my next level of success *feel* like for me?

What makes me feel like I'm still slogging it out as an intern, versus conducting my life as an executive?

Going deeper on that last one. **What is keeping me from dropping the tasks of my life that feel limiting, boring, and beneath my level of genius?**

Craft a success statement by finishing this sentence:

I feel successful every time I:

Great work today!

Step Two: Are you working hard, or hardly working?

The “hard work = money” belief is probably the hardest money beliefs to drop. **It also is directly proportionate to the “relationships are work” belief, so if you're happy with your money story, you can sub “love” with money here.** Childhood trauma, our parents' money drama, and the society we grew up in hammered this completely erroneous belief home over and over again.

The truth is that you can have as much or as little money as you want with as much or as little work as you want to put in. Will you still have to work? Yes. You'll have to take big, bold, feel-the-fear-and-do-it-anyways steps. But as far as sweating blood over your laptop at 3AM for the Gary Vee style entrepreneur model... meh. Not true. I actually stopped working with a teacher when she said “If you're eating dinner at 7pm with your family you are not a *real* entrepreneur.”

Belief systems, much? Who says you have to sacrifice success for your family, or vice versa? Who the fuck says that you can't have rested, relaxed, romantic relationships while also slaying at sales? Who says you have to be blue lighting out at 3am "just doing one more thing"? This entrepreneur archetype is not only archaic, but it's absolute bullshit, and toxic to boot.

I have a baby, and I really like making my husband happy. It's pretty important to me to not confuse my kid or set fire to my marriage by being physically present and mentally checked out on my phone or in the business brain. My baby doesn't know if I'm working or not, or what that means for his quality of life, and I don't feel the need to explain that to him. All he knows is if I'm here or I'm not, and it's pretty annoying (not to mention confusing) to have your mom be in the room "showing her face" and not engaged at all with you, I can say from experience.

Here's how much I "work":

I have 10am-12pm, and 4pm-6pm. A lot of times I'll miss Rainer and head back after an hour or so. Other times Patrick is busy and I have no time, except for Rainer's nap, to TCB. Of those four hours a day, three are spent meditating, exercising, and playing (I like watercolors, gardening, reading Architectural Digest, and baking bread). That last hour I spend doing whatever form of work I want to. Sometimes a live client, sometimes writing a newsletter (like this one!) and in May it will be editing my book. I do not work hard. I don't like rules (although I have massive personal accountability), and if I feel like every corner of my day is scheduled out, I'll usually take the rest of the week off out of spite. My phone is off on the weekends, before 10am and after 6pm. I make dinner with my family every single night, and we eat together (in baby shifts) every single night. I also make five figures every month, the new normal, as the sole moneymaker in the house.

I used to work 20 hours a day for \$3k a month, and I don't roll like that anymore. A lot of it wasn't even work either, it was "checking" stuff and getting stressed when there was something there, and stressed when there wasn't. Was also leaking a lot of work at the time. Since getting real that success to me means not being on my phone all the time, I'm able to get a hell of a lot more done, with a hell of a lot less drama, and make a hell of a lot more money.

Hard work equals money is absolutely not true but it takes more than just affirming the opposite ("Money flows to me.") to make this true. It's a co-creation, which looks like this:

- 1.) I KNOW (not "believe" that) money flows through the least resistance so I

- 2.) do the aligned action automating my launch in advance so that I can
- 3.) let money flow to me while I'm on vacation (month of April, baby!), aka not working for it.

I'm not just saying "money flows to me", I'm making sure it can.

Having passive income roads is essential, as well as absolute clarity about who your client is and how they find you. During this upcoming coaching group we'll really be tackling this in depth, and building those inroads, but for now, let's work!

Close your eyes and breathe in and out through the nose, focusing on the points between the breaths. When your mind inevitably wanders, scan through your body for tension. The second we have a thought, our body tenses up somewhere. When you find it, *relaaaaaaaaax* it, and watch your mind follow suit. When you're ready to stop, take ten more breaths. When you're done, pick up your pen and let it flow.

What feels hard to you?

Why does it feel hard?

What's the belief here?

What would easy look like?

What would easy feel like?

Why do you believe that the path of most resistance is the way here?

(Don't overthink it, just answer)

Remember: EASY IS RIGHT!

Step Three: Are you chained to the radiator? Triggers galore in here

One of the biggest blocks to getting more is staying in a situation that is not in alignment with what you are trying to call in.

If you've been calling in something, like The One, more money, a more fulfilling career, etc. , but you haven't been wanting to make changes, the Universe will take what doesn't fit out.

We're going to use love and money as examples here.

Let's say that in love, you want The One. Let's say that in business you want your first six-figure year. That's what you're calling in right now.

Currently, at work, you're making \$25/hour, you just got that raise so you won't be up for a new one for another year. It's policy. You work 40 hours a week but are usually too tired to do anything afterwards. Your annual is 52k, before taxes and insurance. Or maybe you're a coach and you don't want to raise your prices (again) because you're having trouble filling the spaces you have at your current prices as it is. The max amount of clients you can take without shooting yourself is six per week, twelve total and they each pay you \$500 a month for your services. If you were at capacity, aka your goal, you'd make \$72k a year, before taxes.

