

# soulfire<sup>®</sup>

VISION BOARD LIVING



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# STOP CONNECTING WITH EVERYONE

WHY PURPOSE-DRIVEN RELATIONSHIPS ARE THE ONLY WAY TO GO

One of the greatest challenges that we have as human beings is our desire for acceptance. A totally natural and biological need, but in today's online business world, this need can go astray.

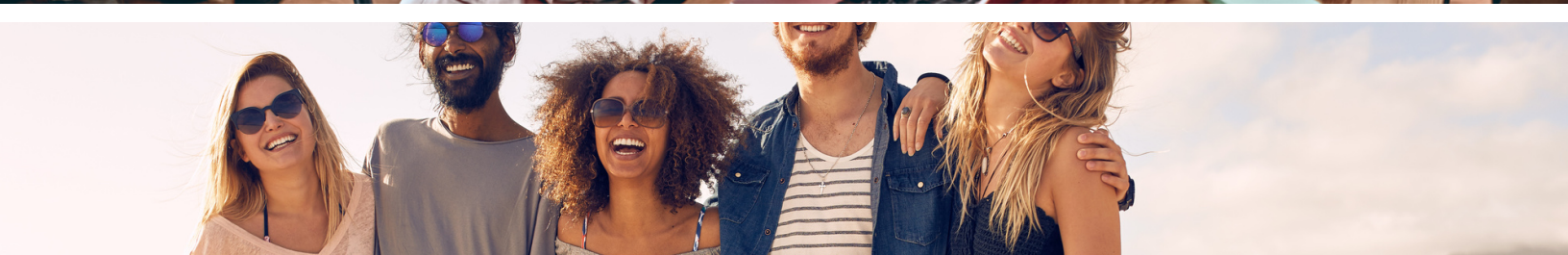
The business gurus encourage creating relationships, joining groups, and sharing your brilliance as all the ways to gain business, yet the fundamental truth is that is an unsustainable and soul-draining approach.

The truth is that you aren't meant to connect with or even genuinely care about everyone. What you are meant to do is having meaningful connections with others for a direct purpose. Yes, we aren't meant to have relationships for no explicit purpose.

Because when we choose to have relationships for a purpose, that biological need for acceptance lessens because the need for the purpose outranks it. So we become less obsessed with ourselves and how we feel and what we think - and become focused on the joint purpose of the relationship.

Plus by being purpose focused in our relationships we are more committed and understand the natural evolution of the relationship. When the purpose is achieved - it is time to evaluate and reframe the relationship. Allowing all parties to grow and move on out of respect and from a place of support, not abandonment.

Stop trying to be friends and be there for everyone. You aren't meant to. Get clear on the purposes of the relationships you want and seek those. You will be a much happier person with purpose-driven relationships in your life.





A photograph of three people standing side-by-side, wearing denim jackets. On the left is a man with long brown hair and blue eyes, looking directly at the camera. In the middle is a woman with dark curly hair, looking slightly to the side. On the right is a woman with long dark hair, looking towards the camera. They are all wearing light blue denim jackets over white shirts. The background is a plain, light blue wall.

# WHY SELF ACCEPTANCE, NOT SELF LOVE CREATES TRUE CONFIDENCE

I'm sure you have heard it said that you must love yourself. Personally trying to love an aspect of your personality that you don't want won't work out for you internally nor through the impressions you make.

