Clarify Your Soul Message; Align with Your Niche

TRANSCRIPT

With Sage Lavine
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PJ Van Hulle: I’m PJ Van Hulle.

Anne Cleveland: And I’m Anne Cleveland.

PJ Van Hulle: And welcome to Total Niche Clarity. I want to acknowledge you for getting on the call today because I know you’re busy. I know there are lots of things that you could be doing right now and the fact of the matter is this is the cornerstone to marketing success so it’s worth making the time to really think about because a solid niche, I think, is the number one key to effective marketing and attracting more clients. So thank you for being here and thank you to Anne and Sage for being here as well.

Since you are investing your time here with us today, I want to make sure that you know what you’re going to get out of today’s call. So the overarching theme of this event, of course, is niche marketing, how to clarify your niche, how to reach them, communicate with them and attract more paying clients, and the theme for this specific call is how to clarify your soul message, and Sage will talk more about what that means, and align with your niche. So on today’s call we will cover the three essential ingredients to clarify your divine right niche and infuse your business with your authentic soul message and these are very Sage-y words so we will be talking
about what those mean and how to do it, and you will understand the critical mindset shift that you have to make in order to attract the clients that you’re meant to serve on this planet at this time.

What Sage does is that when we can allow ourselves to be the authentic channel that we came here to be rather than a slave to our to-do list, and when we are thinking, we are able to enter into co-creativity, both with spirit and each other, which allows alignment of your marketing message and your divine right client. You become a magnet for them.

Anne, would you like to introduce Sage?

**Anne Cleveland**: Yes, I would. I am so honored and excited to be introducing Sage Lavine, our guest speaker, and she is an incredibly gifted speaker. She is both a business coach and a life purpose mentor so the combination is just really amazing. She’s the CEO of Purpose to Prosperity, and she is the host of the Women on Purpose Telesummit Series, and Sage considers herself an unretired camp counselor and she’s seeing groups around the country and has inspired over a thousand women entrepreneurs to clarify their life purpose and live it through creating a business that they truly, truly love. She has presented alongside women such as Janet Atwood, Reverend Deborah Johnson, Dr. Sue Morter and Loral Langemeier, and last year Sage hosted a telesummit called the Women on Purpose Entrepreneurial Telesummit which launched her business into the six-figure world and really helped her reach over 3,000 women entrepreneurs in 17 different countries.

Sage filled her practice and is having more fun in her business than ever before, speaking around the world and hosting retreats not only in California, but also in Bali. So Sage, I just want to welcome you to the call. I’m so excited to have you here, and I’d like to ask what the...

**Sage Lavine**: It’s so good to be here with both of you.
**Anne Cleveland:** Yes, and I want to ask you. The first more obvious question is I’m wondering if you would be willing to talk about your niche and how you came to that.

**Sage Lavine:** Yes, absolutely. So my niche is that I help women entrepreneurs align with their divine right purpose and their divine right clients and help them get online, and I have always done that. I was a purpose coach just like I would always tell people I was a purpose coach, I was a purpose coach, and they didn’t really know what that meant and I didn’t obtain clients that way. But what I really evolved into is that the people I was naturally attracting were women and they were entrepreneurial and they had a bunch of ideas, some of them had started a business, some of them hadn’t, but all of them really wanted their business to be like a fully, authentic expression of their passion and their purpose. I was attracting healers and coaches and artists, and I love doing it. I love helping people really get in touch with that authentic, who they really are and to market themselves from that place and to get online from that place because that really help them become a magnet for the people that they are here to really help and to serve.

**PJ Van Hulle:** It’s cool. So that obviously evolved, right? So how did you...

**Sage Lavine:** Oh, how it evolved, oh my gosh, I was called the “niche switcher.”

**PJ Van Hulle:** Can you tell us a little bit about your niche switching experience?

**Sage Lavine:** Yes, I would be happy to. It’s so great because I started by getting my life coach certification at a life purpose institute and I really came full circle because when I trained to be a coach, I was fascinated by people’s purpose and whether they were living it and whether they were getting paid to do it, and for those people that were really getting paid to live their purpose, like how they’ve gotten there? It was something that just always naturally intrigued me, but after I got my life coach certification, getting out there in the world as a coach, I just
found myself it seemed very scary and so I sort of got taken in by my coach at the time who had a women’s empowerment coaching practice and she was feeding me clients and I was leading women’s empowerment workshops, which I love, and it felt really supported to say yes to being a part of an organization that was larger than me.

