

# Welcome Goddesses!



Give yourself:  
A deep breath  
A prayer  
An intention  
A gentle stretch  
A vigorous shake

Let's Tune In <3



Let's  
Share!

Does anyone want to share  
what they have so far for  
their *Destiny Client  
Directive*?

Any questions from last week?

# Creating *Irresistible* Offers

+ Divine Aligned +  
**MistressMind**  
TURN YOUR SACRED SESSION WORK INTO A  
WILDLY ABUNDANT HIGH-LEVEL COACHING CAREER  
6-month Group Coaching Container  
w/ Cathleene Cienfuegos  
BLISS-LIFE COACHING SERVICES

Tantra Healers  
Weekend Practicum  
*for Women*  
April 13th-16th, 2023  
Valley of the Heart  
Dulzura, CA  
w/ Cathleene Cienfuegos

Tantra Practitioner  
Training for Women  
with Cathleene Cienfuegos  
& Monique Darling  
2.17 - 2.23 | Cabo San Lucas, Mexico

Tantric Healing Arts  
Practitioner Training  
w/ Cathleene Cienfuegos + Eugene Hedlund  
April 16 - 28 Austin, Texas

Your offers are what people pay you for...

They are the programs, classes, retreats, courses, and private coaching packages *that you sell!*

Before you get on the phone or engage potential clients it is a really good idea to *have your offers mapped out\**.

# Creating *Irresistible* Offers

1. To sell right away, your offers should be *relevant to the moment*\*.
2. Your offers should be based on what you know it takes to successfully create the results *your client wants*\*.
3. It's a great idea to have *multiple entry points to your work*\*.
4. All the marketing you need can come *directly from your Origin Offer Blueprint*.

# Your Origin Offer

*(Also known as You Signature Program or Signature Method)*

Your Origin Offer is the **core transformational teachings** of the programs you are creating...

...organized into a **blueprint** of your clients journey.



**Your Origin Offer** is the core or foundational teachings that you *share all the time*.

They are the core pieces of your own journey, usually, and the *heartbeat of your message*.

Creating a Template for Your Programs helps you:

- ~ Get *super clear* and *seriously organized*
- ~ Create *really focused copy* for your marketing
- ~ Dial in on the *essence of your work* and makes it really easy to *convey what your programs are about*
- ~ Maps out the *exact steps* that your clients will take to get the *results they desire*.

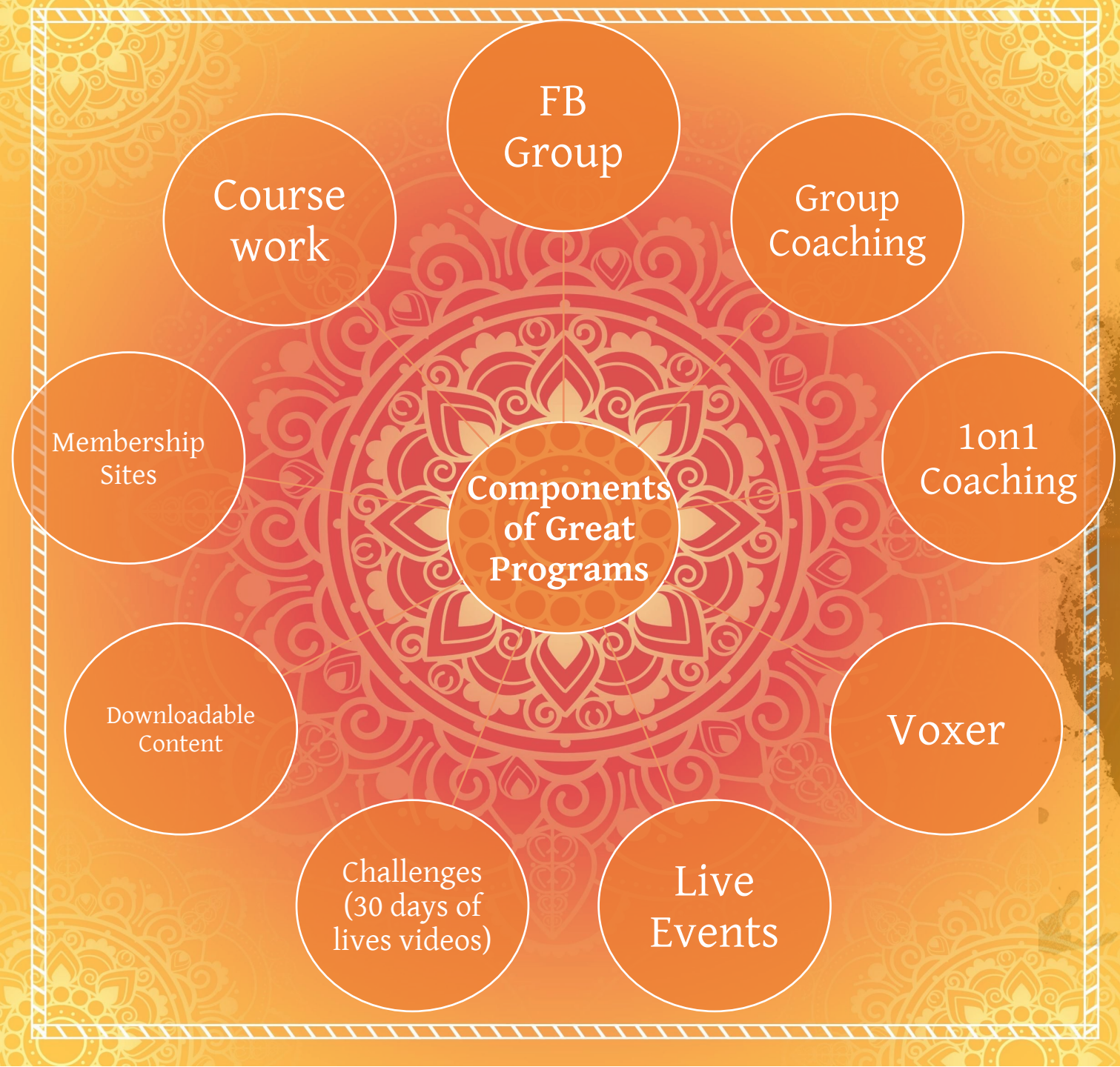
Here is the  
*exact blueprint*  
 I made for this  
 course...

