

# BIRTH YOUR SOUL BUSINESS!

- 5 PERMISSIONS & MINDSET HACKS -  
to birth, grow, & scale your soul business



ÉVA RAPOSA

# 1. BE WILLING TO FAIL.

Let's be honest for this short time together. Your first business idea, course launch, or client offer? You could get a whole giant box of NO's from potential clients.

If that happens (it might), what are you gonna do? Just crawl into a little hole to die? Go find, go back to, or stay at a 9-5 job for the rest of your life?

C'mon!

There will be setbacks. Let's be real.

If you want to Birth, Grow, and Scale your SOUL Business, you've got to be willing to fail. But then if you do, you're going to need to get back up, dust yourself off, and tweak as needed to move forward and keep going!

Long-term success is never built overnight. #truth #sorrynotsorry If it were, everyone would have it!

So as long as this is the cold, hard truth that failure is part of the possibilities, we may as well start here. Get it out of the way. Make peace with it!

But here's what's amazing... if you're committed to this journey, if you keep at it, if you're willing to fail, guess what? It's only a matter of time before you have successes to celebrate!

## 2. GO "ALL IN"!

Now that we know you're willing to fail (right?!), it's sooo much easier to go all in. To really shoot for the stars!

What's the worst that could happen? You throw yourself all the way in to your idea. You pour time, money, and HEART into it, and it doesn't work out quite as planned.

This is life!

When you go all in, you avoid Tip Toe Energy. NAH! None of that if you want to really make things happen. Be prepared to shout from the rooftops, sell with confidence, ask for the sale.

GO GO GO!

Why is this so important? Your energy is aligned with your goals. Your beliefs push you forward. And then... BIG actions can get BIG results!

You've absolutely got to be willing to do the hard things, to share what you have to share in different ways, to try out the things that work, to see what will happen when you GO FOR IT. How else will you know whether you could reach your goals?

ALL IN energy is the energy of winners, achievers, go getters, FINISHERS!

# 3. LET IT BE SIMPLE.

Please note that I didn't say "EASY", I said SIMPLE. You might have to do hard things, but let's not over-complicate here!

EXAMPLE #1: You can build your online course AFTER you have sold it. You have the knowledge you need! You know that you can walk your ideal clients through it. You have the tips, tricks, and tools to make it happen. Simply build it together with your clients who have said "yes" to your course!

EXAMPLE #2: You don't need a fancy website to Birth Your Soul Business. I started building websites for clients without a website of my own at that time. Crazy, right? Soon enough, I built a portfolio website. Eventually I was at a crossroads and wanted to give myself freedom, so I hid most of my website and reverted to a simple contact page! You might think this would prevent me from attracting new clients. It didn't. They literally came to my 1-page website to tell me they're interested. STILL!

I have so many more examples. Truly, you don't need fancy to start!

What you DO need is this:

- 1/ An offer
- 2/ Potential clients to know about your offer
- 3/ A way for them to easily give you money.

That is IT! Sincerely!!

## 4. IT'S OK TO HAVE BRIDGE INCOME!

I know that we talked about going "all in", but that was really more about the energy of diving in, than about creating a situation where you have to either sell or starve!

It's OK to keep your day job while you Birth Your Soul Business! It's even OK to do things (for a time!) that aren't your FAVORITE but that you know they earn money to feed yourself and your family, and help you to keep on the path to build out your Soul Business!

You can even dive in and then get a side job at some point later. There's no wrong way here, as long as you KEEP WALKING YOUR PATH.

Personally I find it to be actually quite nourishing and loving, to make sure I have some money in the bank before I go jump off a business cliff! LET'S JUMP, Y'ALL! Right off that cliff. But having the parachute until you land where you're headed, that's not wrong! It's actually quite smart and gives you the freedom to jump without the feeling of desperation.

I'm not saying this to say you NEED this. Some people do not. But if it feels better for you to have the money in the bank and the bridge income, that is just plain smart!

Go all in... but have the net. Or go all in and build your own net. :)

## 5. JFDI!

**J** Just  
**F** "F"ing  
**D** Do  
**I** It!

Want my best hack? That's it. Do the thing!

Life is now. How much longer will you wait?!

Your SOUL Business is literally begging to be birthed. Make a choice, friend, are you going to keep on waiting? Or will you do the hard things while letting it be simple, and JUMP?!

# ACTION ITEMS!

#1-4 were a mix of permissions and mindset hacks, and they are valuable but... without the JFDI in #5, it's not real.

Here are just a few ideas you might like to help you to take action!

- Decide on something you'd like to offer. Name it something clear, like
  - "Create Your First Online Course" or
  - "60-minute Guitar Lesson for Newbies" or
  - "5-Page Squarespace Website".
- Write a simple sentence of few about the result of the offer, like:
  - In this weekend workshop, we'll cover the basics of exactly how to create your first online course. You'll walk away with a name for your course, your first few lessons, and literally be ready to sell your first online course to potential clients!
  - During your 60-minute lessons, we'll cover techniques on the correct way to hold a guitar for ease, exercises to strengthen your hand muscles, and some basic guitar notes and chords that are perfectly suited to beginners. You'll also walk away with tips to help you continue to sharpen your skills at home between lessons!
  - Together, we'll choose a Squarespace template, and I'll add your photos and text to up to 5 pages to build out your first website. You'll own your website and be able to edit it with ease!
- Use a simple tool like Moonclerk, PayPal, PayForm, or Square to create a payment form so you can get paid!
- Email or message 10+ friends and family in your circle about your new offering. It could go something like this: "Hey [name]! [insert personal message]. I also want to tell you about something I'm pretty excited about! I've started offering a new [thing you're offering]. If you know of anyone who might enjoy something like that, would you please pass my info to them? The best way to be in touch is [fill it here]."
- These are just a few ideas. The most important thing is to be taking some kind of action!

# About Éva Raposa

A multi-passionate entrepreneur, Éva has been in the online marketing world and website design since 2006.

She builds strategic websites for established entrepreneurs who are ready for the next stage of growth and success. And they WORK!

For up-and-coming entrepreneurs, Éva's other online offerings demystify the world of online business to help you rock your first course, build your own website, and to "get 'er done"!

Over the years, she has also welcomed thousands of foodies into her raw food courses as well as licensed her signature raw food course to hundreds of teachers all over the world.

Stick with Éva for the perfect mix of Health, Wealth, and Freedom. True to form, you'll find her practicing what she preaches and sipping a green drink while meeting with clients virtually from, well... who knows where! Whether we connect from the countryside of Brazil, by the Danube in Budapest, on a 30-day adventure to London, the lovely island of Martha's Vineyard, or some other spot, you'll find yourself inspired to action with clear, useful, and lovingly shared courses and programs.

