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ACADEMY *of* LIFE ARTS

big
BLISSNESS

Transformational entrepreneur's handbook
for creating a soul-rocking, heart-driven,
blissful business or practice

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EXCERPT

BIG BLISSNESS

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Blissness Agency

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*All the beauty in you,
discovered and unleashed.*

THIS BOOK INCLUDES THE FOLLOWING PROPRIETARY MODELS:

Creativity Model for Life and Blissness

How to create not just a business, but a blissness, in 4 steps

Blissness Strategy Blueprint

What products and services to offer and how, without needing marketing

Emotional Integration Process

Pioneering findings and methods for psycho-emotional growth

The Levels of Love Consciousness Model

Live and work from an elevated level of consciousness

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STEP 1: DIRECTION

A deep dive within to embody your essence energy

First we get clear on your unique essence, your true beauty, your dreams and what you want, so that you can connect to yourself and gain clarity on where you are going. This helps you avoid the single most dangerous hurdle us heart-centered people face: derailing due to outer opinions, advice and doubt.

- 1.1 Exercise: Essence Questions
- 1.2 How to Power Up Finding Your Answers
- 1.3 Essence Energy
- 1.4 Exercise: Creativity Questions

STEP 2: APPRECIATION

Daily fuel for loving our lives into alignment

Here you will build an ever-deepening connection to yourself and to your creativity, liberating blocks and releasing the past. Through the practice of appreciation you will learn to supercharge your creativity and connect to elevated levels of consciousness necessary for the creation of a true blissness.

- 2.1 Study of Beauty
- 2.2 The Six Levels of Love Consciousness
- 2.3 Emotional Integration Process
- 2.4 Application: Soulful Money Laundry

STEP 3: INSPIRATION

Forming your Blissness Strategy

Following your soul-sourced inspiration, we develop your business structure in practice so you'll never have to worry about marketing and attracting clients but can totally focus on doing your thing. Forget about business plans and having to spam people on social media. You'll get to do it exactly as you like it.

3.1 Your Co-Creation Path – the Backbone of Your Blissness

3.1.1 How to Plan Your Co-Creation Path

3.1.2 Finances

3.2 Your Authentic Expression Strategy

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3.2.3 Conscious Communication

3.2.4 Introducing Yourself

3.2.5 The Channels of Expression

3.2.6 Your Visual Brand and Website

STEP 4: ACTION

Rollout & sustain growth with soul-power

Time to take action and roll out your blissness into concrete form. A heart-driven business rollout can even be as exciting as your wedding day, like one client experienced it. It allows us to act from our essence energy and become an active part of the world as our true selves.

4.1 Summary of the Blissness Creation Steps

4.2 How to Keep Growing

INTRODUCTION

It has always fascinated me how great artists, musicians, actors and writers seem to have hit the jackpot: they get to follow their bliss, do what they love most, and their work is sought after by millions. They don't seem to be "in business" at all - they seem to simply be doing their thing.

But those of us who are building a passion and heart-driven business in areas like personal development, healing, coaching, or consulting can't hit the same jackpot... or can we?

What if there was a simple, straightforward process we could use to create our businesses like the great artists? What if we could embody that soul-rocking (and business rocking!) creative flow even if we didn't consider ourselves particularly creative or artistic?

Sometimes it's called 'being in the zone'. Or 'manifesting'. Or 'miracle work'.

But really it's all about creativity! And that comes with good news: creativity has a replicable process.

Before exploring the process in detail and how it allows us to create a blissful business, let me first touch on what I mean by creativity.

We often feel limited in our capacity to create, and I often hear people say: "I'm not very creative". However, creativity does not only mean artistic or intellectual achievements. Through my journey one of the biggest things I've come to appreciate is that every moment is a creative moment. Handling routine life may make us forget it, but isn't it really so? Every single thought we think, feeling we feel, decision we make, conversation we have, action we take... is creating something.

When creativity becomes really exciting for me is when it's about creating our reality. Especially our professional reality, because it is what most of our days are comprised of. It's important for me to have a say in how my life goes and what I do with my days, and so many of us have come to the same conclusion: adhering to our old ways isn't working anymore. We have dreams and wishes for more freedom and living closer to our real nature... we deeply long for a heart-felt sense of meaning and fulfillment in our professional activities!

Just think of how you feel when doing something you really love. Take a moment here to list three things you love to do:

When immersed in doing those things, aren't you taken by the moment and feeling 'a great vibe'? Doesn't it give you a feeling of aliveness? What if you could feel that in your professional life on a daily basis?

