



13 Steps & Strategies
for
Starting Your Sustainable & Profitable
Service-Based Business

by

Jan Luther, The EGO Tamer®
& EFT Founding Master



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Also by Jan Luther

Grief Is...Mourning Sickness®
Mastering the Art of Success (with Jack Canfield)

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TheResiliencyCourse.com

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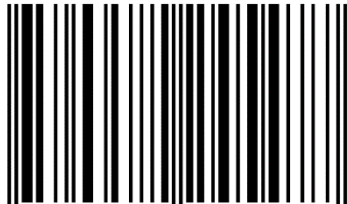
Charting Your Path

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Emotional Freedom Techniques® (EFT®)
Business Coaching
Self-Help/ Personal Transformation
Spirituality / Personal Transformation

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IMPORTANT NOTE REGARDING HYPERLINKS IN THIS EBOOK: Titles in the Table of Contents can be clicked on to take you directly to that page. If you're viewing this eBook in an internet browser, you may have to hold down the CTRL key on your keyboard when clicking all other hyperlinks in this eBook if you want to open them in a new window.

Table of Contents

Are you a Soul-o-Preneur?	1
Soul-o-Preneurial Strategy #1: “Why NOT” just a J.O.B.	4
Soul-o-Preneurial Strategy #2: Why, Yes!	6
Soul-o-Preneurial Strategy #3: Making a Living With What You’re Giving	9
Soul-o-Preneurial Strategy #4: Setting Your Rates	12
Soul-o-Preneurial Strategy #5: Embracing Your Fears	15
Soul-o-Preneurial Strategy #6: Erasing Fear with TETT	17
Soul-o-Preneurial Strategy #7: Finding Yourself on the Map – “You are here”	20
Soul-o-Preneurial Strategy #8: Where are You Headed?	23
Soul-o-Preneurial Strategy #9: How ya’ gonna get there from here?	29
Soul-o-Preneurial Strategy #10: Which Lane are You In?	32
Soul-o-Preneurial Strategy #11: Investing in the right help and helper	36
Soul-o-Preneurial Strategy #12: How to determine Return On Investment (ROI)	38
Soul-o-Preneurial Strategy #13: Sharing the good news!	40
Who, me? About Jan	44

Are you a Soul-o-Preneur?

Are you a mission to make the world a better place?

Do you have a very personal, heart-centered message you're aching to get out to as many people as you can?

Do you take a holistic approach to life? (*Mind-Body-Spirit are One*)

Will you be your own boss, ultimately answering only to the deep call and directions from within?

Do you know that you cannot separate "who you are" from "what you do?"

Are you, from the human perspective, working your business solo?

How exciting and . . . how scary, right?

The first intention of this eBook is to encourage you to keep the faith by providing you with the strategies that will align your inner and your outer visions so that you feel in sync. **Each strategy will include the invitation for you to tap into layer-upon-layer of your inner wisdom by taking a few minutes to use your super-human introspective powers of questions and answers.**

By **giving yourself the time to really tune in to the answers** you'll let the flow of emotions and passion come to the surface of your consciousness. You'll then be able to connect all that fuel to the systematic and productive action steps that I'm giving you.

The **inner work and the outer steps come together like laying down the "floorboards" on the foundation of your business.** Each question and strategy opens the door to your Soul so even more personalized and empowered information from within you can rise up and help you both see and create the path to your next level of success. Simple, inspiring and priceless!

This eBook is birthed from decades of operating and successfully growing my own one-woman businesses and helping hundreds of others start and succeed in theirs. It's also a product of a renewed commitment to encourage others who share a mission similar to mine: **"To end suffering and transcend reincarnation."** It's a big mission and I'm eager to connect with thousands of others visionaries so that we can weave our work together and create a new template/matrix for generations to come.

Whether you're literally **just stepping out of training in your beloved modality and haven't a clue what to do first** or maybe **you've been in business for years** and are suffering from burnout and boredom with the way things have (or haven't) been working out for you. I believe that if you'll commit to fully engaging in the processes and strategies in this eBook, you'll find fresh ideas, renewed hope and a rising sense of consciousness and creative energy. Spirit can re-ignite your passion and give you deeper, more personalized instructions.

I always like to be fully transparent in my own work. For that purpose, I'll tell you that this eBook is also an introduction and sample of the work we do in The [Malachite Business Coaching Program](#)®. Thus, we've added a hyperlink to the bottom of each page so that at any given point – if Spirit prompts you to see what we're offering – you can instantly access that information.

So, first some definitions:

Soul-o-Preneur - I consider you a Soul-o-Preneur if...

- You have an entrepreneurial spirit.
- You're an independent business owner.
- You can't separate who you are from the work you do.
- You're an eternal student.
- You know that the service you offer is a way for you to continue your own awakening, ascension and advancement.
- You feel deep and humble gratitude and joy that you get to do this work.
- You know that you simply "can't NOT" do this work. The call from your SOUL is so strong that it feels as if the path has chosen you and is beckoning you forth.

(Note: For ease of conversation, we'll be using the word "**practitioner**" in place of Soul-o-Preneur or Business Owner in most places in this eBook.)

Strategy: A plan, a method, a series of maneuvers or stratagems for obtaining a specific goal or result.

Self-Discovery Time: Time and space has been allotted for self-discovery time with every strategy in this book. Most Soul-o-Preneurs are very introverted and introspective by nature. To truly understand and embody the information in this eBook, gift yourself the beautiful time needed to answer the questions and tune in to your inner guidance for even more juicy stuff.



Sharing Time: Whenever you see the “Sharing Time” image (like the one on the left), that means it’s a wonderful opportunity for you to share your wisdom and insights with me and others who are studying this eBook. Let us celebrate, encourage and build momentum with and for you by adding our supportive comments and happy faces in the

Facebook group I’ve created just for this eBook! Just click on the image when you see it and you’ll be directed to our Facebook group.

Just log into your Facebook account and then click the link below to join the group. Once you’ve joined, I recommend that you save this as one of your Favorites for easy access.

[Charting Your Path Facebook Group](#)

Please know that this is a public Facebook group, so anyone can post to this group. We’ll do our best to make sure we keep the spammers out of the group.

(Note: If you don’t have a Facebook account, it’s easy and free to sign up! Just visit www.Facebook.com and follow their account “Sign Up” steps.)

Strategy Note: I’m sure that as you get into these 13 strategies, you’ll get a sense that this eBook is just an appetizer for what we’ll do in the [Malachite Business Coaching Program](#). Every call in our program includes inner and outer work based upon what is pressing for you at that moment.

We hope you’ll realize that there’s so much we cover in that coaching and mentoring program that giving you a list of the 20 systems and strategies would not do it justice.

When we meet for the introductory call, I’ll be sharing more of the content and how you’ll access the materials. If you haven’t already registered for the introductory call or the program, just [click here](#) or on the link in the footer of this page.

Soul-o-Preneurial Strategy #1: **“Why NOT” just a J.O.B.**

The most difficult and delightful decision you may ever make.

Have you heard the rumble? Maybe you're part of it? Every year, millions of souls are leaving their jobs to start their own independently owned and operated businesses. Some are leaving because of the incongruence in the culture of those jobs:

- Companies that have become so consumed with “the bottom line” that they've lost sight of the people who are on their front line; the employees who are overworked and underpaid
- Companies that are perpetuating greed and causing great stress and harm to the earth
- Companies, large and small, that forget that the people who work within those structures are Souls. Divine, Heavenly beings who are on this earth to focus more on our spiritual evolution and less on the desires of the flesh

These are the men and women – *probably you included* – who are daring to say, “Enough!”

