



THE  
*Signature  
Business  
Quest*

More Money, More Passion

**MORE FREEDOM**



*H*ello! I'm Laura Hurubaru, and this is The Signature Business Quest: More Money, More Passion, More Freedom. This is your heroine's journey to passion and purpose.

I wasn't always a Fast Results Strategist and Business Coach. Although I now help incredible strong corporate women to launch outrageously profitable online businesses from scratch, the road to get here was long and difficult-- but it shaped me into the woman I am today.

I live in the UK, but I grew up in Romania and I left home when I was 16. Before I left, I woke up each day facing fear and pain. My father was an abusive alcoholic. I desperately tried to help my mother and brothers escape our daily nightmare, but living in that situation, I couldn't make things better. I felt helpless. I soon realised that I have to make a choice. . I knew I'd be no help to anyone if I stayed place I couldn't help my mother, brothers, or anyone else if I'm dead. That's when I decided to finally leave home.

When I left I convinced myself that if I worked hard I wouldn't need anyone; I could take care of myself. I was determined and set off to take control of my life.

## Accomplishing My Goals In The Face Of Struggle

I put myself through University. I worked hard to earn scholarships so the school could help with a roof over my head, food, tuition and books. I knew that if I made good grades I could take care of all my needs and continue to help my family. I decided to study computer science because I was good at mathematics and I couldn't afford tutors, so I chose a major I could mostly teach to myself.

After 2 years, the scholarship wasn't enough to cover the costs of the hostel, my food and inflated tuition. I had met my life-partner, and we started a small printing business to keep us afloat. It's what helped me -.

While my partner and I lived in a tiny apartment, we waited for me to find my first job. When I landed it, we finally had enough money to pay for a house with the help of a small loan. Our brothers stayed with us often, and I was able to help put them through school. I knew more than anything, that I was right and I proved that if you study hard then you can be on your own.

## Stumbling Up The Corporate Ladder

I was good at my job as a software developer. I could pinpoint exactly where the problems were and how to fix them. For a time I didn't worry too much about what I wanted in life because I was still in survival-mode. However, I became accustomed to this new world. Sometimes with bosses, I couldn't explain the root of the problems we faced, but my creative problem-solving and unique approach would always fix the issue.

What I didn't realise was that corporate success depends on social relationships and navigating the jungle of office politics. I kept climbing the company ladder, but I didn't feel appreciated for the work I did. I got results but I didn't understand the social games. I tried to ask for raises and bonuses, but because I was so attached to the result, I fell short. I was too emotional, and I didn't feel like I had the tools to handle the political nature of the corporate world. The only way I would get what I wanted was if I would quite the current job and found another giving me what I wanted. but I kept running into the same obstacles.

Struggling with this made me feel awful; I felt like I wasn't normal. But, I refused to give up and was determined to find a place that would value me and the results I bring. I felt like I knew how to manoeuvre at school, but not in the corporate environment. Most managers have no clue how to manage someone like me and I realised that I was training these managers how to manage me.

Coding bored me. I was motivated to work with people and I found a position as a junior team leader where I found success. I was talented at putting teams together that worked like clockwork. I started to flourish and thought my day had finally come. However, I ran into the same problem-- I wasn't valued for what I brought to the business. Even though I was successful, my boss would not raise my pay. So I had to find another job to pay me what I was worth. I kept doing that till eventually, I started getting fired, because now I had the proof that I know how to get better results than my peers and even my managers in leading my teams.

Then, I was fired again from my next job. It was a shock to my system. I knew I was different; I had a completely different approach to problem-solving and dealing with people. But because I felt like a failure, I sought out a NLP coach and psychologist who helped me recover. That's when I realised the corporate world wasn't for me. I didn't want to climb the company

ladder. I refused to spend 15 years getting white hair to finally do what I want. I wanted to be my own boss and I started freelancing, consulting and learning about leadership.

## Finding Light Through The Darkness

I soon wanted to start a family. Me and my partner struggled through 7 years of trying to get pregnant and finally decided on IVF. I was still living in Romania, and though I wanted to have my own online business, it was unheard of there. No one understood what I was trying to do. The IVF treatments were extremely difficult, but we succeeded and I gave birth to my twins. The idea of an online business became more attractive-- I could stay home with my babies and not deal with incompetent bosses.

