

**YOUR THRIVING  
BUSINESS BEGINS**

# 1. YOUR PROFESSIONAL TITLE

YOUR MONEY-MAKING & MASSIVE IMPACT TITLE

Eliza:

I AM A BUSINESS COACH,  
SHAMAN AND 5D QUANTUM  
HEALER

# 2. YOUR UNIQUE SELLING POSITIONING

YOUR MONEY-MAKING & MASSIVE IMPACT POSITION

WHO you serve/impact  
with WHAT

example 1.

"I guide empathic healers to release their own emotional blocks, master their energy, and create a sustainable practice that transforms lives while avoiding burnout."

Created with help from A.I.

example 2.

"I empower transformational leaders to craft their signature programs, attract high-paying clients, and scale their impact globally, all while staying aligned with their mission and values."

# Eliza:

"I Guide spiritual business owners - artists, healers, coaches, and creatives - bridge the gap between the spiritual and the practical to create thriving, soul-aligned businesses. Through my unique blend of 5D Quantum Healing and Business Coaching, I Empower my clients to master their mind and emotions, align with authentic marketing and sales strategies, and activate the codes of success to generate abundant wealth.



Another example.

I am passionate about the power of art to connect us to who we really are. I'll never forget the moment I painted a self-portrait without hiding behind style or technique. I burst into tears. For the first time, I saw myself clearly. That's when I knew I was onto something.

Now, I help women who've longed to draw or paint but never took the leap. Through simple, mindful observations, I guide them from sketch to canvas - and back to their true selves

Source: Storyselling Masterclass, Lisa Bloom, Story Coach

## Story Impact Formula

*“I’m passionate about....(and then you add your passion)*

*“I remember when.... (and then you tell about what happened) ... and that’s when I knew I was on to something”.*

*“I support [x – the person]  
to do [y – the what]  
with [z – the how]”*

## example 2.

I am passionate about health, wellbeing, and reducing stress. In my early 30's, I was juggling it all - two young children, a full-time job, a husband away during the weeks, professional exams, and all the household responsibilities. I was diagnosed with cancer. It was treatable, but it stopped me in my tracks. That's when I realized how deeply stress impacts our health. Now I help people move from stress and anxiety to calm and confidence - so they can live healthier, happier lives.

# 3. YOUR CONVERSION STORY

YOUR MONEY-MAKING & MASSIVE IMPACT STORY

why you do what you do.  
why you are passionate about it.  
why this matters to you.

THE TRANSFORMATION YOU  
HAVE DONE YOURSELF AND/OR  
HELPED OTHERS WITH

"I was stuck in a job I hated, being bullied every day, in a relationship that wasn't working, and my life felt like it was falling apart.

I hired a coach, and in just nine months, everything changed. I left that toxic job, started working for myself, got out of that bad relationship, and turned my life around.

That's when I realized the power of coaching—it's the most powerful force for change on Earth."

Source: Christian Mickelsen, Future Force, Rapid Result Coaching Academy, 4X INC 5000 Award Winner Fastest Growing Company

## **Your story should touch on these key elements**

- **Started in same situation as Customer.**
- **Tried & failed.**
- **Breakthrough: Discovered the secret to success.**
- **Created a system or Product.**
- **Others used it and succeeded.**
- **Now you can succeed.**

Source: Marketing Step By Step, Eban Pagan, Business Visionary



## **Before - The Pain, Frustrations, Struggle (The Dark Night of the Soul)**

I lost everything. I went from feeling like a queen to feeling like a beggar. I was full of fear, unsafe, and drained of energy. I didn't want to live. I prayed, I longed to come alive, to love myself, to love my life, and to make an impact.

But I was stuck in the darkness, facing my shadows, grieving, and feeling completely broken. I was paralyzed by the fear of judgment, weighed down by pain in my body, and unable to work. I hit rock bottom financially, emotionally, and spiritually.

## **The Turning Point (The Guides, the Inner Work, and the Leap of Faith)**

But even in the darkness, I kept praying. I longed for answers, for guidance, for a way out. And slowly, the answers began to come. Guides showed up. I learned about clearing energy, shifting programming, and raising my vibration. I invested everything—time, energy, money—into learning from masters and healers. I took certifications, studied energetics, and began to rebuild myself from the inside out.