Have you had enough of the 9-5 workday structure?

Enough of working for pennies on the dollar compared to what owners of the company are making thanks to employees like you?

Have you had enough of living paycheck-to-paycheck, asking for permission to have time with your family and, Heaven forbid, fearing that if you need time for self-care for illness or family emergencies your job is at risk of being handed to the next guy or gal?

Others are being called out of the old work culture by the still small voice of the Soul. These are men and women like you who are awakening to a mission; a purpose, a reason for being on this planet that simply must be fulfilled.

Is it time for you to get off of the merry-go-round of trading money for your life? Are you fed up with working for someone else helping them build their dream? If you haven't already decided, what will it take for you to say “enough settling and suffering” and decide that it's time to go for your dreams?

“We change our behavior when the pain of staying the same becomes greater than the pain of changing. Consequences give us the pain that motivates us to change.”

~ Henry Cloud

Self-Discovery Time

Write out your feelings and insights about these questions:
(Set your Timer: 4-7 minutes, don't pause or edit yourself just – GO)

What is your “why not” regarding settling for a job?

What experiences are causing you to question if this old way of working for a living is the right fit for you anymore?

What did you observe in your own family of origin about business owners and wealth?

What one key word or phrase can you refer to in the future if you begin to feel tempted to give up and go back to a 9-to-5 job? (What is the “golden nugget” reason why you know you aren't meant to live that way?)



Sharing Time: Let us affirm and echo your WHY NOT for you. Share your answers and prompt us with – *“Please affirm with me that I’m NOT cut out to settle for a JOB because . . .”*

You can support others by posting a reply like: *“(NAME), You are soo much more than a JOB – because as you say...”*

Soul-o-Preneurial Strategy #2: **Why, Yes!**

Why do you want to own your own business?

Can you answer that oh so deceptively simple looking question?

Let me talk you through some questions to help you in clarifying your WHY. Just let yourself write. (It's best if you find a tablet to do the introspective work in.)

Got your tablet? *Sweet!*

Without editing, write for 4-7 minutes on the question below. By getting beyond that "reasoning mind" and tuning into the soul level reasons – without editing yourself – you may be surprised at what comes out!

1. I want to start a business, because...?

I'm sure you wrote down some really good and logical reasons why, but let's see if we can dig even deeper and – once again without editing – answer each question:

2. I believe that when I have a Helpful business then...

I will get?

It will make me feel like?

Then I'll finally be able to?

As you read your answers to these questions, are you surprised? Is there a little twist to what you expected? Is there something that you're hoping to achieve for yourself through this business that may have little or nothing to do with what your business does for others? OR, might you be recognizing that other people probably want that very same thing and that your offering may be the bridge to help them get what they want???

1. Does your offering provide a solution for others who have the same challenge or dream that you're working with here? (Briefly write out your story – what pain pushed you to find a solution and what were the pivotal points and discoveries along your path?)
2. Is there another way that you may not have considered to get what you now see you really want?

EXAMPLE:

1. What I really want: I want to make a lot of money.
2. When I get a lot of money I will: Be able to have freedom to travel, to write books, to... what?
3. Is there another way to get what you want that you haven't considered? If what you really want is more freedom to be able to travel or write books or whatever your dream, isn't that your real goal? To travel or write books?

Is there a faster, easier route to traveling and being a writer?

This is not meant to dissuade you from your current dream at all. This is intended to help you get crystal clear on your motivations. The passion and energy of your WHY will carry you a LONNNNG way and it will be the energy that feeds everything you do in your business – *especially you*. So, if you're taking the long journey to your real dream, this is a really great time to rethink your route.

A Real-Life Application of this Strategy:

Recently, I taught one of my favorite teleclass series: **Plugging Into Your Financial Prosperity**. Something shifted for one of my students and he realized his real dream was to get a great job that would give him experience that would *ultimately get him qualified to work with a subsidiary of NASA*. He was surprised when I told him he might want to reconsider his mapping.

“WHY go around your elbow to get to your behind?” I asked him; wouldn't it be simpler to just **find a way to work for that NASA company now?**

Well, of course, this brought up some limiting beliefs about what it takes to work for them; how he might not be able to handle the work load, etc., etc. When we cleared those beliefs and anchored his REAL vision...He had a break through. He could see himself working for that company.

Shortly after that, I received a letter in the mail from NASA asking me to be a character reference for this client who was applying to work directly with one of their companies.

(Oh, yes. I was tempted to say, *“He is indeed a character!”* LOL, but I didn't)

Gleefully, I contacted him to find out that he had indeed landed the interview and got the job with the NASA subsidiary he was hoping for...along with a **24% salary increase!**

Awesome work!



Sharing Time

Let us celebrate with you!

What is your *“Why, Yes!”*

How excited are you about this?

What do you want people to understand about your mission?

Soul-o-Preneurial Strategy #3: **Making a Living With What You're Giving**

The first step to clarifying your income potential is to decide your business model.

EGO voice might make you feel nervous about sticking to one offering. I understand that you want to help as many people as you can, as quickly as you can, and you may even be thinking that by engaging in all of these models you'll progress faster.

In reality, if you're just beginning (*there are exceptions in everything, but stay with me on this*) it is better to choose one "bread and butter" income formula for a set time and then branch out.

I encourage my new practitioners to focus soul-ly on providing 100 private 1-1 sessions before they ever offer group work.

First of all, the practice of 100 sessions will get you completely comfortable with your modality. It's similar to learning to drive a car; there is that moment when it just becomes a motor skill and you don't have to think through the processes. That's your first goal as practitioner. Get really good at the individual service offerings.

Secondly, once you've covered those 100 sessions, you'll have a list of people who know and love you and who'll then be eager to participate in your smaller group programs. It's much easier to entice 20 friends to pay for your offering than it is to invite total strangers. And, obviously, you need time to develop whatever it is that you'll be teaching in a group!

And, lastly, creating larger events where you speak and train hundreds for big-ticket prices follows the same logical and linear path. Once you've served hundreds in private and then hundreds in small group work, it's easy to take the next step into gathering those fans into your multi-day events.

Will you be offering your services One-to-One in private sessions?

How many sessions per week? _____

What will you charge? _____

(If you're unsure about rates for one-to-one sessions, sneak a peek at the next strategy, "Setting Your Rates" on page 12.)

Multiply X 4 weeks per month: _____

Multiply X 10 months: _____

(Yes 10 months. You're your own boss now. You need to factor in some down time and vacation time. ☺)

Possible yearly income: _____

Divide by 2: _____

Will you be offering semi-private group programs?

This formula is based upon the concept of one group meeting, one or more times monthly, for a year-long program.

How many students per month? _____

(Group dynamics teaches that when working with adults, the most efficient ratio is one teacher/facilitator to a maximum of 6-10 adults.)

What will you charge? _____

Multiply X 12 months: _____

Possible yearly income: _____

Divide by 2: _____

NOTE: You're welcome to follow the same formula in exploring your income potential for larger groups/audience type trainings. However, the work we do within the Malachite Business Coaching Program is mostly focused upon the foundational first three-to-five years of your business and I feel it would be misleading to have you dream of big events with big income before you've had time to fully develop your niche and your miraculous message.

Self-Discovery Time

Write out your feelings and insights about these ideas. Even if you earn half of your desired income this year, what will that change? How will that help?

Soul-o-Preneurial Strategy #4: Setting Your Rates

This information was compiled after interviewing EFT Level One practitioners in 2003. Times have certainly changed and it's very common for new practitioners to ask \$65 for their very first session. Only you can decide what feels right and fair. We can certainly visit this topic along with how and when to raise rates when you take part in the Malachite Business Coaching Program.