While I was pregnant I studied Brendon Burchard's Expert Academy, Reiki, energy healing, personal development, and many other programs to help me succeed in the online world. However, after I gave birth I went through a period of bleak darkness. I was filled with worry and anger. I was overwhelmed with being a new mom and frustrated that I didn't have time to even shower or sleep.

I didn't know who I was, and every label I put on myself felt too limiting. I punished myself for not succeeding, even though my plate was full. I eventually went back to my NLP coach, but the strategies weren't working-- I needed something else.

She referred me to a friend who introduced me to pranic healing and past-life regression healing. I soon saw how I was hurting myself, my kids, my partner, and I had profound breakthroughs. It was magical.





## Saying YES To What Life Presented

Shortly after, my partner and I moved to London...- I took one more job but promised myself it would be the last job I ever had. I was determined to make my dreams of having my own online business a reality. I took Harv Ecker's Millionaire Mind course and attended Tony Robbins' UPW (Unleash the Power Within) mega event. And for the first time in my life, I was focused on honouring myself.

## Finding Freedom And Success With My Online Business

I knew it was time to focus on my dreams of having my own business. I wanted to give value to people -. And although I had grown a lot, I was still stalling on my success. I wasn't taking action on the things I needed to do to succeed. But, I knew if I failed this time it wouldn't be for the same reasons as in the past.

I knew I had ideas; creative ideas that filled up my

mind with possibilities. And it hit me-- maybe someone out there would buy my ideas! I was coming into my power and wielding it to make a difference in people's lives.

It was incredible seeing something that came out my mind alive and out in the world.

That's when I knew I had a gift. I put my creative problem-solving skills and talent in recognising complex patterns to work in analysing my client's true purpose. Unlike a generic test, I can see your unique heroine's journey and pinpoint your exact purpose-- the true calling you're meant to do (and turn it into a business that brings you joy and abundance).

That's my unique talent and I'm here to help you uncover the one special gift you have-- so you can package it into a sellable offer that serves the world. Your purpose is waiting for you to find it; the power within you just needs to be found.

That's what this quest can achieve.

Good luck, and enjoy your quest,

*Laura H.*

# Your Quest to Happiness

**Uncovering What Makes You Unique To Make More Money, Have More Freedom, And Live With More Passion**

Your quest to passion and profits has begun. Inside, you'll discover the secrets to building a successful soul-driven business based on your unique talents and passion. You're about to awaken to the purpose you're meant to fulfill. If you're like most people, you've searched everywhere to find your true purpose with no luck. Why?


Your purpose isn't "out there."

It's encoded in the blueprint of who you are.

You have all the answers you're seeking-- you just need to see things through a new lens.

This free guide is that new lens. It's the quest map to achieve passion, freedom and success with a business that's based on YOU.





Your purpose  
isn't "out there."  
It's *enacted* in the  
blueprint of *who*  
*you are.*

You'll find the answers to:

- Figuring out what you're meant to do so you wake up each day excited to indulge in your passion
- How to generate ideas and implement them into a business that's an expression of you
- The B.A.C.K.B.O.N.E method which reveals the clues to your purpose, who you're meant to help, and how to turn it into a lucrative business
- How the classic 3 act storytelling arc reveals your business path (and the 1 crucial element for explosive results)

Also, if you're ready to start a soul-driven business that gives you more passion and more profits but you're not sure what you're meant to do, [click here](#). I specialise in finding your true purpose and packaging it into an irresistible offer that's ready to launch in 12 short weeks.

Enjoy!  
*Laura :)*

P.S: I've followed every step in this guide to create a successful business that gives me freedom. I've left the office desk and work wherever and whenever I please-- and now I help incredible women like you do the same. Excited? Let's get started!

# Find Passion, Profits and Purpose **With A Soul-Driven Business Based On Your Natural Talents**

If you're like most career women, you've worked hard - and you're proud of the success you've achieved! However, you've noticed a shift. The most envied and admired women in the world today aren't rushing to their corner offices 5 days a week. Their schedules aren't dictated by someone else's rules; these women are creating rules of their own.

These women are free. They've achieved the ultimate symbol of success in today's fast-paced, digital world: **FREEDOM.**

And they're doing it with businesses they love. Have you met anyone who genuinely loves what they do? Someone who can wake up and work whenever and wherever they choose?





