



10 REASONS  
WHY YOUR  
*Spirituality*  
IS KEEPING YOU  
BROKE IN YOUR  
*Business*

*(and what you can do about it)*



*with*  
Rev. Anne Presuel



A *Divinely Intuitive*™ BUSINESS OFFERING



## 10 Reasons Why Your *Spirituality* is Keeping You Broke in Your Business (and What You Can Do About it)

by Rev. Anne Presuel  
*Your 6<sup>th</sup> Sense Guide to a 6-Figure Business*

**I**f you're a spiritual entrepreneur reading this, then chances are you are struggling to make your business successful ... at least financially.

Maybe you feel...

- like you've tried everything to get clients in the door, but you still don't have the amount – or even type – of clients you dream of having.
- like you've put yourself "out there" but you haven't had the kind of response you feel you should have had.
- like you've got incredible healing gifts, but too few people know about them because if they did, you'd be having the type of success in your business that you see others having.

Well, yes ... and no.

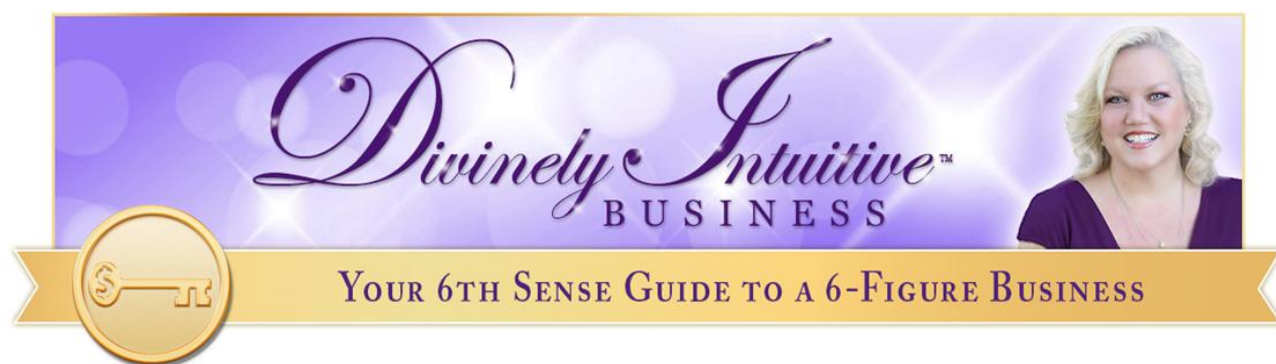


Building a business can be a challenge, particularly for spiritual entrepreneurs. It requires a certain skill set, and this skill set is one which most spiritual coaches, healers and intuitives don't come by naturally. Most entrepreneurs have to get really serious about learning the elements of business before experiencing the level of success they want, and frankly, for most spiritual entrepreneurs, that's pretty boring stuff.

We far prefer to focus on our healing gifts, our intuitive abilities and our dreams of our business than to really get serious about what it takes to build a business. And we do take action – even lots of action. But when we don't get the results we really want (and need) we find ourselves discouraged and wondering what we're doing wrong.

And then... uh-oh. We discover that we are wondering how to pay the bills or worse yet, how to keep our healing practices open. Suddenly business skills are looking pretty sexy. (Much sexier than getting a J.O.B.)

So here's the thing: if you've found yourself in the "Uh-Oh" situation, then it's time to change it. Your business can be *really* incredible. It can be prosperous and powerful, and touch the lives of many, many people.



And it is my absolute belief that that is exactly what you are here to do: be a person of influence whose deep spiritual work touches many, many lives.

So, to help you along the way, I'm offering you my top ten reasons about why your spiritual business is keeping you broke ... and what you can do about it. Because it just doesn't help if all you know about is what's wrong and you don't know how you can fix it, right?

Ok, so let's go.

Oh, wait... before we do that, you might want to know who the heck I am and why I am sharing all of this with you. You might want to know why on earth you should listen to me. So, ok, let me share that here...



## ***My Story***

On July 27, 2000, my life was turned upside down. Everything I thought I had in place was gone.

- Trustworthy husband? Gone.
- My daughter's innocence? Gone.
- My belief that I could keep my daughter safe? Gone.
- Relatively happy marriage? Gone.
- Steady income? Gone.
- Privacy? Gone.
- A shame-free life? Gone.
- My life unmarred by trauma? Gone.

My then husband, a high school teacher, was arrested for molesting my 12-year old daughter. And he was immediately kicked out of our home so she could be protected.

The next six months were a nightmarish blur of one shocking thing after another. Credit card bills arrived with charges on them to massage parlors, pornographic phone lines and other questionable charges. Porn was everywhere at his apartment. Magazines with names like "*Barely Legal*" filled with girls who looked like they were barely teenagers were all over his apartment.



I watched helplessly as he descended into a very dark place. Nothing I did or said made any difference. He totaled his truck. He lost another job. His phone and cable were cut off because he couldn't pay the bills.

When he appeared in court, he was told to get help. He checked into a program across the country to get help for his sexual addiction.

