Susan Prescott More Clients Preparation

Completed 4-9-2020

## Ideal Clients

My ideal client is the small business owner who recognizes that everything is energy.

They are ready to awaken and realign to their Divine Presence in both their personal and professional lives. They are willing and able to pay what I am worth for my serves. They are committed to doing the work. Together we create a long term relationship built on mutual trust and respect.

* Demographic: The type and size of the companies that you want to work with and sometimes the people within those companies.
  + The small business owners of companies that are product/service based. (no retail).
  + The visionary leader who has chosen to take responsibility for their own life.
* Psychographic: is how the right clients think and act and what they appreciate.
  + Ethical successful professionals wanting to grow their entrepreneurial business and create a positive culture.
  + Recognizing that it is more than the bottom line dollar. Their focus includes: People / Planet / and profit.
  + An inner hunger to awaken to the truth of who they are.
  + To actualize their full potential, uncover the blocks that hold them back, and re-connect with their Divine Presence
  + They have a definite purpose / cause / or passion for being in business that is service oriented.
  + An understanding that “we create our own reality”
  + Willing to invest in their personal growth as well as the growth of their employees.
  + They want balance in their lives.
  + Many sense a new energy, but don’t know what it is.
  + They are open to discovering that our true work is not our job, that is what we do, not what we were created to do. Our true work is to look after each other, to protect each other and to be of benefit to one another.

## Ultimate Outcome

* Helping ethical professionals understand we are all energy beings with unique energy gifts and talents that when applied will create the life and business of their intentions.

## Core Client Question

* How can I be a better business owner and leader and simply be the best that I can be.
* How do I live my principles and values while creating the abundance and prosperity I deserve?
* The bottom line - What I want is “Peace”

## Success Story

I have spent the last three years expanding my own awareness and learning how to “read energy”. Last November I worked with a previous client to “beta” test my program. The business is a commercial design and build company with 12 employees. Based on the primary owner’s financial intention for where she wants to be in 6 months I determined the following:

* Overall probability of reaching the financial intention was 73%
* There were misalignments in all areas with the exception of clients
  + Products / Services: 61% in alignment
  + Sales: 48% in alignment
  + Systems: 46% in alignment
  + Marketing: 57% in alignment
  + Contributors (employees): 87% in alignment

Each week we focused on a particular area to discover what was causing the misalignments.

They were then to develop a plan to address the misalignments. (This was not part of the Beta). The plan was never fully developed.

End of January I was hired to be the “business coach” to help them in the planning stage, coaching of the partners, and continually “reading the energy”

The middle of March I did a comparison of the alignment in each area.

Alignment:

|  |  |  |
| --- | --- | --- |
| Area | November 6, 2019 | March 19, 2020 |
| Overall: | 73% | 76% |
| Marketing | 57% | 57% |
| Services | 61% | 66% |
| Sales | 48% | 67% |
| Systems | 46% | 71% |
| Contributors (employees) | 87% | 95% |
| Clients | 100% | 100% |

The two areas that showed the greatest improvement (sales and systems) were the two areas of focus. Marketing is the next area and we will see in a couple of months the difference. Two employees who were causing misalignments actually left on their own. The new hires were read for alignment and are fitting nicely in the workplace

## Values

* **Trust:** I value the trust my clients place in me in all our interactions.
* **Growth:** I value the three spirals of growth and recognize they are intertwined. **Professional** growth, **Personal** growth and **Spiritual** growth**.**
* **Success:** I focus my attention on the successful outcome of whatever I am doing. I display prosperity, competence, and personal confidence.
* **Individuality:** I recognize that everyone is exactly where they need to be in their spiritual journey. I respect their belief system and will guide and direct them as far as they are willing to go.
* **Authenticity**: Every action I take, every word I say, everything I do comes from my “beingness.”

