

"I'm confident that if you follow the transformational principles in this book, you will manifest a life of 200%- 100% inner fulfillment and 100% outer success."

-Marci Shimoff

The spiritual
entrepreneurs
guide to
maximum joy,
abundance,
and success

GROW

YOUR BUSINESS BY GROWING

YOU

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DR. SHANNON SOUTH

Foreword by Marci Shimoff *NY Times* bestselling
author of *Chicken Soup for the Women's Soul*

**Grow Your Business by Growing You:
A Spiritual Entrepreneur's Guide to Maximum Abundance, Joy and Success**

Foreword

By Marci Shimoff

If you want truly abundant, joyful, and fulfilling success, the “inside-out” path is the way to achieve that. I can attest to this from my own experience of having gone about the search for happiness and success the wrong way.

A few decades ago, I had plenty of reasons to be happy: I was a #1 *New York Times* bestselling co-author of multiple books in the *Chicken Soup for the Soul* series, I'd received international acclaim as an inspirational speaker, and I'd touched millions of people's lives. But after working really hard to achieve my professional dreams, I continued to feel very unhappy. The emptiness I'd experienced throughout my life was still there, and I couldn't fool myself into thinking that just the next success would fill that void.

I wanted the kind of success that was deeply fulfilling, and I was missing a big piece of that puzzle.

So, I committed to doing everything I could to be happier. I studied all of the research in the field of positive psychology, and I interviewed 100 of the happiest people on the planet. I started doing what they were doing, and my happiness skyrocketed. I became what I now call “happy for no reason”--which refers to an inner state of peace and well-being that isn't dependent on external circumstances.

However, not depending on external circumstances doesn't mean we have to reject goals and dreams in life... on the contrary! As my happiness grew, so did my success. In fact, research shows that while seeking success doesn't bring happiness, ***happiness can, and generally will, bring us greater success!***

When you focus on experiencing inner happiness by *growing yourself first*, you then become a magnet for aligned success, opportunities, relationships, and the life of your dreams.

This is what I call 200% of life -- 100% inner fulfillment and 100% outer success.

Grow Your Business by Growing You shows you how to experience this. In these powerful pages, Dr. Shannon South guides you through spiritual principles and practices that have been shown to attract abundance and joy. She gives you a clear pathway to become the success you most desire.

Because of her decades of experience as a healer and health professional, as well as her own healing journey through a debilitating anxiety disorder and PTSD, Dr. Shannon is the perfect person to write this book. As a spiritual psychotherapist, she deeply understands the psychological and spiritual issues underlying people's challenges, so they can truly overcome them.

People from all over the world have worked with Dr. Shannon to create what she refers to as "the success and joy alignment." The inspiring client stories she shares in this book are a testament to how this approach can work for any of us.

I've known Dr. Shannon personally for more than a decade. When she first attended one of my mastermind retreats, I knew immediately that she was 100% committed to growth and transformation. She brings her beautiful heart and spirit to all that she does, and she's a great model for the message of *Grow Your Business by Growing You* as she walks her talk. Whenever I speak with Dr. Shannon, I can't help but feel her joy. Her work is a gift to this world, and you'll feel her loving presence throughout this book.

You have a proven formula of manifestation and fulfillment right here in your hands. I'm confident that if you follow the transformational principles in this book, you will manifest a life of aligned joy, abundance and success.

With happiness, love and success for no reason and every reason,

Marci Shimoff

#1 NY Times Best Selling Author of Happy for No Reason, Love for No Reason, and Chicken Soup for the Woman's Soul, Featured Teacher in The Secret, Founder of Your Year of Miracles

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Section 1

It's all about gardening, really.

Have you ever tried to plant a garden? Whether you have or not, there is an art and science to it all. You don't usually just throw any old kind of soil in the bed, throw some seeds in, and hope for the best. If you do try the "throw something in and see what sticks" approach you may get the erratic squash or the tenacious wildflower that makes it out alive, but you often won't see consistent results or a full, abundant garden that over time gets even healthier and feeds plenty. Experts in raised bed gardens will tell you that the key to the success of the garden is the perfect soil.

It can take 1-2 years to develop the perfect soil. There is a recipe for this that consists of a precise mix of organic matter, topsoil, cow manure, and more to get your best chance at a rapidly growing, incredibly successful, and healthy garden. Without this recipe survival is less than optimal. After all your hard work and money, you are left with just a few snap peas here and there or having to split a few cherry tomatoes between a family of four that leave you wanting even more because they are so delicious. No need to fight over the occasional snap pea that made it out alive! So why not take the advice of the garden experts and create that bountiful garden? Isn't it the same for your business? Do you have a formula that has been tried by those before you but is geared towards your individual needs of growth and success? Did you even know that spirituality, psychology and success were related? Do you have a recipe for abundance that if followed helps you create the business of your dreams? Wherever you are on this journey, I am so glad you are here. Whether you are starting a business, adding onto an already existing successful business, or wanting more from the life and business you already have you are in the right place.

Let's not forget about that sweet support of nature for the success of the perfect garden. The sun, the rain, and healthy soil creates the magic. It's kind of like that with your dream business too. What are the ingredients that you need internally to get beyond survival and totally bloom? How do these inner ingredients interact with the outer opportunities you create or are given to create the magic? Our inner environment, the thoughts, emotions, attitudes, patterns, and the energy with which these interact with our world, matter a lot. And they matter to our business and the experiences we have or don't have also. We used to call "successful people who had unhealthy insides" an uncooked egg. They looked good on the outside, but

their insides were running all over the place, raw and untethered. This inner journey to “cooking your egg” and becoming as intelligent and self-mastered on the inside as you are or would like to be on the outside is not for the faint of heart. In fact, it takes courage to grow yourself so your Soulful, powerful qualities can inform and co-create your dreams. The good news is that it is absolutely doable. I see it every week in my practice where I have the honor of assisting my clients to reach their fullest potential. It is my passion. If doing what it takes to have a successful business as solid, powerful, and healthy as a master garden is your goal, then you are in the right place.



So, what is this magic formula that creates a harmony for our abundance, success, and joy? And what does the subconscious mind, and our thoughts that live there, have to do with it? Cell biologist, Dr. Bruce Lipton says it so well in his groundbreaking book, *The Biology of Belief*, many of the beliefs that propel our lives are false and self-limiting. However, positive thoughts have a profound effect on behavior and genes, but only when they are in harmony with subconscious programming.” Like the soil of your garden, the elements you mix together or leave out matter. As you will see time and time again throughout this book, harmonizing the subconscious mind with the conscious mind and then with what spiritual psychologists call the “Superconscious” mind is the key.