In love, you have a partner who is fine. They're nice. So not that hot, not that funny, not that stimulating in the sack or in conversation, and in certain lighting, you're like "um, am I attracted to you?". You either live together or spend your free time together. Or the opposite, you're totally burned out on the dating scene. You're not thrilled about any of the tinder dates, but you still went on them. You're tired and over it.

Nervous yet? You should be.

If all of your time is going to something that caps out at 52k a year and nothing changes, are you going to meet your goal of 100k this year?

No. And the dream of finding out you have a Mrs. Havisham in your family tree who loved you enough to bequeath her lavish estate on you when she died, who you conveniently don't love enough to be decimated by her timely passing ... that's not gonna happen. Why? Because no one has to die for you to get rich. You also don't have to win a settlement against the state of New York for breaking your femur on black ice or getting whacked in the head by an airborne beach umbrella (true stories) in order to get your paycheck.

But do the math. *If you're not willing to change anything about what's bringing home the bacon, you must not care about meeting your goals that much.*

If selling out all of your coaching packages and utilizing every single minute of your schedule (billable hours and the hours that seem available are very different things) has you looking at a peak of 72k a year, your best case scenario is still 28k shy of your goal. So can you continue doing what you're doing and meet your goal?

No.

If you want someone who will keep you enchanted for life, and people don't change, are you going to be available (physically, mentally, emotionally) for that person who wants A-L-L of you if you're taking second dates with someone who kind of grossed you out on the first one (late? Rude to waitress? Had a bit too many? Bad kisser? Called your ass fat or pulled some weird straight-outta-RedTube moves?). No! If all of your time and energy is going towards people who don't fit the bill of what you want long term, you're not going to have the space to bring that person in.

All of these examples are touching on a topic a lot of entrepreneurs like to "yeah, yeah I know" about yet be fully resistant to doing the math when it comes to them and their business. This concept is **scalability**.

Yes, you made a business out of nothing, and we are SO proud of you. YES he's better than the last guys (pluralized because his parole officer really did play such a role) you dated and we are so proud of you for raising your standards incrementally, but *it's time to do the math*. If he wasn't THE ONE on the first date he's never going to morph into that, and because he/they are taking up all your time, you have no space for the One to show up. Your best case business scenario puts you at least 28k shy of your goal for the second year running. Your current job for the foreseeable future will absolutely not bring you the results that you want.

If you don't change something, nothing is going to change. Are you alright with knowing (now) that you're not going to meet your goals again?

Making sure your plan is scalable, and then implementing scalable aspects into it takes a lot of courage and will push you right outside of the comfort zone, aka the circle of success. Might look like your boyfriend and the navy blue IKEA futon couch he rode in on are leaving the apartment. Might look like you're setting up an exit strategy for work, effective in three months. Might look like you're biting the bullet, and hiring someone not related to you to do something you could easily do yourself. Might look like finally claiming your damn authority on the topic

and making that workshop, finishing that book proposal, or accepting that *just* doing massages is absolutely not a scalable business plan.

So let's work. This is just scratching the surface, btw. First week of this coaching group we'll be finding what doesn't work, uprooting it, and planting what does.

Close your eyes and breathe in and out through the nose, focusing on the points between the breaths. When your mind inevitably wanders, scan through your body for tension. The second we have a thought, our body tenses up somewhere. When you find it, *relaaaaaaaaaax* it, and watch your mind follow suit. When you're ready to stop, take ten more breaths. When you're done, pick up your pen and let it flow.

How does your current job or lover make you feel?

How do you want to feel?

Do you think that allowing what makes you feel the way you feel now; will one day magically start to make you feel the way you want to feel?

Here's the hardest one, I dare you to answer it:

Why do you think this is the best it's going to get for you?

Nice work! The next few lessons will be sweeter! Just had to lay that groundwork.

Step Four: How desire works. What are you afraid to want?

Imagine I have a magic wand, because I kind of do :) I make magic happen fast for my clients. You know this! I've made magic happen for you and you've never even put money on me!

Often times we're so afraid to admit what we want because we think that if we really say how bad we want something, that we don't have yet, that the "lack" of it will be so painful we'll wish we had never said anything at all. We're also fully convinced (subconsciously) that we won't get it, so we don't ask.

Nothing could be further from the truth! Nothing!

Let me explain desire for you:

Desire is foreshadowing. Remember that word from English 101? It's a hint of what's to come. *Desire is a notification that you have a date with destiny to receive it.* It's pestering you right now so that you can start taking baby steps to receive it, because it really is a lot more comfortable if you have time to prepare to receive it, vs. it showing up overnight. Imagine if you didn't have 9.5 months of pregnancy to prepare for the baby. It's a lot to adjust to!

Desire isn't a cosmic tease, dangling your hearts deepest dreams ahead of you like some sick carrot, only to rudely yank it away from you when you thought you were getting so close! Desire is the signal that what you want is en route. Your desire is manifesting you receiving it, you're not manifesting it.