That heart-felt sense of meaning and fulfillment we are seeking is simply put: we are seeking to feel alive. And we can feel more alive by consciously creating our professional reality to match our true liking. We can become more conscious, heart-based creators of our lives and use our innate creativity to set up a blissful business or practice (in four straightforward steps!) even if we think we are not creative or artistic at all.

See, the secret of the great artists is that they are able to pour their soul into their work in such a way that it touches the souls of millions. Creativity is all about letting our soul flow its power and beauty into this world WITHOUT us stopping or doubting it.

Us coaches and consultants and healers and transformational service professionals have great things to offer to people but this is the thing: often we over-complicate things when facing the horror of having to 'market' our services. The beauty of embodying creative flow is that you will never have to worry about that horror of marketing ever again!

Your business will have a system, based on YOUR best innate creative flow, that brings you the clients you need and that allows you to be in your miracle zone (aka creative flow) every day, doing what you LOVE to do with people who LOVE your services.

This will turn your business into... blissness.

I want to help you create a blissness because I think there's nothing better than to experience the magic of life every day doing what you love, and because I

know you will help not only your clients by doing what you love but you will inspire everyone you come into contact with.

You know, we say the eyes are mirrors of the soul... but I think our dreams are too. When someone tells me about something they really love to do, I feel like conversing with their heart and the essence of their universe. I feel their deep heart's truth speaking when they dare to open that (sometimes fragile) space within themselves where their deepest longings live. And I love to witness the surge of inspired energy flowing through them as they gather the courage to tell me what they really would find amazing to do if everything was possible.

I'd love to hear yours...

And I'm also truly touched by the fact that there are so many of us who have such beautiful inspiration-driven gifts to give to this world, but many of us struggle making a good living with them.

Why?

I'm excited to tell you what I've come to learn.

After many years of working with gifted people setting up their businesses, as well as going through my own journey, I've noticed that we struggle most because we think we have to do it following other people's advice and opinions, in the "normal" or "standard" business way.

There are so many "shoulds" in the world of business. So many "have tos". So many generally accepted ideas about how business works, what kind of services we should offer and how we should market them. It is not easy to get the guidance and support from people who truly understand where we are coming from, and often we derail or get discouraged by the wrong kind of information and help. It's so easy to get tangled up in other people's ideas and opinions even if none of them would work for us! If we only live to fulfill someone else's ideas about what life and business is, how much space does that leave us to do what is needed for us to be really fulfilled?

So here's the first thing I would really want to offer to be adopted into your business thinking:

There are no 'shoulds'!

You 'should' not have a facebook page or a blog. You 'should' not go to networking events. You 'should' not do anything, especially if it doesn't light you

up. It is a waste of time and effort and downright detrimental to your capacity to channel your gifts to the world to do anything out of thinking you “should”, because it comes from you connecting to the exterior world instead of connecting to yourself. That may be a path to business, but it rarely is the path to blissness.

On the following pages you will learn the four steps of the Creativity Model for Life and Blissness framework that I've developed following many years of creative work with people starting their heart-driven business projects. What the framework does, is to help you find out what DOES deeply work for YOU when you want to form a well-working business from your ideas and passions and get the freedom of (finally!) doing what you love, exactly as you want it.

Because - and I would like you to deeply hear me again - setting up or growing your heart-based business or practice IS possible exactly as you want it, if you know how and if you get the support that SUITS YOU.

This is so important because if you are reading this book, chances are that, just like me, you are not very "normal". You and I do things differently, we think differently and we value different things than those that business often means. We come from the heart, from the soul, from something so much deeper than what business is normally about. We want to live free and do something beautiful in this world.

We are not people who get excited about tricking someone into buying something from us. We don't want to sell and convince and inflate ourselves in order to have clients. We don't want to be fake, but truthful.

And let's face it, many of us fear seeming a bit weird with our out-of-the-ordinary ideas and dreams. We may even be stuck with defining what it is that we do exactly... you know those social occasions where someone asks what you do for living and you can't quite put it into a coherent explanation? Sometimes we even have no idea where to start. And we often find it hard to figure out what it is that we are supposed to do on a daily basis to get our business or practice going.

And all the while, something is burning inside of us to go for it.

Here's where the first conflict becomes clearly visible between our innate way of doing things and the way we are taught to do. The standard way of thinking when we want to do something is to immediately think of action. We often think we have to make it happen by doing the right things. However, in our

hearts we know that action is not the first step. Everything happens first on the inside!

This can be very confusing, however this is a very GOOD place to start from. In case you are feeling lost with the practicalities, I can assure you. You are not lost - you are at the beginning of a great adventure.