As I healed, I started offering healing and coaching to others. And something incredible happened: as I helped others heal, I healed too. But I was still struggling—struggling to charge what my services were worth, struggling to articulate the value of my work, and struggling to attract clients who could invest. I felt like people didn't 'get' me, and I was super challenged with marketing. Eventually, I had to shut down my coaching business because I couldn't put food on the table.

## **The Breakthrough (The Decision to Go All In and The Realizations)**

That's when I made a decision that changed everything: this time, it will work. I cleaned up my website, created programs that felt authentic, and decided to go all in. I let go of playing small and all my self-doubt. I realized that if I wasn't fully enrolled in my programs, no one else would be either.

I also had a huge breakthrough when I nailed my niche. My numerologist told me I had the highest codes for making business and understanding the energetics of business. When I embraced that fully, it was like a lightbulb went on. I realized that my mission is not only to inspire as many people as possible to love themselves and their lives, to live from the wisdom of their heart and the power of now, to step into their highest expression and authenticity.

I realized that my mission was a combination of that and to activate the codes of business success for Artists, Healers, and Spiritually-Oriented Business Owners who are here to contribute their gifts to the world and generate abundant wealth.

When I understood that business could be a spiritual practice—a sacred, abundant expression of our unique gifts and purpose. When I realized that wealth creation is an act of love: for myself, my clients, and the world. When I aligned with this truth, everything shifted. I started up my new coaching company with fresh energy.

## **The Transformation (The Results and the New Mission)**

Within a week, I hit my first client milestone. Within two weeks, I hit my first financial milestone. Within a month, I had a group program up and running. I raised my prices 5X and something surprisingly happened! People wanted to work with me. I kept hearing 'yes, yes, yes.' Not everyone was ready to take the leap of faith or could afford it at that moment, but I stayed completely unattached. I didn't take it personally, and I saw it as a positive sign that my work was resonating deeply. I shifted my focus to the ones who were ready to go for it, and that's where the magic happened. Those clients were committed, invested, and ready for transformation, and I was thrilled to guide them on their journey.

Now, I help my clients fall in love with their life, their business, and the process of creating a thriving enterprise that reflects their soul's purpose. I guide them to align with the energetics of business, so they can grow faster, with ease and joy, while staying true to their creative and spiritual essence. I empower them to embrace business as a spiritual practice and to see wealth creation as an act of love that amplifies the impact of their work.

My unique gift lies in bridging the spiritual and the practical. I empower my clients to vibrate at the frequency of business success while implementing aligned strategies that create tangible results. Together, we transform their businesses into vehicles for both personal fulfillment and global contribution.

### **Call to Action (Invitation)**

If you're ready to activate the codes of business success and create a thriving enterprise that reflects your soul's purpose, I'd love to help you. Let's align your business with your highest self and turn it into a sacred, abundant expression of your unique gifts. The world is waiting for what only you can offer.

If you want a **FREE 'Business Breakthrough Now' Coaching Session**: go ahead and [>>>BOOK HERE<<<](#)

SHARING YOUR STORY  
HEALS YOU  
AND THE FIELD

# 4. YOUR CORE MESSAGE

YOUR MONEY-MAKING & MASSIVE IMPACT  
MESSAGE



example 1

"Lead with purpose and scale your impact globally by crafting signature programs that align with your mission and attract high-paying clients effortlessly."

