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# **PROSPEROUS BUSINESS BLUEPRINT**

**A 3 Part Formula For Creating  
Wealth and Freedom  
Through Work that You Love...  
In 1 Year or Less**

**WWW.PURPOSEPRINCIPLE.COM**



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## *The Prosperous Business Blueprint*

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## *The Prosperous Business Blueprint*

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**Welcome!** I am so excited that you have made the wise decision to download this report so you can learn the essential foundational elements of how to create a thriving and prosperous service-based business through the infinitely unique and powerful expression of your life purpose.

I'm sure you'll agree that there is nothing more important than accessing and expressing your life purpose to the world and creating freedom and prosperity in the process. Now, I promise you we will have some fun over the next few minutes in helping you put the pieces together for your own business and life success. But I also think it's important to say right up front that *most of us just don't take this issue seriously enough.*

To a certain extent, this really isn't our fault. Our modern world has a very, very strong way of distracting us from what really matters. Each of us has been taught on a deep level to put off what is most important to us and to buy into the myth that there is always tomorrow to get to the 'real deal' in life.

It is in no way random that you have come across this report at this exact time in your life. It means that you are ready! You are ready to take action on what you KNOW to be true, that you have a powerful set of gifts to offer the world and the only way to lasting peace and fulfillment is to express these gifts to as many people and in as many ways as you possibly can.

I am incredibly grateful that you are here with me right now, as there is nothing more purposeful to me than sharing this blueprint to a lucrative and prosperous business with people like you. You see, I want to share a little secret with you that I'm sure you already know, but will serve as a deep reminder nonetheless.

***The vast majority of people who tap into their deeper purpose—who know that they have something unique and sacred to offer—decide that the best vehicle to express this calling is through entrepreneurship.***

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Being an employee all too often means that there is a definite cap on how much money we can make and how much creative independence we have.

The beauty of entrepreneurship is that:

- It is a direct path to expanded creativity and connection with something much larger than our small sense of self.
- If we set up our business correctly, there will never be any limit to how much money we can make (we need to use this expanded creativity to build a business model that transcends trading time for money).

The downside for so many, of course, is that becoming an entrepreneur often leads to:

- more stress
- less time
- financial instability
- work/life imbalance

My intention in this report is to help you create a blueprint that will remedy these obstacles. Most people who embark on the path of entrepreneurship struggle with at least one of the 3 crucial ingredients that I'll be discussing in the formula in the following pages. This is why so many business owners find their work to be more challenging than rewarding—and why most will give up within a few months or years.

### GOING DEEPER THAN MONEY

In this report, I am going to show you how you can embark on the path to financial freedom in your life. There is no doubt about it: Making a healthy profit for your business is a BIG part of living with purpose.

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Making money has to be an integral part of your value system, or else you'll end up like so many service-based business owners—financially scraping by and stressed about money.

I have heard a variety of daunting statistics out there, like 80% of the life coaches will never make more than \$30,000 a year. The reality of the situation is that most service-based entrepreneurs will quit within 5 years of starting up. They lose money, break even, or barely survive. I don't say this to be a pessimist; it's just the way it is.

That is a HUGE reason why I built the website [www.PurposePrinciple.com](http://www.PurposePrinciple.com) and why I offer business consulting to conscious entrepreneurs.

The main point I want to make here is that, while money is important, there are deeper issues that absolutely need to be addressed in order to create true freedom through your work. There are countless websites on the internet where you can learn how to make more money. Most of them offer very little substance.

The real issue for YOU to consider right now is how much value you perceive yourself to have. Your financial picture will always reflect your belief system around what you have to offer to this world. This is getting to the core issue of life purpose and why I focus on this issue as the ultimate influence in your business success.

