Soul Resonance: How to Attract Clients Who Truly Align With You with Jennifer Urezzio

with Jennifer Urezzio · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Jennifer Urezzio, founder of Soul Language, says no one is here just to be a coach, an author or an entrepreneur; those are delivery systems for something more profound, first for yourself and then for others.

- [ ] Look at five of your clients and write down the theme and energy they have in common.
- [ ] Write down what you are here to do, first for yourself and then for others, apart from your job title.
- [ ] Check each task, product, workshop and client against that purpose, and drop what doesn't align.
- [ ] When you feel in conflict with your business, ask what you want that you're not getting, and start giving it to yourself.
- [ ] Before a hard conversation, ask: if I knew I was enough, what would I do, be, express and say?
- [ ] Let go of a client who doesn't fit, even if it means returning their money.
- [ ] When you're stuck, take time off and do something completely different, even a walk.
- [ ] Ask yourself whether you're treating your business like a hobby or a hundred-year movement.
- [ ] Create a sacred practice that fits your life before the next challenge comes up.

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