Psychologists, yogis, saints, and quantum physicists have known for years that the inner world deeply and profoundly affects the outer world. Of course, there are external elements in your business and life that matter too like a great product, good connections, marketing that works, or creative, quality offers. But where do these creative nudges and ideas come from? How well does your inner GPS work to make great business decisions? Just like the sun and rain, outer opportunities can and will boost the growth of your garden or your business exponentially. But don't you want a strategy to up your chances of success? Doesn't it feel awful to feel

needy or grabby or just show up poorly in profits or lack of enjoyment when you are trying to get something in your business and life to work, and it will not? Wouldn't it be nice to awaken the attractors for abundance, joy, and success in your business and of course, have that spill over to an amazing, dreamy, beautiful life?

Psychologists, quantum physicists, cell biologists, mind-body practitioners, and spiritually minded traditions have been researching human potential for years. They tend to dovetail on a recipe that, if used well, increases success, joy and abundance in one's life. This magic recipe or formula taps into the wonderful, powerful, Divine being that you are. This recipe also gives you keys to co-create your life and your destiny. It all comes down to Y.O.U., your relationship to the world around you, and your relationship to your most authentic, Soul-filled Self. So, buckle up and enjoy the ride, because what you will learn here will supercharge your life and business in surprising and wonderful ways. And it is my joy to share this "maximum abundance recipe" with you in this book.

The Crack is Where the Light Shines In

No, I am not talking about that uncooked egg again, but something even more real and life changing. I was catapulted into the world of consciousness and its power in my 20's. As often happens, our biggest cracks open us up to the brightest light. I was studying psychology at the University of North Carolina (UNC), in Chapel Hill (Go HEELS), when I realized there might be something really wrong with me. I couldn't sleep at night. I was irrationally terrified while driving, to the point that I feared a lightning bolt or tractor trailer might take me out at any second, even when I was just sitting at a stoplight! To give you some context, I was a party girl in college. My friends and I engaged in some pretty advanced drinking games. We also participated in more wholesome activities like painting our faces blue and white for basketball games. I studied enough to pass my tests, and as I got into my psychology coursework, I began to wonder, "Am I one of these cases I am studying about?" I ran down the list of symptoms: Irrational fears interfering with your daily life? Check. Feeling like you're going to die while waiting in line to get pizza in the cafeteria? Check. Unusually scared of knives as though you're in a Halloween movie all year long? Check. Feeling like you're going crazy while just sitting in class? Check. Little did I know, I was suffering from layers of anxiety that had accumulated within me over the years like plaque on a dog's unbrushed teeth or piles of trash at a landfill.

As you might imagine, in this chronic state of anxiety, "natural" joy—like the kind we feel as infants when we goo and gaa at the simplest things, or that rushes

over us when we get a bear hug from someone we love—had been largely inaccessible for me, despite my party girl nature and continual, almost desperate, attempts to “have fun.” I was deeply disconnected from the innate, soulful joy that was lying in wait within me.

A psychiatrist in Chapel Hill eventually diagnosed me with post-traumatic stress disorder, panic disorder, and major depression. These conditions stemmed from a topsy-turvy upbringing by an alcoholic father and repeated childhood sexual abuse by another family member. I will share more about my personal story throughout the book, but suffice it to say for the moment that I’d had some traumatic experiences early in life, and they had taken their toll on me mentally, emotionally, and spiritually despite my best efforts to cope.

As I discovered through my studies, I was not alone. Many people suffer trauma early in life and it often results in the symptoms I had. In fact, conditions like anxiety, depression, and compulsive behavior were common, if not running rampant, in the United States. This hasn’t changed much in the almost 30 years since I graduated from UNC. According to a recent Harris Poll, diagnoses like these are only getting more common. Major depression is the leading cause of disability in those under 45 in the United States and the second leading cause of disability worldwide, while anxiety disorders affect some 40 million people in the United States alone. Addiction, a compulsive behavior, affects more than 65 percent of U.S. families, with one in ten Americans considered addicted to alcohol and/or drugs. (National Institute of Mental Health) Moreover, only a dismal one out of three people in America reports being “very happy.” Something is very wrong with this picture. Even as a student, I began to wonder, “What the heck is up that so many of us are feeling so bad?”

So, what does feeling bad have to do with your business and growth? Our fully conscious, human potential is much larger than our emotions and thoughts. It is much larger than nature and nurture. Our emotions and thoughts create attitudes that, not unlike energetic bullets, make an imprint on our lives and our businesses. Our human potential is grander, frankly, than we can imagine. Yet how we tap into this potential and deal with the challenges in our life and business will make or break our success. Bar none. Take it from one of the greats and author of many NY Times Best Sellers including *The Success Principles* and *Chicken Soup for the Soul*, Dr. Jack Canfield. He knew that his instincts about his books becoming a success were on target. He just didn’t know how to make this a reality at times. Can you relate?

In his book, *The Success Principles*, one of the principles that he offers, which speaks of how we relate to our inner world and our success, is for us to, “*Use the power of your conscious and subconscious mind to create a vibrational match for the abundance you desire and deserve.*” A vibrational match? What the heck is that? Do we need to discover how to “match up” to abundance so that we can experience the success we desire and deserve? In many of the success stories that have gone before us, a common thread is a direct correlation to what is going on inside us, our relationship to it, and the outcomes and experiences we are having. And you, my friend, are in the right place if this is what you want. Time-tested tools for self-mastery and harmony that will translate your inner dreams into your maximum, outer abundance.

My Healing Tsunami and the Power of Consciousness

I want to tell you a little bit more about my personal breakthrough as I became “a match” for new outcomes in my life. Outcomes that I deeply wanted and dreamed of were peace, joy, and personal power, just to name a few. I was tired of being jerked around by my triggers and my anxiety. I was tired of spending too much time dealing with inner and outer dramas. I wanted to enjoy, connect, create, and deeply help others. I wanted to follow my dreams and goals. Like so many people who suffer from these problems do, I first sought relief through conventional medicine. I was prescribed anti-anxiety meds, which seemed to provide a remedy. My symptoms were quickly abated. But I wasn’t happy with being dependent on drugs. The side effects were unpleasant, (dry mouth, a flat feeling inside, and other ongoing problems), and I wondered if I was really “cured.”

I got the bright idea to replace my medication with meditation, (there is a funny story here but I will hold off and share later) so I put my “healing” to the test and weaned myself off my meds. Then, on my third day of being medication free, I was meditating in my bedroom, sitting in the nook of my bedroom floor, overlooking the apartment swimming pool. All of a sudden, I felt that old panic and anxiety come rushing back again. It felt like a herd of elephants were stomping on my chest. I was so disheartened, frustrated, and desperate that I screamed out to the Universe, “If there is anyone out there, please help me! I don’t want to feel this way anymore.”