He was kicked out two weeks later because he couldn't follow their program.

It was early December. When he was kicked out of the facility, I knew I could no longer participate in this disaster. He was a disaster. My life was a disaster. I could take no more. I desperately needed some peace of mind.

After picking him up at the airport on his return from the program, I dropped him off at his apartment, and said good-bye. I was done.

Two weeks later, I got a call from him. He was in the psych ward at UVA Hospital. He had attempted to commit suicide and had fallen down, but then couldn't get up. His landlady heard him pounding on the walls and called 911.



*“I have a huge brain tumor,” he said. “That’s what has been causing all of these problems.”*

His surgery was scheduled for the following week.

Christmas Day 2000 was spent in the psych ward at the hospital, sitting next to him and others from that ward as they ate their hospital food. (My daughter was with her dad, thank goodness.)

It was an incredibly difficult week. I was still so angry from what he had done, and I didn’t know how to handle all of the feelings I had. I felt like he was going to “get away with it all” because of his tumor. The doctors were very sympathetic to him and his situation, which made it all the worse. I wanted nothing to do with him, and yet, he had a massive tumor which caused the sexual deviancy.

Blessedly, after his surgery, he went back to California to be with his family. We divorced. After all that we had been through, I was glad he was gone and that my daughter and I could get some peace from all the drama.



I was a mess. Emotionally, mentally, financially, spiritually. My worst nightmare had come to pass, and I had few tools with which to cope.

Even still, on some level, somewhere inside me, I knew this had happened for a reason and I also knew that I would make it through. How, I had no idea. But I knew I would.

### ***The Healing***

During this horrible six-month period of time, and for two years afterward, Christina and I went to an incredible therapist and healer. She created such a safe space for us to experience our grief and loss and to begin to put the pieces back together in our lives.



Wray wasn't a traditional therapist. She was a Reiki Master and a Cranio-Sacral Therapist, among many other trainings. She was also deeply intuitive, and through our work together, created the energetic space that allowed me to open up to my own intuitive abilities. Wray was an incredible gift from the Divine.



I was carrying around this trauma in my energy system. I was carrying it around in my heart. I was carrying it in my gut. I thought about it all the time. I cried about it all the time. Wray knew how to help me move it out.

This two and a half year period was a very sacred dark night of the soul period for me. It was during this time that I deeply connected to my intuitive abilities. I trained in numerous different trainings, all the time seeking healing for my pain.

I first started down the path of Angel Therapy Practitioner, being certified by Dr. Doreen Virtue. This first training allowed me to really get clear about what my intuition was, how it was speaking to me and how deeply intuitive I was.



Then came Usui Reiki Master, where I learned to channel the energies of the Divine through my body and hands, and to feel it move around me.





Then came Master Alignment Practitioner, where I learned how to read other people's energy fields.

After that came a training in hypnotherapy, and past-life regression. I was fascinated with the subconscious mind and the effect past lives have upon this lifetime.

Then I trained in EFT, or the Emotional Freedom Technique.



And in December 2002, when I did this, I let go of the pain and shame of this trauma.

## ***EFT***

A friend of mine had been bugging me to try EFT (the Emotional Freedom Technique) for some time. When I first heard of it, I thought it was only for people who wanted to get rid of their cravings for chocolate. (And that wasn't something I cared about!)



One night, I was out with friends and I got triggered. (I frequently got triggered over the trauma.) And depending on what was going on in my life and how badly I was triggered would depend on how long I would be depressed and upset. This time, however, it was particularly bad. I was tired of being in pain.

I decided to pull out the trainings and watch them. And in *one day*, all of the pain, the shame, the guilt, the sadness, the anger, the horror and the feelings of loss were gone. Gone. Seriously. Two and a half years of pain and suffering, and the feelings were gone.

I couldn't believe it!

The day I spent learning EFT and working through my trauma was one of the greatest gifts I ever gave myself. I can remember walking around the next day feeling empty, and wondering "*Where is it? Where is all that pain that I've been feeling so deeply for so long?*" It was truly gone.

And on the third day, I felt joy and hope like I hadn't since I was a child. I often joke that like Christ, I was resurrected.





I was so amazed. I knew I had to learn all I could about this incredible tool. I took every training I could, and I began to use it with my own clients. And they began to have some astonishing healings, too. I knew that this was the healing tool I'd been looking for all my life.

I then began to use it on all of my negative beliefs and feelings I had as they showed up. And they transformed before my eyes. I could see how profoundly my beliefs had created my life. I could see how powerfully my fears had kept me stuck. I could see how strongly my perceptions had created my reality.

And I was determined to change that reality.

***Life happens.***

***It's what you do with what happens that matters.***



## ***How My Spiritual Business Kept Me Broke***

So what does this story have to do with you and your spiritual business? And moreover, what does this story have to do with you and your checkbook?

A lot really. A whole lot. Let me show you how.

As I built my business, I used the business model that most healers use, one I'm sure you're very familiar with: exchanging time for money in a session or a frame of time (i.e., an hour of time).

