

THE SPIRITUAL

Business Building

WORKSHOP



THE WORKBOOK

I have put together this workbook with all of the exercises suggested in the business building workshop.

These are 20 actionable steps you can take now to build your spiritual business.

If you tick them all off over time, your business will certainly grow. Remember that one step may take you as long as a couple of months to complete, and getting through this whole document could take many months or even longer than a year, so don't get discouraged.

This document can serve as your roadmap, as a beginner in online business.

If you're overwhelmed and not sure which one to start with, ask Spirit (using your pendulum.) [Instructions for that here.](#)

EXERCISE #1: CHOOSING YOUR CONTENT MEDIUM

There are three ways you can create content to market your online business and you should choose one that fits best with your gifts and skills:

1. Blog posts/articles, which attract free Google traffic
2. Podcasts, which attract listeners on iTunes
3. Videos, which attract viewers on Youtube

Consider which one is your strength. Which one do you have the most experience with? Presenting & speaking, or writing?

If you can manage it, video is probably the best way to connect with your ideal customer and audience simply because it is so personable. Writing comes a close second.

You don't have to be 'good' at any of them, but choose the one you suck at least, and then commit to it.

What does committing to it mean?

Committing to it means coming up with a content calendar, where you are going to produce content at least once per week over a period of a few years. Preferably more often than once a week if you can manage it.

What is realistic for you to commit to, in terms of content creation? Consider your responsibilities and time available to create. Creating content daily would be the best option, followed by a few times per week, followed by weekly. If you only create monthly or twice per month it is going to take you many years to get any traction.

Don't over-commit yourself because you will get discouraged when you can't meet your commitments. It's better to under-commit.

EXERCISE #2: SUBSCRIBE TO MILES BECKLER'S CHANNEL

[Subscribe to Miles Beckler's YouTube channel](#) and ideally get on his [email list](#), too. You can learn SO MUCH from him for free and potentially save yourself a lot of money in the process.

Miles Beckler is the co-creator of **Ask-Angels.com**.

This website (as you can probably tell from the name) is a spiritual business that Miles runs with his wife Melanie Beckler, and it is hugely successful. Miles is very generous with his free teachings so you should definitely sign up for his channel, and follow his advice. I've watched many of his videos and there isn't anything I would disagree with, in terms of what he teaches.

He and Melanie are an extremely successful husband-wife team in the spiritual industry and they know their stuff. You can also take a look at Melanie and Miles' website [here](#).

(I have no business affiliations with the Becklers or anyone else I recommend in this workshop.)

EXERCISE #3: CREATE A WORDPRESS WEBSITE

Create a Wordpress website, if you have not already.

Here are some videos to help you with this:

[#1 FREE WordPress Tutorials! 30+ Beginner-Friendly Videos Show Every Step](#) - an excellent resource from Miles Beckler

[There is also an article version from Miles Beckler of how to build a blog here. It is fantastic.](#)

An alternative to WordPress is Squarespace, however I don't know of any resources to recommend for that.

EXERCISE #4: GET YOUR BUSINESS STRATEGY USING YOUR INTUITION

Below you'll find the intuitive exercise mentioned during the workshop for finding out which of the methods given for building an online spiritual business will work for you.

1. Write down your intention for your business at the moment: for example, "I wish to work with three clients per week" or "I wish to build a business that makes \$3000/month in a sustainable way."
2. Write down all the possible courses of action you could take to achieve this goal. Maybe some of the ones you heard about on the call, such as: creating video content, podcasts or blog posts. Having a newsletter. Using social media (such as Instagram, Facebook, Pinterest or Tik tok), using paid ads, affiliates, word of mouth or guest blogging.
3. Say out loud: 'My Higher self & the Spirit Guides connected with my business and soul purpose, please be with me'. Then take 3 deep breaths.
4. Next, say: "My Higher Self, My Spirit Guides, my intention is to work with three clients per week and to build a sustainable business." (or whatever your intention is)
5. Next, get your pendulum out, and for each option, ask "How aligned is this course of action with my desired outcome?" (ask for a percentage).

[You can find pendulum dowsing instructions here.](#)

(To get a percentage, ask "Is it more than 5% aligned?" Go up in increments of 5 until you have the right percentage.)