The layperson may feel more comfortable with lower rates than someone who has a professional degree or training specialty such as a Therapist or Massage Therapist already in practice.

****On average, practitioners have started out charging****

<u>Number of Sessions</u>	<u>Hourly Rate/Fee</u>
0-25	Free or for donation
26-50	\$35-\$55
51-75	\$65-\$85+
76-100	\$90-\$110
100-200	\$125 -\$150.00

(These rates reflect incremental increases of \$10-\$20)

If someone asks what you suggest for a donation amount in the beginning, ask them what they pay for a cut and color.

If you're not sure where to set your starting rates, consider charging what the local massage therapists charge per hour. Set your fees according to your skill and what the people in your market will pay.

Self-Discovery Time

Write out your feelings and insights about the questions below related to Setting Your Rates.

1. What feels like a right and fair amount to you? Just write down the first number that comes to you. (It may also be helpful to write down what the reasoning mind offers as justification for this amount.)

2. Now double that. Do you feel comfortable and excited or do you feel resistance? (Again, record what the EGO mind thinks about it, too.)

3. Now reduce that rate to 75% of the doubled rate in question #2. Feel into that: Exciting? Comfortable? Uncomfortable? Resistant?

4. If it still feels like too much of a stretch, return to your first fair amount and feel into that. Does it feel right?

5. Now go the opposite direction and reduce the amount you wrote down in question #1. Does that feel good or are you feeling a different type of resistance?

EXAMPLE:

1. Maybe I'll charge \$125.00 per hour (Feel into it. Exciting, comfortable, feels right or... resistance discomfort, doesn't feel good.)
2. Double that \$250.00 per hour? Feel into it. Exciting, comfortable, feels right or... resistance discomfort, doesn't feel good.)
3. 75% of \$250 = \$187.50, so let's try on \$185.00 per hour. (Feel into this and also begin to note what EGO uses as the reason why or why not. One common thought might be that "someone you know is either much more advanced and charging about that much so you surely cannot start there" or "someone you know is much less experienced and "only charges that amount so you should charge more." Both may be true for you, but keep on playing with it. If you're super qualified in ways that perhaps that other "expert" isn't, you can absolutely set your rate to equal that or higher!)
4. To sense the contrast after reaching for \$185.00, now try on the \$125.00. You may note that it feels just right after trying on the higher number or you may realize that it feels even more incongruent (wrong).
5. Now just to see that you're inner wisdom knows what is best divide whichever number felt best in half and sense what that feels like:

$\frac{1}{2}$ of \$125 = \$60-\$65.00

$\frac{1}{2}$ of \$185 = \$90-95.00

What feels like just the right amount for you to charge?

Soul-o-Preneurial Strategy #5: **Embracing Your Fears**

It can be a scary thing though, right? The idea of jumping the employment ship into a big ocean of potential, but not having a visible shoreline can get the mind reeling.

Perhaps you're feeling paralyzed by the myriad of unanswerable questions:

“Where do I start?”

“How long will it take before I start earning income?”

“Will I ever be able to replace my corporate paycheck?”

“Where will I find clients or customers?”

And then the negative *self-talk* usually kicks in:

“I don't know how to run a business.”

“I don't like to ask for money.”

“Nobody will want what I'm offering.”

In The EGO Tamer® Academy, we talk a lot about resistance. I use the abbreviation of “PR” for Persistent Resistance. PR shows up every time our vibration rises quickly with excitement about a new idea. PR has a way of bringing us “down” and keeping us stuck in our old, familiar surroundings. While the old and comfortable seems safe, it's actually dangerous to our soul's growth. These comfort level fears are a good indicator that we're ascending in life.

If these fears show up and we try to ignore or resist them, you know, stuffing the feelings down and distracting your mind with other thoughts. It can turn out to be like putting a lid on the pressure cooker. We try to tamp down the thoughts and feelings only to have them blow up on our faces when the pressure gets to be too much. Often, the blow-up happens at the worst time. Over-reacting to something little and unrelated or giving up when we're so close to achieving our desired goal.

I'm going to stand in my authentic brilliance here and share with you that I am an expert at helping people tame their fears. I use both master energy techniques and God-given gifts of reasoning to completely reframe the beliefs or fears that my students and clients struggle with.

Erasing fears and dissolving pain is my happy place. This is my coaching “sweet spot;” it's one thing that I bring to this world that I am perhaps the most passionate about because I know that we can't grow beyond our fears. We have to tame them first.

When I do this work, I begin by connecting to Divine (God) wisdom and then allow myself to be a channel for downloading personalized and in-the-moment information to shift perceptions and raise energetic vibrations. Once their energy and beliefs are shifted, my clients and students can then access the Divine with them for fabulous energy and instructions!

“Feeling fear is inevitable; it’s part of the human condition. Surrendering to and suffering from fear is optional!” ~Jan Luther

Self-Discovery Time

Write out your feelings and insights about this question:

What is the number one fear that is holding you back from succeeding in building your practice?

I surveyed over 200 new practitioners asking them the same question. Then I took the results and sorted them into one of four themes.

Money Blocks:

- I don't feel right asking for money for such a spiritual service
- Too much pressure to earn and sustain it
- Can't earn enough with the time, energy and talent I have to offer
- People won't pay for it

Skills:

- I'm not qualified
- It won't work
- People won't accept it
- I don't know how to explain it

Business Building Skills:

- Fear the business will consume my personal life
- So many operational skills I don't have
- So many marketing/sales skills I don't have or don't like
- Have a big vision, but don't know the steps

Unhealed Personal Trauma or Grief. (Lacking confidence, motivation or clarity.)

- I've made mistakes
- I have unresolved disappointments & grief
- Respondents reported hundreds of self-sabotage behaviors
- Many struggled with waiting for someone to say or do something as if their doing so would liberate the gifts and talents within the practitioner. *Hmmm*

Soul-o-Preneurial Strategy #6: Erasing Fear with TETT

The EGO Tamer® Tapping (TETT) Technique

For more information on TETT, visit:

<https://www.theegotameracademy.com/the-ego-tamer-tapping-technique>

I refer to The EGO Tamer® Tapping as the “Swiss Army Knife of Healing.”

On the back of my business card you'll read:

Imagine a technique so versatile it can dissolve anger, phobias, fear of public speaking, post trauma from war, accidents, abusive relationships, business failure, rape, surgery, etc. It can relieve physical symptoms such as headaches (even migraines) tendonitis, muscle aches, menstrual cramps and much, much more. TETT is an excellent exercise to enhance sports performance. It's a powerful tool for removing self-sabotage. This simple routine requires no drugs, needles, prescriptions or equipment of any kind.

Please note that I teach The EGO Tamer® Tapping (TETT) over the course of a long 3-4 day weekend. This tapping goes beyond EFT® and deep into the Soul-o-Preneurial concept of downloading Spiritual information by understanding the workings of the human EGO mind. You can join us for a full training or add your name to our waiting list at:

<https://www.janluther.com/tett-training>

This strategy is offered to you because I know that by applying the tapping while using the audios listed on the following page, you will feel a shift, both mentally and emotionally.