Most healing businesses use this model. Think about it: when you go to almost all service professionals, you pay them for their time. You pay per visit, right? Here is a smattering of these healing professionals:

Massage therapists

Rolfers

Hypnotherapists

EFT Practitioners

Energy Medicine Practitioners, including (but not limited to)

Eden Energy Practitioners

Barbara Brennan Practitioners

Healing Touch Practitioners



Hand Analysts  
Homeopathic Practitioner  
Naturopathic Practitioner  
Herbalists  
Aromatherapists  
Acupuncturists  
Ayurvedics  
Cranio-Sacral Therapists  
Medical Intuitives  
Chiropractors  
Reflexologists  
Facialists  
Iridologists  
Yoga Instructors  
Dance Therapists  
Music Therapists  
Art Therapists  
Talk Therapists  
Spiritual Counselors  
Intuitives/Psychics  
Bach Flower Remedy Therapists  
Shiatsu Instructors  
Animal Communicators  
Shamans  
Intuitives

And so many more. Pretty much any service profession in the healing arts.



The problem with this business model is that you cannot really begin to leverage your time. You are always limited in income by the amount of time you can see clients. You can only fit in so many clients in a day. And the longer your particular service takes, the fewer clients you can see, right?

In addition, most of these service professionals will say to their clients “*Come back in when you’re ready!*” even though they know that if their clients will see them on a regular basis, their clients will do much better.

I know I did.

This business model is one which many start out with simply because everyone else is doing it, so you just figure “*that’s the way it’s done.*” Yes, it is ... and it doesn’t have to be that way. There is a business model that will allow you to leverage your time, serve more people, and have more influence in the world, simply because you are not limited to just a few people/day.



And along with a really bad business model, I also had many (actually all!) of the following beliefs about the business mindset, which kept me broke for a long time...



## Reason 1

### *You refuse to choose a niche*

There is a reason the saying exists: *the riches are in the niches*. When you focus in on a specific niche market, you allow your clients to truly know what it is you do.

This reason stems from fear (and yes, a desire). The fear is that if you choose a niche market, you'll be leaving people out. The desire looks something like this: *I want to serve everybody. I want to take care of everyone.*

This does not mean you are choosing only one of your certifications or tools to use to help your clients. Not at all. I use all of my tools to help my clients transform their businesses. But it does mean that I'm not trying to help people heal from addictions, *and* trauma, *and* physical pain *and* to lose weight.

*The truth of the matter is you want to leave some people out.*

Can you imagine going to a cardiologist who says he's going to check your skin, and then schedule you for some plastic surgery, and oh, by the way, we can do



something about that carpal tunnel syndrome you have, too? I mean, seriously? If you want a heart doctor, you go to a cardiologist. Someone who specifically helps people with their hearts.

And if you want a knee replaced, you go to an orthopaedic surgeon, right?

Same thing with your healing practice. If you refuse to choose a niche, you are going to stay broke. You will be the Jack (or Jill) of all trades, master of none. Don't do that to yourself and your work. It is too sacred to take it so casually.

***Your work is too sacred to be a  
Jack/Jill of all trades.***

***Pick a niche.***



## Reason 2

*You have a ministry, not a business.*

Ever hear this? *I want to take care of everyone! I want to heal the world. I hate it when people are in pain, so I want to make sure that I help those around me to get rid of their pain, and be sure that I price my services so low that everyone can afford me.*



Listen, there's nothing wrong with a ministry. I'm a minister.

But if you want to run an abundant healing business, you *must* move beyond this mindset. This desire to take care of *everyone* with your precious time and skills and spiritual gifts will burn you out faster than you can imagine.

And if you're burned out, who is going to help everyone then?

Listen, I've had some incredible mentors whom I've never even met. Want to know how? Books. DVDs. CDs. Digital downloads. I've trained in therapies and systems and learned TONS and I've not left my home to do it. Same with you.



Here's the thing: if you want to help the world, then let's get your information out to the world in a powerful, leveraged way. And let's save your one-on-one time for the people who will pay you top dollar.

Your time is incredibly precious. It is your most valuable commodity. And once it's gone, baby, it's gone.



So why wouldn't you treat it as the precious resource it is? Truthfully, you cannot begin to take care of the whole world through seeing everyone one-on-one. But you CAN get your message, knowledge, experience and your expertise out to the world in a powerful, leveraged way ... without taking care of – and taking on – every person who wants you to help them.

There are myriad ways to help the world. It's time for you to explore some of them, don't you think?

***You have a business. Not a ministry.***

***It's time to treat it as one.***



### Reason 3

*You want to be sure everyone has access to this healing, information or service, so you price your services the lowest you can.*

Look, I love that you want to be sure everyone has access to you and your gifts. I really do. But let me say this: when you do this, you cheapen yourself. You cheapen your gifts.

And here's why (and this is a very powerful secret): people value what they pay for. Seriously. If you continuously give your services away, baby, you are devaluing your services not only in the eyes of your clients and your market, but also in your own eyes.