### **A LITTLE ABOUT ME...**

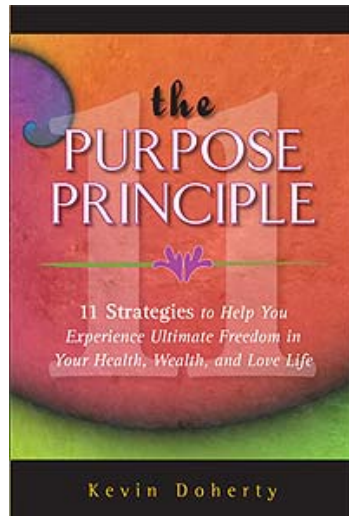
Allow me to share with you some of the highlights of my own story and then we'll jump into the prosperous business blueprint. I spent most of my young adult life trying to figure myself out. I got a bachelor's degree in Eastern Religious Studies and a Master's Degree in Chinese medicine. I was fascinated with the process of healing and the invisible quantum reality that becomes evident through mindfulness and awareness practices such as meditation.

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After creating a highly successful alternative medicine practice for several years, I transitioned into offering business coaching for holistic health practitioners and built Dream Practice Coaching, which is now a worldwide organization that has helped thousands of acupuncturists, chiropractors, massage therapists, and healers build successful practices. (Go to [www.BuildYourDreamPractice.net](http://www.BuildYourDreamPractice.net) to learn more).

In early 2009, after writing several successful e-books on practice management, I released my first 'real' book called *The Purpose Principle*. This transformational book has served as the basis of the coaching I'm now offering to service-based entrepreneurs through [www.PurposePrinciple.com](http://www.PurposePrinciple.com).



My time is now spent writing books, blogging, coaching, and doing various things to make money on the internet through affiliate and network marketing. I am having a blast doing it and feel so fortunate that my work is fun. I currently have about 30-40 websites out there in cyberspace (you lose track after about 15), and each of them has created passive income streams. I have a passion for the whole concept and reality of freedom—financial, spiritual, and emotional. ***A big part of my purpose is helping people like you achieve your own version of freedom through personal and business development and internet marketing.***

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I want you to not only LOVE your work, but to enjoy unlimited financial prosperity and a clear sense of your innate value as well. With that said, let's get you moving in this direction!

### THE PROSPEROUS BUSINESS FORMULA

I want to share with you a formula that has honestly served as the basis of my success. Just articulating it in this way should be very helpful to you, as it will give you a very clear sense of the ingredients necessary for freedom in your work—and what your biggest blocks may be to getting there.

### **ILLUMINATION + FORMALIZATION + MONETIZATION = FREEDOM AND PROSPERITY**

These are the 3 core elements that you MUST balance in your life and business in order to create true freedom and prosperity. A weakness in any one of these will make it virtually impossible to create wealth and success through your business. Our society places a huge value on how to make more money, but I will tell you this: Money is just a way of keeping score. It is a marker for how balanced you are in the first 2 pieces of this equation, illumination and formalization. You must meet these 2 ingredients head on if you are to create true prosperity, which is so much more than how much money you make. After all, there are many financially wealthy people who have a total poverty mindset and who are the opposite of what I would call 'free.'

True prosperity is about:

- cultivating a mindset of abundance and generosity
- having the amount of money that will enable you to do what you really want to do in your life
- being of service
- putting your purpose first all of the time



## INGREDIENT #1: ILLUMINATION

### GETTING CLEAR ABOUT WHAT WHO YOU ARE, WHY YOU ARE HERE, AND WHAT IS BLOCKING YOU



Creating freedom and prosperity in your life always begins with your inner reality. The most successful, balanced, and purposeful entrepreneurs are the ones who know themselves on a deep level. They have made a commitment to become intimate with their thoughts, feelings, beliefs and perceptions.

This kind of inner illumination is indeed a radical step to take in our modern world. It takes courage to be willing to look at ourselves and honestly assess what our values are, what our blocks are, and what it will take to realize our dreams.

The main suggestion I want to convey to you here is this:

You have a core set of gifts that MUST be expressed to the world in order for you to be fulfilled on this planet and create true prosperity. You also have a core set of obstacles that are preventing you from accessing and actualizing those gifts in the most powerful way possible.

