



Day ELEVEN

Cultivating COMMUNITY

I want to introduce you to the 5 C's:

Cultivate
Consistency
Creativity
Connection
Community

And this is where my love of nature, gardening, outdoors, seasons, mother earth all come together in a beautiful, blossoming, flowerful business!

So, picture this.....

You've decided to start your own garden. Maybe flowers, veggies, perennials, herbs or a grand mix to resemble an old victorian style sanctuary. You sorta, have a vision. It's there. You can see and feel bits and pieces of what you would desire it to look like but more importantly how you want to feel when you are sitting in it, sipping your iced tea, smelling the floral notes, flipping the pages of your book, while serenity flows effortlessly through your spirit....

YOU know the feeling you desire your 'business garden' to GIVE you!

Here's where it gets tricky:

We've been told we have to hustle.

You've tried a zillion ways and nothing feels quite right.

Everyone seems to have the ONLY way and it's the RIGHT way.

You invested, invested, invested and it didn't happen.
On every street corner of Facebook, someone is selling 'the secret'.
You've been told you have to do this first.
Then there are trip wires, what the heck??? Who wants to trip and fall on their face?
Don't forget a snazzy opt-in.
Maybe branding.
What about copy?
You know you need a crazy, expensive, fluffy, sparkling, lifestyle photoshoot!
And then all the bells, whistles and bling on a fancy website.
Little more software.
Tweak this, shift that....

You've heard it all.

And yet, here you sit. Little money, hustling your butt off, jumping from one thing to another like a mad woman, overdosing on caffeine and sleep deprivation. Cause you know, even when you're sleeping, your brain isn't shutting down.

Let's just end it, once and for all.....

Unhear, Unlearn, Unlisten, Undo, Unconform to all we've been told.

Start with a clear head and heart.

Dream about your business.
Vision what it will look and feel like.
Feel into goals that are doable for you.
And create from a place of FEELING grounded, centered and serene.

FLOW happens there!

By wiki definition:

Cultivate means:

- ❖ try to acquire or develop (a quality, sentiment, or skill)
- ❖ try to win the friendship or favor of (someone)
- ❖ apply oneself to improving or developing (one's mind or manners)

The very foundation of your business is based upon cultivating.

Cultivating:

Our vision.

Our mission.

Our voice.

Our vision.
Programs, products, services, offerings.

Cultivate > Consistently > Create > Connections > Community

These are all INTER-CONNECTED.

One feeds the next and the next until you have a overflowing, business garden, yielding a generous harvest.



**HOW do we cultivate our business
to grow organically and be
sustainable?**

We begin with knowing the vision we desire to create.
We choose what consistently will look and feel doable and good for where we are in our lives.
We bring a generous amount of creativity that will inspire people with our **UNIQUE** way of business building.
We connect daily. Every opportunity, both on and offline.
We commit to growing a community of thriving, heart minded individuals.

Let's begin the process of what that might look like for you to **cultivate** an organically driven, sustainable (energetically, physically, emotionally, spiritually and financially) business.

CONSISTENCY

This is where reality/practicality meets vision.

We are **ALL** in different spaces, situations.
We **ALL** have varying degrees of knowledge, energy, time, money and recourses.

EACH person decides what consistency looks like to them.

WHERE can you show up in a way that feels good to you? Scribble a list of everywhere you can think of.....

WHEN is the optimal time(s) for you to show up? Both great for you and for your clients? Write a list of times that feel spacious, energetically vibrant for you.

HOW often do you need to show up to grow your business at the speed you'd like? If you want your business to be 6 figures in 6 months.....BE prepared to put your foot on the GAS for 6 months straight, consistently, not backing down, YUP, doing the hustle, getting out of your comfort zone, EVERY DAY. Basically....it's of course doable in our online universe if you are willing to be on social media 7-10 posts every day, non stop, pushing yourself. If that's your desire...GO FOR IT!

If you are desiring a MORE organic, slow and steady growing business. What do those numbers look like to you? How many clients do you need to acquire? How else can you generate revenue? Look at that....SEE the numbers.

Choose your timeline. Do you want a base line in 6 months, 1 year? Do you want above your baseline in 1 year?

Based on your numbers and timeline decide what consistently FEELS good to you and do it consistently! The key: consistent.

Show up on line 2-3 times a day.
Engage in FB groups 2-3 times a day.
Write a blog post once a month.
Send out a newsletter bi-weekly.
Do a free coaching call monthly.

Whatever you choose, be crazy consistent!!

Answer the questions above to know how, when and where you need to be, in a way that FEELS right to you, to grow your business.

CREATIVITY

HERE: Go crazy!!

Creativity is where you get to shine your light, creating UNIQUE products, programs, offerings that sparkle with your personality and vibe.

PLEASE have fun with this.

If you could create whatever you wanted for your business:

What might that look like?

Dream outside of everything you've ever been told to do or not do. Throw away all your past learnings and see what lights you up from the inside and what it might look like to create that.

Journal about a few ways you might bring MORE creativity to your business.

CONNECTION

This is a combo of consistent actions and creating connections.

If you are using social media, specifically Facebook to build your business, how many folks are you willing to commit connecting with each day to grow your tribe?

What groups might those kindred spirits be in?

Where else on social media would you be able to make heart centered connections with your peeps?

Where can you make connections offline?

What do those above commitments look like per day/week/month?

COMMUNITY

Let's be clear. Before you can grow a community, you need to acquire a certain understanding of what you want that community to be about.

So let's define your ideal community:

Where can you connect with peeps from above to grow your community?

ADDED invitation to create experiences:

If you feel inspired:

Bring together 3-5 people to a group, real life setting for a meetup. Could be your home. A park. Beach. Coffee house. Pub. Whatever FEELS good to you. The idea is to bring people together for a like-hearted-connection and begin building community!

What would that look like?

Where would you have it?

What would you talk about?

How long would it be?

Would you invite people to work with you 1:1 or small group setting after?

Lots to think about!

Have FUN! Be YOU!!