Let me give you an example. If you go to WalMart and buy some shoes, or you go to a shoe store that sells Jimmy Choo shoes and you buy a pair, which pair will you value more? Which pair will you take care of more? Which pair will you admire more?



Which pair will you be the most proud to wear? Which pair will you feel the most confident in?



Yep, the Jimmy Choos. Oh, baby. You're going to feel like you are on the red carpet with them.

Your gifts are the same. If you price your spiritual gifts, your precious time, your sacred services, at WalMart prices, then you are doing yourself – and your clients – a huge disservice. If you aren't valuing your services, then how can your clients value them?

Here's the thing with this... if you get this one thing, *this piece of mindset alone will transform your business*. Because you will truly begin to get the value of what you offer, and you will begin to charge accordingly for that value.

***Price your spiritual gifts as the gifts they are.  
Honor them as the sacred treasures they are.***

***Your business will thank you for it.  
Your clients will thank you for it.  
Your bank account will thank you for it.***



## Reason 4

*You think that if you just believe in the Law of Attraction,  
you won't have to market.*

Oooohhh, this is such a sacred cow in the healing field. It really is. Because so many people believe this, they don't take the action to learn the less "sexy" business, marketing or sales skills that they really need to learn.

Let me just say this: absolutely, the Law of Attraction works. Of course it does. AND, part of utilizing the Law of Attraction powerfully is having a solid belief in yourself and confidence in your skills. If you don't have confidence in your skills, then what do you think the Law of Attraction is going to bring to you?

Yep. Lots of opportunity to grow in the areas you need to build up your confidence in.

Far too many spiritual entrepreneurs think that they don't have to learn the solid business skills, marketing skills and sales skills in order to build their beautiful and very sacred business. They think, *"I'll just let the Law of Attraction bring me my clients."*

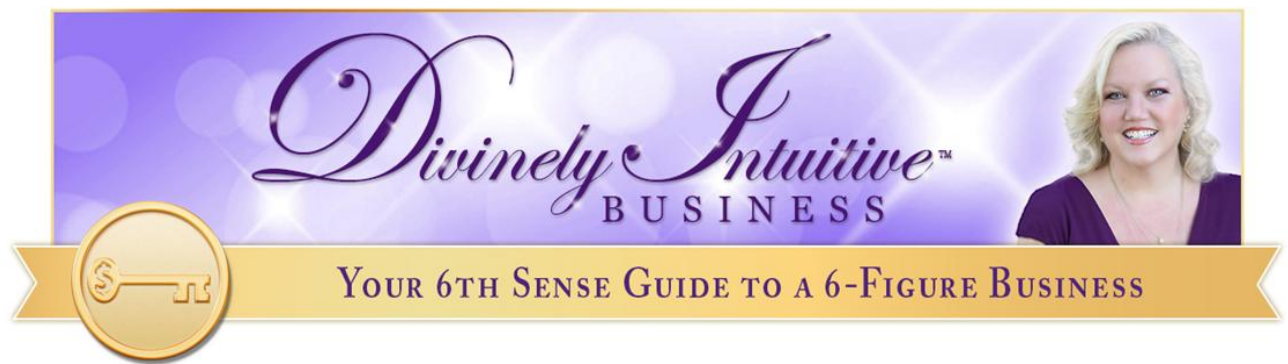


Seriously? How's that working? (Probably not too good.) There may be an exception or two among you, but for the most part, this does not work by itself. You *must* learn marketing and sales skills, too, if you want to have the powerful business you are meant to have.

Let's not even go into how many Divine entrepreneurs HATE to sell themselves. But it's only because of this: they haven't learned the skills necessary to be really good and successful at it. And for some reason, they feel like a used car salesman when they try to sell. But it's only because of this: they haven't learned realized they they are actually being of service to their potential client when they sell their services.



Listen, Divine One... it is too important that you learn how to market your business. If you want to build a successful and abundant business then you must learn these skills. If you want to get your amazing spiritual gifts out into the world to make the difference in the world I know you feel called to make, then you *must* learn the practical skills of business.



Your work is too important to not develop these skills. Period. It just is.

***The Law of Attraction will bring me clients.***

***And it will bring me even more wonderful ones  
as I increase my skill set and consciousness.***



## Reason 5

### *You Have a Poverty Consciousness When it Comes to Investing in Your Business (and yourself!)*

(Uh-oh. I've probably ticked off some people now.)

Hear me out first, though, before you click out of here in annoyance. Here's the truth: if you are financially struggling, then you have a poverty consciousness. Period. And unless you are significantly investing in your business to get the help and support you need, then regarding your business, you have a poverty consciousness. I'm sorry, but you do.

Look, I did. For a very, very long time. And I did a lot of inner work to not have a poverty consciousness. But regarding my business, I truly had a poverty consciousness. You know the phrase: "*I can't afford it*" (whatever "it" is – traveling to an event, or hiring an assistant, or hiring a mentor, or purchasing the items I needed in the office, etc.). I didn't know there was any other way!