*The journey of the conscious entrepreneur is that of becoming crystal clear about what you are here to offer, what is blocking this, and what it will take for you to release these blocks so you can express your gifts on the widest scale possible.*



## WHAT ARE THE MAIN BLOCKS?

Look at the following problems that business owners typically face and assess for yourself which ones are presenting for you:

- I never make enough money for the amount of time and effort I put into my work/offer my clients
- Even though I am trying really hard, I can never make more than a certain amount each year.
- I feel like I am always busy but NOTHING is happening; there is no forward movement or progress in my business.
- My energy and priorities feel scattered; I multi-task a lot but never really feel like things get completed.
- I have a poverty mentality-I just don't really believe I have what it takes to build a 6 figure business using my own inner resources.
- I am always attracted to new business opportunities, but all that happens is I spend more money and take on more responsibilities that don't really lead anywhere.
- I often make business decisions that I regret; I feel like I have to learn the hard way a lot of the time in my business.
- There tends to be a fair amount of resistance when it comes to self-promotion, marketing, and showing others how I can help them.
- I have a hard time communicating the value of what I have to offer to others.

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Every one of these issues in your business has to do with a core belief about yourself that you have not fully exposed and set free. These beliefs commonly center around such statements as:

- 'I'm not good enough.'
- 'I don't matter.'
- 'Life isn't fair.'
- 'The universe isn't safe.'
- 'I can't trust myself or my life.'
- 'Nothing matters/I have no value.'

To the extent that we are attached to limiting beliefs such as these, we are disconnected from our true purpose. Let's define purpose here so this really makes sense:

1. The identification and expression of your unique gifts, attributes, and skills
2. The ability to be present on a moment-to-moment basis in your life.

When you are REALLY, REALLY clear about your unique gifts and strengths, it just will not happen that you will charge too little, feel blocked when it comes to promotion, or not know how to express the value you offer to others. You'll automatically be able to 'own' your personal greatness—without ego and without pretense. When you are present to your life, when you have trained your mind to be aware of what is happening NOW, there is no way to be scattered, to feel impotent in your actions, or to make unwise or reckless business decisions.

One of the most helpful things you can do to strengthen this crucial ingredient of illumination is to spend just 10-15 minutes per day in pure silence, just observing your mind, following your breath, and keeping a momentary awareness of what is arising

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NOW. Then, you can actually take a couple of minutes to focus on your purpose, on the value you have to offer. You can set an intention to share this clearly with every one you come in contact with.

You can set an intention to ground and calm your energy so that every decision you make is coming from a place of awareness and wisdom—not wishful thinking or fear.

As you do this exercise, it will become apparent what your main blocks are if you watch your mind closely. Our limiting beliefs tend to recycle themselves over and over in the form of agitated, worrisome, anxious, or heavy thoughts. Pay close attention to the tone of your thoughts and you will see what your blocks are. When you do this, your intention is to do your best to not judge or attach to these thoughts. Let them be and just notice them. Then, put your focus 100% on your gifts, your purpose, what inspires and uplifts you—and keep your focus there as much as possible.

There are many techniques available to help you train your mind to be more calm, focused, and grounded. But what I have noticed is that by far the most important factor is your own **willingness** to change, to do the work necessary on yourself to be a vessel of balance and abundance.

**How about you?** I have a feeling you *are* willing. If so, spend just a few minutes each morning doing this exercise and setting an intention to bring clarity and purpose to every moment of the day. It is not rocket science, but this is what it takes to change what is not working in your life and business.

I also recommend that you pick up a copy of my book [\*The Purpose Principle\*](#). This book is a 244 page exploration of this quality of illumination—the inner changes we must make to achieve outer success.

In *The Purpose Principle*, one of the main ways I recommend that you go about accessing your innate gifts is by asking new questions of yourself. In the Zen tradition,

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the student is often given a 'koan' which is a riddle for them to figure out about the nature of reality. In the same way, we can ask new questions that naturally bring forth deeper expressions of who we are.

As you go about deepening your connection with your innate gifts, be sure to ask provocative questions that are open-ended, compassionate, and spontaneous. A few great examples are :

- If fear and money were not obstacles in my life, what would I do with my time?
- What are the ways I have suffered? How can I help others who have had similar struggles?
- What are the things that come easiest to me?
- What do I care about/value more than anything else?
- What is the highest level of value that I can offer to this world?

These kinds of questions are direct gateways into your deepest purpose. They are an integral part of the path to greater illumination. My advice is that you shape your business services around the answers you get to these questions, which we will talk about in the next ingredient of the formula.

Can you see how important it is that you keep coming back to a place of inner clarity, that you keep refining your purpose and developing your innate gifts? This is the foundation of your entire business success.

