

# *New Earth Vision Summits*

## Module 3

### 2-3 Sentence Descriptions

**Fearless Female Entrepreneurs:** This will be a 6-day global conversation featuring 18 female entrepreneurs who have reinvented & redesigned their lives to come beautifully into alignment with their true purpose. Who have stepped forward courageously and who are boldly creating an entirely new way of doing business. A new way that honors compassion, community, empowerment of all people, healing on all levels, and which brings them abundant income so they can be free, happy, and confident, and give their highest contribution to our world.

**Heartbeat of Mother Earth Summit:** This summit is designed to focus on our intimate connection with the Earth and the different ways that Gaia is reaching out to us to join in community, heal one another, nurture the planet, and feel compassion for all beings. It is intended to be a paradigm-shifting conversation with approximately 30 speakers participating, and with a mission of opening people up to new ways that they can connect with Mother Earth and feel her heartbeat in their own lives.

**The Fierce Compassion of the Divine Feminine – Entering the Era of the Empress**  
The *Empress* is the natural educated leader and creatrix that **lives within us all!** She is a Mother that **nourishes the people and nature with tenderness** and a deep abiding love. *She brings abundance, creativity, passion, achievement, prosperity, influence and motivation.* In this time of radical transformation, it is time to step up to the next level and welcome in this **mysterious power, magnetism and vitality** that is the pure embodiment of the Divine Feminine. *It is time to offer tools that will move our world into a hopeful future.* It is time to inspire individuals to cultivate compassion, character, courage and grace in all areas of our life and businesses. **It is time to embody the Empress.** *All tools and skills* are needed and necessary as we **move humanity toward a brighter tomorrow!**

This is a 5-day global conversation featuring 25-30 power-house individuals who have claimed this archetype for themselves and *refuse to accept anything less than deep compassion for all who live on this planet, and who cultivate the strength of character and courage to make this world a place for all to thrive.*

**Embracing Radical Change:** This will be a 7-day global conversation featuring 21 expert speakers, in which we will address the fact that so many of us today are being called to embrace Radical Change - whether we had planned to or not! Radical Change is the sweeping & systemic global revolution in which we are all involved. The old systems and structures that previously defined and protected us, are rapidly breaking down. Those of us alive today are being asked to courageously navigate our crumbling world with the understanding that there is a larger plan at work. We are living in a time of extraordinary opportunity to use our gifts & talents in creative & expansive ways to build new structures and radically different ways of living that will support & activate a brighter future.

**Birthing New Earth** - This is a 5-day global conversation featuring 25-30 expert speakers from a wide variety of life experience, who will help the world come to grips with the fact that

***WE ARE NOT GOING BACK TO NORMAL. LIFE AS WE KNEW IT ON THIS PLANET IS OVER.***

This global experience is creating a ***GOLDEN OPPORTUNITY*** to literally ***CREATE THE WORLD WE HAVE BEEN DREAMING OF*** both on a personal and global level. It is time to courageously lay down the new grids of a brighter and sustainable future for all beings on this planet. It is time ***NOW*** to ground a new vision that can serve the next seven generations and beyond.

### **Step 3.**

Answer the following questions about your Ideal Client. You can include qualities/attributes from all 3 of the Ideal Clients who you listed above in Step 1.

#### **WHAT TURNING POINTS are they at in their LIFE?**

**What emotion or emotions do they feel at the exact moment they realize that they need your service?**

**What transformation are they seeking?**

**When they first come to see you, what's running through their mind? What story are they telling themselves?**

**What do they want most?**

**What are their primary obstacles / what has gotten in the way of them improving their life (up until the point where they begin working with you)?**

#### **Step 4.**

Step into the experience of your ideal client. Imagine yourself putting your heart where her heart is. See with her eyes. Breathe through her lungs. Think as she would, experience her emotions as you answer the next questions.

Write everything that comes to you AS IF you are your ideal client answering the questions and recording her thoughts in a journal – including the stuff she would never say out loud.

You have permission to do this imperfectly and come back to it again and again!

**What are your biggest challenges in life?**

**What do you secretly fear about your situation?**

**What do you worry about? What keeps you up at night?**

**What do you wish would just go away?**

**What are you not looking at because it triggers too much fear?**

**What's the worst case scenario?**

**What do you fear might fail in your life if the situation continues or gets worse?**

**Where will you lose power, influence or control in your life if things continue as they are or get worse?**

**What do you secretly wish was true about your situation?**

**What do you hope is actually true about your situation?**

**What's the DREAM SOLUTION you would DO anything and PAY anything for?**

**IF that dream solution could appear in your lap and unfold perfectly, what would that dream scenario look like? How would your life story go after you found that solution?**

**What would you be able to be, do or have if that dream scenario were to come true? What could you do then, that you were not able to do before?**

## **Step 5. List the Outcomes that Your Ideal Clients Deeply Desire**

Review all of the above information and highlight the points that stand out most strongly for you, that you feel truly define your ideal client.

Now ask yourself this question: **What is it that your Ideal Client deeply desires more than anything else in the world?** Write below the top 5 to 10 outcomes that would change their life and help them on their journey, the outcomes they want more than anything else.

**1.**

**2.**

**3.**

4.

5.

6.

7.

8.

9.

10.

## **BONUS INFO! Step 6. How to Use This Information for Content Creation**

### **Step-by-Step Plan To Create Amazing Emails, Articles, and Blog Posts:**

Important: When doing this, really put yourself in your ideal client's shoes. Feel what they are feeling.

1. Think of a problem that your ideal clients have (**refer to the portions that you highlighted in Section 4 above**)
2. Describe the problem. It's great to do this with a story.

3. Talk about why it's important to get it solved: How it will change their life, improve their health, etc. **(refer to the portions that you highlighted in Section 3 above)**
4. Let them know that you have a solution that will help them. **(refer to the last 2 questions in Section 4 above)**
5. Share your tips, strategies, and expertise. It's great if you can provide a list such as "Here are 3 ways to \_\_\_\_."
6. Sum it all up with a wrap-up sentence or paragraph: Here's what is most important for you to know.
7. Invite them to engage with you in some way that will provide a deeper level of help & healing for them: Sign up for a free Discovery Session, purchase your product, etc.
8. List a few of the key outcomes that they can expect from working with you **(refer to the outcomes that you listed in Section 5 above)**
9. Give them an easy way to take action to solve their problem – a button to make an appointment on your calendar, a link directly to your product page, etc.