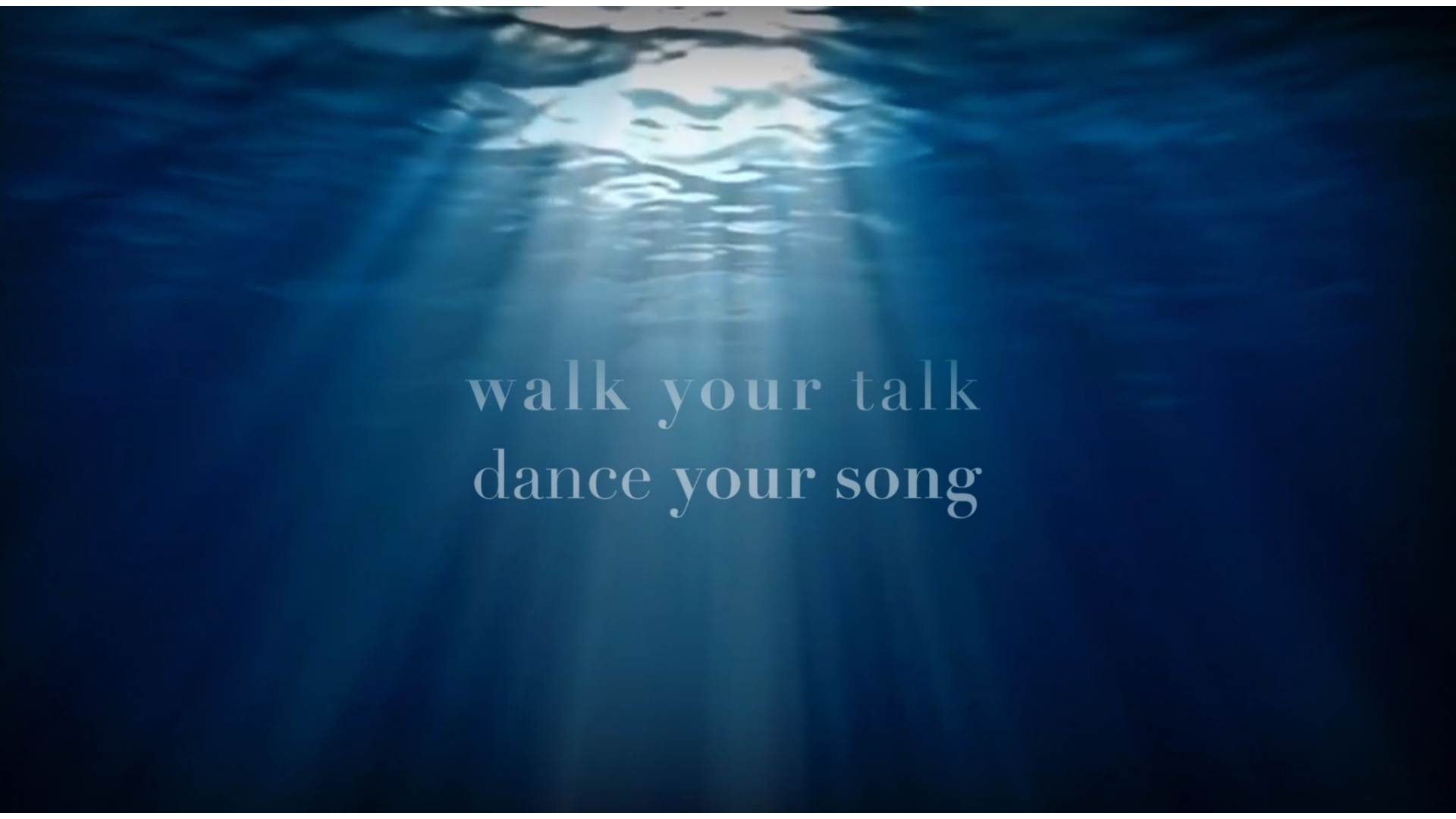
## example 2

"Unlock your inner strength and confidence to overcome self-doubt, embrace your unique talents, and create a life filled with purpose and success—because you have the power to shape your future starting today."

example 3

"Empower yourself to heal others by first releasing your own emotional blocks and creating a thriving, sustainable practice that changes lives."

JUST DO IT

An underwater photograph showing sunlight rays filtering through the water surface, creating a shimmering effect. The water is a deep blue color, and the light rays are bright and clear.

walk your talk  
dance your song

# You Are, Who You're Looking For

Zarathustra Esfandiary,  
Spiritual Teacher and Master Healer  
[www.zarathustra.tv](http://www.zarathustra.tv)

Zarathustra's methods both *transcend and empower* the individual - creating an advanced yet easy-to-practice series of teachings.

By listening to his discourses and applying the insights and meditations suggested; you will be able to rapidly gain a direct experience of your Timeless and Eternal Self - total freedom - as well as deeply understand your purpose in this life, and gain the ability to live your calling with great joy and love.

Zarathustra's 5D Quantum Awareness life transforming teachings free you from thinking you are a person; limited and separated from the Source.

His teachings on empowerment help you in harnessing the ability to understand your purpose, manifest your heart's *truest* desires, and be of beneficial service to this rapidly transforming planet.

# 5. YOUR CORE OFFER

YOUR MONEY-MAKING & MASSIVE IMPACT OFFER



THAT CAN LEAD TO  
UP-SELLS AND/OR  
DOWN-SELLS

Christian Mickelsen's core offer revolves around his flagship program, *Free Sessions That Sell (FSTS)*.