Illumination is about tapping into a force greater than yourself, a kind of universal intelligence that is always there to guide you. When you make 'gut' decisions, you are operating from this place. It is amazing to think that you can literally dwell in this state of heightened intuition all of the time. As long as you are receptive to it, this infinite force is accessible and can guide you to continued growth.

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So, before you rush off to the 'how to make more money' section of this report, make a commitment to come from a place of deep inner clarity by connecting with a higher intelligence. If you are intent on being a purpose-based business owner, this is will forever be the main Source of your success.

## INGREDIENT #2: FORMALIZATION

### HOW TO PACKAGE AND GIVE FORM TO YOUR PURPOSE



Now that we have discussed how to start creating some deep inner clarity, the next step is packaging your purpose in the most effective way possible. It is astonishing to me how many business owners try to build an enterprise that is completely misaligned with their deepest purpose and with what they are very best at.

They often do this in an attempt to be ‘practical and realistic’ about making a living in ‘the real world.’ Now, as a service-based business owner who has already found your calling, you may think that this doesn’t really apply to you. But I’ll tell you this:

*Until you enter a state of total flow with your business where you find that magic zone where you are making money and attracting clients effortlessly, you need to keep refining your inner purpose and the form you are giving it in the outer world.*

As a business owner, it often takes a variety of small ‘tweaks’ in what you are currently doing until you finally can sit back and say, ‘I nailed it!’



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In my experience, it has taken years of trial and error to package my purpose in the right way. I can't tell you how many changes I have made to my websites, my copywriting, the services I offer, and on and on. You want to keep refining the form of your purpose-based business until it literally feels perfect to you on a soul level. This is one area where you NEVER want to compromise.

For example:

- Perfect clients will be more attracted to your message; they will find you instead of you having to search for them.
- You'll be aligned with what I call the law of serendipity—circumstances and opportunities will arise at the perfect time for you to achieve your business goals.
- You'll naturally be perceived as an expert and a leader in your niche- Being deeply connected with your purpose and knowing how to offer this to the world is one of the most integral qualities of a pioneer or visionary.

### **YOUR UNIQUE SELLING PROPOSITION-THE BACKBONE OF CREATING SUCCESS WITH EASE**

What we are getting at here is the formalization of your ***unique selling proposition***, which is what makes your business compelling and magnetic to others. One of my mentors, Adam Urbanski, calls this the **HUB** of your business, or the **Hot Undeniable Benefit**. Are you crystal clear on what is utterly unique and beneficial about your services? Can you answer the question, 'So what do you do?' in a way that truly captures the essence of what you offer to the world?

Honestly, most of the service-based entrepreneurs I have come in contact with have a pretty difficult time really identifying and expressing their USP. I would estimate that about 90% of the time when I look at how a new coaching client is packaging their

services, how they are communicating their purpose, I see that there are a variety of weak links.

Let me give you a few important suggestions of what you DO want in place for your business and contrast that with what most entrepreneurs do:

1. **Promotional materials that look attractive, magnetic, and highly professional** —I hate to say it, but many service-based entrepreneurs try to cut corners with it comes to their marketing materials. Take an honest look at your website right now. Tell me, does it really convey the quality and depth of your purpose? Does it really share the promise and potential of what you offer? Does it exude high quality, professionalism, and leadership? Be honest. Most of the sites I review for coaches, consultants, speakers, and information marketers need some serious upgrading.
2. **Copywriting that clearly communicates your USP, is benefit-oriented, and provides a clear call to action-** One of my favorite quotes is by a famous internet marketer named Alex Mandossian: “Every *business is an information marketing business.*” I could not agree more with this. Before you are selling your service or product, you are selling information. And the way you sell information is through your writing. Having good copy on your website and other promotional materials is absolutely essential to clearly conveying what you are best at and how you can help people. What I see time and again is that service-based entrepreneurs feel reluctant to really own their gifts and to confidently express them through their marketing mediums. Good copywriting is exactly this: It’s being very clear about your USP and the benefit it can offer to your target audience.