In addition to the audios on the following page, I've provided a picture of the tapping points I use with TETT. If you're new to tapping or just need a refresher, you can also get more information by visiting:

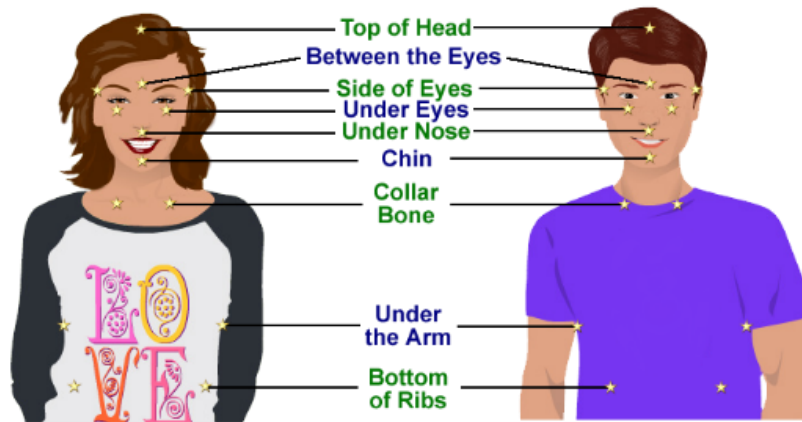
<https://www.theegotameracademy.com/tapping-points-with-jan-luther>

Tapping Points

For The EGO Tamer® Tapping (TETT) Technique



Karate Chop Point



SUBJECTIVE UNITS OF DISTRESS (SUD) SCALE



Follow me through TETT!!

First, tune in to the theme that is closest to the number one fear you wrote down in answer to the question on page 16. Sit with that for second and note the SUD scale number (i.e., on a scale of 0-10, how upsetting it feels when you think about it). \

Tap along with this new practitioner as we dissolve these and similar beliefs that have been keeping her stuck. (Note this is an 18 minute mini-session so please allow yourself ample time to enjoy! Once you've listened, take part in the sharing time on the next page.)

To download this audio to your computer or mobile device, just click on the link below. (Depending on your browser, you may also have to choose "Save" or "Save As" after clicking.)

["Tapping away the idea that I'm asking for too much money – I'm not enough"](#)



Sharing Time

By far, the most challenging block that new practitioners face is getting over the ideas about the value of what they have to offer.

As you've seen in the survey, the EGO may tell you things like, *"Who will pay for this?"* *"Nobody wants what you're offering!"* Or simply, *"You're asking for way too much money!"*

Did you tap along with the new practitioner in the audio? There were several distinct shifts in her energy and in the tone of her voice as we tapped with this new practitioner. Did you notice them? What did you observe?

After tapping she said something delightful about how much she is charging. What was that?

I'd love to hear from you now. [Just click here to go to the "Charting Your Path" Facebook Group](#) and share.

Did you have a similar thought pattern running? What was the phrase that YOUR EGO was rehearsing?

Did the energy shift for you while tapping and using the law of adaptation? Please share with us what you noticed, even though I was tapping with someone else. For example: Did you track exactly what she was saying? Did you shift the words a bit? In the end, how do you feel now when you revisit our original thought about charging for our services?

Isn't this fabulous?

This is the kind of work we do on every call in the Malachite Business Coaching Program. And just to be transparent, a ton of this tapping and energy work starts out looking like it is only about business stuff; only to dig deeper and deeper into personal fears and doubts. As you can imagine, the "student/teacher" is not the only one blessed when we do this work in a group! Woo Hoo!

Soul-o-Preneurial Strategy #7: **Finding Yourself on the Map – “You are here”**

1. I’ve been “in business” for:

- 0-6 months
- 6-18 months
- 18 months to 3 years

2. The number of clients I see each week:

- 0-5
- 6-10
- 11-25

3. When it comes to the number of clients I have:

- I want to Double or possibly triple that number
- I am happy with the number of Clients.
- I want to learn how to create additional streams of Income

4. My greatest block to getting more clients is:

- I don’t know where to find the right people
- I don’t like to ask for money
- I don’t think they will want what I have to offer

5. I charge my clients:

- Free or donation
- \$25.00-\$45.00
- \$50.00-\$75.00
- \$80-\$125.00
- More than \$125.00

6. My clients come to me by:

- Other people referring them
- My webpage
- Other

7. I might be interested in joining the Malachite Business Coaching Program because I want to:

- Improve tapping skills
- Remove my blocks to success in life
- Remove my blocks to success in business
- Learn how to create a Helpful business

Self-Discovery Time

Take a few minutes to observe how your answers match or vary compared to the results of another survey I conducted on these topics.

1. I've been practicing EFT for:

0-6 months	12.5%
6-18 months	37.5%
18 months to 3 years	50%

2. The number of clients I see per week:

0-5	62.5%
6-10	12.5%
11-25	25%

3. When it comes to the number of clients I have:

I want to TRIPLE the number	42.9%
I am happy with the number of Clients.	0%
I want additional streams of Income	57.1%

4. My greatest block to getting more clients is:

I don't know where to find the right people	71.4%
I don't know how to explain what I do	14.3%
I don't think they will want what I have to offer	14.3%

5. I charge my clients:

Free or donation	12.5%
\$25.00-\$45.00	12.5%
\$50.00-\$75.00	37.5%
\$80-\$125.00	25%
More than \$125.00	12.5%

6. My clients come to me by

Other people referring them	25%
My webpage	37.5%
Other	37.5%

7. I am interested in joining The Academy because I want to:

Improve tapping skills	14.2%
Remove my blocks to success in life	28.6%
Remove my blocks to success in business	28.6%
Learn how to create a business	28.6%

Soul-o-Preneurial Strategy #8: Where are You Headed?

Now that you have some clarity about WHY you're building a practice, I want to invite you to consider WHAT your WHY really means. (Slow down... read that again. ☺)

After a decade of helping practitioners build their businesses I've come to realize that *the size of your WHY sets the pace for everything you need to do in your business* as well as the probability that you'll find satisfaction and success in it.

This is sort of a "begin with the end in mind" experiment. Where do you want this business to take you?

In my world and experience, holistic businesses come in basically three sizes:

- ✓ Hobby size
- ✓ Small-to-Medium size
- ✓ Big ole Large Legacy size

1. Do you love your modality?
2. Are you excited to share it with family and friends, yet not really sure that you want to turn it into your full time life's work?
3. Are you pretty sure that you're never going to want to market and sell whatever it is that you're offering to the general public?

Then, my love, you've found a beautiful hobby. That's wonderful! You'll bless and help many.

My best advice for your hobby is:

- Get really good training in your chosen modality.
- Be very clear about who you want to share your gifts and talents with. Decide if you will offer this on a scheduled basis or offer it to groups, family and friends as needed.
- I heartily encourage you to create some type of agreement that they must sign to release you from all liability.
- And, I bless you that you'll take really good care of your wonderful service-centered self. Be sure to think through and create some real world checks and balances so that you don't over-give and wear yourself out.

It's wonderful to share your gifts and talents freely, but it does cost you in your time, energy and God-given gifts. God bless you!

Is what you're doing more than hobby? Here are **two key clues**:

Are you clear that you're yearning to make a **big difference in the world**?

Do you intend to earn enough **money to live a good life, be your own boss, and possibly even create a retirement**? (One thing I know about Soul-o-preneurs is that we love what we do so much we cannot imagine a day when we won't be doing it.)

If so, then you, my friend, are being called to more than a hobby and possibly a healthy and robust business.

And you're probably sitting here today in one of two camps:

1. You *have a source of income* and you're building your business with urgency but not distress.

-or -

2. You're all in on this business and are fully aware that, at least for now, this *will be your only viable source of income*. So, yes, you don't have any time to waste.

So, which of these camps are you in?

Can you see how important it is to acknowledge the difference between urgency and desperation? I've seldom heard coaches or mentors really go into this scary corner of our minds about this. I don't want to stir up any fear in you. In fact, this is meant to do quite the opposite.