It seems like these women have hit the career lottery. They've found a way to do meaningful, purposeful work that perfectly aligns with their talents, skills and experience. Plus, they're making millions. It must be luck, right?

Wrong. You can crack the code and nab your diamond-encrusted ticket to the promised land too. That's what The Signature Business Quest for more money, more passion, and more freedom is here to help you achieve. This is the beginning to an incredible journey!

But, when you're gutsy, brilliant, creative, and ambitious, it's difficult to decide what avenue to take to get started on the road to freedom. Not knowing, "what you're meant to do" becomes one of the most -, anxiety-inducing, and overwhelming struggles of your life. If you're focused on breaking the chains to your desk and enjoying the jet-set lifestyle, there are steps to get you closer to packing your Hermes luggage.

## You And Your Business

The best way to set yourself free is through entrepreneurship. It offers a unique opportunity; you can build up a business that satisfies your soul without a ceiling on the profits you make. The sure bet to becoming your own boss and enjoying freedom is starting a side-hustle while you still have the safety and security of your full-time job.

However, building a profitable side hustle with a limited amount of time outside of your day job is never easy. It takes ruthless prioritization, creativity and scrappy, "go-getter" attitude. It takes determination and integrity.

It requires a psychological shift in mindset; the women who have successfully created the life of their dreams view their side-hustles as a necessary duty of their day. The secret is to build a business you're excited to work

on every day. You want to set yourself free-- not create a new prison you're dying to escape. So, how do you do that?

By building a business that's an expression and extension of YOU. A business where you can practice what you love and focus on serving the world at the highest level. But where do you start? Choosing the one thing you want to offer is one of the hardest decisions to make. But, there's good news! Your history leaves clues that lead to the answers you seek.

## Your Quest Begins Here

Like my clients, you'll study your heroine's journey; the experiences that have led you to this point in life. Your journey to reading these words right now leaves clues and like a detective, you need to analyse these clues to find your true purpose; the purpose that will create a lucrative business you love. All of these answers are waiting for you to find them, and once you've found the golden nugget you'll be ablaze with passion and purpose.



## The Game Of Life

Your quest to passion and profits is like an RPG (role-playing game). With an RPG, you start the game with basic skills and abilities. You have a special mission to complete (building a profitable and fulfilling business), and you slay dragons and battle goblins (obstacles in your path) as you increase to higher and harder levels.

Some people choose to put blinders on and continue the main mission which keeps getting more and more difficult. They keep trying to push through without help. Others choose to complete side-missions that give them special abilities, tools, and talents. Though the side-missions take more time and effort, the main mission is easier to complete because you have more tools to defeat the bigger and badder monsters at the end of each level.

Focusing on just the main quest makes leveling up more difficult and you're beaten by the monster (life struggles) over and over. By focusing on the side quests along the way, we're better prepared to defeat the struggles that present themselves as the levels of life get tough.

However, many of my clients share a similar issue; they can't see the difference between side-quests and the main-quest. They don't realise that the side-quest they're pursuing is just the complementary skills to make the main mission easier to defeat.

For example, perhaps you're a life coach and instead of packaging a program that focuses on one solution, you're chasing certificates and trainings to make your services more marketable. And you're stuck. You're not moving forward with your business. You're constantly moving from one shiny object to the next, hoping it'll be the magical tool that launches your success.

If you look at your life's journey from a new perspective,

you'll see that you have everything you need to offer a high-value, high-priced program already-- with your existing skills, experience, and talents.





## How To See The Forest Through The Trees

When you look at yourself from above, what do you see? Who is the heroine you're looking at? What does her journey reveal? What are her lessons to learn? That's the perspective that'll awaken the answers you need. That's what my work does (and what you'll glean from this guide)-- I can clearly see your side-quests and main mission. I see how it compiles into a unique offer only YOU can give to the world.



When we comb through multiple areas, you'll unearth your true purpose. It'll naturally unveil the one thing you're meant to share with the world. Once I look at your life from this new lens, I know straight away what my clients are meant to do and how to package it into a signature program.