Baby Doll, you know that your clients need to invest in themselves to experience working with you and receiving your services, right? How else can you help them? Well, it's the same for you. You need to invest in yourself so that your business, marketing and sales skills are solid. How else can you expect to build the business of your dreams?

Let me tell you a story, ok?

In 2008, I was teaching a workshop at a local Unity church on a love-offering basis. I was charging \$25 for the workshop. (Does that sound like someone with a wealth consciousness?)



One of the women who attended that workshop came up to me at the end of the workshop and said to me, *"You know, you don't have to do it this way. You could have your business online."*

Now I had seen other people building their businesses online but I didn't know that that was possible for me. I just didn't know how to do it, or how to manage the technical aspects of a business.



I was ready to learn, however. So, I began my journey into the world of online business building. And through the course of the next several years, I learned everything I could about building an online business. (Like I said, I was *ready*!)

Then, in 2010, I hired a business coach. I had taken and invested several thousands of dollars before hiring her so that I could learn from some other coaches. But when I hired my coach, I was ready to invest at a much higher level than I've ever invested before, because I wanted to get very serious about learning how to build my business. It just wasn't going anywhere with me coaching myself.

It was a life-altering experience. And that first year, because I invested at a much higher level, my business soared. I went from under \$18,000 to \$130,000. I hit that first desired goal: I became a six-figure business owner. And what I learned from that one year alone can be applied every year for the rest of my life. ***For the rest of my life, I can have a multiple six-figure business because I invested in myself*** with my coach. That is what is available for *you* when you invest. You learn how to get your business skills up to par, and your business takes off!





If you are thinking that you are going to get away with just doing a little bit here and a little bit there, then you'll want to think again. Doing this shows you really aren't serious about your business. It will not allow you to get your gifts out to the world in the way you are called to do.

To get your gifts out into the world the way you are called to do means you must get serious about building your business.

So, this may be a challenge to hear and there may be some resistance. (Heck, I had it myself.) But because I stepped up in faith – in myself and in the Divine – I was able to create some amazing things in my work.

***Step out of poverty consciousness and  
step into abundance consciousness***



## Reason 6

### *You Barter Your Services*

Now, I know that it is common in the “healer world” to barter services. One massage therapist says “*You do your EFT with me, and I’ll give you a massage.*” Or it’s an exchange for reflexology, or babysitting, or whatever.

Whatever the barter is, healers are doing it. Spiritual entrepreneurs seem to be born for bartering. Everybody’s doing it. ☺

So, here are the reasons why bartering your services is a bad idea – at least in terms of wealth consciousness.

#### *1) When you barter your services, you are not exchanging money.*



Money is the agreed-upon method of valuation in the world today. Obviously some exceptions exist. But we are no longer exchanging a chicken for a service. When you pay for a service, you are paying the price that



someone else has priced their service at. When you barter, you are not using money to pay for the service; you are using a very different valuation.

So what's wrong with not exchanging money? You might be thinking, "So???"

Yeah, I get it. That's the point, right? Except when you don't exchange money, you are saying to the Universe something to the effect of *"I like this bargain. I don't have to pay for it – at least not in money."* Now, think about that. What is the energy behind that?

How about the delight in getting a deal? How about the idea of getting something for "free"? How about the delight in getting something without having to give money for it?

And let's think about what that actually means if you have any of those feelings and thoughts kicking around inside you.

Here's the thing: it means that there is a belief that there is a lack of money. This belief is what drives the pleasure of "getting a deal."



## YOUR 6TH SENSE GUIDE TO A 6-FIGURE BUSINESS



If you are getting pleasure from getting a deal, then you are, on some level, believing that there is not enough to go around. You are believing in lack, as opposed to abundance.

Do you ever barter to breathe? Of course not. There is abundant air everywhere you turn. You don't believe there isn't enough.

Same with water. And if you're in the United States, for pretty much all of us, it's the same with food.

Money is the same. There is an abundance of money.

You just have to connect to it.

So why barter for a service? *Why not just pay for it?* Think about it: the reason you just gave in response to that question is exactly your specific block to your belief in abundance.



- a. If your answer was *"Well, it's just easier to do a barter. Then nobody has to deal with the money."* then you might want to think about where else you don't want to "deal with the money."
- b. If your answer was *"But I like bartering!"* then you might want to think about why you like it and would prefer to barter than to pay.
- c. If your answer was *"But he/she asked me to do a barter."* Then you might want to think about where else in your life your willingness to say "no" is challenged.

## ***2) Bartering almost always ends up being unequal.***

At some point in time, one person outgrows the other, either emotionally, spiritually or both and it reflects in their business. Oftentimes, one person values the exchange or their service more than the other. And when this happens, bartering ends up being inequitable. And when it's unequal, it gets messy.

What happens when you raise your prices but the person you are bartering with does not? Suddenly, the bartering agreement has become inequitable. Or, what if one of you uses more of the services than the other? Again, it becomes inequitable.