My intention here is to help you ask yourself the hard questions. So often we avoid getting honest and taking a real look because the fear overtakes us. When I work with you individually and within our groups, we nip those fears right in the bud with energy work, tapping and the power of "reasoning" our way out of the paralysis.

For right now, I'm hoping that giving you these unabashed, straight forward, unflinching questions gets you **INSPIRED**. I hope you can see how important it is for you not to waste another year getting in a few more trainings or practicing your modality; and not waiting until you'll feel confident and ready.

This is the time to start taking action! First action step—take an honest look:

Self-Discovery Time

Answer these questions quickly:

1. Are you depending on your business to live, feed you, pay your mortgage, etc.?
2. How much income will it take to cover your monthly expenses?
3. How much money will you want to earn in order to enjoy living beyond the basics?
4. How quickly do you need to earn that amount?
5. Do you have other revenue; savings or credit that can get you started and tide you over until we get your base expenses paid?

How big and urgent is your WHY in this moment?

Can you feel the passion or is it being shadowed by fear of the EGO mind?



Sharing Time

If this has spun up fear, this is a great time to go back and listen to the tap-along audios and it's also a great time to share. Share whatever you're feeling and if you are comfortable, share the fear story so that I and others can offer a word of encouragement!

Are you building a Legacy?

If you're not creating a hobby and the idea of creating a small business that you'd depend on just for living expenses feels like you'd be playing small, perhaps this business will be your legacy.

How would you really know if you're actually building a legacy-sized business?

- Do you have big dreams?
- Are you consistently inspired with new ideas?
- Does your WHY include a thriving practice with multiple programs, products, and offerings?
- Do you want to work with groups?
- Do you feel the yearning to do public speaking? *(Yes, even if fear shows up)*
- Do you know that you're meant to make a BIG difference in the world and you'd be okay with the idea of earning a BIG income doing it?
- Are you a bona-fide, self-proclaimed, lifetime student?
- Do you love reading, training and attending workshops that evolve spiritually?
- Would you agree that having a business that will allow you to pay for your continual healing, learning and collaboration is **half the fun of owning your own business?**
- And maybe most importantly of all, do **you feel the pull?** Did this business or opportunity choose you **before you chose "it?!"**
- Can you tune into that feeling right now? Where does it live in your body?

If you sense it in your gut and/or your heart, my fellow Soul-o-Preneurial friend, ah, this is a wonderful time to be alive and creating your business.

Self-Discovery Time

Write what you feel right now and where you sense it in your body. Unfiltered, spirit pouring through you and possibly downloading information you didn't know before.
(Set your Timer: 4-7 minutes, don't pause or edit yourself just – GO)

Amazing! Congratulations!

I'm eager to hear about your mission and your message. I'm pumped at the idea of helping you (if/when you sense that working together would be beneficial for you).



Sharing Time

Post me a message incorporating the answers to these questions:

What excites you the most about seeing the hobby, business or legacy you're building?

When you imagine the helpful future of this business, who are you helping and what are the impressive transformations they attribute to having worked with you?

When you think about this amazing journey you're beginning (or continuing on), what do you want to have less of?

What do you want to experience more of?

Let's take a breath and recap the strategies you've learned so far:

Now you know:

1. **Why** you're **NOT** cut out for a **J.O.B.**
2. **Why YES** to owning **your own business**
3. How you can **make living while you're giving**
4. How to set **your rates**
5. About **Embracing fears**
6. About **Erasing Fears**
7. Where you are **on the map** - "you are here"
8. And **where you're headed**

Take a few moments to reflect on what you have already learned and how you will incorporate those things into your business going forward.

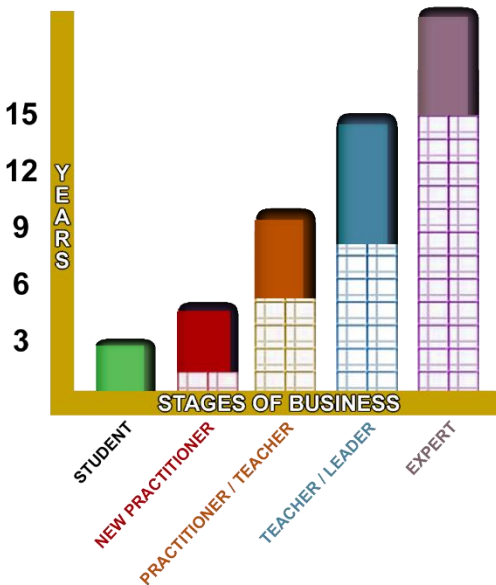
What are you noticing about the inner and outer structuring and exploration of the topics presented?

Strategy Note: You're more than half way through the 13 strategies and there's SO much more good stuff coming up. Before we look at remaining strategies, it feels like a really good time to introduce you to the key components of the [Malachite Business Coaching Program](#) at The EGO Tamer® Academy.

Soul-o-Preneurial Strategy #9: **How ya' gonna get there from here?**

The 5 Stages of a Soul-o-Preneurial Business

Let's use the model that there are 5 Stages of your Soul-o-Preneurial business. These stages are based on my experience with, and the statistics from, training and mentoring hundreds of students over more than a decade.



The 5 Stages of Building Your Business:

1. The Student: 0-to-3 years
2. The New Practitioner: 18 months to 5+ years
3. The Practitioner/Teacher: 5-10 years
4. The Teacher/Leader: 10-15 years
5. The Expert: 15 years and beyond

A brief explanation:

Stage One: 0-3 years is based upon training and certification limitations and agreements.

Stage Two: 18 months to 5 years because I believe – and you'll know – that there are a set number of minimum “sessions” that you need to lead before you really feel like you have a handle on the modality and are then really a practitioner. And after that you'll devote years to becoming really excellent at it.

Stage Three: 5 plus years because you're then beginning to create your own “special sauce” and are teaching others.

Stage Four: You've become a master practitioner and, now that you're teaching, you're stepping into the next stage.

Stage Five: You're a leader, an expert and a creative genius in your field. While you continue to grow and develop new and wonderful things, you've arrived at a certain level of notoriety. This is a transitional step to leaving your legacy for others to "take the baton" and begin the similar journey!

Are you feeling confused because the timeline and the tactics you've been following don't jibe?

If you look at the timeline, are you seeing that you're doing things from two or three of the different stages? Aha! You might say to yourself, "*NO wonder this is being so challenging, right?*"

So, now a word of caution:

Do NOT get overwhelmed as you read the next few pages. They include nitty gritty details pertaining to each of the stages and there's no way you can or should be trying to do them all this year.

My intention is to show you that there's a pathway to your Legacy (if that is your plan) and to show you that it's really quite logical and systematic. And, sorry dude, but we can't do that in a year – and not even realistically in five. I hope that you feel happy about that.

When you know where you're going and you engage in the focus and mindset of being in the right lane – every step of the journey has so many delicious rewards.

Creating your business is like having a child. You would never bring it home from the hospital and then say, "geez, when will you get married and move out?" You want to revel and enjoy every wonderful and unique experience!

A word of encouragement . . .

The number one reason that **new business owners get overwhelmed and give up** is NOT because they don't have what it takes to succeed. More often than not, it's that **they don't understand the evolution of this powerful Soul-o-Preneurial business model.**

If you're in Stage One where you absolutely need to be focusing on getting clients or customers while also putting your business systems into place, this is not the stage to be trying to figure out what your niche topic of expertise will be. If that's what you've been doing, well, my dear, you're in the wrong lane! No wonder it's not working.

If you're eager to write your bestselling book before you've been in business long enough to develop your own "secret sauce" and design your personalized magical and magnificent systems, you're in the wrong lane.