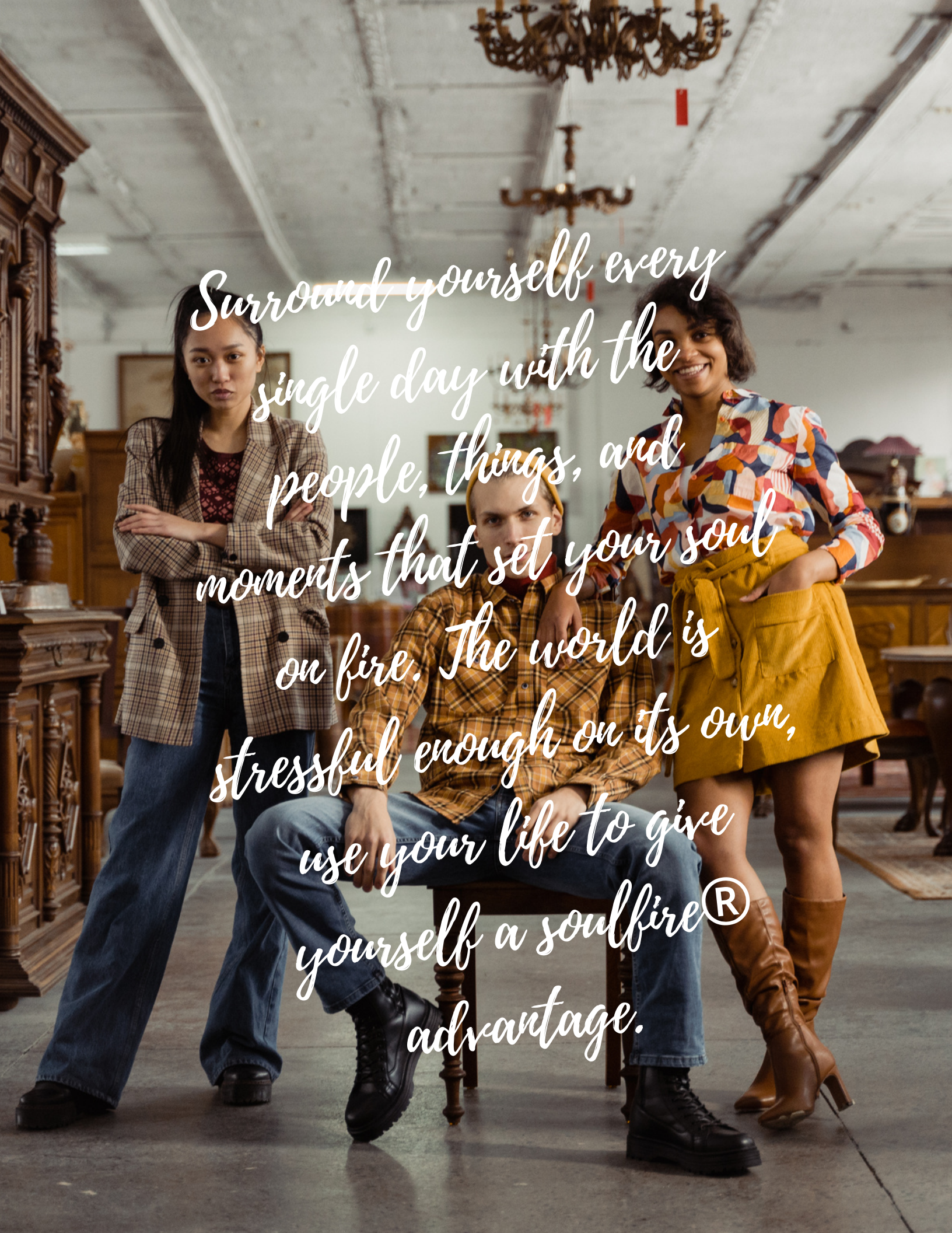
Instead of trying to love yourself, why don't you love the aspect of who you are that you naturally do love and like those aspects that you wish you could change, but know you can't.

Here is why this is a better approach when it comes to fully showing up as the best version of you:

- Your body language and facial expressions will be genuine. When you are trying to lie about something your body lets everyone know. Which creates confusing nonverbal communication leaving everyone wondering where is the deception.
- It makes you hide. Your subconscious mind will make you hide. This could be that you “all of a sudden get sick” or that you are incapable of talking intellectually about a topic. Both not good for being the best version of you.
- You come across as an ass. No one is superhuman. No one is perfect. Pretending to make people perceive you as unreasonable and arrogant. Instead be honest on the areas that you wish you could change, but be clear that they may not be perfect characteristics but they do come in handy too.





A photograph of three people in a vintage-style room. On the left, a woman with long dark hair stands with her arms crossed, wearing a plaid blazer and jeans. In the center, a man sits on a wooden chair, wearing a plaid shirt and jeans. On the right, a woman with short dark hair stands smiling, wearing a colorful patterned shirt, a yellow skirt, and tall brown boots. The background features ornate wooden furniture and chandeliers. A large white cursive quote is overlaid on the image.