This process gives them clarity on:

- What they naturally gravitate towards and love (which reveals their true purpose)
- How to turn that passion and purpose into a solution that helps people
- Who that solution helps most
- How to package the solution into a lucrative offer that sells
- Tweaking the offer so it delivers incredible value to your target market
- Marketing the program so it's irresistible to people who need it

Using a proprietary process I've created called **B.A.C.K.B.O.N.E.**, my clients have a running start to building a purpose-focused business that feels good to the soul and fills the wallet. And I'm sharing it here with you.

## The B.A.C.K.B.O.N.E. Method To Creating A Life Filled With Passion, Abundance, And Freedom

Arrange a time when you can sit and work through the B.A.C.K.B.O.N.E. method for 2 hours uninterrupted. Think of yourself as the heroine of a fantastic voyage, and you're watching her story. Use colours, paper, images, magazine cutouts, metaphors, or doodles to help you express your answers. You want to convey the information that pops into your mind as accurately as possible. Don't worry if it doesn't make sense at first. This is a process that yields incredible results if you let it flow.

Revisit your answers after one day. Make any changes you feel are necessary to express the true core of your answers, but don't overdo it. Let your gut instinct and intuition guide you. Even if the words don't come, as long as you have the feeling it's enough. Trust that the answers are within you and your process will reveal it. Just let it be a creative exercise-- there is no wrong or right! Play music, paint, sing at the top of your lungs if you like! This is your process and your wisdom is bursting to be released. When you're ready, answer each of the following areas.



## B = Background

### **Where does your heroine come from?**

Your background is full of treasures to sift through. From early childhood there were things that made you light up-- areas of interest that you could talk about for hours without getting bored. Examine your school and career history. For me, looking at my background, I was excellent at computer science and programming. I wasn't good at my job because I knew how computers work; I was good at my job because I know how people work.

I could pinpoint places in the computer code where people made assumptions that weren't true. I understood how people thought and the faulty logic that led to mistakes in the code. That made it very easy for me to see the root cause of the problem and fix it quickly where other people would spend months trying to find the issue.

At the time, I didn't realise that while I was good at programming, I was actually brilliant with people. I suddenly knew that I could apply my existing skills in a new way that excites me. These are the types of a-ha moments you're mining for when you review your answers about your background.

Consider these questions about your background:

- What are (or were you) good at? Once you've written a detailed list of what you're good at, cross off everything you don't absolutely love. What's left should be things that genuinely excite, delight, and happily motivate you.
- What activities do you (or did you) lose yourself in? What pursuits have you done where hours can pass and you don't sense it at all?
- What things have other people told you you're good at? Have you dismissed any of these things in the past?



- What were some of your favourite hobbies as a child or teenager?
- What did co-workers, classmates, or friends seek your help with the most?
- What moments did you shine bright like a sparkling diamond?
- What subjects in school did you love? Which did you hate? Why?

Don't look at the answers through the lens of making money. We're simply trying to unearth your natural affinities, talents, and passion. In the next step we'll examine the existing gaps between what you love and turning that passion into a successful business. This next step will also give you the confidence to pursue your soul-driven business because you'll clearly see the capabilities you have already.

## A = Abilities

### **What special skills does your heroine have?**

When you look over your background, what abilities do you have that will help you run a successful business? For example, if your career required strategic thinking, that ability will help you look at your business differently than someone else. You might think of it like a system where manipulating variable 'a' means something happens to variable 'b'. Or perhaps you excel at planning and can see what outcomes arise if certain actions take place. These are invaluable abilities that will help you run a successful business that's an expression of you.

You may not have all the abilities needed to run a successful business. And that's okay. You don't need to have all of them right now. Once you know where your gaps in knowledge are, you can bridge that gap with education, research, and partnerships to help you leapfrog past those hurdles. By partnering with someone who has the abilities you're lacking, you can collaborate to package a signature offer together

where you combine your skills into incredible value.

Answer the following questions:

- What abilities made you stand out among your peers as a child?
- What school subjects came easily to you? Why?
- Why are you good at your career? What abilities have you honed that don't exist in other jobs or industries?
- What do other people think you're best at? Why?





