

Purpose Guides Institute

Overview: *Entrepreneurial Program*

Starts Wed June 25th, 2025, 11:30am-1pm PT

Outcomes	Taking the Entrepreneurial Semester will: • Deepen your understanding of the business side of Guiding. • Reduce the resistance of your myriad ego “parts” to growing a thriving Guiding practice. • Deepen your connection to Soul through creating a business that is both a survival <i>and</i> a sacred dance. • Help you experience community support to maintain and increase your commitment to living your soul/purpose as a <u>vocation</u>.								
Group Meetings	Group Meetings include the following: ❖ Teachings on multiple subjects of applied <i>entrepreneurism</i>. ❖ Check-ins / accountability for building your business. ❖ Support, feedback and encouragement to <i>follow through</i> on your business timetable.								
Faculty	• Faculty: Jonathan Gustin								
Five Facets of the Entrepreneurial Semester	1. Templates and business plan “cheat sheets”. 2. Feedback on all stages of your start-up. 3. Enlisting Soul as an ally in building your business. 4. Grounding your process in enlightened awareness. 5. Community support for encouragement and accountability. Overview of the 6 Sessions is HERE.								
Dates & Tuition	Tuition covers: ❖ 6 Live 90-minute Course Sessions on Zoom. ➢ 2 LIVE sessions with Jonathan ➢ 4 pre-recorded 90 minute classes with Jonathan. ➢ 4 LIVE 90 minute gatherings facilitated by Rachel. ❖ Online Community Forum for discussion and connection. 6 - session program meets Wednesdays 11:30am-1pm PDT <table><tr><td>June 25</td><td>JG - teaching</td></tr><tr><td>July 9, 23,</td><td>student facilitated check-in</td></tr><tr><td>Aug 6, 20</td><td>student facilitated check-in</td></tr><tr><td>Sept 3</td><td>JG - teaching</td></tr></table> Tuition: \$550-\$850 sliding scale. Tuition due on or before June 11th. Tuition goes up \$100 starting June 12th.	June 25	JG - teaching	July 9, 23,	student facilitated check-in	Aug 6, 20	student facilitated check-in	Sept 3	JG - teaching
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Payment	Make your tuition payment HERE .
Prerequisites	(Near) Completion of Semester #2.
Estimated Time Investment	1. Group Calls - 1.5 hours every other week. 2. Building Your Business - It's up to you. 3. Virtual Campfire - about 1 hour per week. 4. Pod Groups - 1.5 hrs per week. (You'll be reviewing your pod's work and offering them feedback).

How do the recorded sessions work with the LIVE group meetings? You will watch the recording for the specific meeting *before* the live meeting (i.e., watch recording #4 before the 4th live group meeting).

What if I need to miss one or more sessions? All seven of the LIVE Group Sessions will be recorded and made available to view/listen online, through online playback or by downloading to your personal audio player. However, missing more than one or two meetings is discouraged. So...you will have 3 pre-recorded videos of Jonathan teaching from last year, plus 7 recordings of the LIVE group meetings from this year.

This is a short and powerful program to give you support to rapidly open a successful Purpose Guiding business of your own.

Who this course is NOT for: Experienced entrepreneurs who have successfully brought to market multiple platforms, or for people who do not know how to self-motivate.

Who this course IS for: Beginning, intermediate and experienced entrepreneurs who wish to learn how to create a financially thriving business, with the guidance of Soul, that can further the evolution of the human species and enhance life on Earth.

Important: 1. This is a *pilot-ish* program that has only been taught five times before. As such, do not expect a polished program with all the kinks worked out. 2. Normally I'd charge \$1200 for a 6-session small group. Since this is a semi-pilot program, we are offering it for much less. By joining this program, you are agreeing to enter an experiment in entrepreneurial learning and to stay "loose and flexible" as this course unfolds for the sixth time.

Note: some of the subjects covered, such as creating an online summit and creating a newsletter, could be entire courses in themselves. You will receive the distilled essence of these subjects, as the 7-session framework prevents more comprehensive coverage.

Sessions Overview

Session	Topic	Session Content
#1	Business Plan 101	• Develop a guiding Vision Statement from Soul, a roadmap for entrepreneurial success, using a Master Dashboard template. • Create a rough business plan with the help of Soul. • LLC vs. S-corp
#2	The WHO of the Giveaway	• Discover who your ideal clients are (aka, your Avatar). • Discover the Soul-based <i>marketing message</i> that speaks to the needs and desires of your people. • Starting on your website construction. • Brainstorming in-person and online group creation.
#3	Business Architecture & Marketing Plan	• Initiate the creation of your website. • Uncover the types of services your business will offer. • JV and Affiliate Partners (aka marketing partnerships) • Tech Platforms: ESP, payment platform, Zoom, Maestro, etc. • Marketing - Building a Platform 1. What is a platform? 2. How platforms are different from programs. 3. How to build a platform with the help of Soul.
#4	Marketing Pages	• Sales pages and email templates. • Affiliate Media Kit. • Lead Magnets: e-books, recordings, interviews, preview calls, intro calls. • Building an email list.
#5	Preview Calls	• Create content/deliverables and marketing pieces for your free preview calls. • Create a call script. • Hosting summits • Hosting large in-person and/or online events. • Virtual assistants, program coordinators, use of Fiverr.
#6	Delivering the Product	• Email campaigns, Facebook Ads, Social Media. • Bonus Bundles. • Sales progression tracking. • The construction and use of handouts and worksheets. • Six month plan: creating and being accountable to our group for a 6-month business plan.

Ready to join? Make your tuition payment of \$550-\$850 [HERE](#) on or before June 5th.

Testimonial:

"I'm hugely appreciative of how this semester helped me develop my business in alignment with my soul's purpose, allowing me to dream while also being grounded. I especially appreciated Jonathan's guidance on speaking with the 'Avatar' of our client and on soul-based communication—i.e. on writing and speaking straight from the heart so that our authentic message is what is being delivered on our website. I knew I could have taken other entrepreneurial courses later at grad school, but my gut told me that this was the program where my ideas would develop in alignment with my soul. I'm glad I did. My idea really benefited from receiving feedback from this community and I felt seen for my gifts. This gave me the confidence to, soon after, participate in a venture program and present my idea before many mentors."

- *Niharika Sanyal, Ed.M, (Human Development and Psychology, Harvard University), Purpose Guide™*