It is an adventure that will allow you to plug yourself deeply into your inspiration, into your soul, into your heart, and make your business come alive from within. It will be delicious, I promise. I see it again and again with my clients who start from a more or less vague idea or a dream, and who bloom into rolling out their soul-driven businesses.

I started my own freelance professional career by designing websites and making videos and photographs mainly for coaches and well-being related businesses. I quickly noticed that what I loved the most was helping a client find the core of what they were really about and what their unique thing was. I would get most excited about asking them deep, meaningful questions that helped reveal their most beautiful and powerful essence, and together we would bask in the incredible energy coming from their deepening connection to their essence energy, both in awe of the discoveries. The more they talked about what they love to do, the more energy we built. From this beautiful state of energy, ideas would always start to pop into my head and I started creating visuals and words, and seeing the steps that would be most beneficial for them to take next.

Then one day, years later, something suddenly clicked in my head and I understood what I had been doing all along. I looked back and noticed that I had been very consistent in producing work that makes my clients say things like “Oh my goodness this website is like my soul coming alive”, or “This launch feels as exciting as my wedding day”, and I realized that I always go through four distinct steps to create that success and fulfillment. Then I looked at other areas of my life that were going well and noticed that I also go through those four steps to create not just something for my clients, but also to create anything I wanted for myself, too.

My coach would often tell me that I’m an incredible manifester and she would always say: “I don’t worry about you, you have the ability to manifest such great things in 24 hours that you’ll always do great”. I had taken her words quite lightly until then, especially because I was going through so many struggles, but I started to notice that I do often manifest really surprising things really quickly.

I don't call it manifesting though, I call it creativity, because I came to understand that it's not some mystical thing or trick but an actual replicable straightforward process.

Then I also started experimenting with it regarding my struggles. I was curious to see whether the four steps would help me go through them, and guess what? Of course! Whatever kind of a struggle, hurdle or painful situation I've faced related to business or life in general - and I can tell you I've faced many - I've been able to turn things around supported by those same four steps.

And finally I figured out that related to professional activities, those four steps can be used, not only for creating specific things like an awesome website or a super successful meeting but also, to create our whole businesses and the strategy behind them, so that it's really fulfilling.

I started coaching clients with this process and oh boy have I enjoyed witnessing the amazing ride. Clients coming from blocked situations realizing who they really are and what they are here to do. Clarity and ease for concrete action emerging. Many leaving our sessions saying some form of "Everything is so easy because with your process I get in touch with my truth and full resources, like my soul superpowers. It's all clear and available to me now".

That's the power of this four-step process - to empower us to access our soul powers and put them into the most fulfilling practical form as a business or practice.

So let's get to it and look at the concrete steps. What you will learn is the concrete path to follow for creating not just a business, but a blissness, from within. I call it the Creativity Model for Life and Blissness. We will explore what doesn't work, what NOT to do, and the exact steps of the framework that will allow you to give yourself wings, YOUR way.

Because... your way is needed.

Yes, sometimes it's hard to put ourselves out there, exposing our most delicate true being, our real wishes, our true gifts. No-one may have ever really yet given us enough encouragement to bring them out, perhaps because they've been so much in the hiding, even from ourselves. BUT they have a place here. Your gifts are there for a reason. Your beauty is there, waiting to be discovered and unleashed. You are important. You've got something beautiful to give, and the

world is waiting. Asking. Yearning. As much as you have desire to do something beautiful, there is place in the world for you to do it.

If you ever doubt, just think of the situation we are facing globally: consumerism, societal inequality, economical concerns, environmental degradation, deforestation, pollution, climate change, natural resources drain, loss of biodiversity... an imminent threat on the wellbeing of our planet that is menacing our very existence. I think that if you had a say on how things work, the planet would be much better off, wouldn't it? Wouldn't your values, your insights, your consciousness be about creating something more from the heart going forward?

Not that you need to act for the planet, but we need you to act for yourself. We as a human nation need your consciousness, we need the transformation you bring with your gifts. We need your vision. We need your beauty. We need you to bring us the energy of your essence through your inspired doing of something you love. That's what we need from you, so that we can do the same.

And you've got it in you to make it happen. Many people I've worked with have been stuck with defining what they really want to do and how to do it, feeling like they can't find the answers. But I've never worked with anyone who didn't have their answers in them! They just hadn't been asked the right questions to find them out. And we always discover: the heart is right.

So even if it's scary, let's be like the great artists and get some nice creative flow on. Let's bring your beauty out and into the world, together. Your way IS the high way, so let's get on it.

Full book available at the
Nowlicious Academy of Life Arts

www.nowlicious.com