Surround yourself every  
single day with the  
people, things, and  
moments that set your soul  
on fire. The world is  
stressful enough on its own,  
use your life to give  
yourself a soulfire<sup>®</sup>  
advantage.



# HOW TO BE DRAMA FREE

Entrepreneurs are natural doers. Tell us to do something and we are on it. Tell us that we need to fix ourselves, and we get totally confused about what to do.

Great relationships start with you.

You must be a grounded, well-rounded person, who loves life and is ok with who they are. See how I didn't say, love, themselves.

Personally I think loving yourself is a bit odd. I don't love all aspects of my personality, but I like them. I don't want to or know that changing them isn't going to happen. That doesn't mean that I beat myself up over who I am and nor does it mean that I go around saying how much I love me. What it does mean is that I fully accept all the aspects that I think are right on and the ones that may come across as a little rough.

Why does any of this matter when it comes to relationships?

Simple.





No matter if we are talking personally or professionally there you are. And in today's stressed out world, people are barely holding it together themselves that they can take whatever baggage of self-doubt or lack of clarity that you bring into the mix.

Be an adult and make peace with who you are. Change what you want to change. Keep what you want to keep. Love what you love. And like what you like.

This way you fully understand what you bring to every relationship and you know it isn't a bunch of drama.





# MONEY:

HOW TO REWRITE YOUR RELATIONSHIP WITH MONEY



Pause for a second and think about money.

What are the immediate feelings that come up for you?

Are you happy? Joyous? Excited?

Or are you angry? Frustrated? And in knots?

The truth is that most of us have horrible relationships with money. We try to ignore it, but eventually - like with all relationships- the truth comes out.

Let's clear up a few social stories around money that are doing your subconscious mind in.

1. Money is NOT the root of all evil. Loving it is.
2. You will not turn in Mr. Burns on The Simpsons or Scrooge McDuck if you have loads of money.
3. Everyone who already loves you will keep loving you and everyone who doesn't will keep doing that as well.
4. You will not be "the man" that everyone wants to go after.
5. And if you are concerned about being part of the 1%, you already are in the world's eyes. Have \$5 to your name - and you're part of the 1%.



And now that we have those myths out in the open let's get to the heart of the matter.

We don't view money for what it is because we don't know how to smartly use it. Here is what I mean,

Let's say you want to build a house. You can most likely sketch out the rough outline of how the rooms go together, where a window or door will go. But the truth is that your sketch doesn't equate to a structurally strong, feasible building.

But that doesn't stop you. I mean you are an entrepreneur. You can do anything.

You take your plan and well thought out logic and you go to the store. You buy some lumber, plywood, a door, and you head on over to the tool aisle. You don't know what you need, but you know you need some type of tool to help put these pieces together.

You look at the hammers and saws as well as the thousands of other tools and do-dads they have. And I can bet you pick up the tools that you know something about. Why? Because you know in some way it can get the job done, even if it doesn't do the best job.

Same holds true with our money.

We make a plan on how we are going to gain clients, pay our bills, and save. We don't know how strong of a plan it is, but at least it is a plan.

Because we are entrepreneurs we head to market to execute the plan. But because we aren't a 100 percent confident in what we are doing, we just do the random tasks that we know we need to happen, but we aren't really sure how it all goes together.

Now that we have those myths out in the open let's get to the heart of the matter. And just like in the tool department, we keep choosing the same methods, clients, and situations over and over again. Not because they are the best, but simply because that is what we know.

And as we all know the definition of insanity is doing the same thing over and over again and expecting different results.