I pretended for the last year of my relationship with my late fiancé that I was happy when I wasn't. I had thought for so long that he would make me happy, and when he didn't, I couldn't accept that. I thought I was crazy. I thought it was the best it was gonna get. My desire for years had been asking me to take baby steps towards my dream of helping the world, being VERY rich, and having a beautiful home and family in the woods, but I wouldn't allow myself to want it. I was trying to force myself to "be okay with" a two bedroom apartment, a part time bartending job, and the occasional \$2k in savings that would magically disappear as soon as it got there. As a result desire/destiny had to pull an overnighter on me. In one fell swoop I lost my fiancé to a heroin overdose, my job, my apartment, my home (NYC) and alllll the BFF's who kind of only wanted to get drunk and talk shit with me in the first place. Three years later I live in that house, make that money, and have that relationship. **Trust me, take the baby steps.**

Let's work:

We're going to keep circling back to this homework page, so write it somewhere you like, legibly, where you can access it again later. This part of the work is super inspired by my work with Lauren Zander of [@handelgroup](#)

I want you to write how you want things to look in these areas of your life. And I want you to write them present tense, as if they are happening right now. Not "I want..." , instead "I am.". *I absolutely do not give a shit about what you DON'T want and neither does the Universe.* In fact when you hear "I don't want cellulite", all the universe hears is "cellulite" and it comes in spades. No sneaky don't wants either like "I am in my perfect body. I'm finally not a fat cow anymore." That doesn't work. Nice things only, please.

Here are your 12 areas to focus on. Please don't lazy out on this one! I promise you that you will experience big results if you do the work, but I can't do diddlysquat for you if you don't do the dang work.

Close your eyes and breathe in and out through the nose, focusing on the points between the breaths. When your mind inevitably wanders, scan through your body for tension. The second we have a thought, our body tenses up somewhere. When you find it, *relaaaaaaaaax* it, and watch your mind follow suit. When you're ready to stop, take ten more breaths. When you're done, pick up your pen and let it flow.

1. **You. How you feel about yourself, your habits, your personality traits etc.**
2. **Your Body! Health, weight, appearance**
3. **Love <3 your marriage, your not-marriage, dating, sex, romance**
4. **Spirituality, whatever that means for madame**
5. **Career! Business, work, school, [@ebayshopofhorrors](#), how you do or plan to do the moneys.**
6. **Time. Your relationship to your time, your to-do list, and time management.**
7. **Home. Your casa, your abode. Did we talk about the navy blue IKEA futon already? Now would be a good time to see if that fits.**
8. **Family. Immediate, Extended, your spawn and how you keep them from grazing under the couch**
9. **Friends. Oldie Goldies and noobs**
10. **Fun and adventure. If shaving a landing strip is as far as your fun and adventure game goes, we can also call this area self-care and vacation.**
11. **Money! Moolala. Your bank account, investments, savings, and money management**
12. **Community. What change would you like to be?**

Alright, sis. Get Cracking! This is the extra large chunk of this homework but I wouldn't be recommending it if I hadn't done it and it hadn't changed my life. Get to it! Dream BIG!

Step Five: Rate your reality

So yesterday was fun right? Dare to dream? Have you proofread your work to make sure you weren't being sneakatively (it's a word now!) mean to yourself with your goals? Nice. Great job!

Whatever you do with this exercise, do not get discouraged. Remember, desire says the new normal of your dreams is on the way! But in order to get from A to B, we have to know where A and B are. So yesterday we got clear about B, now let's get clear about A.

You're going to retrieve your work from yesterday, and in those same 12 areas of life, I want you to tell me (you) what's actually going on right now.

I cried a bit when I was doing this for the first time. I felt like the leap between here and there was so big I would never make it. I also didn't want to be "negative" or ungrateful so I wouldn't be honest with anyone, including myself about the *actual* state of things in my life. This is a big trap Spirituality 101ers get into (and [this bonus video](#) from my workshop From Scratch will

really switch things up for you). Here's the thing. God is you, so she knows who you are, how you are, and where you are. If you promised God you were never going to eat sugar again, and you did - she knows you're that kind of lady that thinks she's all-or-nothing, but she's actually a little-bit-of-everything with a double dose of denial. You can't lie to God, even though you think you can lie to yourself. By trying to act like everything is a 10 when it's actually a 4 with gratitude, we prevent ourselves from getting more. Mastery (where I'm escorting my ladies in this coaching circle) is being able to walk that fine line of reveling in what you've created while always asking for more. Creating and achieving new cycles of success, on demand.

Let's work! You know the drill.

Close your eyes and breathe in and out through the nose, focusing on the points between the breaths. When your mind inevitably wanders, scan through your body for tension. The second we have a thought, our body tenses up somewhere. When you find it, *relaaaaaaaaaax* it, and watch your mind follow suit. When you're ready to stop, take ten more breaths. When you're done, pick up your pen and let it flow.