I don’t regret even a moment of it because I learned so much and I was able to really get in the world as a coach but have this organization behind me that I really believed in, and as my confidence grew and as I found that I did just really resonate with sort of the women’s empowerment journey. Of course, that work affects the purpose work that I do now because what I found with entrepreneurs is that as we step into a true calling it comes with its own set of challenges and stretching ourselves outside of our comfort zones, and the empowerment work is crucial to really feeling like we are able to step in and answer that calling and to show up even when we might not be feeling totally prepared to do so. I certainly have myself continue to show up even when I really don’t necessarily and totally capable or empowered to do so and that’s then really the thing that made the biggest difference.

So I went from being a women’s empowerment coach to actually doing some work as well with a relationship company, Manifesting My Beloved, with Bella Shing. She needed a trainer. She was talking about making a movie. It was a great opportunity for me to be on stage and be seen publicly, so I just kept saying yes, and somewhere in there I started to realize that the people I was naturally attracting myself is through the networking events that I was going to and grew my own sort of social community where women that, like I said, wanted to start a business or had already started a business and they wanted support with their marketing, with aligning to their actual message, honing it in. Some of them were like me at the time. They were doing two or three different things and they really wanted to focus.
There is that saying, we teach what we most need to learn and we can oftentimes be our own worst students, and I certainly have learned so much. I’m somebody who does keep saying yes to the opportunities that come my way, but I’ve also had to learn to really hone it in, to reach the level of success in the six-figure level that I had and then by really claiming my own niche and my own path, and I would say we don’t have to do that prematurely. I needed that experience that I had working with women’s empowerment, working and helping people with relationships, but what I really came back to was the essence of who I am, which is really around purpose and empowerment.

Anne Cleveland: Yeah, we’ve heard this time and time again that the best thing is to really look at the people that are naturally attracted to you and then like you said, say yes to these opportunities, and I’m wondering if you could talk about the biggest challenges that your clients come to when it comes to choosing a niche and finding that clarity for themselves.

Sage Lavine: Yes, absolutely, and that is also the answer to one of the promises that I’ve made to really provide what I’ve come to understand as the critical mindset shift that everybody must make in order to attract the clients that you’re meant to serve on this planet, and that is also the answer to the question of what is the biggest challenge that my clients are calling me for, and that is that my clients want clarity. They come to me because they want clarity. They are willing to pay me really well for my coaching, to invest in themselves because they want to choose a specific platform, they want to choose a specific method that they can fully stand behind, and many of them are creative junkies. Like all of us on the call, they have a lot of ideas, a lot of gasoline in their tanks and they can sometimes burn themselves out because they are running and chasing around so many ideas or filling up their day and they are not necessarily focusing on the task that are going to get them closer.

So when you want clarity, write this down for those of you that are taking notes and I encourage you to take notes on these calls because I know that Anne and PJ
have been bringing together some incredible, incredible speakers and I want to thank both of you for putting this event together because it’s so needed. It is like you said, our niche is the good foundation of our business, and what happens, I say this time and time again, is that people will wait for clarity to move forward. This is the mindset shift I want you to make, do not wait for clarity. Okay, do not wait, promise me. All of you, write this down, do not wait for clarity. It will be the biggest thing that will keep you stuck. It will keep your essence sitting. You will feel like you are an idle and you will get more and more frustrated.

So action first, this is my little equation that I teach my clients. Action first, and then clarity. You are going to get so much more information, how to being in action than you will from sitting around and trying to figure it out or talking to people over and over and over and over again about what you think you should do.

So here is an example, at one point I was ready to lead my own workshop, do my own marketing, do something in Santa Cruz in my community where I got up and it was online. It was two hours and it was my content, my material and people came because they wanted to hear me, at that time I had my foot, I had my little toes in three different ponds, women’s empowerment, life purpose and relationship, and I have to choose. I had to choose, and I just remember that first time I was like, “You know, I was forced to only choose one of these messages for the rest of my life, which one would it be?” And at the time it was very clear, I wanted to help women be so aligned with their purpose. I wanted to help them create tangible results. That felt like it was empowering to me.