3) *When you barter your services is that you are not keeping the energy of money flowing into your life and you are not sending out the energy of money out of your life.*



This point is a very important point, especially if you want to receive more money through your spiritual gifts. In essence, when you do this, you are saying to the Divine *"I don't need money. I'm just fine receiving services."* And that's **not** the message you want to send to the Divine about money.

When you barter, it is the energy *behind* the bartering that is keeping you broke. It's an energy of trying to get something without paying for it, or an energy of giving your gifts to someone without receiving the energetic financial compensation.

So here's the deal: **if you're bartering your gifts, your very sacred gifts, please stop.** Just pay for the services you want to experience. And receive payment for your services.

Bartering doesn't mean you don't value it. I'm not saying that. I have valued many things that I have received as a barter. I have also bartered my services



myself. But when I stopped bartering because I truly valued my gifts, my income increased. Significantly.

*4) By giving your valuable gifts to someone, you are denying them the incredible opportunity to value your gifts.*

People value what they pay for. They do. Think about the things you have paid for, particularly paid a lot for. And think about the things you have gotten for free. If you have paid for something that cost you dearly, you valued it far more than the thing you got for free.

To barter your precious gifts is to tell someone else that they are not worthy of being treasured.

When you **know** that the Universe is abundant, you are well on your way to increasing your wealth consciousness. And you begin to really know that you are in alignment with Divine abundance. When you know this, you are unwilling to give your services or to receive someone else's precious services for free.



*If you believe the Universe is abundant,  
then behave as though it is your truth.*

*Pay for the services you use  
and receive payment for the services you offer.*



## Reason 7

### *You make money your god.*

(I'm really getting into trouble here, aren't I?)

When you (or anyone) make money your god, what happens is that you filter the value of everything you invest in, purchase (for fun or otherwise), or do through a determination of its price.

What this looks like is this: *"I really don't think I can afford to go to this conference"* (even though you feel guided to go), and *"I don't know where I'll get the money to pay for an assistant"* (even though you feel like you are drowning in work you should not be doing), and *"That's just too expensive"* (even though it's exactly what you need or want).

You may say you are being practical and realistic.

I say you are making money your god.



You are basing your decisions on the amount of money you have in your bank account or have access to *even though* you are feeling called to take that action, hire that person, or go to that event.



*Even when the Divine is speaking to you through your intuition, you doubt it and say “no.”*

Looking beyond the physical – what is showing up in your bank account in this moment – allows you to take action that is guided by your faith, especially when you are guided to do something.

Listen, you *must* learn to trust yourself. You *must* learn to trust the Divine. You *must* learn to trust your intuition ... if you are going to build the business you know you are called to build.

You cannot build it based upon the money you have right here, right now. You cannot build it based upon the resources you have right here, right now. And you definitely cannot build it based upon the faith you have right here, right now.



Part of your journey is to look beyond what is showing up in the physical, and to still take action based on your faith. Faith in yourself, faith in the Divine and faith in your guidance.

Once you understand this, you will never again make money your god. And you will bring your powerful gifts to the world in an incredible way!

***Trust yourself. Trust your intuition.  
Trust the Divine.***

***This is where your power lies.***



## Reason 8

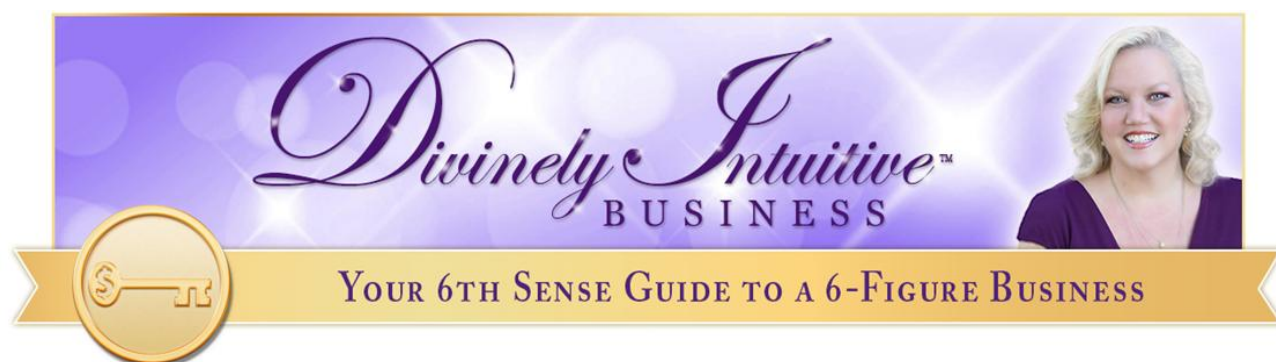
### *You Speak in Process, not Results, or Worse Yet, You Speak Woo to Your Prospective Clients*

Healers, or Divine entrepreneurs, who offer transformation to the world, use a unique language. And usually that language is about the process that you take your clients through in order to get the transformation.

For example, in my own healing work, I used to talk about shifting your energy, releasing beliefs and stepping into a space of allowing so that the person could create what they wanted. And all of that is true. Absolutely. But if someone doesn't understand specifically what they are going to get from working with me, then I could say all day long that they are going to shift their energy, and they could care less.