This program is designed to teach coaches, consultants, and healers how to conduct powerful introductory coaching sessions that naturally lead to client sign-ups.

It's a proven system that combines authentic coaching with effective sales techniques, helping participants create transformational experiences for potential clients while building their businesses.

The key elements of this core offer include:

1. **The FSTS Methodology:** A step-by-step process for conducting free sessions that lead to high client conversion rates.
2. **Authentic Sales Approach:** Teaching coaches how to sell their services in a way that feels natural and aligned with their values.
3. **Client Attraction Strategies:** Tools and techniques to consistently attract ideal clients.
4. **Bonus Resources:** Often includes additional materials like scripts, templates, and training videos to support implementation.
5. **Scalability:** The system is designed to work for both new and experienced coaches, making it adaptable to different stages of business growth.

This offer is the foundation of Christian's mission to empower coaches to build thriving businesses while making a meaningful impact in the world. It's widely regarded as the "gold standard" for client acquisition in the coaching industry

# 6. YOUR CORE AUDIENCE

YOUR MONEY-MAKING & MASSIVE IMPACT CUSTOMERS  
& PARTNERS

who you speak to  
who you are here to serve  
who you are here to cocreate  
with  
**WHO YOU WANT TO PAY  
ATTENTION**

this gives you a clear picture  
of what stages you are  
looking for + what stage you  
want to have

# 7. YOUR MISSION

YOUR MONEY-MAKING & MASSIVE IMPACT MISSION

what you are here to do  
**BIGGER THAN YOU**



# Eliza:

“My mission is to guide you in falling in love with your life, your business, and the process of building a revenue-generating enterprise that reflects your soul’s purpose while making a meaningful impact on the world.”

# 8. YOUR CORE TRANSFORMATION

YOUR MONEY-MAKING & MASSIVE IMPACT “CLOSING  
THE GAP”

**BEFORE AND AFTER**

THIS IS WHAT IS POSSIBLE

FROM CLUELESS TO CLUE

FROM RAGS TO RICHES

FROM PAIN TO PROSPERITY

FROM HIDING TO SHINING

PICK SOMETHING YOU ARE  
PASSIONATE ABOUT!!!

+ TOP OF MIND OF YOUR  
IDEAL CUSTOMERS

1. THE PROMISE

2. PAIN

3. EMPATHY + WAY OUT

4. IMAGINE MODE

outline Sales Page

## **PROMISE**

**Vibrate at the Frequency of Business Success &  
Embrace Business as a Sacred Act of Love!**

**Transform Your Business into a Thriving Enterprise  
that Reflects your Soul's Purpose & Allows you to  
Expand Your Contribution to the World.**



# PAIN

**Do you feel torn between wanting financial abundance and fearing judgment or guilt for creating wealth?**

**Are you overwhelmed by self-doubt, procrastination, and the fear that your dreams are unrealistic or unattainable?**

**Does anxiety about money and fear of failure keep you from showing up fully and sharing your gifts with the world?**

# EMPATHY + WAY OUT

I understand you. These struggles are deeply personal and can feel like an endless loop of frustration, fear, and self-doubt. But here's the truth: you're not alone, and there *is* a way out.

You don't have to stay in this place of inner conflict.

Imagine making a living from your gifts, feeling free, fulfilled, and aligned with your soul's purpose.

Picture yourself helping others, creating a meaningful impact, and finally stepping into financial sovereignty—proving to yourself and the world that your gifts are enough.

It starts with letting go of the beliefs and fears holding you back and stepping into the truth of your value. I've been there, and I've helped countless others break free. Now, I'm here to guide you. Let's do this together.