I didn’t need empowerment to be my niche and I stepped out there and I approached a chiropractor’s office in my community and I asked them if they would promote a life purpose workshop for women and I wanted to do it in their little meeting room, and I ended having 15 people come which was then my biggest ones. I’ve done these little evening events where I’ll have four people come, and at the time it was one my biggest ones, and it was such a turning point for me, guys, because I was able to actually say like, “Oh my gosh, these 15 people came to hear
what I had to say.” Five of them ended up buying a larger purchase, a larger purpose program with me, and ever since then I’ve been on my full steam ahead track to really help women with their purpose. My website is up. I actually teach people how to live their purpose through creating telesummits like this on. With interview series, I help people to really claim their purpose.

It started because I just showed something and I went on to the local chiropractor’s office and I stood up in front of people and I opened my mouth, and that got me more clarity than sitting around and trying to figure out ever, ever, ever would have, and so for you that are listening, just trust yourself to do the things that you’re being called to do. Just trust yourself to do that first step because taking that step will get you so much more information than making list or hiring 18 coaches at once. I highly recommend it having a coach than some of you are in too many programs. Some of you are getting too much inputs. There is an emptying process that can be really, really helpful when you focus on just working with one or two people at a time listening to programs like this and really giving yourself that time to say, “What’s my next step?” This is another thing that I teach, how do you really connect your soul guidance so that that soul guidance can be guiding you along because if you are chasing too many hats all at once, you are going to burn yourself out.

**PJ Van Hulle**: Oh I see. Okay, so I’m seeing like you’re saying to take action than get clarity, and you’ve switches a lot yourself, and you’ve had these three that you’re really passionate about. So considering all that like, why do you think it’s important to have a niche?

**Sage Lavine**: Oh, good question. Okay, so the thing is that we all are evolving entrepreneurs, and chances are that for all of us, our niche is going to evolve. I mean, just a couple of years ago I watched my friend, Suzanne Falter-Barns who have been in business for 20-plus years at GetKnownNow.com. She totally switched into around the spiritual marketing and she totally let her niche evolve as she evolved, and it’s so inspiring to watch. Entrepreneurs who are even at those
higher levels allow their niche to evolve, and at the same time, having a niche, having a clear magnet of like what we are putting out there in the world has been essential for me to be able to really fill my programs. I mean, Anne was at a retreat with me in Bali because I chose a niche, because I chose a message. I brought a couple dozen women together last year, and I pumped them all for information around how do you get paid for your purpose.

My website and my company is Purpose to Prosperity, and choosing that niche like it’s counterintuitive because I thought at some point it might limit me because I wanted to help empower women and I wanted to work with people in the realms of relationships, and more importantly, I’m a yoga teacher and I love to sing and I love to travel, and I thought, “God, if I like to hone in completely on this purpose to prosperity niche, if I’m just helping women entrepreneurs with their purpose, how am I ever going to get to do all the other things that I love to do?” And it’s counterintuitive, but choosing and claiming that message has given me more freedom than any other choice I’ve made in my business because the women that have come to me, they are just like me. I can totally relate to them. They are creative. They have a lot of ideas. Many, many of them are intuitive, and I’m able to, like you said, like Sage language, like I talk about using spirit to help guide you in your business.

The retreats that I’m offering incorporate yoga and they incorporate singing and we allow those modalities to help us open the channels to divine guidance and then we open ourselves up to really access wisdom that’s coming from not just our academic place, but from a deeper place inside of us, a more soulful place, and claiming that niche just like I claimed has allowed me to sell my programs, incorporate back into my life everything that I love to do. It has given me the freedom to oftentimes work three or four days a week, and usually three weeks out of the month is what I work because I have the money and the clients coming into my business that free me up to be able to do the other things that I love to do, and so I could go on and on about why it’s important to have a niche, but ultimately it
will free you and you will be so thrilled that the right people find you as you just step into something, and as you step into something, that something can evolve.

But I’m a big niche believer, I was niche switcher. I’m a big niche believer. Three years into this I’m behind this thing a hundred percent, so congratulations for being on this call because it’s such a potent topic.

Anne Cleveland: Well, Sage.

Sage Lavine: Yeah.

Anne Cleveland: You keep saying one thing after another that it’s just so amazing to hear and just hear over and over again that it really does help to focus, and what I love is that when you focus, you actually have the freedom that you are afraid you’re going to lose if you don’t focus. So thank you for that, and I’m wondering if you could talk a little bit about maybe the most important thing when trying to define your niche or focus your business. What’s the most important thing, or maybe the first step that people can really take?