- 3. Selling conversations that enable prospective clients to sell themselves on your services--** As a business owner, you can not escape the reality of selling. Many entrepreneurs never realize their full potential because they loathe the idea of trying to sell their services to prospective clients. But when you are clear in your USP and you know how to communicate from a place of purpose and value, selling becomes a natural and easy process.

By positioning yourself as a trusted authority and expert, your clients will begin to ask how they can work with you. In fact, they will often have to sell to *you* on the reasons why you should take them on as a client. This wonderful process is the basis of good marketing and begins with having a clear USP.

When you have mastered the art of giving the right form to your purpose, your confidence will automatically rise to an entirely new level. You won't worry about your competition because, in a very real sense, you just don't see your business through the lens of having to fight for new clients. What you offer is so uniquely beneficial that there is literally nobody out there who can do it in the same way you can. If you see your business through this lens of prosperity, then it means you have a clear sense of your purpose.

Another major obstacle that I see for many entrepreneurs who try to use the internet to market their business is that they end up getting seduced by so many programs and opportunities and their resources get spread thin as a result. My advice is that it is best to focus exclusively on your USP as you build your business; if you become interested in various side projects like affiliate programs or other business opportunities, just make sure that they are totally in alignment with your USP.

I, for one, am a big fan of creating multiple income streams through numerous business ventures. You will notice, however, that there is a consistent theme throughout

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everything I am doing. In this way, it all overlaps and I don't spread myself too thin.

Having these two foundational elements in place—illumination and formalization of your purpose-- makes the third element, monetization, infinitely more attainable. Let's shift gears and talk about how you can create financial freedom from your purpose-based business.

## **INGREDIENT #3: MONETIZATION**

### **THE MOST EFFECTIVE STEPS YOU CAN TAKE TO MAKE (A LOT OF) MONEY FOR YOUR SERVICE-BASED BUSINESS**



First of all, let's be clear that your life purpose does not necessarily always relate to making money. I highly doubt that Gandhi or Mother Theresa were terribly concerned with how much money they were making through the service they were offering. I hate to burst your bubble, but living with purpose in your work does not always equate to financial freedom. There are many people who enjoy highly purposeful work, but who struggle financially.

I am saying this because there are so many money gurus and life purpose teachers basically saying, 'do what you love and the money will come.' I have no evidence at all to back this up. Life is too complicated to say that all we have to do is follow our dreams and the money will take care of itself. Obviously we have a large segment of our population that does not believe that they can do what they love and get paid for it, or else they would not be working in jobs that provide security—and nothing else.

Now, what I DO see as a truth for entrepreneurs is that the money **WILL** come if:

**You value making money and you have established a true commitment to creating financial freedom.**

**You understand marketing and you have a marketing plan in place that you consistently take action on.**

**You combine these elements with doing work that you love that is an authentic reflection of your USP and that people are willing to pay for.**

This is how you are going to create true prosperity. Just doing work you love is not enough; you also have to value making money and you have to learn how to market your business to a targeted audience who are dying for what you have to offer.

### RELEASING MONEY BLOCKS

If you decide that you value making money and that you want to create financial freedom through your own purpose-based business, you have to be clear about your money blocks. This harkens back to our first ingredient, illumination. You have to clearly expose your underlying belief system around money. I really encourage you to spend some time with this, as the vast majority of us have been conditioned into forming beliefs about money that are disempowering and fear-based.

Basically, your intention is to have money become a source of generosity and freedom in your life—not burden, stress, or fear. You want to liberate your relationship with money starting right now by exposing all of the false beliefs that you were taught about it, and then setting strong intentions to release this negative patterning.

Once again, you can use various techniques like EFT (emotional freedom technique) or talk therapy to do this. ***My experience has been that my willingness to let go of what is no longer serving me is all I need in order to be free.*** Be willing to see your money



blocks, and be willing to free them at the same time. It is actually very, very simple.

## HOW TO MARKET YOUR SERVICE-BASED BUSINESS

Okay, now we come to another potential pitfall in monetizing your business, which is marketing. Many service-based entrepreneurs mistakenly believe that having clarity of purpose and doing what they love is enough—the clients will just come flocking to them because of this. For most of us, this is just not how it really works.

We know that 80% of the small businesses out there will fail within 5 years. Of the 20% that survive, 80% of those will fail within the next 5 years. This means that 96% of all start ups will fold within 10 years. Why??

