**Soul Niche Guide – Part 1**

[work version]

**Choosing your lucrative Soul Niche category** of highest potential people to work with – in the consciousness level and in strategic positioning.

**Level of consciousness:**

Tip: The correct category here is the area where we are meant to do most of our spiritual work – not the are we as a personality happen to like the most :)

1. Earthlings – spiritually basic people who are interested in harmony and beauty;
2. Earthlings – spiritually beginners who are interested in starting to wake up (first steps);
3. Forerunners – spiritually middle-level people who are interested in waking up;
4. Forerunners and Starseeds – spiritually aware with **emotional** issues;
5. Forerunners and Starseeds – spiritually aware **mental**-types with clarity/confusion issues;
6. Forerunners and Starseeds – spiritually aware “on the path” who are looking for **guidance**.

Everyone usually wants to choose “Starseeds” and the #6, but this is not actually true for most people. It is a very rare contract when we are serving people in that #6 category – and it is actually the hardest to turn into a lucrative business. The #3, 4, and 5 are more common and are much easier to market to and get paid well. For some of you the best category is actually #2 – that is the easiest to market to and create a lucrative business in. So don’t just go for what your LS might feel will be “easer” or “safer” – really allow your Soul to choose.

**The Level of Consciousness I choose to work with is …**

**Four strategic categories**:

Tip: Brainstorm OUTSIDE of who you normally think you would work with!

1. **Business owners** – need a wide variety of services/products to support their business growth;
2. **Marketing/Sales** – from small businesses to corporations, everyone wants help with attracting more clients, and business expansion.
3. **Executive/Corporate** – executives within corporations seek out variety of specialty services to advance their careers and/or company they serve.
4. **Health/Wellness/Beauty** – everyone wants to feel better, look young and be healthy, making this potentially lucrative category to specialize in.

Don’t be too quick to jump to the #4 category! For example: if you are an artist, brainstorm what specific problems your service can help women in corporations solve. You’ll be surprised at how this will help you “map over” what you do to new groups of people, that you may not have previously thought of, and help you see how your services can benefit people who have the money to pay you handsomely.

**What would it feel like if I chose “business owners”:**

**What would it feel like if I chose “marketing/sales”:**

**What would it feel like if I chose “executives/corporate”:**

**What would it feel like if I chose “health/wellness/beauty”:**

**The ONE strategic Category I CHOOSE to work in is …**

**Identifying specific communities within that category** (potential ideal clients)

Within the category you chose, what are some of the specific groups of people?

We are only going to do this for ONE category – the one you landed on as “yours”.

Tip:Keep an open mind and don’t decide yet if they “need/don’t need” your services

**Potential ideal clients within this category might be:**

1. -
2. -
3. -
4. -
5. -
6. -
7. -
8. -
9. -
10. –
11. –
12. –
13. –
14. –
15. -

**List 5 places where you can begin to connect with the “ideal clients”:**

1. -

2. -

3. -

4. -

5. -