

Create Your Purpose[®]

COLLECTIVE



WELCOME TO THE COLLECTIVE!

Have I told you how EXCITED I am to have you as a integral part of the Create Your Purpose® Collective? Excited AND oh-so grateful that we get to make magic together!

A few years ago, the idea to start a community of like-minded humans began to form in my mind. I knew I wanted it to be rooted in intention, filled with magic, and infused with meaning. I wanted to create something that *I wish* existed and that would make a true impact on people's lives and careers.

I began to dream about all the ways I could best create this experience; to truly serve people, connect them together, and help us all make more of an impact through not just our businesses, but throughout our entire lives, too. After nearly a year of musing, planning, and scribbling ideas on hundreds of colorful sticky notes, a sketch of the Collective experience was born.

But, that was only the *idea* of what it COULD be.

That is because YOU are the creators of what this *will be* and what it *could become*. You and the rest of the amazing women are this community's beating heart and it is YOU who will make my dream into something I could have never envisioned. In fact, you already have!

We have started to create a global community - *an entire movement* - of purpose-driven humans who believe in collaboration over competition and balance over busyness, and who are committed to supporting each other along the winding entrepreneurial path. I'm so excited to see where we will all take this community... *together!*

A community is simply this: a gathering of like-minded people who choose to grow together around a common purpose. I'm so grateful to be able to guide you and grow right alongside you, *on purpose* and *with purpose*.

Cheers to what is to come,



WHAT TO EXPECT

What is Create Your Purpose®?

Create Your Purpose isn't just one thing. It is...

A philosophy that encompasses a new way of living and building a business.

A movement driven by entrepreneurs who want to create a meaningful life AND an impactful business, without sacrificing one for the other.

A mindset rooted in curiosity, creativity, mindfulness, & action (with a dash of magic)!

A community of entrepreneurs who support each other along their journey to building a life and business on purpose and with purpose.

How will my Collective experience work?

The Create Your Purpose Collective is a magical trifecta of three elements:

Coaching & Accountability: From chances for my personalized review of your strategy and action plans to monthly group coaching calls and “Purpose Partner” pairings, The Collective will give you the support and accountability to take consistent action toward your dreams.

The Community: A sparkling, curated community of entrepreneurs (*go-getters! magic makers! paradigm shifters!*) who will instantly “get” you, answer your questions, support you when you're feeling down, and celebrate your wins all along the way! Plus, you'll get fun and useful monthly programming like virtual co-working, mindful check-in's, and yes... even Jazzercise!

The Course: The Create Your Purpose® Academy, run live over the first two months of every new cohort's membership, will give you a framework to clarify your path, uncover your purpose, and execute a profitable strategy that will magically extend through your biz + life!

How will The Collective help me create my purpose?

The root of the Create Your Purpose® philosophy is all about creating a more meaningful business and purposeful life. This experience has been designed to give you clarity on what steps you should take to move your business forward, teach you how to build rock-solid systems, and help you magically make more time for what you love!


But, philosophy and catchphrases are nothing if not paired with ACTION, without systems and processes that will transform them from merely inspiring phrases emblazoned on mugs and journals into *an actual way of living and working and being*.


That is why I've developed a **framework** for Create Your Purpose, a 4-stage process designed to help you create true meaning, get unstuck, and make more time to do what lights you up!


Below is more info that will help you grasp not just how the framework helps you create your purpose, but how The Collective will play a vital role.




THE CYP FRAMEWORK

 **CLARIFY** • To know your purpose, you must first know yourself; who you *have been*, who you *want to be*, and who you *currently are*.

 **STRATEGIZE** • Self-realization is nothing without action. Taking what you've learned about yourself, you must craft a big-picture strategy that aligns with your smaller, daily actions in order to move you toward your goals, consistently and intentionally.

 **BUILD** • You have clarity and a strategy. Now, you must learn the skills, implement the tactics, and find the right support that will help you bring your purpose to life in all that you do in your business - both online and off.