## C = Characteristics

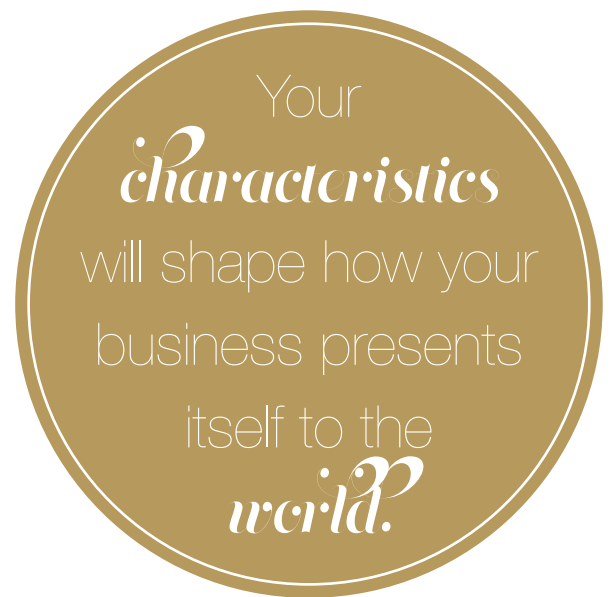
### **How do you describe your heroine? Who is she, really?**

Your characteristics are what defines you. These are the words, feelings and definitions that describe who you are. When you review these characteristics, don't think about how they relate to business. They can be anything that comes to mind, no matter how silly or insignificant they seem at first. Don't dismiss them! Your characteristics will shape how your business presents itself to the world; it will become your brand. This is how you show up to the world-- your characteristics are a reflection of your core.

For me, I was always told I had a great smile and should smile more often. Even though I appreciated the compliment, I didn't believe it to be true. One day I was taking the Tube in London, and an old man held the door open for me. I felt a deep sense of gratitude. I smiled, and the smile he gave back was so full and bright. In that moment I could feel his heart smiling at me. I realised that my smile is a defining characteristic of mine and I now use it in all of my communications. It's a part of my brand. A warm smile is something people value and a beautiful thing I can share with the world. I've incorporated it into my branding because it's a part of who I am as a person.

Answer these questions to dig deep into your own characteristics:

- What are your favourite hobbies?
- What sports, art or leisure activities do you love?
- What activities have you always dreamed of doing but never tried?
- List 3 words that describe you.
- How do you approach obstacles in your life?
- What are your core beliefs about people?



K = Knowledge

**What knowledge does your heroine carry in her backpack?**

Being clear on your background, abilities, and characteristics will go a long way to finding your true calling-- the one solution you can offer that serves the world. Knowing your passions and your capabilities is important, but if you're not using them they remain as unused potential. They have no power and don't serve you or the world.





That's where knowledge becomes your focus. If you love to paint you must develop your skills and knowledge by painting. If you're crazy for fitness, you must workout and learn about body mechanics. Practice is the only avenue to harnessing your personal power and transforming it into a lucrative, soul-driven business you love.

As you practice, you earn a deeper understanding that develops into new beliefs that can be used to help others. It's your unique way of being in the world and your knowledge deepens as you use your talents and nurture your passions.

Think of your knowledge like having a backpack. You can add your knowledge to it as needed, change it, or remove it whenever you like. You get to decide what knowledge is important to you. It does not define who you are-- your knowledge is something you understand based on who you are. You're empowered to adjust it as you see fit. And it's something valuable you have based on your background, abilities, and characteristics that you can share with the world.

Consider the following questions:

- Imagine you have a giant backpack. What knowledge do you have right now that you can put inside?
- Do you have room to add anything?
- Is there knowledge you'd like to put inside but you don't own yet?
- How can you share that knowledge with people? How can it help people?

## B = Best

### **What is your heroine the best at over all others?**

Out of all the interests, abilities, and passions you've listed, there is one that you are best at. There is an

environment where you blossom over all others. For example, 2 people with the exact same skill set will thrive in certain environments over the other. One person might need a well-planned out day that's ordered and structured; the other needs a free-flowing day for their ideas to mature. They do best when they can structure their day how they want. If you switch these two people into opposing environments they'll have poor results despite having equal abilities.

For me, when I first started my online business, I felt very alone. I immediately thought that I needed to be with an organization to feel my best. I wasn't sure I be an online entrepreneur. I thought I needed an organization to connect with people.

I learned that I love solving challenging tasks surrounded by capable people who helped me achieve a desired goal. However, when I worked in the corporate world I didn't thrive. I couldn't produce my best work while being micromanaged.