Today, sit down and tell me what's actually going on in each of these areas. You're going to first-rate it on a scale of 1 to 10. One is misery, 10 is ecstasy. A ten in bed would be psychedelic God-tier orgasms, a five would be two minutes of jackhammering, and a one would be him pissing the bed.

That's it for today, tomorrow we're going to be taking this one level deeper. So if you like to do this work on your lunch break, make sure you bring le journal with you.

Great job today!

P.S.

I always always always credit my teachers if it's not something straight from this horse's mouth. This work of making a list in these 12 areas and reviewing it like we are is very inspired by Lauren Zander [@handelgroup](#). I love her work!

Step Six: The State of Your Union

Yesterday we got clear about the current state of your life, the A point on our A to B success strategy. So now let's take another step on this same worksheet.

On each area of your life, why did it get the rating it did? Who or what is to blame. Why is it like this?

When I did this, basically every deficient area of my life I chalked up to not having time because of having a kid now. Not working out? Blame the baby. Not meditating? Blame the baby. Sex life floating upside down in a river? Blame the baby. Book deal not here? Blame the baby.

I could easily mom shrug this whole thing off and say, well that's it now. Shit is fucked, and because I will always have the baby, things will never be okay. [Lauren Zander](#) (still channeling her, I'll let you know when we're done) calls these problems "weather". The conditions of life we "just accept" because that's the daily weather, it's just how it is. Weather also looks like "I've always been broke." "I have a slow metabolism", "I can't trust men."

When we have weather, we don't try. It's our excuse to not try.

Also, my kid is absolutely not responsible for me meditating, getting head, finishing my book, or drinking enough water. *I am solely responsible for this.* But unchecked blame turns into the sour mash of resentment, and resentment poisons your life. By blaming my child for things I've been too lazy to take action on, I'm missing my mark out of my own irresponsibility and putting the full load of that missed mark on an eleven-month old's pudgy shoulders.

Find your breath,

Close your eyes and breathe in and out through the nose, focusing on the points between the breaths. When your mind inevitably wanders, scan through your body for tension. The second we have a thought, our body tenses up somewhere. When you find it, *relaaaaaaaaaax* it, and watch your mind follow suit. When you're ready to stop, take ten more breaths. When you're done, pick up your pen and let it flow.

Notice your answers here: **What is the biggest block to you achieving your tens?** Is it the job you can't stand? Is it hereditary weather? Is it a false story?

We're going to take this one step deeper tomorrow, so bring this list, and then I'm going to knock this out of the fucking ballpark for you.

Step Seven: You're the Block

We don't want it to be true. Fortunately, I'm not checking statistics this time around because I'm on vacation with my family for the month of April. Watch my stories on [@everestasher](#). I specifically designed this launch so that you can watch and see that money flows the best through a state of relaxation, aka vacation. In this group coaching circle, we'll be really dissecting the formula for taking advantage of the relaxation and making your vacation months your biggest sales months, ever, but you can totally voyeur this one!

I want to start by saying GREAT JOB so far. It's not easy doing this work, but how much of a mental breakthrough have you had in just the last few days. When we get real with our desires, our desires get real with us. This is what getting real feels like.

For this last piece of the Lauren Zander puzzle, before I take it away tomorrow, I want you to look over each of your answers for why things are the way they are and claim your responsibility. I know it feels good to blame Dad, the baby, the United States of America and more, but as long as you're blaming others you are giving your power to them. You're saying "Nothing inside of me can change until this massive thing outside of me does", and *that's a flat lie*. That is NOT true. Claiming accountability for your experience here may not be the most comfortable thing, but at least you can DO something with it. **When you're responsible, you can change it.** When you're blaming others you stay stuck in that mud, gravity bonging resentment, and getting nowhere.

Let's take a look

Close your eyes and breathe in and out through the nose, focusing on the points between the breaths. When your mind inevitably wanders, scan through your body for tension. The second we have a thought, our body tenses up somewhere. When you find it, *relaaaaaaaaaax* it, and watch your mind follow suit. When you're ready to stop, take ten more breaths. When you're done, pick up your pen and let it flow.

Look over each and every block to your success, and ask "*How is this on me? What can I do that I'm not doing to change it?*". Notice the "weather"!

Now you have something you can work with! That concludes our [@handelgroup](#) inspiration. Now I'm going to blow your mind. See you tomorrow!

Step Eight: What do you believe here?

At the deepest level, your external world always mirrors your internal beliefs. In my very-very small (six people max) coaching group, we're going to work with your exact beliefs. If you think claiming responsibility for not having the body you want or the relationship you want is tough, try claiming responsibility for patriarchy, conflict, and financial gaps (what I've been working the past few years). We won't go there today, or next year probably...but *we'll start here*.

In each of these areas of your life I want you to look over what you see as being true.

For example under Time:

“I barely stay on top of my current project let alone my dream projects. I’m doing everything by myself with no help from anyone.”

We can get really confused about what we actually believe, so I find (as I laid out in [this video](#)) that if we work backwards, starting with what we see, and matching it to the beliefs we MUST have, then we can find out what we believe, and change it.

