



DAY 3: THE SOMATIC MRR STACKING SYSTEM

Quick Recap: Where We've Been

Before we build the architecture, we anchor in what we've built.

Day 1 → Capacity

- The capacity suitcase – and why you can't just empty it
- Window of tolerance = your actual capacity
- Why pushing harder without expanding your container is why you snap back

Day 2 → Standards & Boundaries

- The difference between a \$100K business and a \$500K business
- Overgiving, people-pleasing, proving – the patterns that drain you quietly
- Standards for yourself reflect standards in your business. Boundaries protect your standards.

"In order to build the MRR, we have to have the boundaries, the standards, the capacity, the identity, and the congruence. And then the MRR actually provides us the safety to build on top of that."



My biggest takeaway from Days 1 & 2:

DAY 3: THE SOMATIC MRR STACKING SYSTEM

Today you get the architecture. The system that makes all of the internal work structural – so you stop relying on willpower and start running on a foundation.

 Core desired feeling: EASY. Not easy like effortless. Easy like clear, regulated, aligned. You know what you're building. You know why. Your nervous system trusts the plan.

The Three Pillars

Everything we're building sits on three pillars. They're not linear – they work together and reinforce each other constantly.

1. Desire – the frequency of your truth

This is where you get clear on what you're actually ready to hold and who you're becoming. No spiritual PR. No justification. No hiding behind what sounds humble.

"Own what you want. You want to be wealthy? That gets to be the desire. You want it to be easy? You want it all? You just don't need to justify what you want. You just need to be in the unapologetics of that."



What do I actually want? (No filter. No editing. First thought, best thought.)

2. Devotion – how you show up as the future version

Devotion isn't peak-state hype. It's not motivation. It's the tiny agreement you make with yourself every single day – even when the subconscious pulls you back into old patterns.

The vision is what pulls you forward. You're not always going to want to do it. It's not always going to feel easy. But because you've made an agreement with yourself around who you are and where you're going, you show up anyway.

"Devotion is how you bridge the gap between desire and embodiment. Without it, the desire just stays a vision. A dream. It doesn't actualize."

3. Embodiment – when your identity clicks into your current reality

This is the integration point. The new level feels natural – not like a costume. Your floor rises. Clients stay. Money holds.

Embodiment only stabilizes when your actions, your nervous system, and your identity are all in coherence with one another.

"We don't think our way into a new life. We let the vision train the body."

The 30-60-90 System

Everything works off a cycle of three: 30, 60, and 90 days. The results you're experiencing NOW are the result of the actions you were taking 30, 60, and 90 days ago.

This is the somatic MRR stacking system. I've been using this since 2019. Every time I went full force, all in – my income grew. Every single time.



First year using this system: \$100K → \$222K. Then \$365K. Then \$500K. I wasn't even trying to hit a number. I just wanted my MRR to keep going up.

Aligned Actions (not panic moves)

You can have the best system in the world and completely blow it by taking action from the wrong state. The system only works when the actions are aligned.

What aligned actions are:

- Regulated choices – not box-checking
- Connected to who you're becoming and how you want to feel
- High impact, minimal internal resistance
- Pulled from your desired state, not from urgency or fear

What they're NOT:

- Frantic selling from a financial panic place
- Actions that spike urgency or contraction in your body
- Productivity that feels like pressure
- Things you genuinely loathe (if you hate it, it's not aligned)



The question you ask yourself: Is this aligned and coherent with my core desired state and the identity I'm stepping into? If the answer is no – we don't do it. Or we regulate first, and decide from a different state.

Your Core Desired States

Before you pick your actions, you need to know how you want to FEEL when you take them. These are your desired states – the energy you're operating from and building toward.

Mine are: easy, passionate, and devoted. Everything I choose as an aligned action either pulls me into those states, or I'm already in them when I do it.



My core desired states are:

Your 3-4 Non-Negotiable Daily Actions

Keep it simple. I've doubled my income every time I committed to just three. Content. Selling. Movement. That's it.

Pick actions that feel easy in your body. Your body will tell you – it'll feel like tightness and contraction, or it'll feel like a quiet, grounded, clear, purposeful yes.

Ruthie's three: 90 minutes of movement. Sell every day, no matter what. Write or post some kind of content. (Lately: share client wins in stories.)



My 3-4 aligned daily actions:



Somatic Check: Think about your to-do list right now. Pick one thing. Put your hand on your chest. Ask your body honestly: Is this an aligned action – or is this a panic move?

Tiered Goal Setting

This is what separates this system from every other goal-setting approach. We don't measure success at 100%. We measure it at 70%.

Every launch, every month, every program – you set three tiers. This removes all-or-nothing pressure and gives your nervous system a range to work with.

The Three Tiers

Must-Hit Goal

Your non-negotiable baseline. The minimum to keep the lights on and your body regulated. The floor. If you hit this – you're solid. Everything else is expansion.

Goal

Your solid, reasonable stretch. What you're building toward this 90 days. Exciting, believable, a little realistic. The one that requires you to grow – but doesn't require you to become someone completely different overnight.

Dream Goal

Holy shit, I can't believe that just happened. Feels a little delusional. People might think you're nuts. The one that forces you to change who you are on a cellular level. That one.



Pro tip: If you're consistently hitting your dream goal, it becomes your new must-hit. That's how the floor rises. That's how 200K became 300K became 500K. You don't raise the floor by pushing harder – you raise it by building a nervous system that trusts you.