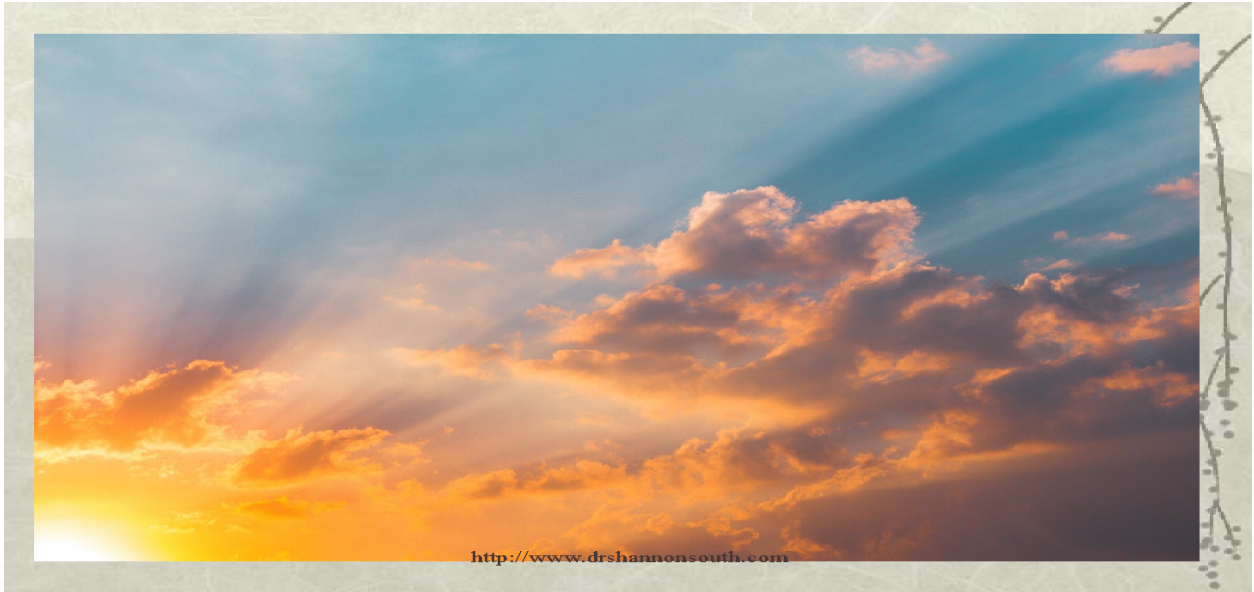
Much to my surprise, I instantly felt a tsunami-like wave of love and joy start to cascade over my head and down into my body. Growing up in the Baptist Church, I can recall seeing paintings of people being “struck” by a beam of light from above.

I'd always found these images mildly disturbing. I wondered what this light was and how much power it must have to be able to stop biblical characters in their tracks and drop a major epiphany on their heads. Yet, that was kind of what this experience was like. It was, and still is, one of the most validating, loving, and strengthening moments of my life. The anxiety and panic instantaneously began to wash away, and then it left for good, never to return since that day.

Now, admittedly, I do still feel nervous when I go with my daughter to ride the Fury, the mega coaster at Carowinds theme park that reaches incredible speeds and blows the skin on your face back, or when I get up to certain heights in the air. But that's a different type of fear, one that makes rational sense and goes away quickly once the experience is over. Emotional fallout from trauma doesn't operate that way, yet it can absolutely be healed. I am living proof of that.

As my story illustrates, even decades of stress, sadness, anxiety, depression, and patterns of lack can get cleared out in moments. How does this happen, short of having a "peak" experience like mine? Grow Your Business by Growing You was born out of my deep desire to permanently heal myself, create the business and life of my dreams, and to help others do the same. I am excited and honored to share my version of this proven approach to achieving greater and lasting abundance and joy. You will find that my soul-awakening, abundance method is based on discoveries in the fields of science, psychology, and spirituality.

The benefits of inner growth go beyond alleviating anxiety, depression, stress, and compulsive behavior. They include increased love, peace, and gratitude for the journey that is your life, a greater connection to your spiritual essence, and the ability to attract and create the joy-filled and abundant existence you truly deserve. Having more joy and the capacity for success, in whatever way you define it, inevitably improves every area of your life including your relationships, your abundance and power in the world, and your capacity for self-love. Living a life true to yourself.



Your Grand, Miraculous Human Potential

Human potential has been studied for years. Dr. Abraham Maslow, and his “hierarchy of needs” created in the 50’s, is still a mainstay for this inner world and what motivates our drive for success. It is still used in the workplace and in therapist’s offices as a tool for motivation and personal growth. As a transpersonal, or spiritual, psychologist, his theories of your highest potential and what that looked like created a roadmap for others to follow that allowed the field of psychology to see what was healthy and how to best “grow their clients” towards their fullest potential. He defined “self-actualization“ as the apex of personal growth, specifically, “the realization or fulfillment of one's talents and potentialities, especially considered as a drive or need present in everyone” or “the full realization of one's potential" and of one's "true self." When you get down to it, isn't this what most of us truly want?

There have been many teachings that have added onto his framework over time. I will mention some later, but for now what does a self-actualized, full potential person look like? **Hint:** It's not that they have dark hair, green eyes, that they are tall or short. <: It's not that they even have a large bank account or a small one. Determination, growth and destiny make all kinds of successful people but according to Maslow, self-actualizers have these qualities:

- Efficient Perceptions of Reality - which really means they are good “BS detectors”
- Comfortable acceptance of self, others, and nature

- Reliant on own experiences and judgment
- Spontaneous and natural
- Task centering
- Autonomy - the capacity to decide for oneself and pursue a course of action in one's life
- Continued freshness of appreciation-my daughter says I have this one in spades
- Profound interpersonal relationships
- Comfort with solitude
- Non-hostile sense of humor
- Peak experiences - defined as rare, exciting, oceanic, deeply moving, exhilarating, elevating experiences that generate an advanced form of perceiving reality
- Socially compassionate
- Few friends - relationships are higher quality and less shallow
- Feel finally themselves, safe, not anxious, accepted, loved, loving and alive, certainly living a fulfilling life

**adapted from Dr. Abraham Maslow's Hierarchy of Needs*

These all sound wonderful, don't they? Yet they can be a tall calling for most. However, in studying how spirituality and the "Soul" dovetail with our psychological development, there are still many levels of growth beyond the level of self-actualization which we must take into account. I know, I am getting excited too while writing about this, but in order not to bore you with all my geekiness in this area, I will just share a few more exciting tidbits that will be relevant so that you can understand some parts of where this powerful recipe I am sharing with you began.