Knowing this, I structured my business so that I still work with people, but I'm not micromanaged by anyone else. I choose clients who are very capable people-- clients who inspire my creative problem-solving capabilities. Bouncing ideas together, I help them with the challenging task of uncovering their one special gift and packaging it into a signature offer.

Let's find what you're best at:

- Do you love to plan out your day? Why or why not?
- Do you love making lists and crossing off the tasks you've completed? Why or why not?
- If you didn't have a structured day would it excite you or make you anxious? Why would you feel that way?
- What's your dream place to work?
- What environments make you productive? Which distract you?

## O = One Thing

### What is the one thing your heroine can offer the world?

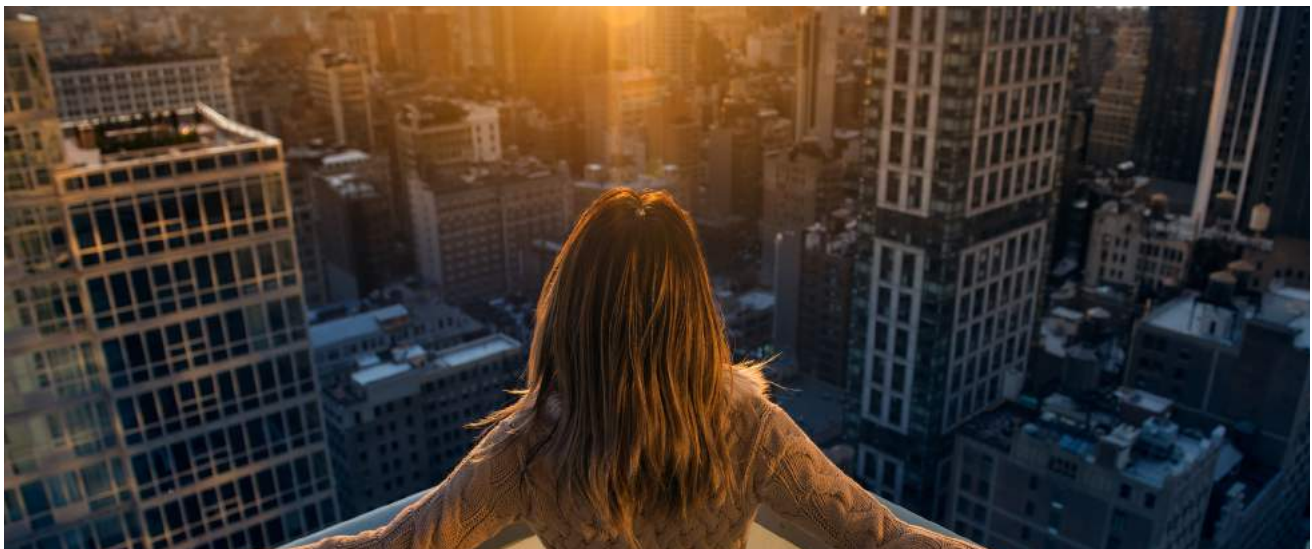
As creatives we tend to have multiple interests, passions, and talents. We struggle with choosing one thing to focus on because we love trying new experiences. However, when you look at your journey through your background, abilities, characteristics, and knowledge, what **one thing** do you notice? What single theme runs through everything? This can be difficult to see in yourself, so ask your friends and family what they think defines you.

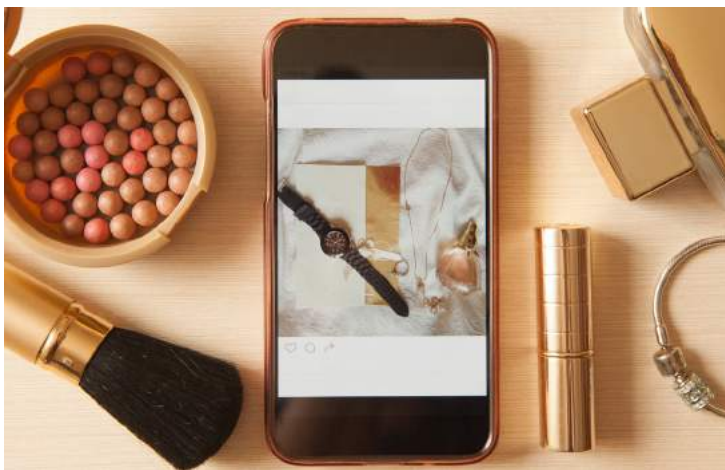
This can also be something you've struggled with throughout your life. Your one thing can be the quality you have too much of-- a quality you haven't been able to express to its fullest potential. It could be something that's always caused you pain because you haven't created the opportunity to use it.

For me, this pain was having too many ideas. I would be brimming with ideas but unable to do anything with them because of the sheer amount of I had. I couldn't settle on just one idea. When I finally realised I could use my ideas to help people, everything changed! I

started to use my best gift and frustrating pain for a business that serves the world and sets me free.

- What common theme runs through your life journey?
- What one thing do you have that you feel is a detriment? Can it be used to help people?
- What have you struggled to express to its fullest potential?
- What one thing do you have that can be seen as a solution to a problem?
- Have you experienced a situation where you had to create an out-of-the-box solution?
- Have you persevered through a difficulty using a strategy or technique that you put your own spin on? Have you used that strategy in the past with other struggles but didn't realise it?





## N = Narrative

### **What is your heroine's story really about?**

This is your story; the heroine's journey you're walking right now. Your story is vitally important to your business. You will attract clients based on the story you tell the world.

For me, I couldn't see my story. I was too close to it. I couldn't see the arc of my journey or what was unique about it. You might struggle with this too. When you see your story clearly, it'll help you build a successful business - by looking at it from a new perspective.

Look at your life story from a higher level. Close your eyes, detach yourself, and look at yourself from above. View your life as if it was a movie you're watching. Look at your past, your history, and your present from this higher perspective. What do you see if you're the heroine? Does the story look different if you were the Creator looking down on your life? What if you were a stranger? Does the narrative change?

Have compassion and understanding when you're watching this story unfold. Try not to let judgements about the heroine's past decisions or actions cloud your view. You want the heroine to triumph and succeed! Don't get too attached to the events as they unfold; just watch with childlike curiosity. Look at this story from the level of the soul with a higher understanding.

- Where is this heroine's soul coming from?
- Where is she going?
- What lessons does she need to learn? What lessons keep repeating?
- What challenges does she need to overcome to arrive at the desired outcome of having a successful, soul-driven business?



## **The 3 Act Storytelling Pattern**

From the beginning of human history we've told stories. Whether it's for entertainment, education, or connection, stories are embedded in the human experience. All good movies, books, screenplays, theatre, and oral storytelling contain the 3 act storytelling pattern. It's the Hollywood writer's secret to writing an engaging story and it'll help you see your true purpose clearly.

The heroine must pass through each of the 3 stages to reach the end of the journey where they are transformed from where they started.

### **Act I: The Problem**

The heroine's story begins when she faces a hurdle to overcome. From family troubles, legal woes, relationship problems, personal upheaval to health and financial issues, she must triumph to move forward but keeps failing.

With many people searching for a fulfilling business, the obstacle is in resisting their true purpose. Perhaps they're scared they'll lose money, respect, or stability. Maybe pressure from friends and family keeps them from pursuing their calling. They're scared to do what they're meant to, and do everything to avoid it.

### **Act II: Soul- Searching**

During the second act, the heroine searches her soul to find the answer to her problem. Perhaps she does it alone on a road-trip, or on a retreat in an exotic place. At this time, the journey becomes difficult. Everything she thought she knew is wrong and she needs to put her world back together. She finally accepts that things aren't right.

With this new knowledge, the heroine needs a person or situation that acts as a catalyst to overcome her problem. The catalyst removes the blinders the heroine has been wearing but didn't know was there. She can finally see the truth. That's when she experiences an explosive shift that leads to the results she needs to succeed.



### Act III: The Answer

With the help of the catalyst, the heroine has a breakthrough. She sees who she actually is and can find the solution she needs to defeat her problem. She has a new understanding that gives her deeper knowledge about herself and the world around her. She triumphs!

For my clients, I act as the catalyst that removes the blindfold and shows them the truth of their gifts. They discover how to serve the world with a lucrative and soul-driven business they love. I help you reach the shift you need for a breakthrough to the success and freedom you want. When you package your signature offer, you'll be the catalyst your clients need to reach the breakthrough they're looking for, too.