# more IMAGINE MODE

**Envision Yourself Living Like This:**

**Waking up every day excited to do work that lights up your soul, while having the freedom to savor life's precious moments.**

**Inspiring and influencing by sharing your gifts, creativity, wisdom and knowledge.**

**Contributing to a better world, helping others and raising the collective consciousness.**

**Generating income, living a more independent life and creating the path of becoming financially free.**

**Having unshakable confidence, free from fear of judgment, so you can boldly share your gifts with the world.**

**Expanding your healing abilities, living a healthy life, in harmony with nature and experience more balance without stress.**

outline for video on opt-in  
page

1. **Do you feel torn between wanting financial abundance and fearing judgment or guilt for creating wealth?**
2. **Are you overwhelmed by self-doubt, procrastination, and the fear that your dreams are unrealistic or unattainable?**
3. **Does anxiety about money and fear of failure keep you from showing up fully and sharing your gifts with the world?**

I understand you. These struggles are deeply personal, and they can feel like an endless loop of frustration, fear, and self-doubt. You're not alone in this. Many people are struggling with these conflicting emotions—wanting more for themselves while feeling held back by guilt, fear of judgment, or the belief that they're not good enough.

But here's the truth: there *is* a way out. I know because I've been there myself. I've faced the shame, the fear, and the limitations that kept me stuck. And I've helped countless others break free from these same barriers.

You don't have to stay in this place of inner conflict. There's a path to financial freedom and the ability to share your gifts with the world confidently. It starts with letting go of the beliefs and fears that are holding you back and stepping into the truth of your value. I know the way, and I'm here to guide you. Let's do this together.

Use the form on this page to register for the free masterclass **QUANTUM LEAP YOUR SOULFUL BUSINESS**

**DURING OUR TIME TOGETHER WE WILL COVER**

**How to Bend Time, Accelerate Momentum, and Manifest your Biggest Goals with Ease.**

**you will Discover the 2 Hidden Blocks keeping your Dream Business out of reach - and How to Dissolve them Effortlessly.**

**and finally How to Create A Business that provides for the Lifestyle you Desire and Allows You to Make a Bigger Impact in the World.**

I am inviting you to join me in this powerful Event, I am looking forward to connect with you and serve you at the highest level Sending you much love



# 9. BENEFITS

YOUR MONEY-MAKING & MASSIVE IMPACT  
BENEFITS

## **example EMOTIONAL FOCUSED**

- Gain unshakable confidence to overcome self-doubt and fear.
- Experience a deep sense of clarity and purpose in life.
- Release emotional blocks that have been holding you back from success

## **example PRACTICAL FOCUS**

- Achieve measurable progress toward your personal or professional goals.
- Develop actionable strategies to create financial freedom and stability.
- Build stronger, more fulfilling relationships with others.

## **example LONG TERM FOCUS**

- Cultivate a mindset that empowers you to handle future challenges with ease.
- Unlock your full potential to create lasting success and happiness.
- Gain tools and techniques you can use for continuous self-improvement.

# QUANTUM Business Upgrade!!!

- **Align with the energetics of business, so you can grow faster, with ease and joy, while staying true to your creative and spiritual essence.**
- **Embrace business as a spiritual practice - a sacred, abundant expression of your unique gifts and purpose.**
- **See wealth creation as an act of love: for yourself, your clients, and the world, amplifying the impact of your work.**

email me your money-making  
& massive impact answers  
latest 10/10

[info@shamaneliza.com](mailto:info@shamaneliza.com)

email me refined/upgraded  
money making & massive  
impact answers

11/11

schedule the dates now + schedule time to get it  
done asap

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3. YOUR CONVERSION STORY
4. YOUR CORE MESSAGE
5. YOUR CORE OFFER
6. YOUR CORE AUDIENCE
7. YOUR MISSION
8. YOUR CORE TRANSFORMATION
9. BENEFITS



THIS IS IT!!!  
DECIDE AND FOLLOW  
THROUGH

I MEAN BUSINESS

# TO YOUR SUCCESS

GET CLARITY

GET MOVING

...AND SUCCESS IS INEVITABLE!!

1. SCRIPT IT OUT.  
LEAVE IT. COME BACK AND  
CLEAN IT UP  
LEAVE IT.COME BACK AND  
CLEAN IT UP.

## 2. YOUR AUTHENTIC VOICE NEEDS TO COME THROUGH

3. READ IT OUT LOUD -  
YOUR EARS CATCHES  
WHAT YOUR EYES MISSES

Knowing Your Niche is  
Helpful

stepping into serving the  
people you were put here on  
earth to serve is “bigger” than  
niche

# Main Niches

Finances/Money	Health/Wellness
Relationships	Special Interest



# good to know about Buyers

## 4 different types

- detail oriented
- social proof oriented
- connection oriented
- urgency oriented

# good to know about potential buyers - 4 types

Fast Action Takers

Lurkers

Connectors

Last Minute

# Different ways of taking in information

Sound/Voice  
Visuals  
Text  
Interaction

# Different Readiness

Different Solutions:

FREE

low ticket

middle ticket

high ticket

ASK FOR FEEDBACK

DOCUMENT FEEDBACK

***"The biggest value was to realize the impact it has on others, not just on me, when I do what I love to do."***

## WORDS FROM CLIENTS:

It was just spinning in my head – I don't remember what you did... I feel so light now!! Thank you

I struggle with a busy mind – my thoughts are running wild all the time... when I am at work, when I am at home, always...

