

Create Your Purpose[®]

COLLECTIVE



WELCOME TO THE COLLECTIVE!

Have I told you how EXCITED I am to have you as a sparkling member 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 women entrepreneurs began to form in my mind...

I knew I wanted it to be rooted in purpose, infused with magic, and filled with meaningful connection.

You know that saying “Create the things you wish existed?” The Collective is MY wish come true, and I’m so happy to welcome you in to this community of purpose creators, magic makers, and paradigm shifters!

A community is simply this: a gathering of like-minded people who choose to grow together around a common purpose.

The community you are about to join is filled with purpose-driven women who believe in collaboration over competition, balance over busyness, and who are committed to supporting each other along the winding entrepreneurial path.

I’m so excited to see where how this community grows now that YOU are a special part of it!

Cheers to what is to come,



WHAT'S IN THIS WELCOME PACKET:

- What to expect (pg. 2)*
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- Community values (pg. 4)*
- Next steps (pg. 5)*

WHAT TO EXPECT

How will my Collective experience work?

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

The Community: A sparkling sisterhood of entrepreneurs 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, expert masterclasses, action challenges and yes... even Jazzercise!

The Course: The Create Your Purpose® Academy - run live over the first 10 weeks of your initial membership period - 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!

Mentorship & Accountability: During the Academy, you will be paired up with a Purpose Mentor, who will guide you to uncover your purpose and develop a business strategy from the inside out. All along your Purpose Path, The Collective will give you the support and accountability to take consistent action toward your dreams.



How will The Collective help me create my purpose?

The root of the Create Your Purpose® philosophy is all about *letting your WHY drive your what in your business (and 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-step process designed to help you do more of what lights you up, make a true impact, and yep - CREATE your purpose!

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-arrow” strategy that aligns with your “small-arrow” daily actions in order to move you toward your goals, consistently and with intention.

⚙️ BUILD • You have clarity and a strategy. Now, you must build (or re-build!) your foundation to bring your purpose to life through everything you do in your business - both online and off.

⚖️ ALIGN • Now that you have a strong base, 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 stepping into your full potential as a Purpose Creator!

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 mindfulness in all that we do! We know that awareness is key in creating real transformations in both our businesses and our lives and we strive to be kind to ourselves (and each other) throughout the journey.



Creativity

We commit to approaching our life and business as a creative process. We know there is no right or wrong - just different decisions that lead to different results. By tapping into our creativity, we also open ourselves up to big big magic!



Curiosity

We commit to being curious about what we learn and approach our business as an experiment! Instead of attaching to a specific 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 and to marry our purpose with a plan!

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 March 29th, 2021. Your membership remains active until September 30th, 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 cuppa tea (or wine if that's your style!), watch the first Academy video lesson, read the introduction materials, and say your "hello!" in the community.

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

There are three Academy-specific group coaching calls + one office hours event during the first 10 weeks 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! A replay will be available if you can't make it. You will receive calendar invites after your official start date.

Friday, 4/16 :: 📅 [Group Call #1 @ 9:00 am PT - 10:15 am PT](#)

Friday, 5/14 :: 📅 [Group Call #2 @ 2:00 pm PT - 3:15 pm PT](#)

Tuesday, 5/25 :: 📅 [Office Hours @ 10:30 am PT - 11:45 pm PT](#)

Friday, 6/11 :: 📅 [Group Call #3 @ 12:00 pm PT - 1:15 pm PT](#)