## E = Evidence

### What clues in your heroine's journey are evidence of her true purpose?

At this point in the process, you'll have a deeper understanding of what you're meant to do-- your calling. You may not know exactly what your true purpose is, which is why we look for clues in your journey. They are the evidence that gives you proof of your gift; the one gift you can offer to others and build a lucrative business doing something you adore. For me, I left home at 16 because my father was an abusive alcoholic. I left so that I could help my mother and brothers. If I stayed I wouldn't be help to anyone. I was a role-model for my brothers, and

coached them through school. They came to me when they had struggles, and I guided them along the way.

It's very close to what I do now-- I coach people to see the gifts they have within and help them to flourish by using them. If you think about your journey like a role-playing game, what side-quests have you completed that are evidence of your true purpose? (ie: certifications, trainings, personal experiences, hobbies, etc.)

- What personal experiences do you have that leave clues about your true purpose?
- What situations do people always want your opinion on?
- What struggles have you overcome and could help others work through?

If you don't have evidence that supports what you want to do, take an exploratory approach to the situation. If you're passionate about high-performance work and want to be a high-performance coach, side-quests to make your goal achievable are mindset training, planning courses, website design, online marketing, sales, creative writing or lead generation.

When you do some side-quests, you build your overall skills; your ability to launch a successful business becomes easier with a bigger toolkit at hand. If you try to launch an online business without these skills, you'll have a much harder time succeeding.



## Put Your True Purpose Out Of Your Mind

Once you've completed the B.A.C.K.B.O.N.E METHOD, stop thinking about it. Put any thoughts of your passion and business away for a few days. Inside famous advertising guru James Webb Young's book, "A Technique For Producing Ideas," he emphasizes the need to take a break from the subject you're trying to penetrate. The subconscious mind needs time to play with the material you've written or compiled. It spins all your ideas around and eventually makes new connections that lead to an "A-HA!" moment (usually while you're driving, in the shower, or playing with the kids).



...proactively bring  
*passion* into  
everything you  
touch.

While you're concentrating on day-to-day life, proactively bring passion into everything you touch. Bring your full awareness into every task that is set in front of you. Passionately chew your Green Goddess salad. Passionately fold your son's soccer uniform. Do everything like you want to do it. This creates a powerful shift in your mindset and perception which sparks creative insights far deeper than you can imagine.

Before you know it, you'll have a clear understanding of what your meant to do. You'll know what your true purpose is, and who to help. That's when it's time to focus on your future clients and a high-ticket signature offer they'll love.

**A**s you can see from The Signature Business Quest: More money, More passion, and More Freedom, designing the fantastic life you desire comes down to finding your true purpose. With the B.A.C.K.B.O.N.E. method, you have a powerful exercise to bring your calling to light. Once it becomes clear, you need to find a unique solution only you can offer that helps people.

Without a unique solution that's packaged in an engaging way, you'll struggle to create a successful business that creates true freedom.

There's a lot of meat to sink your teeth into with this guide-- this document alone can kickstart the beginning of a lucrative business that's an expression of YOU. It's a crucial step to freeing yourself with work that fulfills and delights you; plus, when you're ready, you can work whenever and wherever you like!

But, as you can see, this guide is only a taste of what's needed to go from idea to launch; there are many more steps after finding your true purpose. You'll need to offer a unique solution to a market that needs it. Then you'll need to package it into a signature offer that's appealing to your ideal client.

This can be difficult to do, especially if you're still not sure what you're truly meant to do or how to create a high-priced signature offer that delivers incredible value AND sets you free.

So if you're serious about building a soul-driven business that lets you live by your own rules-- all while having more time with your family, friends, and yourself (and makes you the money you want) then schedule a Purpose Call with me right now.

Whether you're just starting your entrepreneur's journey or you've been trying to get your signature program off the ground for a while, this is a rare opportunity for you to shine online with the talent only you have.

And that's **my gift**. I can see the one talent and solution you have that can spark the business and life you've always wanted. I have an effective and easy-to-follow framework for you to create a high-ticket offer that's ready to launch in 12 short weeks...

And it's waiting for you!

I'm passionate about helping career women break free from the prison of the corner office and attaining the ultimate symbol of success in the world today: **freedom**.

So let's chat!

I can't wait to meet you,

