

*The Path of the  
Profitable  
Priestess*

***Up-level your Inner Game...  
Make money doing what you love!***



*High Priestess Module 7c*



Profitable High Priestess elemental power  
building and activation with Earth.  
Creating Your Signature Story

Connect,  
Call in Sacred Space,  
Call on Oversoul,  
Open to Receive





Open for the Divine Feminine Essence Flowing through You  
as High Priestess Initiate





**Two Parts of our Journey:**

- **Spiritual**
- **Physical**

**We Need Both**

# Elemental Creation Template





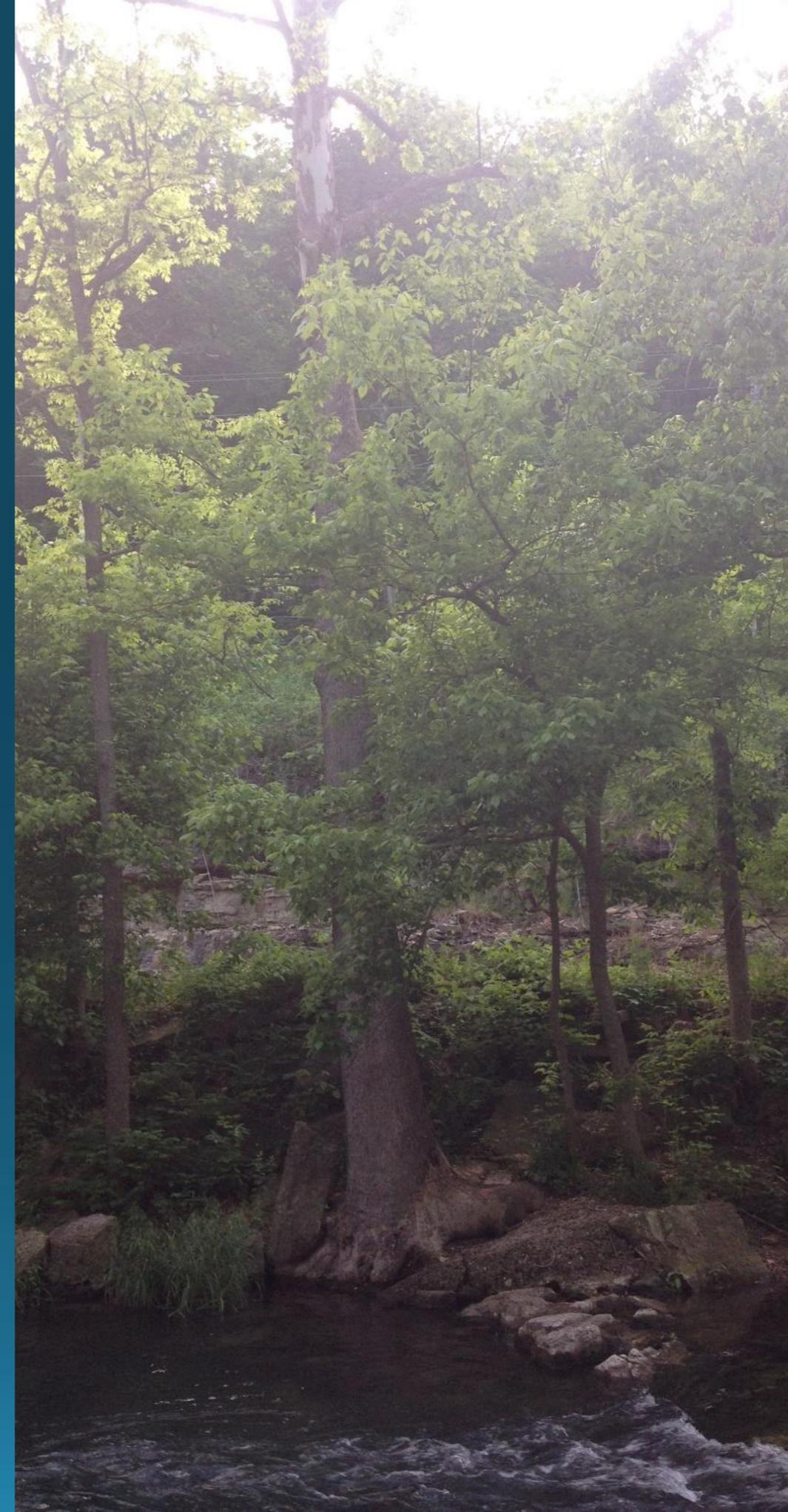
# Alchemy Core

- Your Signature Story
- Talks for In Person and Online

## The Importance of a Signature Story

Your Signature Story is the story you tell over and over again.