Sage Lavine: Absolutely, so I think I want to tell a quick little story here because I’m going to say something that you’ve heard I’m sure a thousand times, but this is what it looks like when you try on this concept, and what I’m going to say to this is to trust your desire. Trust your desire. Trust the things that you’re drawn to, and that doesn’t mean that if you desire to eat chocolates or cookies, you’re going to sit around and eat chocolates or cookies all day long. But the places that you’re drawn to, music, art, helping people, coaching people, helping people reach their goals, I mean I have a client who refuse to choose. She is a life coach in Minnesota and she has a full practice right now because she was like on stage, “I just want to help people with their life. I want to help people improve their life and that’s all I know.” And I was like, “All right, well, let’s freaking get you started then because you know you want to help people with their life and you’re a life coach and let’s go and claim that for you.”
I mean, we tried a few different angles. They just weren’t fitting. She has a full practice now as a life coach in Minnesota, and you know why she’s been able to do that? Because she’s got great copy on her website, she’s got her video up. She’s very enthusiastic and she’s standing in it. She’s like, “I know how to help you improve your life,” and she does, and so ultimately one can argue that that’s not a niche.

On the other hand, she’s authentically being who she is. She’s getting herself out there and she may have difficulty filling group programs or retreats of 50 or 100 or 150, but she’s actually starting to get an inkling of what her niche might be now that she has a full practice. It has taken her this long. There is no need to rush it, but this idea of trusting your desires and getting out there, I just cannot emphasize enough how important it is.

Let me tell you this quick story from my own life because I used to teach public school, and I wanted to quit that job because I was getting asked to give standardized testing and more and more kids in my classroom. With 35 kids in my classroom, I just was not able to bring the message that I felt like I was here to bring, and I had this overwhelming desire to paint. All I wanted to do was to quit my job and paint because I’m an artist, and I knew, Anne and PJ, you guys know me. I nuked this down that I was not going to be painting for the rest of my life because I am so social and I love to talk and I love to be around people and I was like, “There is no way I’m going to be painting for the rest of my life.” But the drive in me, the desire to paint, was so strong, it was like undeniable, and I ended up saving up some money and I gave myself four months just to do nothing but paint.

**PJ Van Hulle:** Oh.

**Sage Lavine:** And I’ll tell you what, in those four months, I came up with eight paintings that we’re like all kind of have the Sage genre. They have these quotes on them and then I psychic bookstores in Eugene, Oregon, and I caught the
attention of my art teacher at the time who is Mara Friedman who is a well known artist in Eugene, Oregon. She does like the Goddess Tarot card, and she said, “Oh my gosh, you have in a very short amount of time produced these paintings and gotten them into local natural food stores and you’re making money off of your art.” Like four months later, she’s like, “Not everybody does that.” And I was like, “Really?” And she’s like, “This is unique.” And I had no idea it was so unique. She said, “Will you come teach a class with some of students and teach them how you’re able to monetize your artwork.”

I’ll tell you that night was another turning point in my life because I’ll never forget getting to put together this little class on how I monetized my artwork and I had all these women come, and then weeks of that class I had women calling me up and emailing me saying, “Oh my gosh, I just sold my first piece. I just got my first piece in a gallery.” And it was so fulfilling. Getting to teach that class was ultimately more fun for me and it felt more authentic and more natural than any of those eight paintings that I had like agonized over getting them perfect, and if I had not allowed myself the freedom to paint for those few months, first of all, it was restorative to my soul. It helped me get in touch with my inner nature, and it attracted the very thing that I’m on this planet to teach which is to help people get paid for their gift and to really understand what that means, and it came from a deep place of trusting the niggling desire that was knocking at my door.

So for those of you listening, if I could really encourage you to do anything at all, it would be to really take an inventory of the things that you feel excited about and drawn towards and trust that the spirit gave you those desires for a reason and just keep asking. In whatever way that you do, keep asking what’s the next step, what’s the next step.

I have another client. It was like she knew that she loves working with women, and she knew that she loves circling with women, and she was a part of a community of healers, and she didn’t know what to do with that. Look, she has this big, broad concepts of healers, circles of women. She loves to work with her intuition, and I
walked her through a process that I walk people through in my Purpose program, which is the Soul Guidance process. It teaches you to really get in there and to seek what different parts of your ego, different parts of you that are holding you back and to really align with your soul so that you can tease out what is all these inner dialog and inner chatter going on in my mind and drop you into a deeper place like I was talking about, like you guys spoke in my biography, which is a process that I teach called Becoming The Channel.