 **ALIGN** • You have a strong foundation built and things are humming. You now must harness your time and energy intentionally to align with your greater purpose so you can step into your full potential and tap into the MAGIC of empowerment!

How will we work through the CYP Framework?

“Let your why drive your what.” This Collective motto is about leading your business (and your entire life) from the inside out. To help you intentionally harness that dynamic, we'll touch on different parts of the CYP Framework throughout your time in the Collective:

CLARIFY

The main focus of The Create Your Purpose® Academy is to help you clarify your **WHY** - *the deeper purpose that drives you*. All new members go through the course together when they first become a member - so we all speak a common language and can support one another!

STRATEGIZE

The final part of The Academy is when you will build a strategy that will guide you forward step-by-step in business and life. You will establish major objectives, key results, and create an action plan. This is the bridge that begins to connect your **WHY** and your **WHAT**.

Other “Strategize” highlights include:

- A guided community monthly reflection ritual and quarterly planning sessions
- Support through Purpose Partner match-ups and community discussions

BUILD

Via monthly community events, you will be given resources to learn how to implement the strategy you've developed along with the support that will hold you accountable. This is the realm of your **WHAT** - *all the nitty gritty things that help you create your purpose*.

“Build” highlights include:

- New monthly masterclass and access to a growing library with foundational topics (*e.g. Social media, client attraction, lead generation, and more*)
- Member-led “lunch & learns,” guest expert drop-in's, and more

ALIGN

Via monthly community program, you will be given resources and inspiration to help you harness you time and energy intentionally and mindfully so that your daily actions align with your greater purpose.

“Align” highlights include:

- Past masterclass library with alignment topics (*e.g. System building, time management*)
- Quarterly “Mindful Moment” lessons with community discussion prompts & discussions

COLLECTIVE COMMITMENTS

Our community is guided by four values that we prioritize and hold dear.
I am personally committed to embodying these and I hope you will be too!



Mindfulness

We commit to cultivating a sense of mindfulness in all that we do and all that we learn. We understand that the more mindful we become, the more potential we have to direct our behaviors and actions towards creating our purpose. We know that awareness is key in making real change.



Creativity

We commit to approaching our life, work, and purpose as a creative process, almost like a work of art! As in art, there is no right or wrong - just different expressions that lead to different results. Creativity goes hand-in-hand with curiosity, so we let these two values guide our actions.



Curiosity

We commit to being curious about what we learn. We ask questions about how we can take our insights and apply them to our life & biz through experimentation and creativity. Instead of attaching to a certain outcome, we stay open to what may arise and we continue to follow our curiosity wherever it may take us.



Action

We commit to taking action! We know that this experience requires deep reflection and mindfulness, but we understand that the only way to bring our ideas to life and to make progress is to act on them, to marry purpose with a plan! We will be kind to ourselves as we try new things and support our fellow members in their own journeys.

WHAT'S NEXT?

I can't wait to begin this experience with you. Follow the steps below to get ready for your first day in the Collective. You'll get all the details on how to join us on the morning of your cohort's official start date of October 19th, 2020. Your membership remains active until April 20th, 2021, when you'll be able to renew if you choose.

1. Bookmark The Academy course platform [here](#).

The first Introduction lesson will go live in the course platform on the morning of your official start date, so make sure you have the magical link saved on your browser to get right in!

2. Mark 1-2 hours on your calendar NOW for your first week in the Collective!

Let's start things off with a bang of confetti! Set aside time on your calendar to settle into The Collective with a cup of your favorite brew, watch the first video lesson, read the introduction materials, say your "hello!" in the community, and meet your fellow Purpose Creators!

3. Add the Academy group call dates to your calendar now!

There are three Academy-specific group coaching calls during the first two months of your membership. If you are available on these dates and times, you'll definitely want to make sure to attend, so add them to your calendar now! You will receive calendar invites after your official start date.

11/6 :: 📅 [Group Call #1 @ 8:30am PT](#)

12/1 :: 📅 [Group Call #2 @ 4:00pm PT](#)

12/29 :: 📅 [Group Call #3 @ 12:30pm PT](#)