So if that’s what you have under “Time”, you would have to believe:

“I believe there’s not enough time for me to achieve my dream. I believe that no one can help me, that I have to do it all by myself.”

In order to start seeing something new, the *first step* would be turning that belief around. The second and third steps of creative strategy and bold action are what we’ll be doing in this coaching circle.

What is the opposite of that belief? Let's work on our time example:

“ I have more than enough time to do everything I need to do and want to do. I have help available to me at all times. People have my back. The Universe has my back.”

Now let’s get even clearer! We can always find evidence to support whatever it is that we’re trying to believe, so let's build some up right now.

Give me three instances when each new belief has been true.

I have more than enough time to do everything I need to do:

- 1.) I thought my taxes would take weeks to prepare, but I actually got it done in under an hour thanks to my accountant/snaptax etc
- 2.) My husband said he was going to watch the baby for an hour but they ended up going for a two hour walk and not only did I clean house, but I got some yin yoga in too.

3.) I was in the writing zone for what I thought was three hours, but when I finished and looked at the clock it had only been 45 minutes.

Your turn.

Close your eyes and breathe in and out through the nose, focusing on the points between the breaths. When your mind inevitably wanders, scan through your body for tension. The second we have a thought, our body tenses up somewhere. When you find it, *relaaaaaaaax* it, and watch your mind follow suit. When you're ready to stop, take ten more breaths. When you're done let's see those new beliefs.

And you're not allowed to email me back and be like "Um my life is just a failure (weather) because I can't find anything to act as a reference for my new beliefs.". First of all, I won't see it because I'm on vacation. Second of all, if you want change in your life you have to stop saying "I can't". These are universal principles which mean they apply to everyone, and everyone includes you. Third of all, if you really can't find evidence in your own life, who is someone you know digitally or irl that proves this can be true. When I was trying to get rid of "Rich people are assholes" I really referenced Tony Robbins. Multi-billionaire and a supremely good person? TYVM!

Step Nine: What's it going to take to change it?

One of the seven mirrors (you've heard mirroring, right? Well there's seven, but most people just know about the one...) is the mirror that shows you your inner strength. Ye olde adage of "God never gives you more than you can handle." is 100% true. Obstacles are just something that needs to be overcome, not something that stops you.

With that being said, you always have, in every moment, exactly the tools you need to get exactly where you need to go and do exactly what you need to do. And the next step is always available when you need it. For many women reading this, this coaching group is the exact next step they've been waiting for.

If you need to break into the next financial echelon, where money flows to you while you sleep (or better yet, on vacation like me!), what's it going to take to make that happen?

Do you need a passive income road? Do you need a higher paying client? Do you need a different job? Do you need a new house? Do you need coaching?

You came here to do your great work and a Universal guarantee is that it **MUST** be supported. It is your **destiny. It is literally why you are alive.** Whatever you need to do your great work must be supported. Initially, all you needed was a roof (low ceilings, roomies, and carpets are fine) over your head, food to eat and the occasional gel mani. But as you grow you really start to see that **your greatest work comes from a place of peace and joy. Always, always.** So “working well under pressure”... meh... not so much. Trying to write your great work with an annoying roommate? Also not a thing. The better off you are, the easier your great work can flow and the greater your work is, the more money you’ll make. What you used to view as “luxuries” become requirements.

I personally cannot do my great work if I’m stressing about bills, doing things I don’t like (ahem, MailChimp), if I feel bad (tight neck and shoulders...) or like I “have to” (unreasonable deadlines or no time to warm up my pen). I also need to be able to drop \$1k on one trip to the grocery store without having a fanny wobble, get a good sweat, have excellent coffee from drinktrade.com, and a coach at all times.

I make a hell of a lot more money now, but I also require a hell of a lot more to do my great work. Massages, sauna, coaching, top-notch food, an assistant, a house cleaner, and an equally happy husband. Because I like the way my life looks, and I’m not wasting my energy on things I don’t like, I can happily sit down and channel a \$60,000 launch without stressing or feeling put out by it. If I was trying to do this between laundry piles, no childcare, and not post-massage while imploding with worry about how we’re going to make our mortgage payments - it would never happen. I could never scale. The bigger I get, the more people find healing through my work, the more I can give to charity, and I’m able to focus on bringing maximum healing in the most affordable package - a book! Because I’ve done the spiritual math, I understand that **the Universe wants me to live my best life, and if the Universe wants it... it’s going to happen.**

Here’s the thing though, it’s the scalability trap. Most of us will never leave the tight circle of success because we will be too locked in the scarcity mindset to delegate what needs to be delegated to create the peace and joy **necessary** to create great work that can scale. In other words, you don’t make the money first and then get help later. You won’t be able to make more money if you change nothing. You have to free up space first. You have to get the support first. Because when you do that you are equipped to make more, as a new normal. If you don’t, you don’t have the wattage to be able to handle more. Like plugging a washing machine into a regular outlet. If you are able to somehow get it running, you’ll fry the entire system. You’ll burn out. **And you know who foots the bill for your burnout? You. Alone. Not the people you coach for free, undercharge, or the mediocre dates you went on.**

Let's work:

Every time you ask a disempowering question (“why can’t I make more money?”) you’ll get a disempowering answer (“you’re not good enough”). Every time you ask an empowering question (What do I need to do to break into my next financial epoch?) , you’ll get an empowering answer. (You can take a leap of faith and enroll in Empress to get the inside right spiritually, and then the bold business action steps to ensure that the outside will match up.) Remember, whatever obstacle you seem to face, you have the tools, right now, to overcome it.