- It's sometimes called your **Intro Story** or **Origin Story** – it's the story that explains why you got into this work.
- It lets your audience know that you understand what they're going through, and you have found the solution.
- It connects you to your audience by showing your humanness and vulnerability, as well as your credibility.
- You can have more than one Signature Story if you have more than one target market (e.g. spirituality and nutrition), and you can choose which one to tell to different audiences. But for now, start with **ONE**, practice it, and get good at it.
- **Where to use your Signature Story:** everywhere!
  - In your live talks
  - In your webinars
  - On your website (usually on your About Page)
  - In interviews
  - In emails or articles where you want to let readers get to know you better



# Why use stories?

- People remember stories better than facts, steps, or data!
  - We like to stuff our talks full of as MANY teaching points as possible, to impress and wow the audience with all of our stellar material. But the truth is, they won't retain it all.
  - You can teach me The 5 Steps to a Better Work-Life Balance, and that's great. I'll know you gave me good material.
  - But if you tell me about the time you ended up in the hospital because you were working yourself to death, and that's what led you to start focusing on health and wellness? That's what I will remember, and that's what I will relate to.
- Stories connect people.
  - The way our brains work, when we hear a story, our brain doesn't just listen to the story. It experiences the story. It's how we learn. It also allows your audience to feel like they've gone somewhere with you, like they've been through something with you.
  - Stories show that you're human – and people want to connect with people, not just useful information.
- Stories build credibility.
  - In your story, you get to talk about the results you've had, and what you've done for your clients. And when your audience sees that you've been through similar experiences to their own, they trust that you can help them get through it, too.