<b>Step</b> These are the <i>steps in your program</i>	<b>Problem</b> These are <i>their problems</i>	<b>Solution</b> These are the <i>results they get</i>	<b>Benefits</b> These are <i>what life feels and looks like</i> to have the results	<b>Tools</b> This is the <i>tool that gets them there</i>
<b>Talk Your Walk</b>	It takes hours to explain what you do (and still the prospect is confused)	Say what you do with crystal clarity so that anyone can understand in less than a minute.	You have increased clarity and confidence. Your words attract and magnetize your Destiny Clients to you.	Destiny Client Directive
<b>Create Irresistible Offers</b>	*You are a Spiritual Badass but you're working your ass off and your paychecks do not reflect your time and energy output.	Book higher value, deeper dives with clients you love and pay you what you're worth.	You feel abundantly supported by your work. The time, money and energy you spent to be the badass you are is coming back to you tenfold.	Divine Aligned Offer Creation
<b>Resonate Your Truth - Never Sound Sales-y</b>	*You need to sell yourself but do not want to sound salesy. You don't want to feel manipulative when selling yourself. *Money conversations make you cringe.	Have only truly heart centered conversations with your prospective clients and enroll them into your deepest level of service.	*You never have forced conversations that feel pushy or awkward. *Money conversations feel easier. You are have soul connections with clients	Divine Aligned Sales Call
<b>Rhythm and Flow</b>	The business side of things feels like a game you have to play. You feel you have to become someone you are not in order to offer your gifts.	Be yourself while you change the world with your work. Create win-wins and nothing less.	Your business reflects your Soul.	Blue Ocean Exercise and Working in Your Zone of Genius

And here is the blueprint I made for the *very first* Online Course I did *my first year...*

Step	Problem	Description/ Solution	Transformational Benefits	Tools and Resources
<b>Step 1. The Path of Yes</b>	You are struggling to have the relationships you desire and the sex you want. You have residual pain from the past that keeps you stuck. You are not living up to your potential.	Recognize attachments to situations that are not working for you. Learn to live without "maybe someday" ... See yourself as worthy of Love.	<ul style="list-style-type: none"> <li>&gt; You Have an Embodied sense of Peace and Presence</li> <li>&gt; You Live Fully in the Now</li> </ul>	<ul style="list-style-type: none"> <li>✓ Mahamudra~ "The Great Orgasm"</li> <li>✓ Source Stream Meditation</li> </ul>
<b>Step 2. Let Go of What's not Working</b>	You find Yourself in the same place of hurt and disillusionment over and over again.	Release Patterns of Compromise and Struggle. Begin to lift the Veils of Past Pain and begin to envision your authentic life.	<ul style="list-style-type: none"> <li>&gt; Live with Clarity Instead of Illusions</li> <li>&gt; Your Intuition is a Finely Tuned Instrument for Your Well-Being.</li> <li>&gt;</li> </ul>	<ul style="list-style-type: none"> <li>✓ The Powerful Practice of Self Empathy</li> <li>✓ Inner Vision Meditation</li> </ul>
<b>Step 3. From Communication to Communion</b>	You don't always feel seen or heard. You have difficulty asking for what you want. Your boundaries are often crossed.	Find Your Voice and Clearly Articulate Your Desires. Teach People How to Win with You While You're Winning With Them	<ul style="list-style-type: none"> <li>&gt; Fearlessly Communicate Your Desire Without Hesitation.</li> <li>&gt; Speak Your Truth in a Way that Magnetizes the Right People to You.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Boundaries Reframe</li> <li>✓ Sound Activation Meditation</li> </ul>
<b>Step 4. What Heart Centered Really Looks Like.</b>	You are afraid to open your heart again... you feel either overwhelmed with grief or flatlined.	Understand the True Capacity and Nature of Your Heart. Empty Your Heart of Grief and Sadness.	<ul style="list-style-type: none"> <li>&gt; You Operate Fully from Self Love Always</li> <li>&gt; You Give and receive Love Easily and Freely</li> </ul>	<ul style="list-style-type: none"> <li>✓ Heart Alchemy Meditation</li> <li>✓ Beautygasms</li> </ul>
<b>Step 5. Personal Power</b>	You often feel paralyzed to act on your truth. You know what you want but feel	Learn to Move and Act from Your Clear Center	<ul style="list-style-type: none"> <li>&gt; You have Unshakeable Sense of Self</li> <li>&gt; You Live Completely Unapologetically</li> <li>&gt;</li> </ul>	<ul style="list-style-type: none"> <li>✓ The Persona Principle</li> <li>✓ Movement Medicine</li> </ul>





# Components of *Great Programs*

# Your Client *Ascension Pyramid*

Your Client  
Ascension pyramid  
(ladder) reflects  
*how much access*  
a client has to you.

# YOU



# *~Soulwork~*

## *Module 2 - Create Irresistible Offers*

1. Creating Irresistible Offers ~ Your Client Ascension Ladder
2. Origin Offer Blueprint  
Blank Origin Offer Blueprint (fillable)

### *Also included for you to download:*

- ~ Examples of my blueprints
- ~ Components of Great Programs
- ~ Client Ascension Pyramid



Questions?