

BUILD A
Successful
SPIRITUAL
BUSINESS.
workbook

△
AWAKENING
Energetic upgrades. A new way of being. Integration.

Hello and welcome,

If you're reading this, you're ready to begin or deepen your spiritual journey. This is a calling to step into your highest potential and activate the abilities within you that are waiting to be awakened.

I've walked this path myself—from being a dental hygienist to discovering my purpose as a multidimensional channel, working with divine and galactic beings to offer healing and transformation. This journey led me to realize that we are all capable of stepping into our full intuitive power, and I'm here to guide you as you do the same.

I've created a space where you can hone your abilities, gain confidence, and learn how to heal not only yourself but others as well. Through my mentorship and certification training, you'll gain the tools and wisdom to unlock your spiritual gifts and elevate your practice. This isn't just about learning new skills—it's about embodying your truth and aligning with the divine purpose you're meant to fulfill.

Your dreams of healing, guiding, and serving others are within reach. You have the potential to create profound shifts in your life and the lives of those you touch. Through mentorship, you'll have access to personal 1:1 sessions to gain the clarity and confidence you need to take the next steps toward your highest calling and bring your spiritual business to life.

If you're ready to activate your intuitive abilities and step into your divine mission, I invite you to reach out. Let's Go! You are meant for this.

With love,
Jen

Founder Glow Spiritual Healing & Wellness
Email me: jen@glowspiritualhealing.com



CLARITY



Business Name:

Explore your “Niche” for your spiritual practice

Here are some hints to inspire you:

- Energy Healing: Reiki, chakra balancing, or crystal healing.
- Intuitive Guidance: Tarot reading, oracle card readings, or psychic readings.
- Mindfulness and Meditation: Offering guided meditations, mindfulness workshops, or stress reduction classes.
- Life Coach with a Spiritual Twist: Focus on personal development through a spiritual lens.
- Holistic Wellness: Combine nutrition, fitness, and spiritual practices for overall well-being.
- Spiritual Writing and Content Creation: Blogging, vlogging, or creating courses about spiritual topics.
- Sound Healing: Using sound frequencies for healing and meditation.

What niche feels good to you now?

Who are your ideal dream clients?

How are you different than other spiritual practitioners?

***note: your niche will most likely evolve as you grow. Have fun with this!**



CONFIDENCE

On a scale of 1-10, how confident are you about your business, and why?

Evaluate your overall belief in your business concept, its potential, and your role within it. Consider factors such as your passion for the work, your understanding of your target audience, and your vision for the future.

What specific aspects contribute to your confidence level?

For instance, are you feeling confident in your ability to connect with clients, or do you have doubts about your marketing strategies? Understanding these factors can help you pinpoint areas for growth.

Don't be scared to take up space!



CONFIDENCE

It's important to differentiate between your confidence in your business and your confidence in your abilities:

On a scale of 1-10, how confident are you in your abilities as a practitioner (e.g., reading, healing, coaching), and why?

*It's possible to feel very confident in your abilities—say, you may rate yourself a 9 in doing readings—while simultaneously feeling unsure about the business side of things, perhaps rating that a 5 due to a lack of experience in marketing or managing finances.

How do these two confidence levels impact your overall business ownership experience?

If you feel skilled as a practitioner but uncertain about running a business, consider seeking resources or mentorship in business management. Recognizing these differences can guide you toward a more balanced approach to building your spiritual business.



CONNECTION THROUGH COPY

To begin writing copy, start by gathering insights directly from your audience. You can use surveys, polls, or informal conversations to discover their interests and needs.

Consider asking:

- What challenges do you currently face in your spiritual journey?
- Are there specific practices or modalities you wish to explore further?
- What questions do you have about integrating spirituality into daily life?

Once you've gathered feedback, brainstorm a list of specific topics that align with their interests. Here are some ideas to inspire you:

- Understanding Intuition: How to develop and trust your intuitive abilities.
- Energy Healing Techniques: Practical exercises for self-healing and helping others.
- Meditation Practices: Guided sessions for beginners and advanced practitioners.
- Manifestation Strategies: Techniques for attracting abundance and aligning with goals.
- Spiritual Tools: How to use crystals, tarot, or oracle cards effectively.
- Self-Care Rituals: Creating daily routines that nurture the spirit and body.
- Creating Sacred Space: Tips on designing an environment that fosters spiritual growth.
- Navigating Spiritual Challenges: Guidance on dealing with common issues like doubt, burnout, or feeling stuck.
- Connecting with Spirit Guides: Understanding & communicating with your spiritual team.

Checklist:

- Are you being authentic?
- Is your message helpful?
- Does it speak to their emotion?
- Are you including a “call to action?”
- Are you consistently connecting with your audience 3+x's/week?



CONNECTION THROUGH COPY

List the topics you believe your audience cannot wait to hear about:

Be specific and tailor your content.

Instead of broad subjects like “meditation,” consider more targeted titles such as “10-Minute Daily Meditation for Busy Professionals” or “Using Meditation to Enhance Your Intuition.” This approach not only draws interest but also makes your content actionable.

Engage through your true stories.

Try incorporating personal stories and experiences into your topics. Why not share your journey to create a deeper connection with your audience and demonstrate your expertise?

Invite interaction and realtime feedback.

Encourage your audience to share their thoughts on the topics you present. This can be through comments on your blog, social media, or during workshops. Understanding their feedback can help you refine your offerings and ensure you’re addressing their needs.



**“YOU ARE WORTHY
SIMPLY BECAUSE YOU
JUST ARE.”**

- Jen Stumpf



COST

Understand your value

Begin by assessing the unique transformation you bring to your clients.

Consider factors like:

- Your training and certifications
- The depth of your experience
- The specific results clients can expect from your services- ie their transformation

Make a list of your offerings and prices below.

Consider Your Time and Energy

Reflect on how much time and energy each session or package requires.

This includes:

- Preparation time for each session
- The actual duration of the session
- Follow-up time (e.g., sending resources or follow-up emails)

Ensure that your pricing reflects not only the session time but also the behind-the-scenes work involved.

Be sure to level up your pricing when you level up yourself!!



COST

Now write your sessions again and include the price point that you would like to receive.

No feeling guilty. I encourage you to let that go. Remember you are offering complete transformation.

What are your new fees now?

List them below.

How does changing your pricing impact the work you will be doing?

*This does not mean you must work harder. You are worthy, simply because you just are.

"It's a gift for others to be in your light."



CERTIFICATION

Highlight your educational background.

Your educational history can significantly impact your perceived expertise. Include relevant degrees, diplomas, or specialized training in your professional bio. Consider mentioning:

- Courses or workshops attended related to spirituality and holistic health
- Any additional training that enhances your skills, such as business management or marketing

The spiritual landscape is always evolving. Staying updated with new practices, trends, and research is vital.

Consider:

- Attending workshops, webinars, or conferences in your field
- Joining professional associations or networks that offer ongoing training and resources
- Engaging in peer mentorship or study groups to share knowledge and experiences

List the certifications or topics would you like to explore?

ACTION STEPS

1

CENTER

Clean and clear your energy, grounding and cleansing regularly. Say yes to what lights you up and let go of everything that doesn't.

2

ENGAGE

Continue to engage with your followers, clientele and students offering them real techniques that transform their lives.

3

ADVANCE

Education and learning only increases. Your growth will continue to flow into your business, personal life & community.



Social Media Monthly Planner

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

List all social media post ideas below:
