

# Create Your Purpose<sup>®</sup>

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 in business began to form in my mind...

**I knew I wanted it to feel like a big ol' bear hug infused with purpose, creativity, and authentic connections.**

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,



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# WHAT TO EXPECT

## How will my experience in the Collective 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, feedback sessions, and yes... even Jazzercise!

📖 **The Course:** The Create Your Purpose® Academy - run live over the first 12 weeks of your initial membership period - will give you a framework to clarify your path, uncover your unique “why” that combats burnout, and execute a profitable business strategy (that will extend to other parts of your life, too).

🤝 **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. Along with our “Purpose Partners,” hot seats, & quarterly planning workshops, The Collective will give you the support + accountability to take consistent action to grow your business from a place of purpose.



# How will this help me grow my business from a place of 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 we've developed a framework for Create Your Purpose®, a 4-step process designed to help you do more of what lights you up and make a true impact through your work.

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 grow a business from a place of purpose, you must first know *yourself* and what drives you as an entrepreneur by reflecting on who you have been, currently are, and who you want to become.

**➡️ STRATEGIZE** • Self-realization is nothing without action. Taking what you've learned about yourself, you will craft a big-picture strategy that aligns with your small, daily actions in order to move you toward your goals consistently, in a way that prioritizes purpose over hustle.

**⚙️ BUILD** • Once you have a strategy, it's time to get to work to “build” (or - sometimes - re-build) your purpose into every element of your business - both online and off.

**⚖️ ALIGN** • To make consistent progress & grow your business, you must create systems to harness your time & energy with intention in service of your greater vision.

# COLLECTIVE COMMITMENTS

Our community is guided by four values that we prioritize and hold dear.  
We all commit to embodying these and hope you do 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?

We can't wait to invite you into the Collective! Follow the steps below to prepare for your first day as a member. You'll get all the details on how to join us on the morning of your cohort's official start date of February 7th, 2022. Your membership extends til August 15th, 2022, when you'll be given options to renew.

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

An Introduction video 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.

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!), get situated in our community + course platforms, and say your "hello!" in the community.

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

There are a few Academy-specific events during the first 12 weeks of your membership. If you are available, you'll definitely want to make sure to attend as they are designed to complement your coursework. Add them to your calendar now! A replay will be available if you can't make it. You'll be able to sync your calendar with our Collective calendar during your first week.

Monday 2/14 :: 📅 Member Meet & Greet @ 11:00 am PT - 12:00 pm PT

Friday, 2/25 :: 📅 Group Call #1 with Quinn @ 9:00 am PT - 10:15 am PT

Friday, 3/25 :: 📅 Group Call #2 with Quinn @ 2:00 pm PT - 3:15 pm PT

Friday, 4/8 :: 📅 Mentor Workshop @ TBD

Friday, 4/22 :: 📅 Group Call #3 with Quinn @ 12:00 pm PT - 1:15 pm PT

Monday, 5/2 :: 📅 Graduation Party! @ 2:00 pm PT - 3:00 pm PT