Psychologist Dr. Carl Jung believed that the Soul of a human being or what he called the Capital "S" Self was where our highest potential came from. Embodying the qualities of our loving, wise and powerful "Soul" became the journey, according to Jung. Now how we do this and the results this will create goes straight to the heart of this book. We do know from the greats before us that by using the subconscious mind, the conscious mind, and the "Soul" self to assist us in this journey of our grandest, human potential, we can achieve what we are destined to achieve. You know that part of you that knows you are meant to make more money, the part of you who knows you deserve inner peace and success in the world, or the part of you that knows you have a new creative project inside of you that is vital to share. One of my favorite quotes from Dr. Carl Jung that continues to show up as truth for my clients and that presses down on the gas pedal of their human

potential, taking them to the most wonderful, expansive places in their lives is, *“Your vision only becomes a reality when you look within. Who looks outside dreams; Who looks inside awakens.”* Are you tired of just dreaming? We can dream and dream and dream some more, but how to translate these dreams into reality through our own “fertile soil of awakening” is what this book is all about.

So, what about the money?

Many of you may be sitting here thinking, “Well this is all interesting and good, but I am ready or need to make more money!” I have tried some of this “inner stuff,” and it never works anyhow. What if I get so spiritual that I don’t even care about the money anyway, yet I need to pay for my child’s healthcare, my elderly parents’ needs, or I just need to get super on the table? Maybe you deeply yearn to travel more, support an international charity, give money to your favorite cause, or add on another level of support to your business. But those things flat out take more moola than you have. Yet this dream has stuck with you for years? I hear you, and yet I offer this to you for consideration. It is the journey of your Soul to expand. Your Soul will keep nudging you to grow, grow, and grow like a pear or apple tree to the Sun, your inner world is constantly reaching to the Sun. We can assist it by creating the ideal environment for its evolution. I have seen this in thousands of clients over the last several decades. I am still in awe at the loving, creativity, power, and potential of your Soul. I truly believe your Soul wants what you want and what will truly make your heart sing and your life incredible!

Now that doesn’t mean we don’t deal with serious disappointment, loss, or grief. Life-shattering tragedies or major surprises that take our breath away happen, and we wonder how we will ever take another step. These burdens or heartaches are part of the gig, and yet I am fully aware that we have the power to transform beyond the pain of our stories and use our heartaches and headaches to move mountains. And sometimes, we may be barking up a tree that we “think” will make us happy, but there is a deeper, more satisfying, and abundant tree right around the corner that we aren’t conscious of yet or truly don’t have the circuitry to digest anyway if we were to be given it. So, there is that. In the meantime, I do not believe the energy of the Soul is a mean tyrant or a critical parent who says, “you keep having this dream for all these years and tough turkey, you are not going to get it, so get over it!!!” In fact, in my experience, it is the opposite. If a dream has you by the heart strings and continues to stay with you, by all means, it is a dream of your highest potential. And the Soul is there to assist you with this expansion, and it will do that with you. It will send you the people, places, experiences,

resources and supports needed within you and around you to help you in time of need. Now do we still have “learning opportunities” that don’t come to fruition? Of course! That’s the nature of the business game. Not every creation brings us a full, abundant garden. But our consistent, Soul-callings continue to raise their hands even after years of what may seem like distractions and side ventures. As one of my teachers, Dr. Carolyn Myss used to say, *“You can’t miss your calling. You are here for a reason.”*

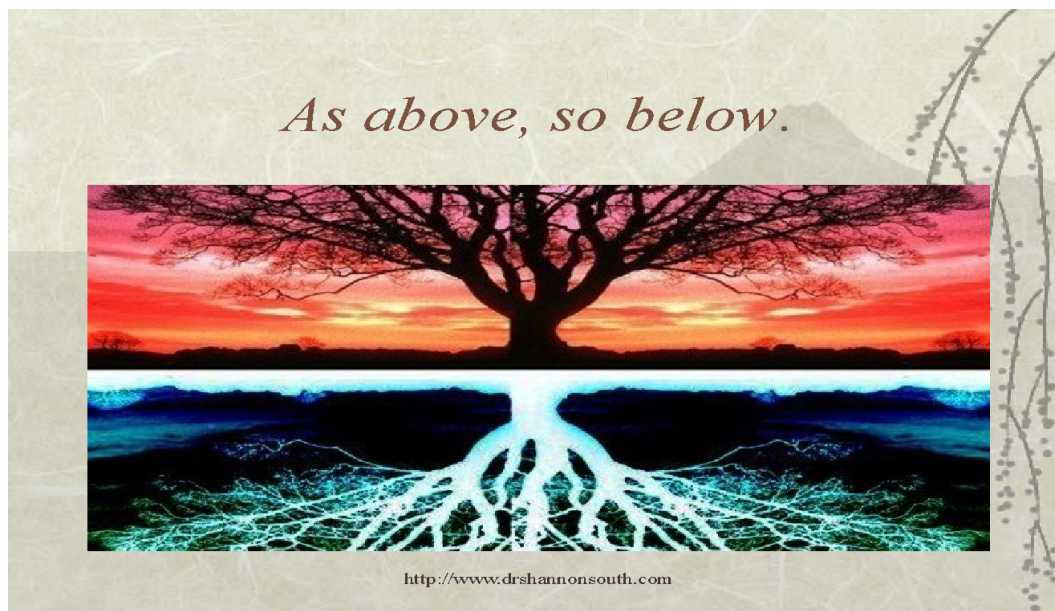
Take my many “business growth moments” for example. Although the knowledge did not always come when it was wanted or expected, I knew of some of the highest dreams of my business usually years before the dreams ever took form. In fact, every time I have expanded and grown in my business, there has been an inner, fairly consistent nudging guiding me. Have I been afraid to take the risk each time? You bet. Did I know how it would turn out? Not fully. But trust, faith, and good common sense, plus a nice dose of intuition, saved the day. Learning how to let go of the things that weren’t working and align with those that would move me forward. Like the time I left a hospital-based counseling job where I was told what to do, hour-by-hour, and made only \$20 an hour with a master’s degree to start a private practice which enabled me to triple and quadruple my income and free up my schedule and life. Not only was the freedom with my new schedule and income nice but I then had the time to go back and get my doctorate because I had the bandwidth, support, and resources to do so.

