



The Soul-Aligned Business Expansion Checklist

- ✦ Strategies for Expansion
- ✦ Soul-Alignment
- ✦ Manifestation

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Introduction

Hello and Welcome! And Thank You for joining my email list and getting The Soul-Aligned Business Expansion Checklist!

It is my honour to share with you 2 of my passions in life: Soul-Aligned Manifesting and Publishing. Both of them serve my higher purpose of leading entrepreneurs to own their greatness.

In this checklist I discuss effective Strategies For Expansion, the Criteria for Soul Alignment and Vibrational Alignment for Manifesting your Dream Goals.

You will become aware of your Alignment with your True Self, to recognise and measure where you are aligned, to what extent, and where not.

The idea is to gain self-awareness on where you want or need to expand in your consciousness to up level your business in alignment with your soul.

I believe that a soul-aligned business is the only way to fulfil our soul contract in this life and this requires that we are fully aligned with our True Self.

To be able to manifest your dreams you have to BE in vibrational alignment with what you desire and your True Self.


Introduction cont.

My own journey has been that of a roller coaster ride and the biggest stumbling block has been to not be able to sustain a high vibrational frequency.

I have always been fascinated with manifesting success, and thereby prosperity. For me that has been my scorecard of how I am fulfilling my purpose.

Having been a struggling entrepreneur for a long time has been sheer frustration. I am sure you can imagine the utter delight when I suddenly started to experience the flow I have been yearning for.

More than that, I know what I changed and I am delighted to share that with beautiful souls like you.



Soul-Alignment
grounded in Self-Love is
the key to Manifesting the
life of your dreams

Strategies for Expansion

Expanding your business is of course a natural progression of being in business. The same with life. Right?

There are infinite strategies, and being aware of your intention behind the expansion helps to identify the strategy or strategies that will give you the desired result.

Mostly, these 6 intentions form the big WHY of business expansion.

✨ More Money

✨ More Clients

✨ More Impact

✨ More Value

✨ More Credibility

✨ More Visibility

Which of these intentions is informing your strategy?

Another important aspect to consider is that often we outgrow our current clients. When this happens you must also bear in mind that you need to change your marketing language as you are talking to a different client, who are at a different place in their journey where they need you.

Before, I have worked with clients who have just started their online business and now I work with established entrepreneurs who already have a business and are looking to expand their business to the next level.

Strategies for Expansion cont.

Here are the most popular strategies for expansion.

Higher Prices

Increasing your prices is an easy strategy to expand your income. A rule of thumb is to raise the prices of your offers when 3 clients readily say yes and pay. Another reason is when you run out of capacity, whether you work 1-on-1 or when your group becomes too big to give them the attention they expect.

Retreats

Retreats are becoming more and more popular, because it's for a small group and therefore an exclusive event. Here you give loads of value and personal attention and form deeply personal bonds with the delegates whom you can up sell to a next exclusive program like a mastermind.

Mastermind

Another exclusive program you can offer is a mastermind, because it also means a small group of people working towards an outcome. It also means that everyone in the mastermind are contributing to each other and you are the facilitator. Often the term of mastermind is used incorrectly when it is actually a group program.

High Ticket Program

A high-ticket program has a specific highly desired result that people are prepared to pay for. This can be a 1-on-1 or group program. A mastermind or retreat also fall under this category.

Strategies for Expansion cont.

Podcast

Starting a podcast is a strategy to expand your visibility. There are various systems and software available that are necessary to enable you to host a podcast. This requires a continuous commitment of time, energy and patience. There are a number of organisations where you can set up your profile to attract guests, or be a guest. You have to implement strategies to expand your audience.

Podcast Guest / Summit Speaker

Speaking on podcasts and summits is a great strategy to expand your visibility without much effort from you, except pitching to podcast hosts. You need to have a compelling story to share and be able to add value to the audience of the host. It makes sense that you pitch to podcasts with the same audience as yours.

Here you need a hot lead magnet to attract the audience to want to know more about you.

Being a bestselling published author adds to your credibility to be accepted by podcast and summit hosts.

Bestselling Published Author

For me, becoming a bestselling published author is the #1 strategy to expand your brand, visibility and credibility. It's not just about getting published, it's also about being aligned with the identity of an author, meeting the criteria required and be able to leverage the book. I discuss this important strategy on its own on page 15.

Soul-Alignment

Let's take a step back for a moment...

What is Soul-Alignment?

For me, it is the embodiment and thereby **Vibrational Alignment** with your **True Self Frequency**.

When you feel connected to your Heart and you can feel your Light within you, you experience the True Nature of who you really are. This is what I call your True Self State.