My estimate is that about 60-70% of this is due to poor marketing. The truth is that most entrepreneurs just don't take the time to learn how to market their services and products in the most effective ways. They just want to focus on offering their services or on creating their products. What happens, though, is that they don't get to do much of either because not nearly enough people know about their business. Or, people may know about it, but they are not making the connection of how that business can provide solutions in their life that they should pay for.

As I mentioned, when you have clarity of purpose and you know how to package your innate gifts, marketing becomes a natural progression of offering solutions to a group of people who have problems and who need what you offer and are willing to pay for it.

In this sense, it would be a disservice to *not* market effectively, because less people can then benefit from what you offer—people who are suffering and who need the exact help you provide.

The goal for your business is to get to this place where marketing and promotion become natural and enjoyable. After all, how you attract your clients and what you

actually do for those clients is all part of the same energetic continuum.

### THE NUTS AND BOLTS...

Okay, now I want to offer you an overview of the marketing strategies that I highly recommend you implement for your business. I am assuming that you have an interest in internet marketing and that you see the potential of reaching a mass market of people online who are hungry for what you offer. In my opinion, leveraging the power of the internet is a no-brainer for any service-based business. It is the most cost-effective, easy, and often times authentic way to get your message to the masses.

Sure, there are lots of off line marketing strategies that continue to work well. For our purposes though, I want to share some key concepts for marketing your business online.

### CREATING YOUR SALES FUNNEL

One of the foundations of good marketing is having a clear sales funnel in place. You want to make sure that you have a variety of price points and offerings where customers can engage with your products or services. In particular, you want to make sure that you offer something for free that has high perceived value.

For example, look at what I'm doing with this report—I'm giving it to your for FREE! Now, why would I do that? Well, I want to make a connection with you and show you how I can help you build a prosperous business through education and story sharing.

You get to learn more about me and get some helpful information without taking any financial risk. As you come to (hopefully) know, like and trust me, there stands a good chance that you'll want to continue to work with me in some form or another.

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You want the same strategy in place for your business, and you can do that in a variety of ways:

- Free report
- Free audio message
- Free consult
- Free product giveaway
- Free initial treatment or session

My advice to you is to give away something for free that requires the least amount of effort and time on your part, but still conveys value and helps to build relationships.

The next step in the sales funnel is having a client do one-on-one work with you for a smaller price point or having a customer buy one of your cheaper products. This is the beginning and end of the sales funnel for most entrepreneurs—and this is exactly where you want to get creative with your offerings. How can you package your services and/or products in diverse ways so that there is a natural up sell to the next level of financial commitment?

Can you create a more comprehensive package that you could charge a lot more for? That would be the bottom of your sales funnel, the end point where maybe 5-10% of your clients would be willing to go with you—and they end up paying top dollar for your services. The more creative and elaborate your sales funnel, the more money you'll make, the more business you'll attract, and the more scalable (endless potential for continued growth) your business will be.

## The 8 Most Profitable and Affordable Marketing Strategies for Your Business

Let's talk about how you can immediately take action to generate more traffic to your website, more exposure for your business, and more paying customers. For most service-based businesses, these are, in my opinion, the action steps that generate the best results with the least investment.

- 1. Search Engine Optimization**—Make sure your website is search engine optimized for the main keywords that people are typing into the search engines to find businesses like yours. While SEO can be expensive, it is essential to your online marketing success.
- 2. List Building**—I don't care what business you're in—your list is your main asset in your business, hands down. If you have the sales funnel set up correctly, you should be collecting names and emails in exchange for a free offering. You want to build your list as quickly as possible, generating thousands of contacts that you can stay in touch with.
- 3. Joint Venture Partnerships**—This is one of the fastest and easiest ways to get massive exposure for your products or programs. Find strategic alliance partners who can promote your work to their list and earn a commission for doing so.
- 4. Social Media Marketing**—I highly recommend that you learn all that you can about Twitter, Facebook, and Myspace and that you spend at least 30-45 minutes per day on these websites building your following and networking with like-minded people. As a service-based business owner, this is a goldmine if you know how to do it the right way.