So when we used these tools like using our intuition, using soul guidance, becoming a channel for our businesses rather than always just speaking through our business, what happened for her when she started to employ this process three times a week which was the assignment that I gave her, “Stop what you’re doing. Stop going down your to-do list. Use this soul guidance process to really help you know what’s the next step three times a week for the next two weeks,” and she was able to get so clear when she had a dream about all these pregnant women coming to her.

At the time she had really pregnant clients and she was doing full moon circles with women and several of them were in the process of either getting pregnant or having infant or get those first few months of motherhood, and she was able to just get really clear that she helps women with fertility. She has now become a fertility expert. She’s online. She’s leveraging herself. She’s creating group programs and it came from a deeper place in her. It didn’t come from like “her thinking through it” place. It came from a surrender place. It’s to really give yourself that time to let go and let God, to let spirit move through you as you’re being called to allow.

Anne Cleveland: So Sage, as you’re talking it’s just so powerful. I just had to take a minute and take it in because it’s really wonderful, and I’m wondering if you could talk about the three essential ingredients in order to make this type of choice in your business and really stand behind it like you’re talking about.

Sage Lavine: Yeah. Hold on just a second. My cat just burned her tail.
Anne Cleveland: Oh, no.

Sage Lavine: I have this candle. I always light a candle when I do interviews, or when I coach or anything and she just tucked her tail right in there and I just got a big whiff of it in my mouth. Hold on.

Anne Cleveland: Oh, God.

PJ Van Hulle: My cat also do that actually.

Sage Lavine: Well, that’s the same.

PJ Van Hulle: Okay.

Sage Lavine: The smell of burning cat hair, oh, how sweet. Yes, the three essential ingredients. Yes, so this is just like a little snapshot of what I teach people in my longer program. The first step, the first ingredient to really clarifying your divine right niche is to instead of taking an outside in approach, allow yourself to take an inside out approach. So if you’re taking notes, I’ll just repeat that one more time. Rather than taking an outside in approach, start to look inside first, inside than outside, and what I mean by that is that a lot of business schools will teach you like to choose from like the 50 top hot niches. It’s like, “Here is a list of potential niches, pick one.”

Now, I’m not saying that that’s bad. That can be a great way to get started. What I’m going to challenge you to do is also look more deeply inside of you as to why you’re really here. Just like so many of us were taught to choose a career. When we went through high school, it’s like you can be a fireman or you can be a teacher. You can be an astronaut, or you can work at a grocery store. It’s like we plug in these things about ourselves. I mean, I remember I plugged in on my little things into that career finder program at one point in high school, and I plugged in all the things that it said to plug in and it’s going to help me come with my ideal career
and it came up with three things; psychiatrist, cash collector and antique store owner or something like that. It was just like, “Really?”

PJ Van Hulle: Wow!

Sage Lavine: Really? Okay, thank you. That’s really, really helpful. We are training. I’m in the middle of the separation from my husband over the last eight months, and I’m just watching all of the ways that I referenced off of him. I referenced out of that relationship. It’s like we are trained so much to look outside of ourselves with the answer and be seeking, seeking, seeking and always looking outside, and the first ingredient that I really want to encourage all of you to sit with is to start inside first and to start from the inside and then work out, and when it comes...

PJ Van Hulle: So what is that? What might that look like specifically, Sage?

Sage Lavine: Yeah, yeah. So what that looks like specifically is to give yourself some time. So I’m going to give all of you the assignment. The homework from this call is to take at least 10 or 15 minutes a day to be still, to be still to drop it. Let’s just take a moment and just do this right now here together because we tend to keep so much energy out in our heads, and so just right now if you’re in a place where you can allow yourself to close your eyes and let the energy drain down from your head into your belly because this is what it means to become a channel, and that energy of confusion can so quickly take us out of our body and out of our truth and out of our authentic guidance. If it doesn’t feel excited and spacious in your body, it’s not necessarily the right choice.

So to take a few moments right now, and again allow that energy to drain down, down from your head and into a lower place in your belly and even almost as if there was a golden sun up above your head just pouring light down into you, clearing your channel. It’s clearing your channel from all of the good opinions of others, all of what you’ve learned. What you’ve learned is essential and there is an
unlearning process when it comes to really stepping into your purpose, and this is an opportunity for you to take what you’ve learned and to allow it to be wisdom inside of you rather than just academic knowledge.