After the session my mind was totally quiet – no thoughts... I FELT SO LIGHT – LIKE REBORN

Rashid, Sweden



ASK FOR TESTIMONIALS

MAKE A MAPP WITH  
YOUR TESTIMONIALS



LET'S CALL THOSE  
SALES IN

LET'S CALL IN THE  
BEAUTIFUL SOULS YOU ARE  
HERE TO SERVE

**YOUR TIME IS NOW**

THE BEAUTIFUL SOULS YOU ARE HERE TO  
TOUCH, WITH YOUR UNIQUE GIFTS...

**THEIR TIME IS NOW!!!**

## WORDS FROM CLIENTS:

I prioritize now!! Thanks for the help!!

I have contacted the people I needed

Thank you thank you thank you ❤️  
And I have applied for the job

*Private  
V.I.P.*

*Transformational  
Mentoring  
Program*

[shamaneliza.com/tmp](http://shamaneliza.com/tmp)



## WORDS FROM CLIENTS:

Oh my Goodness! What a great Experience!  
Thank you very much - It was a Wonderful  
Precious Time!



10. FOR THE HIGHEST GOOD OF ALL, WHAT  
WILL MAKING MORE MONEY DO?

a. FOR YOU

b. FOR YOUR LOVED ONES

c. FOR YOUR CUSTOMERS, AUDIENCE,  
PARTNERS & THE WORLD

11. FOR THE HIGHEST GOOD OF ALL, WHAT  
WILL MAKING MORE IMPACT DO?

a. FOR YOU

b. FOR YOUR LOVED ONES

c. FOR YOUR CUSTOMERS, AUDIENCE,  
PARTNERS & THE WORLD.

answer 10 & 11 within  
1 week. write down +10  
Benefits for each a,b,c

no need to email 10 & 11  
**SUBMIT CELEBRATIONS**

SHARE BIGGEST TAKEAWAYS FROM THIS  
HEARTWORK



# **AWARENESS**

**Wealth Creation as an Act of Love that Reflects your Soul's Purpose & Amplifies the Impact of Your Work.**

**Creating Your New Business with Money & Abundance.**

October 1.

## **Spiritual Business Mentoring**

**Feeling Creative in your Business and Enjoying Pouring Energy into Growing your Business.**

**Creating a Business that is an Extension of your Soul's Purpose and seeing Business as Spiritual.**

**Knowing what your Ideal Customers Want and Need.**

**1. EMAIL FIRST CRAFT OF  
MONEY & IMPACT  
STATEMENTS 10/10  
& REFINED ONE 11/11**

1. YOUR PROFESSIONAL TITLE
2. YOUR UNIQUE SELLING POSITIONING
3. YOUR CONVERSION STORY
4. YOUR CORE MESSAGE
5. YOUR CORE OFFER
6. YOUR CORE AUDIENCE
7. YOUR MISSION
8. YOUR CORE TRANSFORMATION
9. BENEFITS

## 2. SUBMIT TAKE-AWAYS FROM HEART-WORK

10. FOR THE HIGHEST GOOD OF ALL, WHAT  
WILL MAKING MORE MONEY DO?

a. FOR YOU

b. FOR YOUR LOVED ONES

c. FOR YOUR CUSTOMERS, AUDIENCE,  
PARTNERS & THE WORLD

11. FOR THE HIGHEST GOOD OF ALL, WHAT  
WILL MAKING MORE IMPACT DO?

a. FOR YOU

b. FOR YOUR LOVED ONES

c. FOR YOUR CUSTOMERS, AUDIENCE,  
PARTNERS & THE WORLD.

### 3. CONTINUOUSLY:

ASK FOR FEEDBACK &  
TESTIMONIALS

DOCUMENT + ORGANIZED  
IN FOLDER