



## Day SEVENTEEN

### Heart-centered, Integrity based, Revenue Generating COMMUNITY

One little, BIG thing we haven't spent much time on.....

SALES, revenue, generating income.

It's kind of important. Actually at the beginning of your business it is the MOST important thing you NEED to do.

So let's go there!

Money, sales, revenue, moolah, income, however you choose to say it, usually creates an ick feeling in the pit of our stomach. Discussing openly money, isn't often a favorite conversation. I get it. Growing up in a household where money often caused arguments and withdrawals from the conversation, I know first hand how hard having this discussion is.

So I would love to invite you to FEEL into how you feel about money, sales, generating revenue, asking for sales/coaching/discovery calls and putting yourself out there with calls to action with what you would like your community to do?

Deep down in the pit of your stomach, how comfortable are you chatting about sales/money?

Do you feel comfortable sharing your products/services/offerings?

What stories, beliefs, self sabotaging, road blocks come to mind when you think about making money in your business?

This could take some digging, asking questions and really listening quietly to your inner GPS.

Don't rush it, but don't get stuck in the muck either. Meaning, acknowledge and validate your stories and beliefs and quickly ask if they are supporting you or if they are holding you back?

If they are holding you back, what new story, paradigm, belief can you re-place it with that is believable to your subconscious?

Some people will tell you to do affirmations that are so far fetched, your subconscious is NEVER going to believe the line of bullshit that you are feeding it.

It's important to create sound beliefs that are believable, that ring true to you, that move you forward in a way that gets you to take action because you believe the new story over the old.

Where might you have to re-write some old stories, beliefs?

Now that you've cleared some of the old air waves....

Let's talk sales with integrity!

Do you feel that you can generate sales with ease, integrity & heart?

Does it make you feel good asking for the sale?

Do you feel confident in your pricing?

Does the process you take your clients and customers through feel easy and light hearted?

I invite you to take a look at your packages, offerings, products, services.

Map out the process that you take your customers through to get to the sale.

What does that look like?

Is it simple?

Does it feel complete?

Do you feel icky?

Is it a no-brainer process?

Does it look like a hell yea process?

There is NO set perfect process for completing sales.....

There is the process that makes you feel at ease and that light hearted feeling conveys to your potential buyers and clients.

I'd rather refer to a sales conversation as a 'real talk'. You know, the kind you have with your friends, where you listen, validate, understand by echoing back what they are telling you and then asking gently if they would like any suggestion or how can you best support them?

In a 'real talk' when our friends say...YES, I'd love some suggestions or I would be delighted to hear how you can support me...THEN we go there!

This process is so easy. It flows. It's real. There's no scripts. It's lead from the heart.

What's your process?

Write it out.

Listen to your heart.

Feel into what's light and easy.

Most of what we do on social media, blog posts, newsletters and more involves invitations to take action.

This is a HUGE piece of our business, getting our voices heard, marketing our messages and rippling out our gifts to those we are aligned to serve.

I invite you to take a look at how you can incorporate MORE calls to actions in your posts, newsletters, conversations and content.

Where can you bring calls to action in your business?

Calls to action or CTA is how we increase engagement, get peeps to know who we are, what we do and how we can help them.

A brilliant CTA ends with a new relationship being formed.

What a beautiful thing that is!

Those relationships grow our communities and create a loving, kindred culture that nurtures our souls.

In this pieces....

Two things I'd love to invite you to look at in your business:

1. Your sales process.
2. How can you use CTA's in everything you do?