By doing this, you will know which options you need to focus on, and in which priority, in order to achieve your desired outcome. Once you have your guidance, follow it. Start with the steps that are 100% aligned. **Guidance is worthless unless it is put into action.**

If your goal changes later on, you can use the above process again to find out what your business strategy should be for this new goal.

EXERCISE #5: ENLIST HELP FROM SPIRIT IN CREATING CONTENT

Tell Spirit how often you would like to be posting a blog or creating a video/podcast. Choose one day of the week, or a time in your week when you will be sitting down to work on this. Then do the following ceremony:

Make sure that you are alone and that you won't be disturbed.

- Inhale to the count of four. Hold your breath to the count of four, and exhale to the count of eight. Repeat twice over.
- Read the following prayer:

"I call on you, my Spirit Guides, to help me in my commitment to create X type of content (i.e. video/podcast/blog) weekly for the next year (or however frequently you want to do it) on X day/time (e.g. at 1pm on Fridays).

Help me to serve the people I am here to serve. Please inspire me with clear ideas, through my thoughts, dreams and experiences. Please help me to notice the creative ideas that come my way, and inspire me to persist."

Then stick to your time and day.

EXERCISE #6: CONTENT BRAINSTORMING

Do some brainstorming on blog posts that you could write, or videos/podcasts that you could create.

What articles could you write to educate people on why they need your service/product?

What concepts or ideas are there which underlie your services or products, which are not well understood?

Make a list of possible ideas.

Remember to always create your content bearing in mind the idea of 'why should my reader/listener care?' Aka: what is in it for them? Make sure to link your content back to what your reader cares about, and what is interesting or useful for them. Don't make the mistake of only indulging your own interests. It's fine to write about what interests you, only as long as it also interests your reader.

EXERCISE #7: READ MORE ON YOUR TOPIC

Find 5-10 interesting spiritual books you could read and review over the next 12 months. You do not have to do a full book review on all of them if you do not wish to - they might just inspire some other type of blog post. **If you feel you have nothing to write about, start with this type of post.**

You have no idea what kind of creative ideas these books may spark. If you're not sure on which books to choose, ask Spirit and use the process given in exercise 4 (above), but adapt it for a list of books.

EXERCISE #8: WRITE ABOUT YOUR JOURNEY

If you are comfortable doing this, write an autobiographical series of articles (or just one article) all about you and your spiritual path. Alternatively, you could record a video about it. How did you get onto the path you are on now? [Here's mine](#) so you can see an example of what this looks like. Writing about ourselves can be a difficult type of post to write, and it can sometimes take several attempts.

If you type "my spiritual journey" or "my spiritual awakening" into YouTube, you'll find some videos, as an example. Don't watch them and then get discouraged or intimidated because many of these videos are by professional vloggers, with

hundreds of thousands of views. This is just for you to get an idea of what this can look like. (I'm not expecting you to start out with these results!)

EXERCISE #9: LEARN HOW TO DO KEYWORD RESEARCH

Keyword research means looking into: what are people actually Googling? And is there already content out there that meets the needs of people who are Googling stuff?

And then ideally finding areas or topics where there are a lot of people Googling but not much info out there to meet those needs.

Miles Beckler teaches you how to do this in these free resources:

- [How to Find Low Competition Keywords Fast \[online article\]](#)
- [How to Do Keyword Research for SEO & Content Marketing - Learn How to Create Your Master Keyword List \[video\]](#)
- [Watch & Learn EXACTLY How To Research Keywords Like A PRO! \[video\]](#)
- [#1 Best Free Keyword Research Tool!](#)

EXERCISE #10: DO A 90-DAY CONTENT CREATION CHALLENGE

This is actually the best way to launch your spiritual business, if you have the time & energy.

Create 90 videos, 90 podcasts or 90 blog posts in 90 days. (Use keyword research to choose what you will write about.)