I’d like you to look over your goals, *|FNAME|*. Read them to yourself and feel your heart lift as you visualize yourself surrounded by the conditions you want to produce. Feeling the fullness of your heart, and remembering that you only want these things because you are **destined** to have them, take ten long, deep breaths. Inhale to the count of eight (do your best), hold for the count of eight (feel the fullness of the desire), and exhale for eight. After ten rounds of this, let your pen flow:

What do I need to do to achieve my goals?

Where do I need support?

Where have things been the same for so long? What do I need to admit to myself about what it’s going to take to change it?

What am I willing to do to make things the way I want it?

What do I need to stop doing to make things the way I want it?

How can I enjoy the process?

Step Ten: If you give up now you won’t know how to leverage your situation.

What’s it going to cost you?

Tomorrow marks the first-day enrollment for Empress is open. The feedback and commitment has already been so huge I’ve had to open a second group (my schedule can’t fit more!) to maintain the six-person-max integrity. You will be getting a LOT of FaceTime with me directly, and these six months will be the game changer.

Many people feel the temptation to drop it here, to go at it alone. If that’s you, I want you to know that I would not be here, how I am now if it wasn’t for me making my support system an

absolute financial priority in my life. I need the direction, business and spiritual. I need the accountability. I need the fire under my ass. I need to know that there is someone rooting for my success harder than I can even root for myself right now. And every successful person you know will tell you the same damn thing. At some point you have to decide that you're not an idiot, your work does matter, and that all great businesses required an investment. If you think dropping \$5k on your business is hard, talk to anyone that's opened a restaurant. 6-7 figures of loans that are inevitably not enough, then haranguing your friends and family for personal loans, and all this in an industry where 90% of businesses close in their first year (NYC) and all that money goes bye bye. At some point, you've got to bet on yourself. Of course, it's hard, especially when you've been avoiding seeing yourself as a fucking Goddess for a long time. You aren't just a #bossbabe. You're royalty. EMPRESS. It's time to rule.

DISCLAIMER: it takes a brave woman to do this next bit. If that's you, I salute you! If it's not yet, woman up! You've got this.

So let's move the damn thing! This is a recipe for leverage! Are you ready? You should be screaming right now!

We often think that us playing small serves us somehow, this exercise will make it very obvious that you playing small serves absolutely no one.

- 1.) if nothing changes in my life, what's it ultimately going to cost me emotionally?
- 2.) if nothing changes in my life, what's it going to cost me physically? (Bear in mind you'll be feeling how you answered in Q1 all the time.)
- 3.) if nothing changes in my life, and I'm feeling *answer to Q1* and looking like *answer to Q2*, what's it going to do to my relationships, and effect my friends and family?
- 4.) if nothing changes in my life, what's it going to cost me financially. What **won't** I have if I change nothing?

Now let's design your next cycle of success so you can achieve it! Name it to claim it!

- 1.) if I do make a change, commit to it, and get support - how will I feel emotionally?
- 2.) if I take that leap, feel the fear and do it anyway, and am feeling *answer to Q1* - how will I feel physically? How will I then look physically? (Remember, this will teach you how to work half as much and make twice as much)
- 3.) if I'm feeling *answer to Q1* and looking *answer to Q2* and have this rock-solid support system propelling me towards my goals, with the Universe at my back, what are my relationships going to look like? What kind of parent/child/wife/sister/BFF/boss will I be?
- 4.) and finally, what will my bank account look like? What will my life look like? What will my mornings look like?

Yo, I am VIBRATING right now. I am so freaking excited for you! Tomorrow EMPRESS opens up and we are on a waitlist. 😊😊😊😊😊😊😊😊

Be the first to know when spots open! Get on the waitlist [here!](#)

Step Ten: Why exactly is the money always there when we DECIDE? What's the energy behind deciding?

*What's the next step, */FNAME/*?*

For a long time I tried to figure out why it was that once I decided to do something, the money was always there. While I *manifested* a new bed nothing happened, but the day I decided to buy a \$1500 mattress situation, I got an unexpected \$2k baby shower money gift. I *manifested* a sauna for months, and zip. Then one day in November I saw my speaking coach (Gail Larsen) had spaces available. I was like, "WTF, I need to have that. And I also want a sauna. I'm sick of waiting. I'm making this happen." Within seven days I cooked up 10k and bought both.

So why does *manifesting* not work, but deciding does? What's the deal? I'll tell you! You ready?