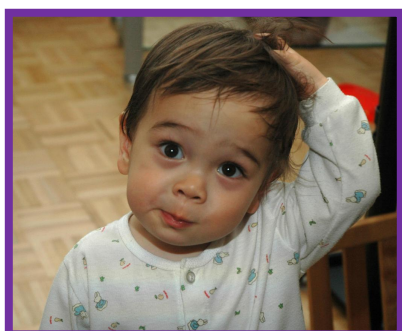
What they want are the results they get from shifting their energy.

This is what I call speaking 'woo' or speaking process. Prospective clients could care less about shifting their energy. They just don't care. But what they do care about is what they would get on the other side of shifting the energy, what they get



on the other side of reframing a belief. My prospective clients cared about the results they would get. And your prospective clients do, too.

When you speak in terms of the process that you offer, you are keeping your spiritual business broke. I'm sorry but you are.



When you speak 'woo' to your potential people, many of them do not understand what you are talking about and you lose them.

And if you confuse them, then they won't work with you, because a confused mind never buys. So, if you are confusing your prospective clients with your 'woo' conversations or your "process" conversations, some will probably buy because they have a glimmer of understanding or you will have been able to reach them in their area of pain enough where they will take action. But most will not.

So here's the deal: until you learn to speak in terms of benefits that your prospective clients get (and not the process that they will receive) as a result of working with you, you will continue to lose clients, you will continue to keep your business where it is, you will continue to be broke.



Think of it this way. It's costing you a lot of money to speak "woo." A lot.

But learning to speak in terms of benefits is a skill, nothing else. It is something you can learn. This is something many have learned. But it does require a different way of thinking.

And your spiritual gifts are too important to not be reaching the people you are meant to reach. It's time to learn a new way of speaking. Your clients will thank you for it. (Your bank account will thank you for it.)

***This is a woo-free zone. Only benefits spoken here.***



## Reason 9

### *You Want Everyone to be in Love & Light all the Time*

Aaahhh, love and light. It's just so wonderful, isn't it? I love it; I truly do... and... well, ok... so, here's the dealio (as my daughter would say): love and light is the balance of the dark, the shadow-side of our experience here on earth, and it is the place we all love to be. But the shadow side is also of incredible value, because if we didn't know about the shadow, how could we ever experience the wisdom and appreciation of love and light.

Because many spiritual entrepreneurs have not fully healed their own wounds, they get mixed up in thinking that love and light is the ideal place to be, to experience and to strive for. Yes, it is the Divine energy that is used to help someone heal a misguided belief about themselves or the world, and yes, it is the energy with which we connect with the Divine. But the dark, shadow side of ourselves is sacred, too.

Because unless we experience the darkness, how do we ever know about the light? Unless we experience sorrow, how do we truly know – and appreciate – joy?



When someone experiences a trauma in their lives, that trauma – big or small – is the perfect thing for that person to learn from and grow. If a healer (and only an immature one would do this) insists that the person in pain focus on love and light, then they are not fully understanding the gifts that the trauma has gifted them with. And that is a huge disservice.

So, ok, Anne, what does that have to do with being broke? Here's how...

If you're focused on helping someone move through their trauma to the point that you are denying them their experience of their pain... or

If you're identifying with their pain (thinking "poor thing, she suffered so much")... or

If you're thinking of them as a victim because of what they went through (think serious sexual abuse, physical abuse, etc.), then

You're focusing on the wrong thing. And when you focus wrongly, you will not get the clients you are meant to get or be of service to the world the way in which you came to be of service.



You'll get some clients, but not many.

***Not many clients = broke.***



There is something very sacred about a dark night of the soul journey because it is that very dark night of the soul journey which brings us the opportunity to step into the fullness and truth of our being. What we do with it is up to us.

If you, as healer, are focused on getting someone into a space of love and light, you will deny someone the depths of their pain and the opportunity to through loss, grief, anger, rage, betrayal, etc.

How can they ever become who they have come to become if they don't go through that?

In my own life, I can fully say that it is through my own trauma that I became who I am today. I would not be where I am or who I am without having gone through that dark night of the soul, without having gone through that very, very painful period. I am profoundly, deeply, unbelievably grateful for it.



And I am profoundly grateful for Wray who held the space of healing for me as I walked that difficult journey.

I would never want experience it again but I am profoundly grateful for it. It brought me my husband. It brought me my work. It brought me my intuition, and my awareness of my intuition. It brought me my connection, my deep profound rich connection, to spirituality. It brought me my ability to go deep, to know how to help someone heal, to know I could help myself heal.

And that is the gift of the shadow, or the darkness. If someone asked me today if I wanted to not have gone through my experience, I could, but I would have to pay the price of my awareness, my intuition, my work and my life today (including my wonderful husband), I would say “no way.” Wouldn’t you?

*The darkness exists so that we may know the light.*



## Reason 10

### *You Are Afraid to ASK or Even DEMAND What You Want from the Divine*

Just reading that feels like sacrilege, doesn't it? Like who demands something from God? How dare you? Right?