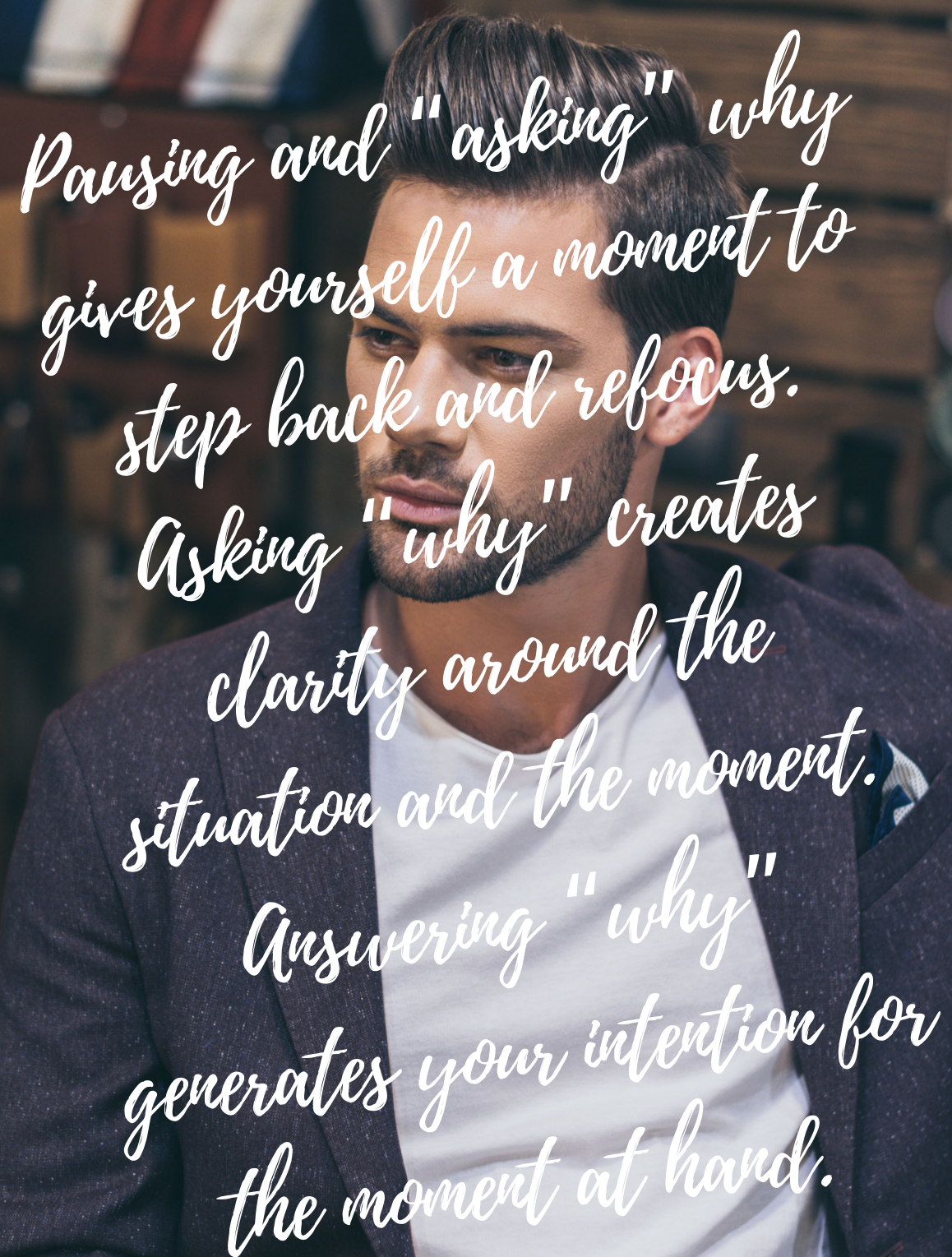
So let's change all of this.

Let's pause and look at our money game plan. And let's do the opposite of everything we would instinctively do because clearly, our instincts are off.

If your natural instinct is to give a financial discount to a client, don't. If you want to undervalue your service because what if the client says "no" - don't. Don't undervalue yourself and don't get the "no."

If you want to change your relationship with money, people, or anything for that matter- you have to rewrite your habits, rewrite the story, and walking into the new you consciously and eyes wide open.





Pausing and "asking" why  
gives yourself a moment to  
step back and refocus.  
Asking "why" creates  
clarity around the  
situation and the moment.  
Answering "why"  
generates your intention for  
the moment at hand.





# SOUL TARGET: HOW TO GET MORE DONE IN A DAY AND STILL STAY IN THE CREATIVE FLOW

Productivity can be a huge struggle for creator entrepreneurs. Some days you are ridiculously productive and some weeks you can't create worth shit.

Don't worry we have all been there.

One thing that a few of my fellow creator entrepreneurs have found to be helpful is called Soul Targeting. A form of goal setting, Soul Targeting helps you keep producing while staying creative and fulfilled too.