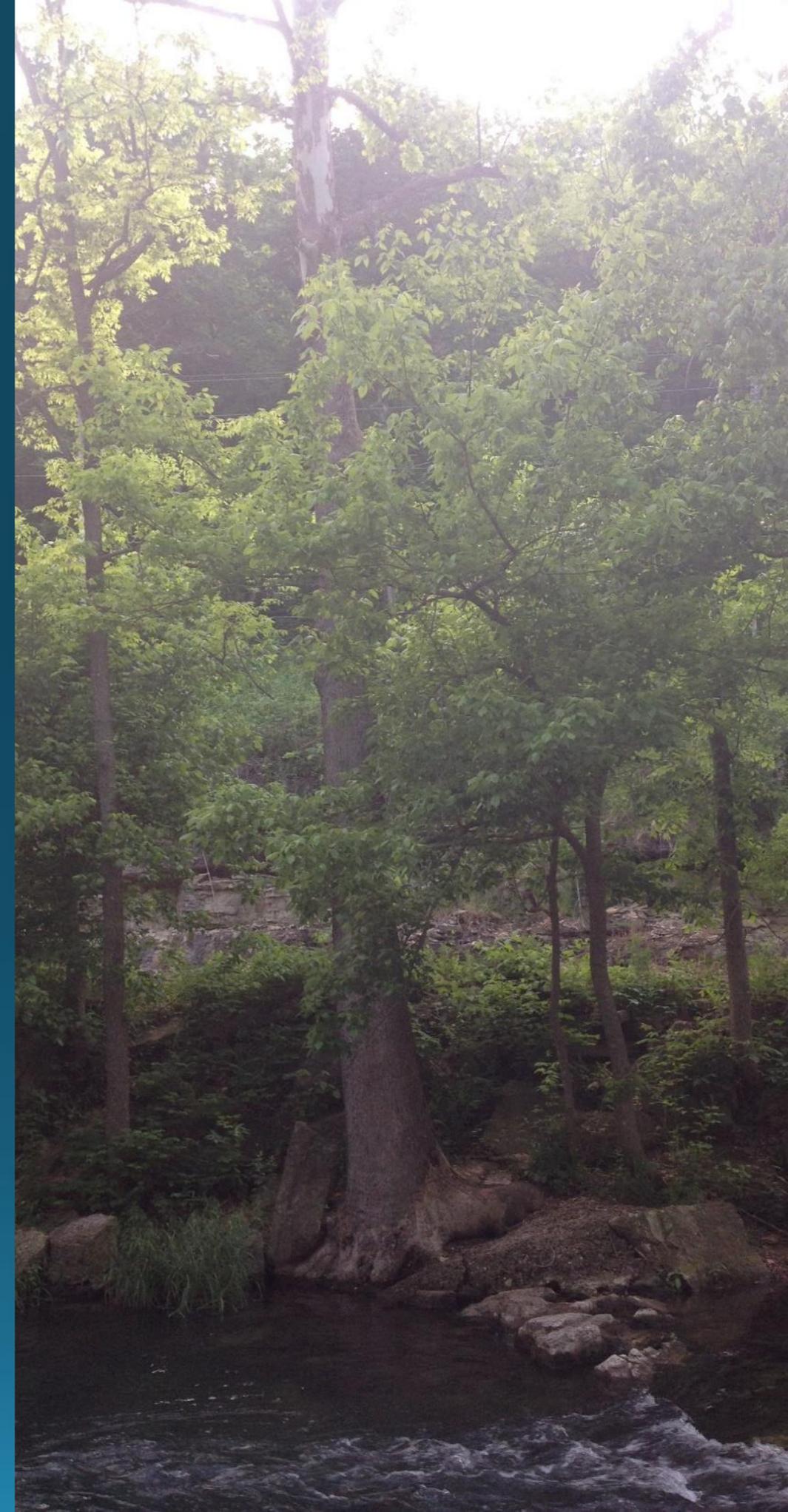


## 2 Types of Signature Stories:

1. The Struggle Story – Some people's stories are about triumphing over a conflict or hardship. If you hear about your clients' struggles and realize that you've "been there, conquered that," then you may be able to tell a great Struggle Story, where you share what YOUR journey with that same struggle was.
2. The Soapbox Story – Other people have stories that deal with embracing their natural talents. Or realizing they are passionate about something and want to help others. If this sounds like you, you probably have a Soapbox Story.

### **How to know which story to tell?**

- The key is to tell a story that your target market will resonate with.
- If you have a few different story ideas, choose the one that will resonate with your target market the most.
- If you're not sure, choose the one that is more vivid or dramatic.
- Ideally, it will also support your Point of View – the opinion or message you want your audience to know or learn.
- Usually, if you have a Struggle Story, you'll want to tell that story.



# Creating Your Struggle Signature Story

The purpose of a Struggle Story is to let your audience see...

1. you were once like them.
2. you overcame it.

## The 4 Parts of a Struggle Story:

### 1. What did you struggle with?

- You want the struggle you tell about to be something your ideal clients can relate to. Have you struggled with emotional eating, and now help other women through it? Tell us that story.
- Paint a picture of what that struggle looked like for you. What it felt like. Gives us some details.
- *My daughter would come home from school, slam her door, and stay in her room until I threatened to take away her phone. And that usually ended up in screaming matches.*
- *I had \$37 in my bank account.*
- *I dreaded coming home from work because I knew my husband and I would be snapping at each other within 10 minutes.*

### 2. What was your turning point?

- This is where you hit rock bottom.
- Or you had an AHA moment.
- Or you told yourself, “Never again.”
- Build the tension, take us to a specific time, and set the scene. Bring us into that moment with you.
- Dialogue or quoting your own thoughts are great ways to draw your audience into that moment with you.
- *I was sitting at my desk at work, just finishing up the lunch I had packed, when the phone rang. I saw it was from my daughter's school, and I thought, “Oh, what now?” I answered. It was the 5 principal. She told me, “Mrs. Jones, there's been an incident involving your daughter.” And my stomach turned to ice.*

- Don't cheat us out of the details. Close your eyes and take yourself back to that moment in time. Where were you? What were you doing? What was around you? What did you experience physically, emotionally, or spiritually?

### **3. What was the realization you had or the resolution you made as a result of that moment?**

- This could be where you decided to do whatever it took never to be at this place again.
- Or you realized that your old approach was causing you more harm than good.
- What was the decision or realization that changed your life?

### **4. How did you turn things around and what is life like now?**

- Give us a summary of what you did, not a chronological list of every class or certification. This could look like: *"So from that day on, I started learning everything I could about XYZ."*
- What does life look like, now that you've figured this out and help other people with the same thing?
- This is where you show us that the dream can be a reality – because you've made it a reality for yourself, and they can, too.
- Tell us about the results you've had in your own life, and results you've helped your clients achieve. (Don't think of this as "bragging." This part is IMPORTANT, or else your audience will still be wondering if you're still struggling.)
- It's okay if you're still figuring things out. You don't have to tell them that you're perfect now. Just tell them about the results.

# Creating Your Soapbox Signature Story

The purpose of a Soapbox Story is to let your audience see...

1. they're not alone.
2. you have the solution.

## The 4 Parts of a Soapbox Story:

**THE STAND:** Before you start to articulate your soapbox story, you have to know what your stand is. What are you taking a stand for?

- What is the message you want the world to know? The thing you're so passionate about, that you would stand up on a soapbox in the middle of the street to tell people about it?
- This could be (and probably is) the same as your Point of View.
- If you're not sure, think about what upsets you. Or maybe something you see in your industry that bothers you. What breaks your heart? Or what part of your work gets you super passionate? ●

**Note:** *You don't have to TELL your stand at the beginning of your story. You can save it for the end.* But when you're writing your story, you do want to start by knowing what your stand is.