I know. I felt the same way at first. But when I realized that I wasn't demanding it from the Divine, but from myself in my relationship with the Divine, well, that changed everything.

And I can hear some of you now reading this thing, *"Whoa, it's okay to ask but I would never demand."* And that's because you think that you're demanding in inappropriate way. It brings you back to your childhood when you demanded something from your parents and they shamed you.

The Divine doesn't shame, ever.



Irony isn't it, because of what I said in reason no. 9 but the Divine IS love and light. It is our connection to the Divine that we are able to open up and receive what it is we want. But we must be willing to receive it.

When we demand, when we say, "*No, it will not be that way. I **will** have this. I **will** create this!*" (whatever "this" is) you are standing into a **very** powerful place in your being and ***demanding of yourself that you step up***. Nobody else will do that for you, not in your business, not in your life. You must be the one to insist in receiving your birthright.

You must be strong in your decision to have what it is you want, to have the courage to not only ask but to demand because when you do, the gates of heaven open up and allow the riches and the beauty and the wealth and the joy and the abundance and the health and the happiness and the love to flow in to your life. But you must ask. You must even demand. The farther you are from having what you want, the stronger you must ask.

***Ask and it is given.***



## ***Conclusion***

If you would like to learn more about how you can build your spiritual business into the kind of business you dream of, then I invite you to invest 30 minutes of your precious time with me in an ***“Ignite Your Divine Business”*** session.

Together we will determine:

- 3 solid steps for you to take to move your business – and your intuition – to the next level,
- clarity on what your next action steps need to be to get where you want to go, and
- understanding more clearly how your intuition is already guiding you in your business – and in your life.

(I might even pull out the angel cards for you. Just ask. ☺ )

Here’s the thing: if you’re a spiritual entrepreneur, then I know you are called to bring your gifts to the world. The world needs your healing and intuitive gifts. Now more than ever.

And you cannot do it alone. ***You aren’t meant to.***



To get your gifts out to the world in a big way takes someone to help you create your vision, to help you create your message, and to help you get that message in front of your people ... all in a way that they can hear.

If you'd like to learn more, then go to <http://divinelyintuitivebusiness.com/ignite-session>. And get ready for your life – and business – to transform! I know you're ready; you wouldn't be reading this otherwise.



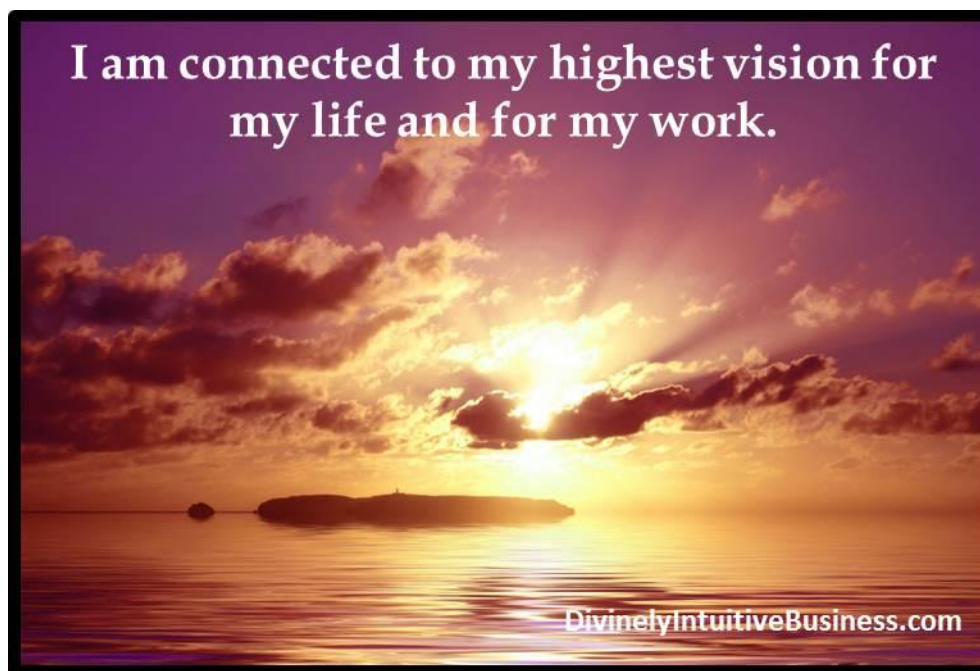
By the way, if you have any problems with that, please drop my Divine team an email at [RevAnne@DivinelyIntuitiveBusiness.com](mailto:RevAnne@DivinelyIntuitiveBusiness.com), and we'll get you squared away right away.



*Many blessings to you as you bring your sacred gifts to the world.*

Divine hugs to you, Anne

Rev. Anne Presuel  
*Your 6<sup>th</sup> Sense Guide to a 6-Figure Business*  
[DivinelyIntuitiveBusiness.com](http://DivinelyIntuitiveBusiness.com)



***Now go get your Divine ON!***