# IT'S TIME To step into your

# PURPOSE



### WELCOME TO YOUR SOUL-BUSINESS INTENSIVE

For the aspiring soulpreneur looking to say goodbye to soul-crushing 9-to-5 work and transition into a life of service, freedom, and impact





# <u>Hej there</u>. I'm Christian.

10 years ago, I graduated top of class from my master's in sustainability ready to save the world.

3 years later, I found myself being burned out from a soul-crushing 9-to-5 job, struggling with an addiction and having a breakdown.

Suddenly, I was the one one in need of saving. But at my lowest point, I found my highest calling.

Today, I work as a certified life & business coach helping aspiring soulpreneurs start their own soul-business, so they can leave their soul-sucking job and live a life of service, freedom, and impact.

This guide will let you know exactly how we can work together to create this transformation in your own life.

If my vibe and work speak to you, go ahead and apply right <u>here</u>. We'll then jump on a call to get to know each other and decide if we are a match!

Can't wait to talk to you and create big magic together! ~

Mith love, Christian



# Before we dive in... Is this you?

- You feel a deep inner calling to use your unique gifts, knowledge, and skills to uplift others and foster peace and connection in the world
- Freedom, courage, and service are among your most cherished values and you'd like your work to reflect them
- Your ideal career allows you to express your true authentic self, combine all of your passions, and make a meaningful difference in people's lives / the world
- On the Myers Briggs test you fall into (or resonate with) one of the service and purpose driven personality types (INFJ / INFP / ENFJ / ENFP / ESFJ / ISFP / ESFP)
- The path of the (solo) entrepreneur appeals to you because of the autonomy, flexibility, and creativity it provides (perhaps you even had an inkling all your life that you would ultimately go down this path)

#### Sounds like you?

Great, then you have the archetype of a *soulpreneur* someone who is here to fulfill their creative potential and higher purpose through their own soul-business.

Of course, there's one problem...

# Right now you are disconnected from your purpose and suffer. Deeply.

Raise your hand if any of this sounds like you...



YOU WORK A SOUL-CRUSHING (9 TO 5) JOB AND FEEL STUCK BECAUSE YOU LACK ENERGY & CLARITY You struggle to get up in the morning, feel lethargic, and are scared to never live your full potential and purpose. The idea of being a soulpreneur appeals to you, but you have no clear idea what your soulbusiness would be about, let alone how to transition into this new career/life without getting overwhelmed by fear, doubt, and financial concerns.



## YOU ARE ON THE EDGE OF TAKING THE LEAP, BUT SOMETHING IS HOLDING YOU BACK

You've played with the idea of starting your own heart-based business for a while and even have an impressive amount of qualifications to show for. Yet you still feel not quite "ready" (so you keep taking more courses). Your imposter syndrome, fear of being seen, and perfectionism keep running the show. On top of that, you struggle to prioritze / combine your many ideas resulting in choice paralysis, self-judgment, and a sense of failure.



YOU STARTED YOUR BUSINESS BUT HAVEN'T COMMITTED TO SERIOUSLY GROWING IT SO FAR ...so you go back to doing soul-sucking jobs that feel like a betrayal of yourself and your soul's purpose.



# Look, I get it.

I understand what it feels like to have a deep inner knowing that you are meant for more, yet lack clarity about what it is and how to create a career around it.

Not living my purpose cost me my health, my money, and my joy for life.

After doing a master's in sustainability, I got stuck in a soul-crushing job and felt so lost and disconnected from myself that my body and brain found exclusive relief in gambling, leading to a severe addiction.

3 years later I finally broke down from the exhaustion of living a lie - a feeling I knew all too well having spent the first half of my life in the closet before finally coming out age 19.

Now I was 27 and once again challenged to own my truth. And so I did.

I became clear about the fact that I cherish a life of freedom, courage, and service. That I care deeply about the social injustices in the world and that I want to be part of the solution in both my personal and professional life.

I also realized that I really was not meant to be someone else's worker. That I am here to create my own path, business, and legacy. That my big visions and diverging interests (and granted stubornness) would always clash with the limits of any job and make me feel boxed in.

And so I decided to do what felt right - start my own soul-business and allow it to become the vehicle for my own self-expression, growth, and contribution.

As I did, I also realized that part of my purpose was to help other aspiring soulpreneurs do the same, so they could leave behind their soul-crushing work and use their incredible gifts to uplift others. If you are still reading this that means you - and it's time to make it happen.