- 5. Article Marketing**—One of my favorite free strategies for generating traffic to your website. Go to <http://www.ezinearticles.com> and sign up for a free account and start writing as many articles as possible for your niche.
- 6. Online Video Marketing**— This is another free marketing strategy that can generate massive exposure and quickly position you as an expert. You can start just by posting your videos to Youtube or you can take it to the next level and use [Traffic Geyser](#) which automatically distributes your videos to all of the video distribution sites, social bookmarking sites, and podcasting sites.
- 7. Forum Marketing**—For virtually any niche in existence, there is an online forum you can find where people are discussing various topics within that niche. You can do a Google search for forums related to your field, and then spend a few minutes on them every day offering advice and, of course, linking back to your website.
- 8. Keyword Research**—This is an absolutely crucial piece of the marketing puzzle, as keyword research will enable you to have a much higher level of success for your articles, videos, and SEO. I want to share with you one piece of software that is worth pure gold to you in this regard: [Micro Niche Finder](#). This amazing tool will allow you to find the exact keywords that people are typing into Google to find your products and services. I could go on and on about this, but just get this software and learn how to use it.

Okay, if you're serious about internet marketing for your business, I have just handed you the keys to the kingdom. This is how you are going to make serious money for your business.

Of course, every one of these strategies will take some time and energy to master. My advice is to methodically implement one at a time and then create a marketing system

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out of this that you can stick with on a daily basis for your business. That is the key to marketing; be consistent and don't give up if some things you try don't work. Honestly, 90% of your marketing efforts will fail. But the 10% of your marketing that works can make you wealthy.

### YOU NOW HAVE A BLUEPRINT TO CREATE FREEDOM IN YOUR LIFE...

Honestly, if you follow the steps I have outlined in this report, there is no way you can ever fail in your business. The only real danger is that you get attached to that little voice within you that preaches doubt, fear, a lack of self-worth, and resistance.

As an entrepreneur, the only way to success is to never, ever stop!! You keep going, you keep working, you keep moving forward until you actualize your purpose and your vision. When you have the foundation of illumination in place, you will feel unstoppable. You won't allow little annoyances or challenges to set you back.

Every day, you are faced with challenges as a business owner. Every day you have to decide: Am I going to spend this day united with my purpose or am I going to focus on the obstacles? Am I going to move forward *no matter what*, or am I going to make excuses and justify why I can't be, do, or have whatever the heck I want?

Nothing can stop you.. except that small aspect of yourself that just doesn't believe in your sacred purpose, that doesn't see your right to a life of freedom and abundance. All it takes is a reminder like this one to get you back on track, to help you see that your innate nature is programmed for a life of bounty, love, and success.

You now have the ingredients in place to create a wildly prosperous and thriving service-based business as a conscious entrepreneur who has the capacity to help hundreds,



## *The Prosperous Business Blueprint*

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thousands, even millions of people through your innate strengths and gifts. Always return to this formula any time you feel blocked, as you will find the solution in one of these three ingredients:

1. Shed light on your inner purpose
2. Give it the perfect form
3. Proactively promote it to the world

Committed to your growth,

Kevin Doherty

**Are You Ready to Expand Your Core Gifts and  
Build a Booming 6 Figure Service-Based Business,  
Doing Work That You Love, So You Can Experience  
Ultimate Freedom In Your Life?**

*A Rare Opportunity to Work One-On-One with Kevin Doherty  
so he can personally help you build your purpose-based business..*

with integrity

with ease

with one-pointed laser focus

If you are looking for the most innovative ways to market your business, position yourself as a leader, create your own information product line, build new passive income streams, and use the internet to build a massive following of loyal fans, the first step is to sign up for a breakthrough session with Kevin at:

<http://purposeprinciple.com/coachingsession.php>

\*Please note that openings are limited and that there may be a wait list\*

## ABOUT KEVIN DOHERTY

Kevin Doherty is...

An entrepreneur, business development coach, blogging and internet marketing junkie, holistic health advocate and expert, yoga addict.

Author of *The Purpose Principle: 11 Strategies to Help You Experience Ultimate Freedom in Your Health, Wealth, and Love Life*.