It's always your turn! Until making one more step would be overkill (it's like a painting. It tells you when it's done), it's your turn.

You say you're going to do a billion and one things every day. You say you're gonna get LV booties, you say you're going to get a house with high ceilings, a new car, whatever.

The Universe has no idea what you're serious about or not until you decide. How can you let the Universe know you've decided? You take an action step. A BIG one. Here's how you can put this into action NOW.

To be in the vibration of it's happening no matter what, you need to lay some groundwork. If you were to say "money flows to me in my sleep" but have no passive income plan laid down, you wouldn't be able to truly believe that. Have an idea, and the Universe will know you're serious.

What are three (or more) ways you can think of paying for this? If you pay in full (5k) you save \$1000. You can swoop into your savings, put it/half of it on a CC (we've all done it), set up with PayPal credit, or anything else you can think of.

I do this all the time with my workshop clients! Go put it in your cart, and see what happens. Big sign to the Universe to help you go the rest of the way. I've seen freak IRS checks, random acts of bae, and much more.

Who can you tell that you're doing this? A BFF, your huz? (If he's got money blocks GOOD NEWS! you do not have to solve them for him, but have the conversation! "This is important to me, I'm ready now, and I'm doing it. Because it makes me happy is reason enough."). I want you to pay special attention to how you feel when you talk about it. Instead of faking the feeling to try to be a match to what you're manifesting, conjure it authentically and then ride the high. At this point you should feel like, one way or another, it's happening.

If you need to manifest the money, try this tip I love from Denise DT:

Write down 30-50 ways you think you can make the money, and pick the ones that feel best to you! Go for it!

And this tip from me:

As much as I wanted to manifest the money to pay my coach in full as a *sign* that I was supposed to do it without having to put it on my credit card or do a payment plan, that wasn't the case for 7k the first time and 15k the second time. If it's there, use it. Waiting for it to happen "miraculously" if you can do it now is testing the Universe, and Universe don't play like that. There's always more money, you'll see.

EMPRESS IS OPEN NOW and spaces are limited! Put it in the cart [HERE](#).

Step Eleven: Where's the resistance?

How you do anything is how you do everything.

I chose when I started creating work that I wanted repeat customers. I wanted to be like Apple. To have a moderate amount of excellent quality products, and for people to collect them all. I wanted people to say "I'll buy anything you make." and they do! It used to be that 71% of my customers were returning customers. I've really focused on expanding my visibility this year (doubled my newsletter list and got 500 new Instagram followers, haaaay!) so now it's exactly 50/50. My reasoning is this:

If you know I knock it into kingdom come with my free workshops, just imagine what I do with a paid one. When you see what I pack into a paid one, as most of you do, you're like "what does she pack into a LIVE one". Because insane, unparalleled value and an absolute obsession with delighting and blowing away my customer is a transcendent theme through all of my work, people want to collect it in bigger and bigger chunks. They also start making a lot more money once they enter my sphere of teaching at all, so they're empowered to do so. I used to think that no one would pay for coaching after experiencing [Bruja](#). Turns out my last six clients were all on bruja and the logic was "if you pack this much into \$11.11 I can only imagine what you pack into 15k."

They're blown away every time, and I'll teach you how to do this with your passive products and current business offerings in [Empress](#).

If you're nervous about being a wallflower in this course, that's not going to happen. I can't force you to show up to the calls, or do the work for you. But I promise you, if you show up and do the work, you will 100% break into your next cycle of success. I guarantee it. But it's like, if you want abs and I tell you "200 squats every day and you'll have it in three weeks, plus an ass that won't quit", no matter how true it is (it is true) or how many times I tell you, or how much you see it worked for me - I can't do the squats for you.

I have a policy of not “selling” my work because it sells itself, I’m also on vacation right now (watch my stories!) because money flows best through joy and relaxation, so vacation = big paychecks if you lay the groundwork. So if you email me and are like “I’m afraid it’s going to be _____ can you convince me to buy this?” , I don’t play like that. The value is clear, my work is absolutely unparalleled, and the fear is always just that. Fear.

Like I said, it’s the fear (scarcity mind) that keeps most people stuck in the circle of success forever. To admit you need help where you “didn’t need help” up until now is really hard because you want to convince yourself you don’t need to spend money to make money, or that it will magically change without you changing it. Not true. All your mentors have mentors and they all paid them. If you want to be someone else’s mentor one day, you’re going to have to take the leap.

Let’s work:

So what are you afraid of, *|FNAME|*? Failing and being humiliated? Succeeding and being an asshole? Never having any more money after this and having to move back in with your mom? Someone on the internet saying something mean? Come on... it’s all JUST FEAR.

If it’s anything related to me and my ability to address you, your business and your problems - reflect on work you’ve done with me in the past. Do I speak your language? Do you like the way I do things? Do I pack insane value into all of my offerings you’ve experienced, free or otherwise? Is this what you’ve been waiting for? Do you meet the criteria on the sales page? Do you have something, any type of business you can apply this work to?