So in order to clear that channel, let’s stay with it for a few more moments staying inside your body, allowing that golden sun to pour light down into you. Allow yourself to just release anything that’s not serving you completely right now and you’ll discover any distractions. Allow that light to just radiate out of you almost as if it was holding you in a cushion of light so that your entire body could just surrender into this cushion of light. Taking the time to see inside of yourself any feelings that are coming up and to keeping them company. We tend to disown ourselves especially when it comes to business decisions or trying to figure something out that’s outside of our own comfort zone. Staying with yourself breathing and bringing the energy deep into your belly.

It’s going to ask you a series of short questions here. Feeling your feet firmly on earth, feeling your body in the chair, and really allow yourself to release. So often we’re showing up for something, but we are not allowing ourselves to really be supported. So often we are not ready to support others when we haven’t taken a few moments out of our days to really feel the support that’s here for us, and so tuning in to that energy inside of your skin as you allow yourself be really supported by the chair and feel your feet firmly on the earth and just asking yourself the question, “What do I love? What do I love? Who do I love to help?” And just let the answers come down for them. What lights meet up? What do I love talking to people about? What have I been doing with my life that I know I can help other people with? What is the thing that I do without even trying? And just taking a breath into that.

Whatever came is correct. Whatever information that came through is exactly that you’re supposed to hear at this moment, and again feeling your feet on the floor, wiggling your toes, wiggling your fingers and just coming back. Opening your eyes if you had closed them, and so to really take a few moments.
What have you been through in your life that you are here to help others with?

**PJ Van Hulle:** What have you been through in your life that you are here to help others with? Cool.

**Anne Cleveland:** That was incredible with those questions. I mean, they are so powerful each one of them on their own, and I love that you took us into a meditative state. That was wonderful.

**Sage Lavine:** Thank you, Claudia, that’s the thing. Oh wow! I love this. I had a client who as we worked together, it took her weeks to figure this out, but she actually was called to help parents who had lost their children. She had lost her daughter in a car accident when her daughter was only seven years old, and it had been over three years since she had lost her daughter, but through our work together she got clear that what she was to do was really help support parents who have lost their children, and it’s like no wonder that she had parts of her ego and parts of her psyche that were blocking her from really stepping into that. That’s an incredibly tender and vulnerable place, and whether it’s that tender or vulnerable, what we are here to do, the truth is that when we step into these kinds of business, we are boldly claiming ourselves.

We are not just looking to get “discovered” by some Hollywood producer. We are putting ourselves online. We are building our own stages. We are marketing ourselves with our pictures on our websites or on our flyers. People want to know who we are when we step into the place of being in the holistic practitioner field which I bet many of you are the coaches, the consultants, and it is the most vulnerable thing that many of you like we will ever do in your lifetime, and so of course, it’s going to feel sticky and scary to wave that flag that is you, and if you have the desire to do it, you are being called to do it, and so that’s what I mean by taking that inside out approach rather than the outside in approach.
Then should I talk about the second and the third ingredients which are both shorter?

**Anne Cleveland:** Yeah. That’s great. Yeah, please.

**Sage Lavine:** The second ingredient is that your niche ultimately is you, that your niche is you, and I’ve already alluded to this in the questions that I asked in the meditation, but it’s like who are you and what have you been through that make your life like a training program literally to be suited to look at people in the eyes and say, “I know what you’re going through because I’ve been there too, and guess what, hold my hand and we will walk through this together.” Because people pay you because you’re going to take them from point A to point B. They pay you because you’re the raft guide that know just how to take the raft to the beautiful island that has all the things on it that they want. They don’t pay you just because you have told them exactly what you can help them with. They pay you because they believe you’re the right person to take them where they want to go.

For me, I went through so many niches, and I was able to come out the other side and choose something that really fit me and that I really get to shine in and it’s allowed me to work three days, a lot of three-day work weeks, and host retreats around the world, and so now people that are looking for that kind of a lifestyle can say, “Oh, Sage knows how to get there.” And so for those of you, what have you been through? What is your life training program, your own unique life PhD program then that make you exactly the right person to take someone to where they want to go.

Remember, it can evolve. So if you’re a business coach, you might not know how to make six figures yet, but you might know how to market yourself and you start with that, and then once you hit six figures then you can be like the six figure business coach. But to just be okay with where you’re at, to let your life be the exact right PhD program, to get you into the exact right place or the exact right people, because I know for me when I’m doing my business, I don’t necessarily
want to hire somebody who has a million dollar company to help me with my coaching practice because I don’t necessarily know that I’m building a million dollar company, and that million dollar company person may not have a clue what it’s like to get clients or to do my first group program online because it’s so long that they did that, they don’t even remember. So you don’t have to be very far ahead of the people that you’re helping in order to do the work with them.

