



BENEFITS: 2 STEP FORMULA

Below are some of the key benefits of the Phoenix Lightworker Programme. They are written using a 2 step formula, with two parts to each sentence. The first part is a pain that you know your tribe wants to move away from or pleasure they want to move towards. In the second part (highlighted in bold), I'm then showing the reason why the pain is going to be eliminated or the pleasure attained if they invest in my offer. So we're taking those pains and pleasures and slotting them in together with some aspect of the offer. This is how you should present the benefits of your lightworker offers in your marketing.

- You will wake up with a smile on your face every morning, knowing you will only do what you love ALL DAY **because you now own a soul-business built entirely around you and your authentic gifts, passions and personality, that thrives, not just survives.**
- Remove all those negative energies you absorb from the people in your life, so you no longer have to shut yourself away from the world to recover

because you've built a solid foundation where you are unfuckwithable - nothing and no one can hold you back from doing what you love

- Put an end to those wasted hours spent binge-watching Netflix, tarot, Instagram Stories, or staring at the laptop screen, head in hands with brain fog, rather than moving towards the things you know you should be doing to transform, **because you have found your purpose and know exactly how to move towards it unapologetically, with inspired action**
- Stop feeling envious of all those spiritual people on social media who seem to have it all: the conscious lover, the thriving business, the exotic location, abundant lifestyle **because you've become a master manifester and understand exactly how to use the Law of Attraction for whatever you desire**
- Leave behind those thoughts that you don't have what it takes to build a business, that you aren't confident enough, not a leader, that it's an impossible mountain to climb, **as you learn how to tap into your authentic self to attract your ideal clients and gain the self-belief to become a soulpreneur**
- Dance barefoot through lush tropical ricefields and across silky smooth white-sand beaches, diving naked into crystal clear waterfalls, sipping on ice-cold mango smoothies in far off lands that you now get to visit regularly **as part of your thriving new soul-business lifestyle that you created, using**

conscious strategies that don't require you to be a fake-spiritual "influencer" or sleazy marketer

- Read messages of gratitude from happy clients, hear family congratulating you on the phone and relax with new friends who encourage you with your business ventures as you chat and laugh together over tea and cake, **because your new vibration which you've lifted to towering levels, manifests your lightworker tribe who finally GET YOU and support you**
- Walk around with a skip in your step, your skin shining, eyes sparkling, health vibrant, energy rejuvenated, looking in the mirror and smiling at what you see looking back **because you no longer carry the heaviness of working in a J-O-B, banging your head against a brick wall because of the endless drama and bureaucracy of a stifling, hamster-wheel existence - you call the shots now!**