Here are the basics of how it works:

1. Write your goal - aka your target- in the center of a page.
2. Draw a box around the target. The left and right sides of the page are for your personal fulfillment. The top and bottom of the page are for your professional success.
3. On the left-hand side, write all of your personal achievements that will happen for you to feel like you achieved the goal even if you fall short. On the right-hand side, write your personal goals on if you surpass the goal how will your personal life be,
4. Do the same as step three on the top and bottom of the page with regards to your professional success.
5. Now that you know what your life would look like. Start listing what you need to get there both personally and professionally.
6. Once you have your lists, see which areas overlap and in turn you could share resources.
7. Put your bullet items in chronological order (aka you have to write the book before you can publish it) and then add these "to do" to your daily "to do" list 3 at a time.

The reason why creators find Soul Targeting so helpful is because it improves your personal and professional lives at the same time. Plus you can see how you are making progress and how you can course correct as necessary. Always keeping you in control as well as the creative flow,



# SOULFIRE® LIFE HACK: HOW TO STAY GROUNDED AND STILL KEEP GOING

Being grounded and being creative can feel like opposites. When we are in the height of our creative flow, our lives don't seem all that grounded or balanced. But as we all know those manic highs cannot be sustained and when it comes to business we do need consistency in our creator nature to succeed financially.

But that doesn't mean that life is meant to be boring and bland.

Life is meant to be filled with rich beauty, bold color, tons of laughter, and relationships that the fairy tales told us were only romantic possibilities.

From business, thru our brands, to our friends, family, and with ourselves - we cover all topics related to creating deep, meaningful relationships.





Lighting your passions on fire, fueling your inspiration, and recharging your heart in a fun entertaining way- that's Soulfire® living - that's what life should be. That is what creativity is all about.

Following your Soulfire® keeps you grounded, going, and creatively on fire too.

Don't believe? Here is the Soulfire® mantra.

"To all the misfits, misunderstood, and mislabeled who seek brilliance in their madness, bring meaning to their passions, and depth to the human existence who are driven to be creators not just creative, who are love focused and life centered-May your actions, passions, drives, relationships, and motives always set your soul on fire."

— SOULFIRE® MANTRA







**GET OVER  
YOURSELF**



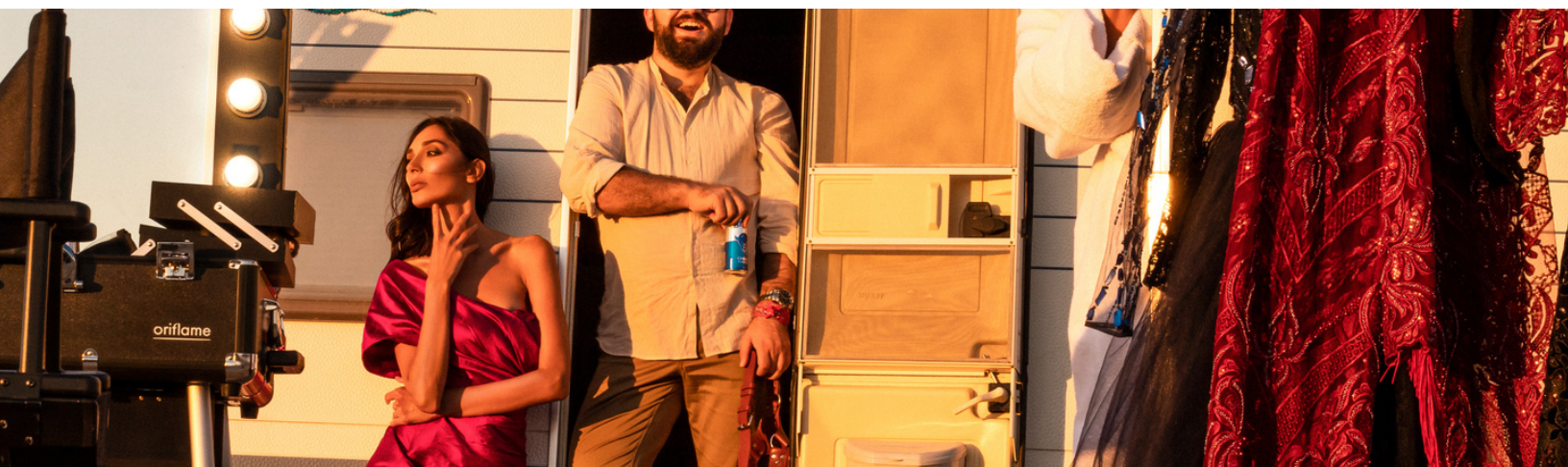
Let's be honest the artistic temperament gets a bad wrap. Egomaniac, narcissistic, primadonnas, being called creatively brilliant isn't always the best thing.