**PJ Van Hulle:** Yeah. I found in some cases I actually prefer to work with someone that’s just a few steps ahead of me because of exactly that. It’s like they are so still present to all those little details, and usually what I crave is the specificity like, “Okay, which conference call number should I use?”

**Sage Lavine:** Yeah. I’ve been there.

**PJ Van Hulle:** Even something as little as that.

**Sage Lavine:** Totally, totally. I’m so with you, PJ. I’m so with you. I’m so with you. So that brings me to the third ingredient which is something I’ve already alluded to again, and so that is that you are the channel for your business. You are the place and the face of your business. You are not just a face of your business. I’m going to say that one more time, you’re the channel and the face of your business, not just the face of your business, and what I mean by this is that it’s not really about you. We tend to make it about us. We tend to think like we have to figure out how to do all this, and if you can allow like I worked with you in the meditation, to allow the energy to flow through you, spirit is going to be there helping you in ways that you didn’t even know were possible.

So like my friend, Sarah Medlicott says, the minute you make it about you, you’re dead in the water, but every idea comes with its own infinite supply and that has been something that I have watched happen again and again and again in my business and in the businesses of my clients. Every idea comes with its own infinite supply, and so like for instance, when I did my Women on Purpose Telesummit, I
had no idea how I was going to get all of these interviews together and get all of them posted online and approach all these speakers, and spirit opened up the door and introduced me to my dear friend, Anastasia Netri, who is also a part of this amazing event that PJ and Anne has put together, and Anastasia had already done an event somewhere. It’s the one that I wanted to do and I got to meet her and hire her and get her support that I could do the best job that I could putting it out there.

Now, that resources wouldn’t have come if I hadn’t stepped into the desire of I have the desire to talk to a couple dozen women and ask them how in the heck they got to this place where they have published books, they are getting paid for their gifts, they are these bright, shining mentors that we’ve always looked up to, like how did they get to where they are? I just wanted personal stories so that I could have something to model myself after, because if you look at some of these people and you go, “How can I get from where I am now to where they are now?” It’s like one step at a time. It’s like they didn’t get there by just going from zero to 360 in two seconds. There was a whole life journey along the way, and so to become the place and the space that your business is happening through is to have that piece of humility, that piece of surrender, that piece of “I don’t have a junkie the space of this thing, I can allow these ideas to flow through me and trust that when I do get one of those ideas, those sparkling ideas that makes you go, ‘Oh my gosh, this is really exciting. I want to tell everybody I know that I’m going to do this.” It inherently comes with resources, with energy, with ideas, with vitality.

I don’t know if you guys would agree, Anne and PJ, but I’ve watched you put the things together and there are people all over Facebook talking about Niche Clarity Symposium at this point, and it’s like it got its own on momentum, and so what I’ve seen the two of you do which is very similar to so many other successful business projects and I want to really encourage all of us to embrace this concept is that as you light this fire, this fire is going to burn even sometimes without you, and that’s when it gets really exciting.
PJ Van Hulle: Yeah, cool. Hey Sage, can you repeat the three ingredients again to kind of review the three essential ingredients to clarifying your divine right niche and then using it with your authentic soul message.

Sage Lavine: Yeah, of course, I do.

PJ Van Hulle: Because we went into the visualization and you said that that there are few different ways, and we are some people asking on the blog and going, “What’s word? What was that step?” So can you go through the three again quickly?

Sage Lavine: Yes, awesome. So the first one was that I encourage you to take an inside out approach versus an outside in approach, so to look inside first. The second one is that your life is a training program for exactly the person that you’re here to serve, and the third one is that your business is the face and a place that it’s happening through you and that you are not just a face of your business.

PJ Van Hulle: Face, F-A-C-E?

Sage Lavine: Yes.

PJ Van Hulle: Cool.