Author of several e-books on practice management and marketing for holistic practitioners including *Build Your Dream Practice*, *Online Mastery for Holistic Practitioners*, *How to Thrive in the Modern World*, and the *Practice Evolution Success Kit*.

President of Dream Practice Coaching, a worldwide coaching organization for holistic practitioners.

Primarily passionate about helping conscious entrepreneurs illuminate, formalize, and monetize their core gifts to create more freedom and prosperity in all areas of life.

Uniquely capable of helping people address both the inner and outer aspects of life purpose—accessing purpose internally, giving it the proper form and expression externally.

An idea guy with a deeply inquisitive mind that will coach the most creative and cutting edge life and business strategies out of you.

Convinced that business development and personal development are inseparable processes; for your business to grow, you must grow right along with it, which is why I



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focus on illumination as part of the coaching process.

A big, big thinker in life and business, passionate about helping others quickly and gracefully break free from self-imposed limitations, self-negating beliefs, and any obstacles to the fullest expression of purpose and potential, anything is possible.

A natural writer with a special ability to help solopreneurs craft their marketing message through authentic and compelling copywriting.

A licensed business development consultant through Marketing Mentors.

Personally coached with some of the brightest and successful marketing minds in the business, such as Adam Urbanski, James Roche, Graham White, and Maria Andros.

Eager to work with clients who have an entrepreneurial spirit that is waiting to become unleashed— more specifically those interested in information marketing, writing books and e-books, figuring out how to get their message out on the internet through leveraging social media and other no cost strategies, setting up an effective marketing funnel that leverages time and offers the freedom to choose how you serve: one-to-one or one-to-many.

Ideal clients are writers/authors, coaches, speakers, trainers, holistic practitioners, and other service professionals who want to bring their purpose to full fruition through cost effective and innovative marketing strategies, or anyone who has read The Purpose Principle, feels a soulful connection with its message, and wants to deepen the application of the 11 strategies in their life.

***“If you are a service-based business owner who is looking to make a real difference in the evolution of the planet, and are trying to master the 3 fold formula of illuminating, formalizing, and monetizing your purpose, then I can help you.”***

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Specifically, ideal clients are:

- **visionary yet practical**—they are ready to take action and do what I suggest they do, it's okay to be 'out there', but flat out flakes won't really connect with my approach
- **solution-oriented**— As Eckhart Tolle says, '*Complaining makes you a victim. Leave the situation or accept it. All else is madness.*' Every problem in business and life has a solution as long as you are willing to suspend what you think you know.
- **aware of and deeply interested in their entrepreneurial spirit, but need help cultivating it**— My coaching clients want to transition into entrepreneurship or they want to take their current business to the next level
- **coachable**— willing to learn, grow, adapt, expand, and implement
- **interested in raising their financial IQ**—coaching is an investment in your future, a way to expedite the actualization of your life and business goals. An integral part of this process is learning to value—in a balanced way—the role that money has in your life. My clients are very interested in using money as a vehicle for freedom; they don't devalue it and they don't obsess on it.

**Willing to let go of any tendency toward a poverty mindset**--In order to succeed in business, you have to let go of any and all attachments to scarcity consciousness, hoarding, being excessively frugal, or perceiving money as a bad thing. You don't have to be perfect in this regard, just willing to let go of any belief that doesn't serve you or others.

**FOR INFORMATION ON JOINT VENTURE PARTNERSHIPS, SPEAKING ENGAGEMENTS, OR SEMINARS PLEASE CALL**

**1-888-317-1295**

## RESOURCES AND CONTACTS

1. Visit Kevin's Youtube Channel:

<http://www.youtube.com/boundlesspotential1>: Be sure to check out the illumination series and the extensive array of videos on product creation, marketing, and life purpose.

2. Follow Kevin on Twitter:

[http://www.twitter.com/Kevin\\_S\\_Doherty](http://www.twitter.com/Kevin_S_Doherty)

3. For a variety of personal development and online business building resources:

<http://www.purposeprinciple.com/resources.php>

4. To learn about joining Kevin's team with Amazon Herb Company:

<http://www.boundlesspotential.amazonherb.net>

5. For holistic practitioners (acupuncturists, chiropractors, massage therapists, psychotherapists, and healers):

<http://www.buildyourdreampractice.net>