Oh, you'll know that you're in the wrong lane because you'll feel the strain. You'll sense the disturbance in your energy. Those fears – they are indicator lights that you need to tap the brakes.

You know how so many of our newer model cars have “lane assist” that beeps at you if you cross into oncoming traffic? You have an emotional model of that built right into your gut. We don't have to name it, but it lets you know by making you feel agitated, frustrated and even hopeless.

You might also note that it's often accompanied by an increased amount of fear and frustration. However that alarm shows up for you, listen to it. Don't ignore it. Observe it and when you feel it, STOP. Clear it on your own or with help and be sure to steer clear of the thing causing fear for a few minutes or days or even months until you're certain you feel peace again.

And then ask yourself:

“Am I getting ahead of myself here?”

“Am I in the right lane for this stage of my business?”

“What would I need to make this next step easier and more successful?”

I invite you to adopt this mantra this year:

“(YOUR NAME), stay in your lane.”

Soul-o-Preneurial Strategy #10: **Which Lane are You In?**

Read these swiftly, but with an awareness of where you are based on the time you've devoted to your business and which business strategies are either up and running or needed now.

Stage One – Student / Practitioner 0-3 years:

- Creating your balanced life/work schedule
- Creating all of the necessary forms
- Getting enough practice sessions (volunteers)
- Getting your first of many paying clients
- Understanding the “I don't know what I don't know” conundrum.
- Deciding what to charge
- Finding audiences to give introductory talks to
- Refining your 60-second message (AKA elevator speech)
- Building relationships that lead to clients, speaking engagements and referral partnering
- Knowing how to build your list
- Systemizing client/prospect follow-up systems
- Being patient while you hone your skills
- Resisting investing in help and training “until your making more money”
- Failure to fully decide that you're “all in”

Stage Two - Practitioner 18 months to 5+ years:

- Creating referral programs
- Generating newsletters
- Using social media
- Creating or updating your website
- Customer Relationship Management (CRM)
- Learning to structure you time so that you're not just staying “busy” with tasks that don't generate income
- Enhanced marketing strategies (i.e., marketing plans/goals)
- Knowing how to coach clients who aren't thriving
- Figuring out how/when to raise rates
- Knowing how to pre-qualify best fit clients and release the wrong fitting ones
- Staying in touch with your WHY!
- How to organize, lead and market in-person workshops, teleconferences, webinars
- Getting closer to your niche
- And so much more...

Business Start-Up Costs in 2006

Actual Case Histories

Bakery: \$38,005
Wine Store: \$156,913
Bar: \$110,000
Bike Shop: \$90,000
Handbag Shop: \$72,500
Furniture Store: \$238,000
Kids Store: \$77,500
Restaurant: \$341,500

**Source: New York Magazine,
2/27/2006**

Self-Discovery Time

Write out your answers for these questions:

(Set your Timer: 4-7 minutes, don't pause or edit yourself just – GO)

Does your current business fall within these first two stages of the map?

Review the list of the stage you're in and circle at least 3 things that you're eager to improve on in your business this year.

What is the 1 thing that once resolved, would give you the greatest satisfaction and peace of mind?



Sharing Time

Let us know what your 1 thing is!

I'd love to hear it, celebrate it and possibly even give you a first possible step to take on it!

Stage Three - The Practitioner / Teacher 5-10 years:

- Becoming even more selective of clients
- Eloquently defining your mission/vision
- Honing your skills into your own niche topic
- Website now includes packages and programs
- Creating your niche-related logo
- Getting referral partners
- Radio interviews
- Creating your free lead generation magnets (eBooks, webinars, etc.)
- Offering paid mini-webinars and teleseminars

Stage Four - The Teacher / Leader 10-15 years:

- More to do and less time to do it in because you're booked for weeks in advance
- Knowing when and which help to pay for (don't fall for the temptation to keep doing all of the day-to-day tasks yourself with the false hope of saving money!)
- So many ideas – organizing and systemizing them
- Need to up-level database management systems: emailing, auto responders, membership software, etc.
- Devoting more time to teaching others
- Big Branding your Niche
- Finding joint venture (JV) partnerships based on your niche
- Transitioning from small workshops to training seminars
- Writing and publishing eBooks and hardcopy books to support your niche expertise
- Getting bigger publicity

Stage Five - The Expert 15 years and beyond:

- Transitional stage from being a practitioner and teacher to training others
- Generating passive income – your legacy – perhaps training others to work with or for you in your unique modality
- How to successfully market membership programs
- Getting speaking and teaching engagements
- Writing books
- Launching products and programs
- Creating Tele-summits
- Fewer mentors to choose from, but this is the time to level-up your mastermind group investment

Self-Discovery Time

Write out your answers for these questions:

(Set your Timer: 4-7 minutes, don't pause or edit yourself just – GO)

Based on this map, which **stage are you in?**

Which **activities have you been focused on** and possibly trying to force?

Which stage do those activities actually fall under?

Soul-o-Preneurial Strategy #11: **Investing in the right help and helper**

If you've been piecing together a business, but without putting into place a strong and critically important foundation as outlined in Stage One, you're going to be struggling to succeed – possibly throughout your entire business career.

And while I don't like to use this phrase, "It's not **entirely** you're fault."

As new business owners we want so much to make a big impact and to make it really quickly that we often leap before we look. Every expert, teacher and leader has their own way of doing business. They each have their own area of expertise and **they may or may not be the right fit for the stage you're in.**

They can entice you with the dream that you can get more clients and make big money faster and easier using their training – and possibly so, IF that's the stage of business for which you're ready.

Now, whenever you read those tantalizing headlines like:

- **"triple your clients"**
- **"deliver a \$50K webinar"**
- or "sell truckloads of your books"

You'll have a simple and potent checklist you can go through to see if what's being offered is aligned with where you're going in the next twelve months.

You know that I'm teaching what I've had to learn the hard way, right? Over the course of my business lifetime I've spent HUNDREDS and thousands of dollars – often on the wrong things for the stage I was in. The biggy for me was buying a mentoring program with a well-named and really wonderful coach who is dynamic and helpful, but doesn't do anything like what I am doing!!!

I invested \$12,000 a year to be part of what turned out to be a book club with this wonderful, but misaligned with me, coach. I did attend the very large and exciting live events and I eagerly participated in the one monthly call (that actually turned out to be a book club with hundreds of his students), but there was never any real coaching or teaching of the step-by-step strategies that I had anticipated.

The coach had people from virtually every single business type in the world and it was so thrilling to be plugged in. I had access to other amazing business owners with whom I could network, but, I confess I didn't know how to capitalize on that at the time and so the investment was not even close to paying off for me.

At that time and in my naiveté, what I didn't realize was that I **desperately needed someone to talk to me personally every month, if not every week**. I needed someone who would, and could, lay out the planks of the bridge for me and help me get across the chasm of taking my modality and passion into the "promised land of income and ease" that I guess I assumed I would get by osmosis. LOL.

Yup, embarrassing and expensive! But, it only affirms what I'm teaching you here.

Before you hire any coach or mentor (including me), I suggest that you ask these three questions that will save you a lot of time and money and disappointment:

1. Based on the stage you're in and the stage you want to reach in the next year, what kind of coaching do you need most right now?
2. Who offers that type of coaching?
3. Will you be receiving the "right amount" of personal attention based on your personality type and experience with what they're teaching?

As a Messenger, Teacher, Healer or Coach, you need someone that is at least two steps ahead of you and it's even better if they're on a path similar to yours.

I always look for someone who is **an expert at the things I need right now based upon my stage of business. I want someone who really, truly, deeply, honestly cares about my success and with whom I'll have regular personal, undivided attention on a regular basis.**

How will you know a good investment when you see it?