Years later, after to my surprise, getting voted Best Therapist in Western NC in the Asheville area several years in a row with over 20,000 voters and a heck of a lot of healing practitioners to choose from, I felt motivated to expand my private practice to offer more trainings. While making this move, I doubled my income again over the next few years which increased my freedom. This expansion left me time to write and take better care of my family and my body which had been sitting 8-10 hours a day for years. My body and my bank account were happy with this change, and I was using more of my full potential.

Every time I trust in these inner desires and successfully navigate all the “cacophony of chaos” that comes up inside of me, when I get to the other side of it, my Soul just sits back and smiles. Kind of like, I told you so... LOL. A business coach of mine used to say when you plant a new seed, remember, it’s often the dirt that comes up first before the bloom. Taking calculated risks in our lives and business and finding a new normal again doesn’t always look pretty. You can relate, I am sure. Sometimes we just see the dirt coming up, but eventually here

comes the stem and the bloom and we are off to the races. It's the way of the spiritually driven, heart-based, successful entrepreneur.

As Napoleon Hill, the author of *Think and Grow Rich* reminds us, *“The reason we may become the master of our own destiny is because we have the power to influence our own subconscious mind.”* In this deeper well of co-creative power lies our greatest challenges and our greatest potential. And that includes our relationship with money. This potential is virtually untapped or used haphazardly and unconsciously in most business owners and yet the subconscious mind is where scientists and cell biologists are finding 95% of our life experiences are created. Diving into subconscious thoughts, feelings, attitudes, and patterns requires some insight and willingness yet when tapped will lead you directly to clarity, power, and unlimited creative potential. And these my friend, are the keys and the connection to your destiny. So, let's dive right in!

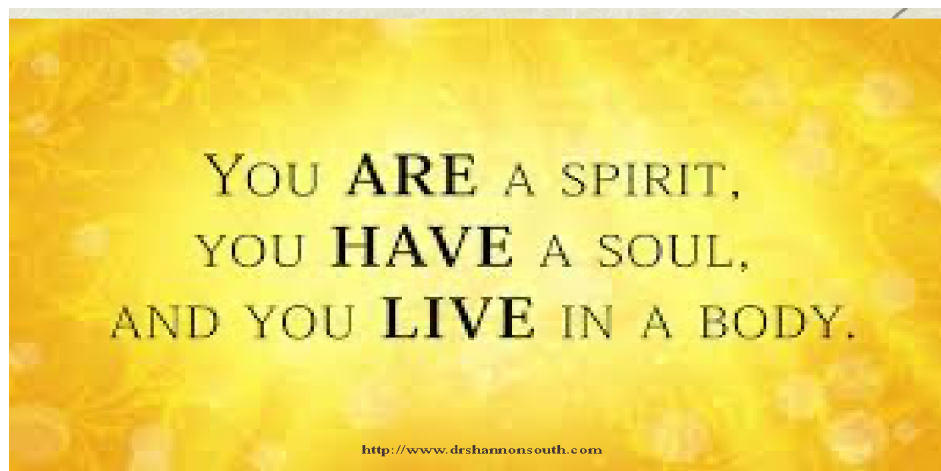


As above, so below

Look at this beautiful, strong tree. The promise of many religions and spiritual paths is that we are, and can become, like the great ones who have gone before us. The “As above, so below” slogan rings true in eastern traditions as well as being etched into the stained glass of Episcopal Cathedrals. The roots of this tree reach under the ground, drawing support and nourishment from its broad, strong, network of roots. They also reach up to the heavens spanning their limbs high and wide toward the nourishing sky, rain and Sun. Both of these directions are

necessary for our growth as we align and open up the doors to our Divine nature, our highest potential.

Spiritual psychology teaches us that embodying this way of “growing us” is the key to our wholeness, awakening, aliveness, and abundance. It is a beautiful journey I again am honored to take most every week with my clients as they chose to re-align with their Soul self and step into their true nature. (Do you think I like my work or what? Lol) *“It is a privilege of a lifetime to become who you really are.”* Dr. Carl Jung said, and we are the privileged. Here we are basking in the reflection of our grand potential. Herein lies the success, unconditional peace, and trust that we long for. The energy of abundance and strength that it takes to be an owner of a successful business and the person awakened to your life and the precious aliveness of it. We will also operate under the assumption that...



If this assumption does not resonate with you, there are more psychologically focused models that guide you to a sense of connecting and aligning with your own inner authentic nature. This authenticity nature is another way of describing the “Soul” in my tradition, and it is where the juice to your growth lies. If that lingo feels better to you than anything Soul or Spirit, then go for it. I will be sharing a time-tested, whole person model that, with some simple understanding and tools, will put you on the fast track and awaken the highest potential in you.

During my doctoral studies I learned, and have used for almost 30 years, some empowering steps you can take to have full advantage of this wisdom throughout this book. Tapping into what spiritual psychology calls your three levels of consciousness is what I am going to share with you. I will show you how to tap into the enormous potential behind each of these levels as well as showing you the warning signs of each level of consciousness when they are trying to help you, so

you can recognize these signs for what they are and course correct back to your most powerful alignment when you get off track.

In this model, the old saying “what you don’t know won’t hurt you” is absolutely not true. What you don’t know can hurt you, your growth, and the growth of your business. Ignorance is not bliss here. In fact, it will increase your suffering dramatically. We want you to tap into your knowing beyond your worried mind and your fears. We want you to have the courage to, as my spiritual psychology teacher used to say, “*turn on your inner flashlight and learn how to use it.*” One of her other favorite sayings was, “*Your greatest act of creativity is continuously re-creating yourself.*” If you try on the idea that you are the Soul of your business, then what you bring in from this empowered, aware, bigger picture, authentic, wiser, more loving you, will have a direct effect on the outcome you create. You will have the power of choice and inner resources to see these long-standing or deeply heartfelt goals and dreams come to fruition.

In spiritual psychology, we use the model of the 3 Levels of Consciousness to understand a whole person and their journey to self-actualization, self-realization, and possibly even enlightenment. Personally, becoming self-actualized is what most people are doing yet there are a few rare Souls who personify and radiate the unconditional love, peace, wisdom, and joy of the Soul. In each of these levels of consciousness lives your highest potential and your most wounded one; your most abundant Self and your most fearful one; your most hopeful, trusting self and your most helpless-feeling, hopeless one. Whether you believe in these levels of consciousness or not does not really matter. What matters is your willingness to take what you discover and spin gold out of it.

The 3 Levels of Consciousness

- Your subconscious Mind
- Your Conscious Mind
- Your Superconscious or Soul Self

My favorite definition of consciousness is “awareness of something for what it is: internal knowledge.” Now the reason we “grow ourselves” and our inner world is to open the doorways between these three incredible levels of Y.O.U.