Miles Beckler talks about the in's and out's of doing this, in this YouTube video: [The 90 Day Challenge: Grow Your Audience FAST without Paid Ads!](#)

EXERCISE #11: CREATE A LEAD MAGNET

(If you have not already)

Create a 'lead magnet', which is something that encourages people to sign up for your email list. The best type of lead magnet to set up is a quiz (this is the most

effective lead magnet.) You can also offer a free PDF, a guided meditation, or a free e-course.

What is the primary problem your set of clients have? Create something that addresses that problem, that is really valuable, that you could charge for, and instead offer it in exchange for an email address.

An alternative is to offer a discount on your services - this is perhaps the simplest one to set up, although to make it worthwhile for people so that they bother to sign up, it usually needs to be at least 20-25% + off a session with you.

EXERCISE #12: CREATE AN EMAIL LIST

Once you've got your lead magnet done, set up an email list and a landing page, via Convert Kit. Your first 500 subscribers in Convert Kit are free.

Miles Beckler details all the in's and out's of this in his article: [The 100% FREE way to start an email list that makes money](#)

Do what he recommends in that article.

EXERCISE #13: GET A BANNER GRAPHIC MADE FOR YOUR NEWSLETTER

Get a banner graphic made for your newsletter (you can get this done cheaply on Fiverr.com). It doesn't matter if it's imperfect or even ugly - no-one will care, as long as you are providing valuable content.

EXERCISE #14: START EMAILING YOUR LIST MONTHLY, AT A MINIMUM

Once your list is set up, email your list with updates, discounts or content at least once per month. Imagine you're writing to a friend who is on the same spiritual path as you. What do you know that you'd like to share with him/her? How can you add value to peoples' lives?

EXERCISE #15: SIGN UP FOR AMY PORTERFIELD'S LIST BUILDING MASTERCLASS

Sign up for Amy Porterfield's [Listing Building Masterclass](#) (I have no affiliation with this training) to get more info on list building.

Be aware that you don't have to sign up for any paid offers that she may pitch at the end, or send by email afterwards. You can get all the info you need on building a list for free if you Google it. Everything can be found via Google if you're willing to take the time to gather the info you need and try it out, using trial and error.

EXERCISE #16: WATCH MILES BECKLER'S VIDEO ON LIST BUILDING

Watch Miles Beckler's video [How to Grow a Massive Email List](#) - this video is a free resource and better than many paid trainings out there.

EXERCISE #17: IF YOUR LIST IS 'COLD', WARM IT UP!

If you already have a list and you've let it 'go cold' (meaning that you haven't emailed in a long while), warm it up again. Start emailing once or twice per month. Google 'how to warm up an email list that has gone cold' for ideas.

If this one applies to you, **this is the most important exercise in this workbook.**

EXERCISE #18: CREATE AN AFFILIATE PROGRAM

Consider if you are going to set up an automatic or manual affiliate program to reward people for referring friends to work with you. (I used to offer one free mini reading to people who referred 2 friends to me.) This can be a great way to build your business in the beginning.

If you offer this, advertise it on your website and in your newsletter.

EXERCISE #19: ORGANISE A SPIRITUAL MEETUP

If this appeals to you and you're quite extroverted, organise a free spiritual meet-up in your local area and consider doing a talk during the meet up to educate people on whatever your topic is.

Don't underestimate the value of making a connection with someone in person. To this day, I still get orders from people I met at a spiritual meetup in London, UK in 2008!

EXERCISE #20: FIND YOUR BIG WHY

Consider your 'big why' for succeeding in business, and write it down somewhere you can see it everyday, like your bathroom mirror.

Your 'big why' could be about what you want to create through your online business. It could have a dark/shadow aspect to it, like mine did. There is nothing wrong with that if you channel it appropriately. You need to remind yourself of this when you're building your business, and you allow yourself to be fuelled, however you can be.

As an example, my big why's were:

- I wanted to eventually work part time and still make a good income
- I needed to survive on my own and create an income, without depending on anyone else. That was my ultimate goal.
- I have depression and I wanted to own a business where I could take time off work if I needed to, if I was unwell.
- I also thought I could do some things better than some of my competitors (e.g. I knew there was a serious flaw with one of the modalities I learned) and I wanted to create an alternative. It sounds egotistical but there you go!
- I wanted to stick two fingers up to the naysayers (mostly my family) who have been my biggest critics.