Sage Lavine: That your business is the face and the place. I want to encourage all of you to surrender into being that channel for your business rather than thinking, “Oh, you just need to be the face of your business.” When we have that mindset of like we are the face of our business, and we certainly are in some ways, but it can imply that we have to push a very forward oriented, that we have to push to make things to happen. What I’m encouraging all of us to do is to lean back in like we lean back in with the chair earlier, to lean back in to being the place and the face for your business and allow spirit to come in and really help you.
I know for me when I take two or three times out during the day, I have a little timer on my desk that I set, and I set it for 90 minutes at a time and when this baby goes off, I have required myself to take a ten-minute spirit break, and the spirit break can look like walking around the block, or sitting in the sunshine, or laying on the floor with my legs up a wall, and I’ll ask spirit, “How am I doing? What do I need to do next?” And I just take that time out to drain like we did together, drain the energy down from my head and into my pelvis, and every time I do this, it’s the absolute truth, I get some piece of feedback from spirit around something that will save me tons of time, shortcuts that I could take, something I could delegate to my assistant that I wouldn’t have thought of earlier, and it’s incredible. It’s a surrender. It’s a place with me not having to figure it all out, and here it becomes the ultimate CEO of the business and I’m just the assistant CEO.

**Anne Cleveland:** I love it. I know people listening to this call, as I’m just hearing you and I’ve heard you say these things and also in other times, and it’s just so powerful, and I’m wondering how they can get more.

**Sage Lavine:** Yeah. I’ve alluded to the Purpose program that I’ve put together. I also have a financial healing visualization that I want every single one of you to have because the financial healing visualization, it really comes from that place of “we have all been wounded by money in the past,” and when you step into this mindset shift of getting paid for your gift, of getting paid to do what you love, the energy that you have around money just really plays into your ability to start to attract clients, to attract wealth, to attract business from a place of an open channel. So I put together a financial healing visualization using all my training, my mind repatterning, the different subconscious block removal stuff that I’ve been trained in with my spiritual response therapy, and studied with a shaman and it’s very, very powerfull.

**Sage Lavine:** That’s where I want you to start because I want you to be rewiring your subconscious to really know that yes, you can receive money for doing
something you love because our parents told us, “Work hard, work hard, work hard.” Maybe your parents didn’t, but most of us have a lot of patterning from society and from our mentors that we have to work really hard and that we can’t make a lot of money doing what we love. So that’s a place to start.

Then once you get that free gift, we will take you to the sales page for my Purpose to Prosperity Mindset program. It’s called Unlock Your Life Purpose and Make Money Living It, and it is an inner and outer process. Like I said, to really fasten to your soul guidance and wisdom to really know what it means to clear some of your subconscious blocks and that you go in with a belief that there is a part of you that have all that inner chitchat and dialog going on that ultimately stand in the way of you just knowing what to do next, because you don’t need to be able to see the whole staircase to step on the first stair, and so that’s exactly what this program is going to do. It’s going to hold your hand and get you the confidence and the peace of mind to really do some of these explorations and so that you know that you can get in touch with those things that you love the most.

You can prioritize them, move in the direction of manifesting them without having to feel like you’re crisscrossing back and forth across your path, and so that program, like I said, is the Unlocking Your Life Purpose and Make Money Living It program. It will give you ultimately the purpose of your business, just like one of my clients identified, “Oh, I’m here to help heal the heart of parents who have lost their children.”

**PJ Van Hulle:** Well, Sage, I really appreciate it. I like everything that you’re talking about in terms of choosing your niche and building your business. It feels very much like this feminine style of leadership of like creating the space for things, being the space where things happen versus like efforting and pushing and making things happen in this like super linear ways. So I really appreciate you being a model of feminine leadership that way.
Anne Cleveland: I just want to say thank you so much for everything that you’ve offered and just a clear way that you presented, I’m sure it makes people feel like, “Yes, this is doable. Yes, I can do this. I can connect.” So thank you so much.

Sage Lavine: Thank you, Anne, and thank you, PJ, for putting together such a beautiful potent event, which has awesome speakers and just so much heart, and I just want to encourage all of you on the call to just really put your arms around yourselves and give yourself a big hug from me and from us and to just know that you’re in exactly the right space right now to fulfill your life mission and to be gentle with yourself, like more gentle than you think you need to be, because you’re all learning to do something that you’ve never done before. To be gentle with yourself is to also stay in action to keep showing up, and yeah, thanks for being here.

PJ Van Hulle: Cool. Have a wonderful day, and we will see you on the blog.

Sage Lavine: Awesome, I’ll be there.

PJ Van Hulle: And the link for that again is RealProsperityInc.com/tncsage, and please post that question, comment or compliment there and we will see you there in a minute. Thanks a lot.

Sage Lavine: Okay, bye everyone.

Anne Cleveland: Bye.

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