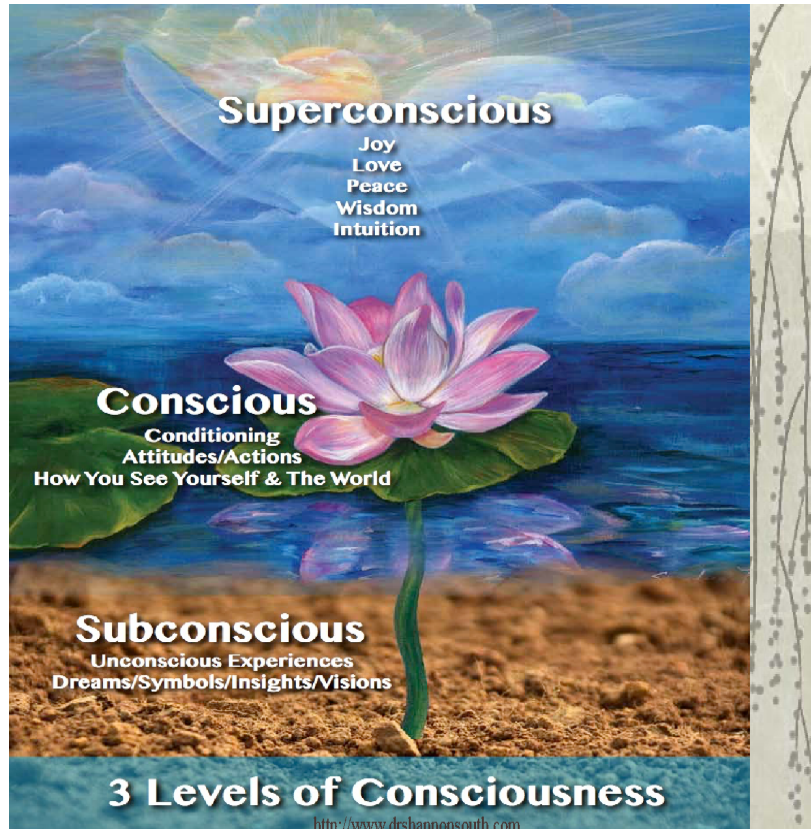
The promise of spiritual psychology is when we open the doorways between the 3 levels of you:

- You can live from your higher brain instead of just your reactive one.

- You are less anxious and depressed.
- You are more whole, empowered and abundant.
- You experience an increased sense of self and you feel more authentic.
- You are more resilient, clear and wise.
- You are less affected by your old wounds or limitations.
- You will have the circuitry to rise above your perceived or experienced limitations and move “beyond your story” of lack, pain, or whatever your personal patterns have been.
- And your ability to access and co-create your highest potential in your business and life will skyrocket!

Sound pretty great, huh? Accessing these 3 levels of consciousness to grow you so that you can grow your business creates a win-win. Not only do you begin to “Know Thyself” better, but you let go of what is no longer working in your favor, update your software so to speak, and integrate the more alive, wise, loving and powerful aspects of you.

Now the word “integrate” is of all importance in our growth. In fact, even vulnerability researcher Dr. Brene’ Brown uses it when she talks about integrating all parts of ourselves so that we are “wholehearted.” Integration, or the bringing together of parts into a unified whole, is the path of the successful entrepreneur. Not only do we bring together parts of our inner world to do this, but we then are able to discern with our more developed judgment that we have earned because we are more “self-actualized.” By developing our inner world, we are much clearer about where to put our energy, our focus and our money, honey!



Discovering how to use the 3 levels of consciousness for healing, abundance, and joy is what I have been training therapists, coaches, chaplains, and social workers in for years. It is now my honor to share this model with you so that you can use its power to grow your business and align with your highest potential.

Section 2

Getting to Know the Enormous Powerhouse of Your Subconscious



If the subconscious mind is so darn important, holding the power to co-create possibly 95% of our experiences, then how do we tap into its enormous power? Yes, I did say 95%, and I was shocked to find this out. No wonder that I had repeated many patterns over and over, only to find out they didn't work again and again. I even had an experience after the birth of my daughter that was exactly like an experience my mom had around the time my brother was born but that I was not aware of due to "family secrets." I often wondered if I had known about this unpleasant possibility would I have stepped right into it, hook, line and sinker, or would I have been more conscious of family patterns that I hoped to up-level and/or miss all together. Needless to say, it wasn't a pleasant experience, but bringing things to our conscious mind, gives us power. First, we must put on our explorer hat, turn on our inner flashlights, and go gem mining into the subconscious. What parts of us want and need our attention right now? And then, what do we do with these insights once they arrive?

Part of understanding our patterns is knowing how we relate to things in our lives. How do we feel about abundance? Are we programmed to receive it? Do we resist it with our conditioning or embrace it fully? What are our generational patterns? Whatever you want to call these pre-wired imprints, we all have them. Not only does our programming hold the keys to all our positive and negative

conditioning but also our connection to what Dr. Carl Jung called “the collective unconscious” or the Universe. We can receive help through the depths of our subconscious mind, by just going to sleep each night. The subconscious shares deep guidance through our dreams, yet we don’t always know how to interpret it.

I have so many amazing dream stories that I could write a book about them, but I just wanted you to see a glimpse at the power of dreams through this story of a client we shall call Sara. Sara dreamed about a wedding ring off and on for years. The dream would not stop coming, and she questioned what it was about since it had been so insistent and so longstanding. Her husband traveled for a living internationally, so they spent more time apart than she thought healthy, but it was her dream that was ultimately what put the puzzle pieces of her marriage together. She found out he was married to another woman in another country and had been for years. He had kept it a secret from her, but her dream of the wedding ring had been trying to “warn her” that something else was up. It was eye-opening to say the least, and she was in awe of the insight and help her dream world had given her which made this blow to her heart easier to survive.

This kind of knowledge that we couldn’t have known by our five senses, yet we have access to anyway is the power of what Dr. Carl Jung called “*the collective unconscious*.” The famous Helen Keller became a master at reading her intuition and receiving messages from the collective unconscious as well, as she was blind, deaf, and mute. Her sixth sense, being very well-developed, knew things that her system in other ways could not have ever known.

I know that is quite a powerful story, but don't panic thinking all your dreams will be that literal. They are usually more symbolic. However, if a dream does stick with you for some time, or deeply gets your attention when you are trying to resolve something or have a question, it may be trying to tell you something. I have made several important business decisions based on dreams I have had. We will come back to dreams a little later as this is a whole course in itself, however, let’s shed some light on the subconscious and see where this takes us. What are some of the qualities of the subconscious mind besides the ability to send you messages in dreams?