## Step Into Your Purpose ...as the Soulpreneur you were always meant to be so that you can...

#### Wake Up in the Morning Knowing You Live Your Soul's Purpose - Impacting People's Lives & Being a Positive Force For Change

Feel connected to your life force again as you stop wondering what your path is and begin to move forward with clarity, peace, and purpose. Instead of being depressed from doing soul-crushing work, you feel deeply fulfilled using your unique gifts in service of others and a more connected world.

#### Experience Freedom Like Never Before in Your Life - incl. Time, Personal & Money Freedom

Enjoy the freedom to set your own working hours. The freedom to work remotely from your favorite café or friend's place abroad. The freedom to express your big ideas and unique perspectives. And the freedom to decide how much money you want to make without having to sacrifice your integrity, health, and soul.

#### Feel Like You Never Work Another Day in Your Life - You Are Just Being Your Authentic Self

Experience work as something that is fun, joyful, and energizing instead of draining and soul-crushing. Rather than having to force yourself to work, you can't wait to get started each day. Because you live so deeply in your truth you almost can't believe you are getting paid for this, because it feels so effortless.

#### 10 x Your Personal & Spiritual Growth - Unleash the Greatness You Feel Inside of You

Let your soul-business become the vehicle for your deepest transformation and healing as you courageously face your fears and stop playing small. No longer feel the regret of not living your full potential, but actually express it and see your whole world change – from your health to your relationships and your finances.

# Ready to go on a journey together?

In 3-6 months you'll have your soul-business set up and be ready to become a thriving soulpreneur - this is how.



Over the course of 3-6 months...

10 x

Weekly or Bi-weekly 1:1 Calls (á 75 min)

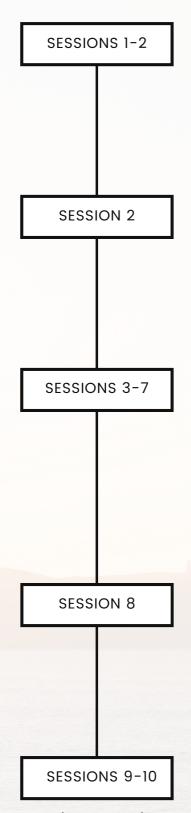
#### 15+

Business-Templates 9+

Nurturing Meditations  $(\mathbf{X})$ 

Support via Email and/or Voice Memos

## Your Soul-Business Intensive



Depending on your needs, we may deviate from this structure slightly. Everything will be customized to YOUR goals.

#### Define Your Purpose, Vision, & Mission

Using the power of mindfulness, NLP and belief work, you will clear your confusion and overwhelm, and move into a relaxing state from which we effortlessly create clarity about your purpose, your vision, and your spiritual mission. You'll be clear on why you're here and what your ideal life looks like.

You'll have: your dream life vision, and your purpose-/vision-statement

#### Cultivate Your Success Habits & Mindset

Your business is a direct reflection of your mindset, beliefs, and habits, so getting these right is crucial for your success. Using your vision we will identify the exact mindset, beliefs, and habits of your future successful self and then design a plan for you to become this version over our time together.

You'll have: your personalized habit planner and tracker + my support

#### Create Your Profitable Soul-Business

We explore your unique skills, gifts, and life story to identify your soul's offer, your dream clients, and your non-sleazy marketing and monetization strategy that has you sign on clients quickly. I help you implement simple systems and processes that allow you to not only turn your soul-business into your fulltime career, but scale it over time.

You'll have: your 1-page business plan, dream client avatar, signature offer, scaling-blueprint, quick 3k strategy, marketing strategy/plan

#### Design Your 6-Month Transition/Action Plan

We design a powerful transition/action plan that has you move away from soul-sucking work and towards your new life as thriving fulltime entrepreneur. We set clear goals, identify potential gaps, and define achievable steps that have you excited and motivated to take action on.

You'll have: your 6-month transition/action plan.

#### Step Into Your New Soulful Life

Your soul-business is set up and you are stepping into your new life as soulpreneur. You own you power and take consistent action, while I help you overcome any fear, doubt, or mental blocks that may cause you to get stuck. *You get: continuous support on your business and belief blocks.* 

# What My Clients Say



It has been a true gift working with Christian! Before I met him, I was playing small and kept doubting myself. Now I finally feel clear on who I'm meant to serve, what my offer is, and how I can run my business in a profitable way that allows me to thrive and make real impact in the world.