If you still have questions or you really feel like yours is a special case, my assistant can get a hold of me. You can email her with anything at jhinna@eviasher.com

Fear in some form or another will always be the block. Fear doesn’t get smaller, but your courage does get bigger. You can do this! It’s your destiny!

SPACES ARE SELLING OUT! PUT IT IN THE CART!

Step Twelve: OMG The Jealousy Trap!

Who are you judging?

The single biggest block between where I was and my current level of financial success (five figure months as a norm) was my judgment about another coach.

She used to be my coach, actually.

I felt like she used some shady sales tactics that weren't totally honest, and that she wasn't interested in who I could be, she was only interested in making me like her, which I didn't want.

We all have to start somewhere, and I didn't know I was like, one of her first clients. She still helped me, a TON.... but it was two months after my fiancé died. I wasn't grounded enough to benefit from the work at that time.

I felt that in order for me to succeed she had to fail. I totally made her the bad guy and threw out all the babies with the bath water. I convinced myself selling was bad, sales were bad, advertising was bad, marketing was bad... these were all absolutely key components of my now very successful business.

I was jealous, and it felt better to judge than to admit I was jealous.

Jealousy is the sneakiest thing ever, as you can get your mind blown within the first [10 minutes of this video](#). We'll be doing a lot of this in Empress. Trust me :)

This was my bullshit, what's yours?

Step Thirteen: Why not you?

I had a Brazilian reasons why I thought I couldn't crack into the next level, and they were all bullshit. Here's some of the all-stars

1.) the Universe doesn't want me to.

It's bullshit because....

The Universe IS me. What makes me happy HAS to make the Universe happy because we're on the same side, more than that, we are the same. This is true for you! The only reason I wouldn't get what I wanted is if what I wanted would be an instant gratification that would block me from life long joy. For example: marrying the wrong person.

2.) No one in my family has done it...

This is bullshit because...

67% of the world's billionaires are self-made. At some point, they had to accept that their family's story wasn't their story and breakthrough

3.) I'm just not supposed to (because I'm fundamentally flawed? Not meant to outshine anyone?)

This is bullshit because...

you want it because you're meant to have it. If you weren't meant to be really rich or really successful you wouldn't want it. Your desires would have you living high on the hog in a beach shanty or elsewhere without a care in the world. I have met tons of homeless people who love being homeless. You'll desire what you're meant to have. I've personally always wanted to be well known in my field and wealthy as a mother.

4.) it's (poverty issues, eating conventional produce, desperation, frustration) is helping me grow!

Why it's bullshit...

The classic spiritual woman paradox. Let me make this easy! If you think the Universe wants you eating low quality, Monsanto-ass, bad for everyone produce because it helps you grow (tumors), how much more could you grow and the world improve if you and everyone you knew switched to organic, local, top quality produce. Or better yet, you had the land and the time to grow your own! It's so fun.

So what's your bullshit? What's standing in your way? Call it out! Once you do, you can see how ridiculous is it.

WHY. NOT. YOU?

Step Fourteen: What will you change in the world?

Just two more days to enroll in Empress!

The greatest thing about more money in your world is that you can directly support the changes you most want to see! Who do you want to endorse? What would you like to see improved in your community? In your state? Your country? The world?

My first philanthropic project was making a [workshop that was free to single moms and low-income families](#). I believe that the more time we can spend with our children, the better. When one or both parents are locked into long, location-dependent hours, the kids are the ones that really missed out. I wanted to make something that was short, easy to implement, and hands-free so that parents without the resources could be building their exit strategy while they went about their life. See some of our mamas here!

My second project has been on the lurk :)

I can't tell you about it but I love creeping on families in need on Instagram, and surprising them with the money they need to take the next step. I've been doing this for a little bit now. My criteria is always: are they TRYING? Are they making an effort? are they waiting on one little roadblock, like a website or a piece of machinery? Can I buy it for them or give them the means?

I LOVE doing this and then watching it change the course of their life. I love it!

My current project I'm so excited about. I live in between the Zuni and Navajo reservations and the conditions are dire. Addiction in every family. Suicide and sexual abuse in every family. Things like dog attacks and freezing to death aren't some strange, medieval, third world threat. It's real, and all the time. I have never seen conditions this bad in all the countries I've lived in and big city ghettos I've seen (Johannesburg, New York, Mexico City), and the main problem is the addiction. I was hoping Marianne Williamson would address it, but it's becoming obvious to me that people just don't know how bad it is. In April my husband and I decided to take Bruja Report 100% of proceeds to charity. We don't know how to combat the addiction with the adults on the Rez from where we are now, but we do know that if we can create a sense of connection and stability in the next generation's lives, that they can have a better chance at living an integrated, connected life. We are currently creating a non-profit program to bring weekly classes to the local children. Everything from art to martial arts, to music and drama. It's a big undertaking, but it's underway and growing every day!

Cracking into my next cycle of success has allowed me to directly impact in a positive way the areas that used to break my heart the most!

What has your heart bled for? How can you contribute? We'll talk about this more on Empress, but nothing defies scarcity more than giving. So what will you change? And where? And how!