*The Subconscious Mind is Wiser than the
Conscious Mind. -Einstein*



Qualities of Your Subconscious Mind

- It is the autopilot of your life.
- It mainly determines how you react or respond to things.
- It is the file cabinet for memories.
- You can access the subconscious mind directly through body sensations (you know, those stomach aches or pressure in the chest or heart palpitations to name a few).
- “Emotional triggers or “hot spots” (anger, overwhelm, anxiety, fear, urgency or intense need to control, etc).
- Hidden beliefs (I am not worthy of success, I can’t handle what success and money would mean, I am meant to suffer and work extra hard for everything, etc,) and...
- Dreams.

The spiritual psychology processes I use with clients go directly to the patterns that live in the subconscious for transformation, understanding and reprogramming.

How does understanding the subconscious help you succeed?

- It opens the doorway to discover outdated and sabotaging patterns.

- It awakens and brings you information from your “shadow” that was not previously conscious.
- It gives you knowledge which is power.
- And most importantly.....
- The Subconscious Mind lets you know where your growth edge is and what you need to break through (the dams to your full flowing river, or the weeds in your garden that are trying to take over, so to speak).
- The Subconscious mind shows you exactly where you are out of alignment with your highest potential.

And do you know why this is so cool? When you know where you are out of alignment, you have found the key to your inner environment and how it is wired for success or lack of it. We can't just "positive think" ourselves out of these patterns. Believe me, I have tried. Positive thoughts are powerful, but they have their limitations.

“Positive thoughts have a profound effect on behavior and genes but ONLY when they are in harmony with subconscious programming.”

-Dr. Bruce Lipton, The Biology of Belief

So, if you have spent years trying to repetitively hammer in your affirmations with little to no success, then this why. Faking it until we make it has a place, but the true energy behind a “limp” affirmation as Dr. Jack Canfield calls them, is harmonizing the subconscious. You are then like a fine instrument, aligned and ready to co-create the best masterpiece of your life.

I know we are spending quite a bit of time on the subconscious mind, but as we discussed at the beginning, if we master the recipe and create this healthy inner soil, then the other layers of consciousness step right up to the plate. Getting the roots of our tree planted in balanced, healthy soil cannot be underestimated for our fullest potential. We must grow up and grow down.

Diving into the Subconscious Mind is so beautiful because it offers (with the know how to get there) to show you your “Real Need” that wants attention instead of the surface need that may be grabbing your attention. How often are we distracted and lose focus, not listening to that quieter, softer part of ourselves that keeps raising its hand? Knowing and paying attention to your real need instead of skating on the surface distraction enables you to go down deep and anchor your energy into the abundance of YOU. Sometimes you know what you most need to breakthrough, and sometimes you don't. We find this out while traversing the depths of the subconscious mind.

Often money issues or a lack of finances in my clients may present as “the issue they want to work on,” but when we get down to it, it is really about shame and guilt in their systems that is getting in the way of their abundance. When we discover these success-busting shadows, we are able to identify the real need. Instead of feeling unworthy or guilty or afraid of success, self-love, confidence, and wholeness are much better suitors. We can integrate these “higher level” or “real needs” into the system and strengthen the updated software called “abundance and success.” Ripe and ready for the experience, these real needs get the job done. Or if a client comes in with what they identify as a “eating issues” let’s say, when we get down to it, the real need may be feeling safe and at home in their body. This realization can lead to the behavioral changes needed to be able to make the decisions necessary to have many healthy eating experiences.

We “get there” by what may feel like “going backwards” but we are really using the “identified problem” as the solution to move us forward. Now I am not saying that having money issues is not a problem nor am I saying that eating issues are not a thing either. But it is often a symptom of something going on in the shadows. Just as a blighting tomato plant is a symptom of too much water and not enough sunlight, the system is in need of something. And we call in that divine growth edge to create the perfect balance. This may be confusing now, and if it is, no worries. As you experience your own adventures of your subconscious mind and how it speaks to you throughout this book, you will see how this interplay of honoring where you are and knowing where to put your focus creates a ladder for the next chapter in your book to awakening and prosperity.



Traversing the subconscious often feels like the image above. We may not go where we are going, but by honoring your emotions, you will get there for sure. In my training, your emotions, whether pleasant or not, are gas to your car moving

you forward to help you find your “real needs.” Finding your real needs is so key that I have a sign on my refrigerator at home in big letters saying, “What do you really need?” and when my teenager or husband gets overly emotional or cranky, I invite them to take a breath and ask their wiser Self what do they really need? It works absolutely wonderfully as they LOVE it (ha, ha) when I use psychotherapy jargon in our home.... LOL!!! My daughter reminds me all the time of how she loves it when I “treat her like my clients.” Spoken like a true teenager and daughter, her pushing me away is often how we treat our subconscious messages. Moving forward, just notice how you react when something you don’t want to see appears. You may come to love it as well, just like my girl.

Just so you know....

- These old subconscious attitudes and reactions protect you until you are ready to let them go and transform them into something more aligned and supportive of your current need vs. what you may have needed in the past.
- I used to have this quote on my business card but as it is relevant to the topic at hand, I will share it with you now.

Only that which changes, remains true.

-Dr. Carl Jung

Most people are living in their conscious mind, not aware at all of how deeply they are being affected by these subconscious blocks or sabotaging influences. In the *Biology of Belief*, cell biologist Dr. Bruce Lipton shares with us the science behind our thoughts and how they affect our systems and our outer realities directly. Epigenetics has in fact shown us that understanding our mind (attitudes) and how it affects matter (our health, experiences, and success) is key in changing these subconscious programs. Our personal lives and business lives are deeply affected by the attitudes we bring to the table. For example, does positivity lead to success?

Studies consistently show that positive people have more energy and are more self-confident and hopeful. Because of this they tend to set higher goals, expend more effort in order to reach their goals, and they enjoy the journey more as well.

So being positive is awesome and brings us to a higher level of success in so many ways. Yet, these inner blocks in the subconscious that get in the way of our positive thinking stop our forward progress. And then the positive thinking won’t

sink in. We are in battle with our conscious mind that is trying to think positive and our subconscious mind that has other ideas often based on old stuff.

You may know from past experience that doing the same thing over and over and expecting different results in business, and in life, is considered insanity, especially if it is not working. And frankly, it just wears us out. Our ability to adapt to our circumstances, grow, and change not only makes us excellent boogie boarders in the ocean of life, but those abilities give us the edge to work with what is coming at us from a wiser perspective. Take boogie boarding, for example, as I brought it up, and it is one of my favorite things to do at the ocean. There is a true art and science to the success of this fun and adventurous pastime.