## Business Vision

Looking ahead 5 years

* I personally have expanded into a higher consciousness and stepping into my authentic power. I am experiencing a passion, joy, kindness, spirit, aliveness in my everyday life while achieving the abundance I deserve.
* **My Clients:** I am attracting the right and perfect clients who are using their unique Divine Gifts they were born with to grow and develop their business. My clients love working with me. They value and respect me and richly reward me in payment. In return I richly reward them by the positive transformation they experience in their lives.
* **How much am I making:** All my needs are met. As my needs arise the income is there: travel, home repairs, bills, necessities of life. I have enough to give generously to my charities.
* **My Office and Surroundings:** All my connections with my clients are remote. I operate out of my home office.
* **Status of other areas of live.** 
  + **Health and Wellness:** I am loving and appreciating this physical life experience. I am at my perfect weight full of vitality and energy. I awaken each day knowing that only good awaits me. My mind is sharp and alert. I feel energetic, alive, good about myself, self-assured happy and invigorated with life.
  + **Relationships**: I am blessed and grateful for my family and friends. Love, laughter and passion fuel my life. There is a bond of mutual appreciation. We respect and accept one another recognizing each of us is on our own journey in life. There is open communication where we are able to express our views and ideas. My circle of friends has expanded as more and more like minded people are drawn together. Like me, they are seeking growth in their personal life, their career, and their spiritual life. I recognize that I am my own person. What I be, do, have is not the business of others. I am willing to let my friends be, do or have whatever it is they are wanting without judgment. I feel confident, valued, accepted, appreciated, respected, and joy-filled.
  + **Community:** Someone once said: “*The Universe operates through dynamic exchange . . . giving and receiving are different aspects of the flow of energy in the universe. And in our willingness to give that which we seek, we keep the abundance of the universe circulating in our lives*.” God gave me two hands, one to give and one to receive. I desire success and abundance for everyone that I meet knowing that I only keep that which I give away. I recognize that we are all one. As I embrace my community I am richly blessed. I see only good in those I meet. I am non-judgmental, I use discernment. I feel blessed.

* **Ways of being:**  I feel alive, valued, on purpose, grateful, happy, prosperous and abundant knowing that I am fulfilling my diving purpose.

## High-End, Outcome-Based Program

This is a work in progress yet to be fully developed

**(Need to come up with title) Include word “transformation” –** Transformation is about making new choices and taking new action.

The key to financial success is Aligning your business with your Divine Self Expressions – your purpose and your energetic gifts. Your business IS your vehicle for authentic and Divine self-expression. When you express your Divine Being, abundance flows. It can’t be any other way, since the Divine IS infinity abundance.

**This year long coaching/mentoring program includes**

1. An initial reading that will reveal who you are at Soul-level, who you were created to be including your own unique characteristics and gifts. You will learn what blocks and restrictions you have created preventing you from fully living your divine purpose. The root cause of negative intentions you have made is revealed so that they may be cleared.
2. Once you have identified the blocks and restrictions, ongoing support for you to make new choices which will shift your current experiences into creating a life that will bring you abundance, joy and happiness
3. Receive an energetic analysis of your business: Business growth happens when more energy is channeled into all areas of your beginning the contributors (anyone involved in making choices for the business), the products/services you offer, marketing, sales, and clients/customers
   1. The analysis will uncover blocks and restrictions within your business that are hindering the flow of energy.
   2. You will discover what can be shifted within the areas of marketing, sales, products, services, and business systems in order to create more financial abundance.
4. Ongoing support in monitoring the flow of energy in all areas. In addition:
   1. Evaluate new projects or services for their financial abundance potential BEFORE they are launched.
   2. Evaluate hiring decisions before they are made.
5. Receive guidance in manifesting your intention. Everyone manifests (creates) according to their unique “Divine Manifesting Blueprint.” You will be guided through a series of comparatives to understand what action you need to take in order to manifest your intention.
6. You will delve deeper in learning about your uniqueness. You will learn more about your energy centers and the energetic frequencies that make up your Soul. You will then discover “How” these energetic qualities ae organized. This will help you understand how you create so that you can best utilize your energy in creating your life.
7. Monthly coaching calls based on your intentions.
8. Check for new blocks and restrictions every 3 months.
9. Ongoing support for creating a culture based on your values

## Strengths and Weaknesses

Strengths

* A big picture person
* Simplicity: The ability to reduce complexity in a way that increases efficiency.
* The ability to “listen” to others
* Asking the right questions
* I embrace logic and common sense over emotionality (sometimes a weakness as well)
* Facilitation: Keeping a group focused and on target.
* Planning and organizing
* My passion for transforming lives.
* People feel comfortable with me.
* I am **flexible**, working at the client’s pace.
* I develop a relationship with my clients that extends long term
* I care about my clients

Weaknesses

* I see the big picture and have a hard time with the details.
* Getting across to prospects exactly what I do.
* Physical Stamina
* I’m working on
  + seeing my true value
  + knowing that I AM significant
* Wanting everything to be just right before taking action
* Staying focused

## Commitment

This is a really good question. You might say I have one foot on the gas pedal raring to go and the other on the break saying – Do I really want to expend all the energy that it will take. Whenever I step back I get this inner nudging to get going. I know this is mine to do. The focus and ongoing support from you is what I feel will keep me going and on track.