Soul-o-Preneurial Strategy #12: **How to determine Return On Investment (ROI)**

The challenge with any investment – including trainings, mentoring and business development coaching – is trying to decide if the investment is **“going to pay off.”** When you can SEE the value in what you’re investing in, you realize that **every exchange of money is about what you will receive, not what you will give.**

I created these two templates to do the math in a simple, can't miss formula.

A simple ROI (return on investment) formula:

1. What is the investment for the training, product or program? \$ _____
2. By implementing what you learn, how much revenue (income) could this generate for you in an hour? \$\$ _____
In a month? \$\$\$ _____
Over the course of a year? \$\$\$\$ _____
Subtract the investment amount from the potential income amount: \$ _____
Is it a good investment? Yes / No

And let's not forget the less tangible, but equally valuable, time saved ROI formula. In the example of creating intake forms for example. As part of the Malachite Business Coaching Program, you'll receive about a dozen forms that you can adapt for your own business. Each one of those forms probably took months refine and get “just right.” The time that a good coach can save you when they're giving you the goodies that you'll use regularly in your business can liberate you and condense the time between you starting a practice and being up & running in your practice.

3. How many hours will this save you? (# _____ hours)
What do you charge for one hour or one package? \$ _____
Subtract the cost of this investment = \$ _____
Monetary value of this investment = \$ _____

Is it worth it ?

Of course, I want you to be conscious about where you invest your money. The challenge is, **if you fearfully focus on the little bit of money** you're exchanging for the knowledge, experience and instructions that generally take any trainer, author or creator years to develop, you'll overlook the **true value of the investment** entirely.

I've heard it said that:

“When people buy based on the price, they have no vision. They are not looking beyond the moment of purchase.”

Self-Discovery Time

Write out your feelings and insights about this question:

(Set your Timer: 4-7 minutes, don't pause or edit yourself just – GO)

What fears come up when you consider investing in business systems, coaching or training? (Write out the actual phrases as they show up so you can tap on them.)

Soul-o-Preneurial Strategy #13: Sharing the good news!

Can you even guess how many times I've been working with new business owners and had them say to me, *"But Jan, I don't like to sell. I don't want to bother people. I can't talk about my business."* Who could count them all? I'll share with you what I've told most of them.

If you don't talk about your work, nobody else will.

If you aren't so excited about the revolution you're on to heal, transform and liberate people, it might be a sign that you either need more practice, more training or more mentoring. People are waiting for you! People are suffering and they're growing more and more hopeless by the hour. How would you feel if one day in the future you found out that while you were struggling to get over your fear, someone else was literally dying emotionally or physically because they were destined to meet you and you missed that Divine Appointment? UGH, right?

The way I see it, these resistant fears are clues that we're on the right track. You may have heard me call them "testimonies in reverse." You know what I mean? The more I'm resisting something emotionally with fear and self-doubt, the more I can be sure that this is a comfort zone and is exactly the direction that I should be going.

Our EGO makes it all so terrifying – as if when we speak about our passion we'll be stoned or cast out. If you learn to do it with grace and love, nothing could be further from the truth.

Let me share a case in point. This time, I'm the case study. This is a personal experience of mine from August of 2008 when I was moving out of Stage Two.

I had a lot of practice under my belt. I had a website up and I had several programs running. I had a nice schedule going for private sessions and I was always looking for intuition to prompt me on what to do to spread my message.

On that particular day, I was on the way to get my hair done and on the way I had the distinct prompting to stop and bring some Krispy Kreme Doughnuts®. I know it was God because, at first, I argued. LOL

But, I'm obedient more times than not and this time I followed the prompting and got two dozen fresh hot glazed, donuts. I taped my business card on top of them and took them in with me to my hair appointment.

As soon as my stylist greeted me, I handed her the donuts told her that I was prompted to bring her and the staff a treat. You can believe there was a huge smile and much appreciation.

Remember, I was following promptings and this was meant to be nothing more than a loving gesture. I had no intention of making a pitch. She took the donuts to their break room and, as far as I was concerned, that was that.

By the end of my color, highlight and cut session (2.5 hours) I had given out 5 additional business cards and been engaged in totally delightful conversations.

Here is how it went:

While my hair was “tinting” she went into the break room and someone asked about the donuts and the card. Word got around that I had brought the donuts. Over the course of about an hour while I was sitting in a chair looking totally nappy-- this is what happened:

- One stylist came to ask about couples counseling. (She was recently engaged to be married and her mother had been insisting that they have premarital counseling. Couples counseling is one of my favorite niches but it isn't listed on the card)
- One came to ask about stress reduction. (Mother of three boys, husband stress, job loss, new home, etc.)
- Their facials person asked about Reiki (I don't teach Reiki but I'm happy to be the go between....yup, that was listed on the card!)
- A stylist working at the station next to me overheard about the couples counseling and asked for a card. (We talked about Oprah and Eckhart Tolle!)
- HER CLIENT that was getting her hair done asked for one, too.
- This started a conversation with my stylist about good BOOKS to read. I gave her a long list.

All in all, it was a lovely day of community and conversations. It felt really significant to me that everyone was talking about deep and important things. This wasn't a day where everyone was gossiping or talking about the weather. Virtual strangers were “getting real” and talking about spiritual things and life challenges right in the middle of a hair salon.

The bottom line...my business card opened the door for me. I didn't have to sell anything. I was simply answering questions and being honest about what I do, offering encouragement and information and anything that might be helpful to them. **I never talked about EFT or what it is**, but I talked a lot about life challenges and the RESULTS my clients are enjoying.

I invited them all to check out my website without any attempt to sell or promote anything. The best approach is to give them a stress-free approach to poke around and “kick the tires” without me looking over their shoulder or making them feel nervous. My website is designed to swiftly make an impression of how much I care, how happy my clients are and how much I get their challenges. How easy was that?

A little follow up:

In April, 2011, I decided to reach out to that hairdresser, who, by the way, did schedule several sessions with me! We did work on:

- Getting her out of that salon and starting her own business. (Which she did)
- Her relationship with, in her words, “her dead-beat husband.” (She divorced him)
- Her self-worth. (She got into Medi-fast and dropped 90 pounds)

And...she became a Reiki Practitioner.

She happily sold my books for me at no cost and she has graciously handed out my business cards for years now.

No, it wasn't all me or all the tapping. She had to make the changes, but that conversation clearly changed her life. I pray daily to be given unmistakable guidance on how to enlarge my territory and expand the work I do. It would've been so easy to dismiss that little prompting. They are such little fleeting thoughts, you know. I'm so very glad that I listened.

UPDATE: Just for fun I called her and I explained that I was updating this eBook and I asked her, “*Do you remember when I brought the Krispy Kreme Doughnuts® to the hair salon?*” She laughed and said, “*Of course, I do. I think my angels and guides told you to stop by Krispy Kreme that day! It changed my life.*”

That is why we do what we do, right ?!
We're here to help people improve their lives!

How about a bonus tap-along audio on this topic?

Did “your Momma” ever tell you not to boast and brag? Maybe you were told that you should do nice things for people and not expect anything in return. Both, really great advice for keeping us helpful and humble. However, if you mix up those beliefs with your business mission, they'll get in the way of you truly being able to assist the people you are meant to serve.

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Take a minute or two to find any past memories of hearing those types of phrases. Be sure that you capture the whole story:

- How old were you?
- Who said it?
- Where were you?
- What were you doing?