You define your **True Self State** by listing the emotions you would like to experience and the beliefs and thoughts you want to hold to support these high-vibrational emotions.

This creates a **Self-image / Identity** and subsequently a whole new paradigm that is enforced by practices and behaviours that cultivates alignment with your True Self as your new normal.

Without a solid embodied Identity of your True Self, we unconsciously recreate our current circumstances over and over again. We know there is more, and there is a way to get there, but we can't quite get there.

And your unique Human Design can add great insight and clear up misalignment, and triggers that drop your energy vibration.

Soul-Alignment

On a scale of 1 to 10, how do you rate these facets that express your sense of self in alignment with your True Self - where 1 means not at all and 10 means fully?

- ✨ Loving yourself
- ✨ Knowing who you really are
- ✨ Accepting yourself and your life
- ✨ Feeling in control of the direction of your life
- ✨ Loving self-talk
- ✨ Having confidence in your ability to create what you desire
- ✨ Taking care of your wellbeing
- ✨ Feeling vital and healthy
- ✨ Believing in yourself
- ✨ Trusting in yourself to make the right choices and decisions
- ✨ Having compassion for yourself
- ✨ Having self-integrity keeping your word to yourself and others
- ✨ Having self-efficacy figuring things out that you don't know
- ✨ Feeling happy and comfortable in your skin
- ✨ Forgiving yourself and others
- ✨ Connecting to your Heart and following your Heart
- ✨ Feeling abundant
- ✨ Feeling successful
- ✨ Feeling prosperous
- ✨ Enjoying healthy relationships



Soul-Aligned Manifesting

Soul-aligned Manifesting have two major components.

- ✨ Being in alignment with the vibrational frequency of your desired reality.
- ✨ Being in alignment with your True Self Identity and rewriting your human story and meanings about yourself, if necessary.

Vibrational Alignment with Your Desired Reality

Vibrational Alignment requires BEING in your True Self State and (frequency), and therefore experiencing the frequency of your desired reality for more than 50% of the time.

This implies that you have a Vision, Desires, and or Dream Goals. You have to be definite with the Infinite. You do that with your Imagination. And when you visualise the end result of your goal, you FEEL it as part of you.

A huge realisation for me was that God was not out there, God is in me as me, and God is Infinite Intelligence too, filling the spaces in between everything.

Everything is energy and everything vibrates, including us, our thoughts, emotions, words, and actions. You are radiating an energy field - the frequency of your mind-body state - your thoughts and emotions. This energy frequency interacts with the Infinite Energy around you and the Law of Attraction brings to you the experiences that match your frequency.

Soul-Aligned Manifesting cont.

The extent of your success in manifesting what you desire directly depends on your ability to maintain the vibrational frequency of your vision, desire or goal.

Infinite vibrational realities exist at every moment in time and the reality that you see around you is the one that you are aligned with.

Divine Timing

The Universe has its own timing, but we can influence Divine Timing to manifest our goals.

One way is to get ready to be ready to receive the opportunities to manifesting our desires. You have to do the things necessary on the earthly plane to prepare and meet the Universe halfway. For example, create the offers, build the website pages, write the book, etc.

Another way is to practice Faith, and that requires us to believe and let go to let God. It means to stay present, in order to be aware of the guidance of our Divine Muse. It also means to ignore the external world or current reality and to not allow it to dominate your thoughts and emotions. Faith is to see the invisible and believe in the incredible.

To trust and surrender is not easy for most people, because we have been conditioned to make it happen ourselves. As we have already seen, we develop meanings and stories about our self-image, our identity that create a very limiting lens through which we try to create.

Soul-Aligned Manifesting cont.

Rewriting your story, the stories you make up to rationalise things not working out for you, and the stories you inherited from your parents, caregivers, etc. during childhood, are essential to open your heart to your True Self. In other words, to embrace and embody the Identity of who you really are.

Knowing your Human Design can give you great insight into influencing Divine Timing. Getting into alignment and manifesting with ease is a cosmic dance with the Universe, and it's important to know your steps.

Alignment happens in two stages:

- ✨ First feeling it in the body, and then to
- ✨ Get the nod from the Universe that it is the right Divine Timing to leap into action.

Not knowing this and not following this, meant that I was taking massive action but without the alignment with the Universe, I continuously got crickets for results. There are too many factors at play to discuss in depth here.

This is the work I do with my clients as they come to me when they struggle to manifest their next level business goals. I use Human Design as a tool of awareness in combination with the principles of energy vibration, quantum physics and Neuro-Semantics to remove blocks to alignment.

Soul-Aligned Manifesting cont.

Below are the principles for consistent successful Soul-Aligned Manifesting. Again, consider everyone of them and give yourself a rating from 1 to 10 you practice these behaviours.