But as you well know if you have been in touch with your creator side for a while, the ego can easily kill the creative flow. This is why many creators choose to live an egoless life and, in turn, become the walking cliché of the starving artist.

Where is the balance to be had?

Consider the purpose.

Your work is about so much more than you. If you can articulate it or not, your work has a deeper fundamental purpose. So when we focus on the purpose we get the best of both worlds. We get over ourselves and our ego while still eagerly wanting to share our purpose with the world.



# THE SOCIAL PROOF HEAD GAME

The idea of creating social proof for most entrepreneurs is like asking them to cure cancer. And let's be honest, most would rather cure cancer.

The truth is that creating social proof seems a bit narcissistic. Shouldn't it organically happen? And if I am as good as I think I am won't my audience share my message for me? The answer to that is...

NO.

Creating effective social proof for your business has nothing to do with you. And you can't judge what is valid and effective from your expert eyes. Your audience are novices in your industry and they don't know what they don't know. It is your job to create little snapshots of social proof to educate your audience as well as entertain them.

Now you may be thinking how do I do that. My business is so unsexy and instagram worthy.





And then may I remind you of the social media video of the toddler seeing Christmas lights and decorations for the first time at Costco.


Costco did nothing special. They just had their fake trees, and inflatable santas, and all those sparkling lights up for people to buy. But to this toddler, it was jaw dropping and eye opening - literally.

Your audiences are just like this toddler and you need to be the good parent pointing out to them all the details and surprises that abound.

And that is why creating amazing social proof has nothing to do with you.





A woman with long brown hair and bangs is wearing a black fedora-style hat and a black turtleneck sweater. She is posing against a light-colored, textured wall. Her right hand is on her hip, and her left hand is resting on her thigh. She is looking down and to the left. The text "IGNITE: THE ART OF SETTING YOURSELF, WORLD, AND AUDIENCE ON FIRE THROUGH YOUR WORK, ACTIONS, AND WORDS." is overlaid in bright pink, bold, sans-serif capital letters, slanted upwards from left to right.

IGNITE: THE ART OF SETTING YOURSELF,  
WORLD, AND AUDIENCE ON FIRE THROUGH  
YOUR WORK, ACTIONS, AND WORDS.





# **SOULFIRE®: BUILDING A BRAND THAT BUILDS YOU**

In 2018 we lost one Gen Y's most favorite designers, Kate Spade. And though I don't know all the specific details, here is the one sad fact that came out after her untimely passing. "Kate" didn't want her personal struggles with depression to affect the profitability and all of the lives associated with her very happy, go lucky, whimsical brand.

And though very honorable and selfless of a thought, I am sure we all - staff, customer vendor, and brand managers- would have rather her shown her truth than take her life.

Now this story seems dramatic and as a startup, you are thinking, that will never be me. But it is at moments where you are now that forever put the brand Kate Spade on the direction it took.

So I say to you, I beg of you to build a brand that builds your soulfire® up.

I You know your soulfire®, that spark, that burning desire that you know that everything in your life and with every fiber of your being that you are meant to be and do .... (fill in your blank there).

Because when your brand is built on your soulfire®, it is built on the fundamental core of who you are. It is built on all that you love about yourself as well as uses those personality quirks that you aren't the biggest fan of to your brands as well as works advantage.

Plus when your brand builds you and your soulfire up, there will be a calm yet driven excitement within all that you do. Because no matter how challenging the situation gets. You know you got this.







# BEING COOL WITH YOU

Let me share with you an inside secret.

Successful entrepreneurs aren't successful because they have made the most money, had the most backers or because their brands became cult classics. Successful entrepreneurs are successful because they mastered the #1 element that determines their success - themselves.