Did this experience have anything to do with your current message, mission or business? Be sure to record the SUD scale numbers and then tap along with this group of women from a previous business mentoring module. This is an 11:00 minute tap-along. (Just click on the link below to download it to your computer or mobile device. Depending on your browser, you may also have to choose “Save” or “Save As” after clicking.)

[“Fear of Boasting and Bragging about Business”](#)



Sharing Time

Did you tap along with the audio? What came up for you? Do you see how these loving instructions – the messages we’ve all received in our youth that were designed to teach moral values in our day-to-day experiences – are very confusing when we enter the business world?

What words of encouragement or personal conversation did you have with yourself after this tapping that might be helpful to others?

We love when you share your wisdom and insights! Thank you!

There are so many things I want to share with you. I could probably write another 40 pages. Yet, I realize that the information you have here will already be life-changing for you when you fully engage in it and incorporate what you’ve learned.

Are you feeling that burning in your heart? That calling of your Soul to do even more, now! If so, your next step is to register for our next introductory call. Depending upon the time of year that you’re reading this we may be gearing up for the next year or you may be invited to put your name on the waiting list for the upcoming semester. When you add your name to the waiting list, you’ll be plugged in and will occasionally receive emails with additional strategies, “erase your fears” audios and business management tools.

HUGS,

Who, me? About Jan

I was introduced to EFT around the year 2001. I was hooked from my very first experience. I took every single training I could get using the VHS tapes that Gary Craig had delivered and by 2003 I was teaching EFT Level 1 trainings to anyone who would listen. These were profound experiences with miraculous healings - emotionally, spiritually and physically. The students would walk out of the class glowing and dreaming. They would inevitably tell me about their dreams of all the people they would serve and the life they could live being their own boss and following their own inner guidance.

It didn't take long for me to realize that those transformational, and deeply educational, day-long trainings that were acceptable at the time were merely an introduction to the process of tapping and were void of any instruction or assistance with "How to make a business based upon a service-centered healing modality."

In 2004, I began offering coaching and mentoring to the serious students that wanted more supervision and instruction specific to setting up and succeeding at turning their dreams into their careers.

At first I simply had them book a private session with me and we would go to work on whatever was needed. It didn't take long for me to realize that there were many strategies and ideas that I was repeating from one student to the next and that perhaps it was time to create a more systemized coaching/mentoring program.

In 2005, I was honored to become one of the 9 U.S. EFT© Founding Masters. Under the guidance of Ann Adams (the creator of the training programs) and with my certificate in hand from Gary Craig himself (the creator of EFT®), I knew without a doubt that I had found my purpose and I was on my perfect path.

I was stoked! I had book ideas and training goals and big seminar plans. I was ready to do my part to pass the baton of this wonderful tool to as many healing helpers as possible.

And then, life hit. And it hit HARD! In August of 2006, our 22-year old son, Devin, was killed in a car accident. It. Was. Devastating. I cut my session schedule by half and took a hiatus from training. I cannot begin to tell you how grateful I am that I had found, and was proficient with, the tools I had so diligently trained in. The tapping, the energy healing work and the community of practitioners that I worked with kept me going and absolutely fueled my belief that we all have pain and suffering and that there can never be too many gifted coaches, mentors, teachers and messengers!

Thankfully, by 2007 I was back into a routine and my students were showing up from every corner of the United States which created the necessity for our programs to expand and be centered on training via teleclasses. We named it: **Start Your EFT Practice**.

We offered five separate modules over the course of 2 years. I'd help new business owners melt away inner blocks and fears using tapping and then I'd teach and coach through the outer business building strategies and systems:

- Setting up your schedule
- Deciding what you should charge
- Creating your necessary forms
- Structuring your daily business practices

The programs I offered were easy to follow and sometimes seemed so simple, once things were in place, that our students would wonder why so many people are not doing it. (One very important difference about the way I work with small business owners is that I keep the groups small enough that no one gets left behind. Everyone is given easy instructions, models and personalized coaching through dozens of things that I believe are required to build a strong foundation for a business that can grow and scale for decades.)

By 2009, I had a very clear step-by-step structure and a full list of prospective practitioners (many that I had personally trained in EFT and dozens that sought me out after training with other trainers). With all of the training pieces in place, and the ever growing hunger for support, we opened **The EFT Academy**.

It was a full service school that taught all three levels of EFT while teaching the foundational systems and strategies for new business owners. It was an unprecedented coaching and mentoring program and students were succeeding at making a living doing what they loved!

Then...the shoes began to drop. Gary Craig rescinded his permission to the public to teach or use EFT® unless they were trained by him. (Remember, by the way, that he did indeed sign my EFT Master Level Practitioner Certificate in 2005.)

He **sold** his humungous EFT list to Dawson Church who started **EFT Universe** and anointed himself trainer of all trainers.

The Founding EFT Masters were not comfortable with his training methods nor his presumption to begin change or regulate the methods we had all been so successfully following.

In the summer of 2010 several EFT Founding Masters, along with Ann Adams (who created the training programs) and many highly esteemed leaders in the EFT community had a meeting in California. After much deliberation, it was decided that AAMET (The

Association for the Advancement of Meridian Energy Techniques) would gain our support as the training and mentoring body. (AAMET had been in operation in the UK since 1999. In order to create a U.S. body to bridge to the UK, EFT United was born.)

I was a training member of EFT United and a trainer of trainers with AAMET until about 2012. As often happens when a new inspired protocol becomes a legislated program, the energy shifted. The personal touch of coaching and mentoring began to be overshadowed by the seemingly never defined certification steps and requirements.

At the end of the process, the consensus was that the training (at least as I understood it at that time) would require three (3) years and that one was not allowed to offer sessions or begin marketing a business until they had fully completed the process.

YES, I certainly understand the value and need for every step they have in place. The need for regulation and standardization is crucial with any protocol where someone is serving the emotional and mental needs of strangers. In the end, I applaud all who stuck with the arduous processes and all who now continue on that very important path.

I just want to convey to you that my heart-centered, soul-centered way of working was not a good fit for that model.

In 2014, I took what I'd already been working on with The EGO Tamer® Tapping Techniques and decided to follow spirit and go my own way. The exciting result was that I created The EGO Tamer® Academy and began offering a new series of group programs. These programs were not only for business owners, but for all souls who were serious about mastering their mindsets and tapping into the innate wisdom and power of God to bless their lives.

These groups have experienced profound healings – physically, mentally and, of course, spiritually and emotionally. We've created a powerful community and it's growing every year.

All of these experiences have led me here to a brand new beautiful program I've created at The EGO Tamer® Academy that I'm calling the [Malachite Business Coaching Program](#) (launching in 2017).

In this program, I'll coach and mentor messengers, teachers, healers and coaches as part of my **personal mission to:**

“End Suffering and Transcend Reincarnation”

I believe that you and I share a mission and vision for a better world.

A world filled with more love and light and joyful people.

A world where more and more souls are clearing old karmic patterns, beliefs and habits.

A world where children are born into blissful homes with families that are eager to awaken the sentinel within those little bitty human bodies. Children who once awakened will transform this world in ways that you and I can't even imagine. This is the future, the world, the transcended mother earth that I want to help sustain. How about you?



Strategy Note: Now that you've had a chance to learn about these 13 strategies, can you see that, as I mentioned earlier, it's just an appetizer for what we'll do in the [Malachite Business Coaching Program](#)?

Are you ready to step into your purpose and bring the world your truth? If so – check it out! I'd be honored to help you fulfill your mission!

When we meet for the introductory call, I'll be sharing more about the program, its contents and how you can access the materials. If you haven't already registered for the introductory call or the program, just [click here](#) or on the link in the footer of this page.



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