- Charlotte, Transformational Career Coach

Within just a few sessions Christian helped me get out of my habitual thought patterns that had kept me stuck for so long. I finally feel clear about the direction I want to take my business in. I am infinitely grateful to Christian's professional guidance and very much recommend him!



Nevena, Intercultural Coach for Expats in Germany



Christian has helped me find great clarity both within my mind and work. I'm clear now on who I am here to serve. I absolutely recommend him to anyone who wants to build their soulbusiness!

Chirag, MindCoach for High Performers

After each session of working with Christian, I felt clearer. Thank you, Christian, for your calm, warm presence and the clarity I developed about myself and my business as a result of your smart and thought-provoking questions and tools!

Julia, Yoga Teacher & Life Coach





## YOUR INVESTMENT

- 10 x 75-minute 1:1 coaching calls over Zoom, where we meet either weekly or bi-weekly
- 15+ worksheets & business templates to help you set up your soul-business in a simple, scalable and aligned way, allowing you to transition into your new life as successful soulpreneur
- 9+ quick and easy meditations & visualizations to help you manage anxiety and overwhelm, visualise your new life, and stay connected to your soul's highest vision
- Unlimited email support throughout our time together



OR 1 PAYMENT OF \$2500 SAVE 125\$ IF YOU PAY IN FULL

My intention is for you to make your investment back during our time together.

## FAST TRACK VIP PACKAGE

Everything listed above, <u>PLUS</u>

- Unlimited Voxer Support: Implement your insights with me at your fingertips. Exchange voice memos during our entire time together and quickly overcome any challenges in between our sessions (Value: \$1000)
- Half-day Strategy Workshop(1:1): Let's fast track your results by diving deep into one or two pillars of your business strategy and elevating them to the next level (e.g. dream clients, signature offer, marketing strategy, packages and pricing, client generation, etc.) (Value: \$800)

# INVESTMENT 5 x \$595

OR 1 PAYMENT OF \$2800 SAVE 175\$ IF YOU PAY IN FULL

Note: limited spaces as I only work with a max. of 4 VIP clients at a time

#### <u>APPLY NOW</u>

## Got a Question? Perhaps this will answer it!

#### DO I NEED TO HAVE ANY BUSINESS KNOWLEDGE?

Nope! You only need to be willing do the work.

#### DO I NEED ANY CERTIFICATIONS/QUALIFICATIONS?

Nope! It's possible that we identify a certification as a potential skills gap you want to address over time as part of your transition plan, but in our work together we will leverage your existing skills, gifts and life experience to develop your soul-business idea and how to turn it into reality.

#### CAN I REALLY MAKE MY INVESTMENT BACK?

Yes, provided you put in the work. Either you'll be able to make your investment back during our time or be in a position to do so quickly after.

#### I AM STRUGGLING TO DECIDE IF I CAN AFFORD IT

I hear you. Please, however, also ask yourself if you can afford **not** to do it. Consider what your life, incl. your health, relationships, happiness, and finances will look like in 1 year or 10 years if you were not to take action. Provided we are a good match, I am open to discussing longer payment plans at a lower monthly cost (please mention this in your application).

#### I AM NOT SURE IF IT IS THE RIGHT TIME

I get that and only you know the answer to this. What I will say is that we live in a time that is perfect for building your own brand/business - even if only as a side-hustle. The possibilities for monetizing your knowledge, skills, and passions have never been greater and simpler. The old systems and ways of working are crumbling and soon many more people will opt for this path. What's needed are people like you who are not just in it for the money but feel called to uplift and guide people through these unprecedented times.

### Still have questions?

DM me on <u>TikTok</u> or <u>Instagram</u>. Or bring your questions to our clarity call!

## I can't wait to speak to you and get to work!



If my work and vibe align with you, go ahead and apply below! We will then jump on a free clarity call to determine if we are a good match! Regardless of whether or not we end up working together, you'll leave with clarity about your next steps.

If you have any **questions** or **concerns** upfront, feel free to **DM me on** <u>Instagram or TikTok</u>.

Can't wait to support you in sharing your incredible gifts with the world.

Mith love, Christian

APPLY NOW

#### CERTIFICATIONS

~ Certified Life Coach (Institute for Applied Psychology, GER) ~ Certified Business Coach (Mindvalley / Evercoach, USA) ~ Certified Meditation Teacher (Karsten Spaderna Meditation School, GER)

# OUR TRUEST LIFE IS WHEN WE ARE IN DREAMS AWAKE

#### - HENRY DAVID THOREAU