Yes, you are what makes you or breaks you in business. So being cool with who you are - the good and the slightly rough areas are essential if you are going to succeed.

Now this isn't to say that you need to "love" yourself.

Surely there are aspects to your personality that you should love, but there are other areas - those slightly rougher areas- that you can like. And here is why.

If you love all aspects of who you are blindly you go into the world blindly. You need to be objective of how other people perceive you. And you have to be crystal clear within yourself what areas of your personality are staying and which characteristics could be modified for the right price.

You must truly understand all that you are about and know how to play your own personality to your advantage. Because if you won't play you, someone else will. And that is never a good thing.





# SOUL TARGET: HOW TO ALWAYS BE JUMP OUT OF THE BED HAPPY

When you talk about profits and startups everyone thinks money. And though important the truth is that a financially successful brand that isn't personally fulfilling isn't going to last.

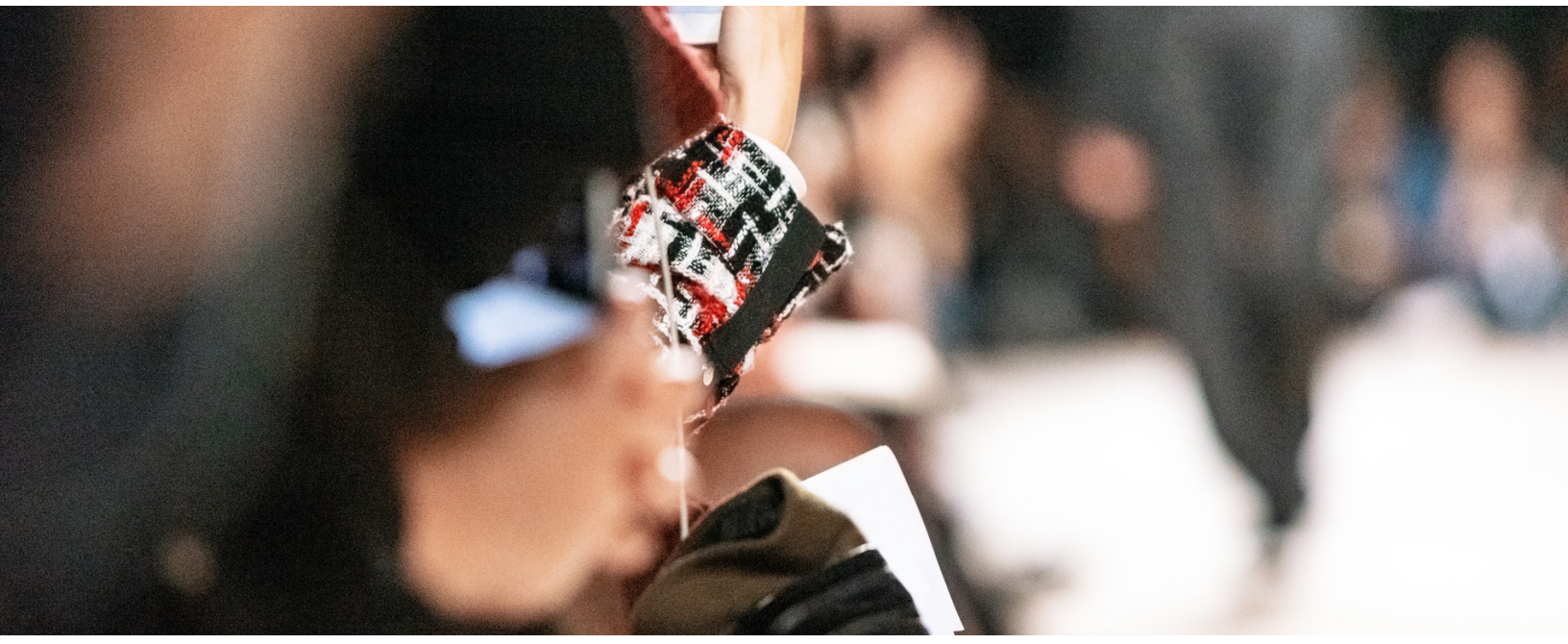
To be truly profitable your startup must fulfill you on a personal as well as professional level. Sounds like common sense right? Well then why aren't you doing it.