Have a Clear Vision that represents the Vibrational Reality you desire. Embody your True Self State for more than 50% of the time.

Principles for Soul Alignment:

- ✨ Healthy Self-image - Rewriting your story
- ✨ Unconditional Self-love and Self-worth
- ✨ Grand Self-talk
- ✨ Loving Self-care
- ✨ Compassion and Forgiveness
- ✨ Understand the Principles of Universal Laws of the Quantum Field

Principles for Soul-Aligned Manifesting:

- ✨ Live in the Present Moment
- ✨ Think and Speak from the End
- ✨ Faith
- ✨ Let go of control
- ✨ Let go of attachment
- ✨ Trust and Surrender to God
- ✨ Follow your Human Design Type, Strategy and Authority
- ✨ Trust in Divine Timing



Soul-Aligned Bestselling Published Author

If part of your vision is to become a bestselling published author, then you are in the right place to manifest this desire. If you haven't thought about that, then I strongly suggest you do. To me it's the #1 strategy to stand out from the noise in the online world.

If you are already a bestselling published author, then I urge you to explore how to leverage your book to expand your brand and message further.

Why do entrepreneurs need a book?

Because only 1% of entrepreneurs become published author and about 1% of that 1% becomes bestselling published authors. Clients look for experts on Amazon, not Google.

It is a huge transformation to write your solo book, or even a chapter in a multi-author book. To demonstrate your expertise you have to dig deep into your soul of who you are.

The readers connect with you on a mental, emotional and spiritual level. They identify with you through your story and when they learn that you have been where they are now and that you can lead them to where they want to go, you trust you to work with you.

Writing and publishing the book is the beginning of what the book can mean for your soul-aligned business success.

Soul-Aligned Bestselling Published Author cont.

Here is a short checklist to see if you are ready to getting published and to successfully leverage becoming a bestselling published author, whether in a multi-author or solo book.

- ✨ You are an expert in your field and you have a business and clients.
- ✨ You are clear on why you want to become a bestselling published author
- ✨ You have a vision for how your book would impact your brand and business and to incorporate that into your business.
- ✨ You have a lead magnet, offer/coaching program based on your book to further serve your clients.
- ✨ You know how to leverage your book by sharing your story on podcasts, summits and stages and grow your audience.
- ✨ You own your story that serves as your transformation to inspire and empower your audience
- ✨ You embody the identity of being a bestselling published author.
- ✨ You follow your Human Design in writing and marketing your book.

My own journey of becoming a publisher started many years ago when I read the book, *The Alchemist*, by Paulo Coelho. It touched me deeply and I made a wish to the Universe to write stories like that. And of course I forgot about it. When I received the opportunity start my own publishing business, I knew it was Divinely guided.



What are you becoming aware of?

In terms of:

- ✨ Your preferred strategy for expanding your business
- ✨ Your general Soul-Alignment
- ✨ Soul-Aligned Manifesting
- ✨ Becoming a Bestselling Published Author

Here's how you can work with me:

Manifesting Vibrational Alignment with your True Self and your Vision to expand yourself and your business.

Becoming a Bestselling Published Author.

[Book a Free Consultation](#) to explore your way forward.

About Me

I am Dina Marais, the founder of Soul Purpose Publishing and Coaching, a 5-time international bestselling author, Soul-Aligned Manifesting Coach and artist.

I work with established entrepreneurs to unleash the potential of their brands, elevate their visibility and skyrocket their credibility by becoming bestselling published authors. I publish solo, multi-author and partnership (your multi-author) books.

I am continuously co-creating inspirational multi-author books to give entrepreneurs a voice and share their powerful stories to uplift humanity, so feel free to see if the latest title resonates with you.

It is my passion to share this knowledge and opportunity with as many coaches, healers, and other service-based entrepreneurs. Your story is important and you are here to broadcast your message as far and wide as possible. It would be my honour to support you to accomplish that.

I have been involved in transformation coaching since 2002. My expertise is grounded in NLP - NeuroLinguistic Programming, Neuro-Semantics, PNI-PsychoNeuroImmunology and Quantum Physics.

I am a Certified Quantum Human Design™ Level 2 Specialist, on my way to qualify as a Certified Quantum Human Design™ Transformation Coach, created by Karen Curry Parker.

About Me cont.

As a Soul-Aligned Manifesting Coach, I empower entrepreneurs to embody their true Self and manifest their highest goals and desires by rewriting their human stories, living their Human Design and integrate a higher energy vibrational frequency.

I would like to invite you to [book a free 30-minute consultation](#) with me, to answer your questions and see what is your best way forward.

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