## **1. Think of a client or another person whose struggle you want to highlight. Give a specific example of when you saw this happen.**

- Remember: The struggle that person is going through needs to relate to your stand (see below for the stand).
- It also needs to be a struggle that your target market will be able to see themselves in.
- Maybe you saw someone struggling with something you already understood. It could be a client, a friend, a family member, or even a complete stranger.
- Give us specific details. Again, paint the picture and take us there.

## **2. What was the turning point?**

- This is where the other person hit rock bottom.
- Or you had an AHA moment.
- Or you helped this person to have an AHA moment.
- Build the tension, take us to a specific time, and set the scene. Bring us into that moment with you.

● Dialogue or quoting your own thoughts are great ways to draw your audience into that moment with you. 3. Your Stand: What was your realization or resolution when you saw this happen? ● This could be the AHA moment that made you see you could help other people with this thing you've always had a knack for. ●

Remember: the stand is your Point of View – the opinion or message you want to share.

**3. Your Stand:** What was your realization or resolution when you saw this happen?

- This could be the AHA moment that made you see you could help other people with this thing you've always had a knack for.
- Remember: **the stand is your Point of View – the opinion or message you want to share.**

**4. Why is it important for others to take on your stand? ● What will happen if they DON'T take on your stand?**

- And what is possible (the dream) if they DO take it on?
- You can use the phrase, "Now I help \_\_\_\_\_ do \_\_\_\_\_ so they can \_\_\_\_\_."
- Try to end with a strong statement that you can memorize and "land on," even if you get jumbled while telling the rest of the story.

# Bonus Tips to Tell Powerful Stories

## “In Summary” vs “In Scene”

- When telling a story, there are 2 modes you go into:
  - **In Summary** – This is when you're giving a **general overview**.  
*“When I was 10, we lived on a farm with pigs, chickens, cows, the whole deal. One of my chores was to feed the chickens. Every morning, I would fill a big metal bucket and carry it out to the coop.”*
  - **In Scene** – This is when you take us into a specific moment in time.  
*“One day, I went out to the toolshed to grab my bucket. But when I got to the shed, I saw that the door had been ripped off. It was lying on the ground and looked like it had chunks torn out of it.”*
- **When you tell YOUR story, you will use both of these modes.**
  - Usually, you will start **In Summary**.
  - Then, when you get to your Turning Point, or your Realization, you will take us **In Scene**.
- To transition into In Scene, use a phrase like:
  - *One day...*
  - *One morning...*
  - *I remember one time...*

## Give us a “lean-in moment”

- This is a moment in your story (usually In Scene) where the tension is so high, the audience literally leans forward in their seats to hear what comes next.
- This is often the climax of your Turning Point. (Monica on the subway floor, crying.
- Don't rush through your lean-in moment. Really let us experience it with you. Don't be afraid to use a dramatic pause. ;)

## Don't be afraid to get vulnerable!\*

- Your story doesn't have to make you look like you're 100% perfect. Even if you're telling a Soapbox Story where you already had a knack or a talent, what's something that makes you vulnerable?
- \*Note – Telling your Signature Story is not a therapy session for you. If you have a great story of hardship, make sure you can tell it without losing control emotionally.
  - If you begin sobbing in front of the room, some people will become uncomfortable, some will dismiss your credibility, and the caretakers in the room will suddenly start focusing on wanting to make you feel better. It's not WRONG to show emotion, or even shed a tear. But you don't want to lose control.
  - Practice telling this story in front of people to see if you can make it through.

# Create different versions

- You'll want to be able to tell your Signature Story in a variety of settings. Sometimes you have an hour-long speaking gig. Sometimes you only have 20 minutes.
- So, once you have your story, see if you can make it:
  - 20 minutes long
  - 10 minutes long
  - 5 minutes long
  - 3 minutes long
  - 1 minute long

## Next Actions:

- Do a brainstorm to come up with a few ideas for your Signature Story.
- Choose the one that is most relevant to your target market, or is the most vivid/dramatic. (Ideally, it will also support your Point of View.)
- Use the Fill-In-The-Blank Signature Story Template (In the classroom) to outline your Signature Story.
- Make sure your Turning Point is In Scene.
- Outline your Signature
- Share your story with me for feedback.

# Earth's Primary Power: Standing on Your Own & Alignment...

*Where do you feel  
resistance?*

*What do you need to Align  
with to move forward?*



# Integrate Earth's Primary Powers

- Integrate Earth's Primary Powers of Standing On Your Own and Alignment
- Activate Unified Field to support your choices
- Affirm:  
**I ALIGN WITH MY PROFITABLE HIGH PRIESTESS!**



## Earth Door Homework:

- Write 2 versions of your story
- Practice sharing your story
- Share your story with me for feedback
- Put your story somewhere on your website



# Gratitude & Closure

## Ground

- Contribute to Your Tracking Sheet