I can bet you are having a massive professional focus going right now to get your business going, but if you do it at the cost of your personal happiness- trust me you lose in the end. Don't believe me, just go watch any

romantic comedy where the girl is career focused- Devil Wears Prada, The Intern... and what happens is that love is almost lost because the professional success overtook everything.

So learn from these fictitious characters' mistakes and never be stuck making the choice: the man or the money. Because honestly you don't need to ever make such a choice. You can have both as long as every day you plan for your personal and professional achievements.

Strike a balance and success will be everywhere.







how do we overcome the fear and stand in  
the best versions of ourselves? We have to be  
rooted in truth.

Truth in your accomplishments.  
Truth in your strengths.  
Truth in your weaknesses.  
Truth in your priorities.  
Truth in what matters to you.  
Truth in who matters to you.  
And the truth in WHY any of this matters to  
you.





# HOW TO LIVE A LIFE WITH WHITESPACE

There are moments in life where enough is enough. You can't do one more thing, can't deal with one more piece of drama. You simply can't take anymore.

These moments should be few and far between in the overall spectrum that is life. But for many of us when crunch time comes, it feels like it is us that is getting crunched, not the task at.

Why is that?

Most of us live our lives with zero margins. We play all in all the time. We feel like a good day is one in which we pass out at some point simply due to exhaustion. And though, yes, these are clear marks of giving it your all. Far too often we are giving more than we realize.

It isn't just giving up a few hours of sleep, or giving up a meal, or giving up all of our physical energy. What we are really giving up is our whitespace.

In book publishing and graphic design, white space is all of that area in between the words, in between the graphics.

The whitespace can be the header and footer on the page, the side margins, or just the spacing between elements. The amount of white space on a page either makes someone feel at peace or in a panic. But the whitespace does so much more than just evoke an emotion in the moment. The whitespace is our visual "time out" to stop and process before moving on.

Think about whitespace as the safety zone in the game of tag. If you made it to the safety zone, you were safe as long as you were in there. You could catch your breath and make plans for your next move. That's white space for your brain.





Whitespace allows you to figure out what is really going on. Whitespace allows you to take a break and rest up. Whitespace allows you to play smart without having to spend all of your mental and physical reserves.

What does white space look like in our everyday lives?

Whitespace is actually having down time before you fall asleep (not pass out.) Whitespace is not being scheduled every single minute of every single day. Whitespace is having yourself, your needs, and your priorities on your schedule just as much as everyone else it. Whitespace is having freedom and flexibility to flow with life and get freaked out.

So how do you go from the overwhelm to a life built with whitespace?

1. Start With Your Schedule. To go from pure out overwhelm to whitespace requires you to rework your schedule. You must discipline yourself to only do what is written down. Everything must get assigned a time. And the task must only get accomplished within that time frame.
2. Get Real About Time. Far too often we underestimate how much time it takes to achieve a task. We forget about the little details like (I have to go pee at some point. I need to eat lunch at some point.) All these little miss estimations in time have a bigger impact on our schedules and our white space that we realize.
3. Put You First. Yes, your needs go first in your schedule. Your personal appointments, workout times, days off, start times, end times - you are first and your priorities are immovable.

4. Respect The Framework (and make others do too.) Living a life with white space isn't about living by a schedule. But at the moment we have to retrain our mindset, habits, and subconscious mind until our new patterns become our innate way of life. So while new habits are being formed, you have to be unapologetic about respecting your time and you must make others do the same. So no it isn't ok that someone is 20 minutes late for an appointment. No, your kiddo can't tell you that a huge project is due tomorrow morning and they haven't even started. You have to respect your time and the tasks that are set aside to be accomplished within that time frame.

5. Follow The 45 Minute Rule. For every 45 minutes you work, you take 15 minutes for yourself. That can be that you schedule 45 minute appoints vs an hour appointments giving you 15 minutes to take care of you in between clients in your workday. That can be for every 4 hours your work, you give yourself an hour worth of flex time for whatever you need to accomplish.

Living a life with whitespace is about more than slowing down and taking time for yourself. Living a life with whitespace is about living a life that optimizes your thinking, creativity, productivity, problem-solving, and personality to your advantage.



**soulfire**  
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