Set Your Goals

MRR Goals (Monthly Recurring Revenue)

MRR

Must-Hit \$	Goal \$	Dream Goal \$

Launch / Enrollment Goals

This Launch/Program

Must-Hit	Goal	Dream Goal

When to Shift the Goal

If you're approaching the deadline and the dream goal feels out of reach – you're allowed to adjust. The whole point is to rewire your brain to believe you. You want to hit the dream goal. So make the dream goal something you can actually get behind.

"I've hit the must-hit and I've hit the goal, but I hadn't hit the dream goal in a long time. So I rearranged it to whatever I needed to hit the goal. And then something shifted."

When you've hit your must-hit goal three months in a row, that number raises. The must-hit of today becomes the floor of tomorrow.

The 70% Rule

You don't have to hit your actions 100% of the time. You just need 70%.

21 times in a 30-day span = 70%. That's it. That's the target.

 **Why 70%?** When your nervous system learns it can trust you to follow through consistently – even imperfectly – it starts to relax. And when your nervous system relaxes, your capacity expands. The floor rises. What used to be your dream goal often becomes your new must-hit within 90-120 days.

The system doesn't fail because it's hard. It only doesn't work if you don't work it.

"I guarantee it. The work works when you work it."

Weekly Check-In Questions

Every week, sit down and ask yourself three honest questions:

- Did I do what I said I would do this week?
- What did I actually do?
- What percentage is that?

No judgment. No spiral. Just information. That's the data that shows you where you're at and what needs to shift.

Tracking Your Triggers (The Somatic Layer)

This is the under-the-hood work. Alongside your daily actions, track your activations – the moments where something gets in the way.

For each trigger, note:

- What triggered me
- Do I know the root?
- What was my immediate reaction?
- What happened in my body?
- What happened in my mind?
- What intensity of meaning am I making about myself or my biz?
- How long did it last?

When you track for 90 days, patterns emerge. You start to notice the same trigger showing up over and over. That's the one to work on. That's where the real ceiling is.

The Six Pillars

Once you've got your 3-4 core actions dialed in, you can expand into all six pillars. Not all at once – that's fragmented expansion and it isn't sustainable. Titrate. Add a little. Then a little more.

	Pillar	Examples
	Business & Impact	Content, selling, client delivery, visibility, offers
	Wealth & Resources	MRR goals, financial literacy, receiving practice
	Creative Expression	Storytelling, artistry, brand – the things that make your work yours
	Lifestyle & Well-Being	Sleep, movement, nourishment, actual physical health
	Energetic Health	Energy leaks, nervous system regulation, somatic practices, trigger tracking
	Relationships & Community	Who you're surrounded by, friendships, team, mentorship

 One action I'm committing to for each pillar (start with what feels easiest – you don't have to fill all six):

The Offer Ecosystem

The 30-60-90 system needs a container to live in. That container is your offer ecosystem. Not random launches. Not an offer ladder. A living, layered system where every offer sells the next one.

The Three Rooms

The Entry Room

Your widest point of access. Lower investment, high value. This is where trust is built and clients self-select into deeper work. Your MRR starts here.

The Expansion Room

A group container that deepens the transformation. Could be group coaching, workshops, masterclasses, group healing – whatever fits your work. This is where relationships deepen and the real momentum builds.

The Proximity Room

High touch. Intimate. Your most potent, most invested work. High access, deep results. When this layer is full, your floor is solid. Everything else you create from here is expansion.



The idea isn't an offer ladder – it's an ecosystem. Every room sells every other room. Someone in your most intimate work still might want a workshop. Someone in your entry offer self-selects into proximity. They all stack. They all sell one another.



My offer ecosystem (what's in each room, or what could be?):

The Somatic Vision Practice

Before we close – let's drop into the body. This isn't strategy. This is the bridge.

Close your eyes if that feels right. Feet on the floor. One breath.

Imagine your business 12 months from now. You've been working the system. Hitting your 70%. Your floor has consistently risen. You're living inside the desire you named.

See it like a movie:

- What does your calendar look like?
- Where do you spend most of your time?
- What does your revenue look like?
- How many people are you serving, and who are they?
- What does a normal week feel like in your body?

Now step into the screen. Step into that version of you. Look out through her eyes.

Let your body shift into the posture of that version of you – the way she sits, the way she breathes, the expression on her face. The energy she's in.

? From that place – ask her one question: What does she do NEXT? Not in 12 months. Tomorrow. What is the one aligned action she takes from this place?

 She said:

The Close

Everything we covered over these three days – capacity, standards, boundaries, overgiving, identity, MRR – none of it gets fixed by just wanting it more. You have to build the container with the structure to actually hold it.

When your offers are clean, your revenue is predictable, and your MRR is stacked – you stop making decisions from panic. You stop overgiving because you're not afraid to lose the client. You stop tolerating behavior that drains you because you don't need one client that badly anymore.

The standards get easier to hold when the revenue floor is solid.

"What you experienced over these three days is this actual system working in real time. I set the goal. I worked it. I hit it."

Your 30-Day Commitment



I commit to showing up for these 3-4 aligned actions for the next 30 days:



My must-hit, goal, and dream goal for this next 30 days:



The one thing I'm taking from this intensive that changes everything:

