Who is the avatar

Male or female in their mid to late 30's or early 40's. Married with children. Leaders who are already high performers and own one or more successful company(s).

Avatar's current situation

The avatar is driven, hard working and hungry for more success. Constantly working leaves the avatar stressed and affects the amount of time they spend with their loved ones and enjoying themselves.

The avatar feels unfulfilled in their life and disconnected from their work but believes that the next big corporate win will finally make them happier. "Maybe if I scale my business to X size that'll be what makes me feel good"

Avatar's dream state

What the avatar really wants is a sense of fulfillment and meaning. They already have everything else in life. The one thing that's missing is a sense of purpose. The avatar doesn't know why he/she was put on this planet and desires more from life than just corporate success.

Roadblocks the avatar is facing

They're doing all the wrong things because they've been conditioned to be a certain way - been told they have to grind, push harder, it's never enough work. Their successes are short-lived because they constantly feel the need to strive for the next thing.

There's always a disconnect between what they think they want and how they feel about it once they get it. (corporate + financial success)

The guru

A coach who helps these leaders find meaning in their work and lives through a mindful and spiritual approach

Story + Lesson Email

SL: The most profound experience of my life…
PL: And how it guided me to success.

I was bawling my eyes out driving home from work, barely able to see the road in front of me.

My heart had just been shattered, and to make matters worse I had an unbearable sense of guilt piled on top.

I felt utterly betrayed…

A few months prior, I had been offered general manager of a fairly large restaurant organization.

Leading a team of 66 people at 19 years old, it was my dream start to entrepreneurship.

Until a fateful afternoon that shifted my perspective as a leader forever…

The owner of the company had called everyone in for a meeting and sat me down in front of the room.

He stood up, and instructed all sixty-six people to express their true feelings towards me.

It was a nightmare…

I sat quietly and listened to each employee who had just been given free reign to insult their boss in any way they see fit.

Every single person said pretty much the same thing…

"you're a great guy but we don't feel valued at all. Saying things like 'my team', 'my employees' and 'my vision' is demotivating"

Nobody said I was intentionally mean - but I was unaware of language that made them feel bad.

It was extremely painful at the time, but it turned out to be the most profound experience of my life…

I got sixty-six perspectives on how I was showing up, and how I could've showed up a little differently.

The next morning I had a decision to make.

I was either going to get up and show everyone I could be a better person, or I could quit and work somewhere else.

It was a hard choice, but I knew what I needed to do…

I went into work, and apologized to each person individually.

We had meaningful, heartfelt conversations, and within a matter of hours everything was resolved.

The lesson?

As a leader (no matter how big or small your group is), it's vital to choose your words carefully…

Are you aligning and encouraging everyone toward a common goal, or are you unknowingly slowing your team's progress?

<guru signoff>

P.S. - After I started taking responsibility for my language and becoming a better leader, sales went through the roof. The owner even offered me partnership a little while later because of all the tremendous shifts in revenue and customer satisfaction…

I encourage you to seek out these changes for yourself :)

Belief Shift Email

<guru greeting>

There's a counterproductive mentality that's recently burst into mainstream media.

Something that's actually quite detrimental to our physical and emotional wellbeing…

I see it CONSTANTLY when working with clients…

It's the 'hustle all day, everyday' mentality.

Your whole life you have been trained to believe that wealth and career success is hard to achieve…

From teachers to television this programming has been reinforced deep into your brain.

How many times have you heard someone say *"I'm always working. I can rest when I'm dead"*.

Or the classic *"Success is about late nights and early mornings"*.

Meanwhile they've devoured seven cups of coffee, can barely focus on simple tasks, and look like an extra from 'The Walking Dead'…

Yet rest seems to be something only the 'weak' need.

Almost every coach is promoting the idea that you have to push, push, push in life to no end.

Yet in my experiences I've noticed quite the opposite…

Claiming true personal power and unlocking the brilliance within you doesn't come from a place of struggle.

In actuality, success happens quite easily when you understand yourself.

Whether it's to support your family, or inspire other people, pursuing your mission shouldn't feel like a constant war with discipline.

And if it does… you're probably pursuing the wrong thing.

So <insertname>, try not to fall into the trap of constant overworking…

I'll share some hard-earned wisdom on how to know if you're aligned with your true life purpose in tomorrow's email, see you then!