If you pick the right wave, one that is not too flat and will take you nowhere, just leaving you there too sink or get sunburned, and one that is not too high and fast that will crush your face into the small, sharp shells in the sand below or suck you under for a salty, tumble, you will catch the ideal round at the top, a strong wave right at its perfect peak and have the best ride of your life all the way to the shore. The ocean will carry you, and you will go screaming with wind in your hair as you enjoy the heck out of your ride landing safely with a thrilled, accomplished smile on your face (you can see what my friends and family get to experience as they go to the beach with me....oh boy!). I have even studied the waves and spend time watching them with curiosity and interest before I walk out into the ocean. It's a super fun challenge and a great way to play.



-Photo by Jeremy Bishop

Our ability to adapt, change, and play with new concepts is the hallmark of a successful entrepreneur. Kudos to you for continuing to read this book and your

ability to be curious about your inner world so that you have more power in your outer world.

I like to call our subconscious material “manure to our gardens.” It may feel or look stinky at times, but if used correctly, it will nourish the roots of your success garden with years and years of blooms, abundance, and a full harvest.

Yogananda, one of my favorite yogis who combined spiritual teachings from the East and the West, speaks of our shadow aspects and the nature of awakening in this way, *“The same ground on which you fall can be used as your support to help you get up again, if you learn from your experiences. If you recognize a mistake and resolutely determine not to make it again, then even if you fall, that fall will be very much less than if you never tried.”*

So, before we go deep diving into the subconscious, I want to set you up with the right equipment. Just as if you were de-weeding your garden, it is nice to have the wonderful gloves so that the sharper weeds don’t cut your hands, I want you to have the inner environment so that you can de-weed with more ease and success.

Inner Foundations for Less Suffering and More Success

I have trained and have trained others in Mindfulness-Based Stress Reduction for years. I would call this approach a paradigm changer and one of the most powerful ones I know. The hospital Chaplains where I first worked out of school asked me to get trained in this approach of “paying attention to yourself intentionally” and then bring it back to the employees of the hospital to help them. Decades of research show that by learning how to be more mindful you will reduce anxiety and depression, increase your sense of Self, increase your performance, concentration, and success plus many more benefits. Many professional athletes and workplaces have used these Mindfulness principles to enhance the productivity of their staff, decrease stress and depression, and increase performance on their teams so that their businesses, or basketball teams (such as the Chicago Bulls for example), could soar!

I wanted you to have these secrets before you dive in, so that you can succeed at this subconscious deep diving experience. I find these mindfulness principles to be like a secure, nurturing boat with which to traverse the waves of your subconscious mind. By having these qualities, you can travel these waters with safety and confidence, increased comfort, success, and more ease. As the saying goes, “pain is inevitable, suffering optional.”

Going into the subconscious mind, I want you to imagine you are leading a group of small children. You are the guide. These children are all aspects of yourself really, but we are tricking your psyche right now to set these attitudes up as ways of being toward yourself. Now we all have the capacity for “high performance” mindfulness attitudes as well as their opposites like judgement, urgency, knowing all the answers, striving, rejection, and trying to control those things we can’t control. So, when you notice these in yourself, just observe them and care for them like they are your children you are leading on an expedition. Will you give this a try? By practicing these attitudes below to balance out the others, study after study show us that success, peace of mind and increased performance will eventually become your best friend.

High Performance Attitudes Include

- Nonjudging
- Patience
- Beginners Mind
- Trust
- Non striving
- Acceptance
- Letting Go

-Full Catastrophe Living by Jon Kabat-Zinn, PhD

Which ones are you great at?

Which are more challenging for you?

So, bringing this back to your business, as we notice the weeds in our inner garden, we are given these foundational attitudes to create an inner environment for the healthiest flowers and plants to grow.

And with these high performance attitudes, you move towards loving yourself and using emotional logic to overcome any inner conflict arising in you that needs your attention.

“Remember when we win the inner battle, the outer one takes care of itself.”

-Dr. Shannon South



I had a client who is an accountant. We will call him Jake. Jake owned his own business. Yet he didn't get any of the perks of being an owner. He found himself working so hard to make ends meet that he was exhausted. Growing up in a harsh, critical, and abusive family, he learned really quickly to survive by "being right," overachieving, and shutting down his emotions. Deep down he really disliked himself, and this disconnection of not caring for himself sent him down many bad decision-making roads in terms of his business. He teamed up with a super seedy person who took advantage of him, his good will and hurt his business. He spent all his money right as he earned it on hobbies that were enjoyable but left him stressed all the time. He felt like he was "behind the ball," so to speak, since he didn't have very much savings. With his clients he gave too much and undercharged all the while feeling exhausted, frustrated, and unimportant especially during tax season.

After doing some deep diving inside, we found out that his core value of himself had been damaged. He felt he had to be perfect, and he never wanted to disappoint anyone. If he didn't keep up the weekly, crazy schedule, he was afraid he would lose all his business. It felt like all or nothing. He drove himself into the ground due to this belief, and he had neglected meaningful relationships in his life due to all of these fears and more, throwing himself into work to cover up his pain. He neglected other deeper and "real" needs just to keep band-aiding it all together.

Recognizing he had set up the structure of his business to overcompensate for his inner feeling of low worth, lack of care for himself, and unresolved anger towards his family, he began paying attention to his emotions that were frozen out of survival and what they were telling him. What did he like? How did he want his business to run? What felt good? What was he sick of tolerating every day?

Hint: If you are ever wondering what question will tap you into your power quickly, ask yourself what you are done tolerating, and then have a go at it! Make a list of even 10 Tolerations or things that you just can't tolerate anymore. Really get into it. You can then write out an action plan to address them. Maybe you are just sick to death of a bad chair that keeps hurting your back day after day or you are

tired of neglecting the 30-minute walk you keep “meaning to take” during lunch. You will be amazed at the little and big things that when you pay attention really drain your energy. (see Appendix II for The 10 Tolerations List)

After giving his deeper needs some attention, he realized he desperately wanted and needed balance. He wanted and needed more joy and financial stability. He wanted to enjoy his life and feel connected to others. He wanted to stop reacting to his clients, the demands he had set up for himself, the fear he was not enough and the workaholism that came with this. He wanted to feel better, sleep better, and feel more whole. He needed more support. He just wasn't sure how we were going to get there and feared that making any change would hurt his hard-earned success. He wanted love in his life and as scared as he was, knew it was time to break through. After several integration sessions together he had the energy, the clarity, the wiring and the power to easily implement some of his real needs.

I believe that owning our own worthiness is an act of acknowledging that we are Sacred.

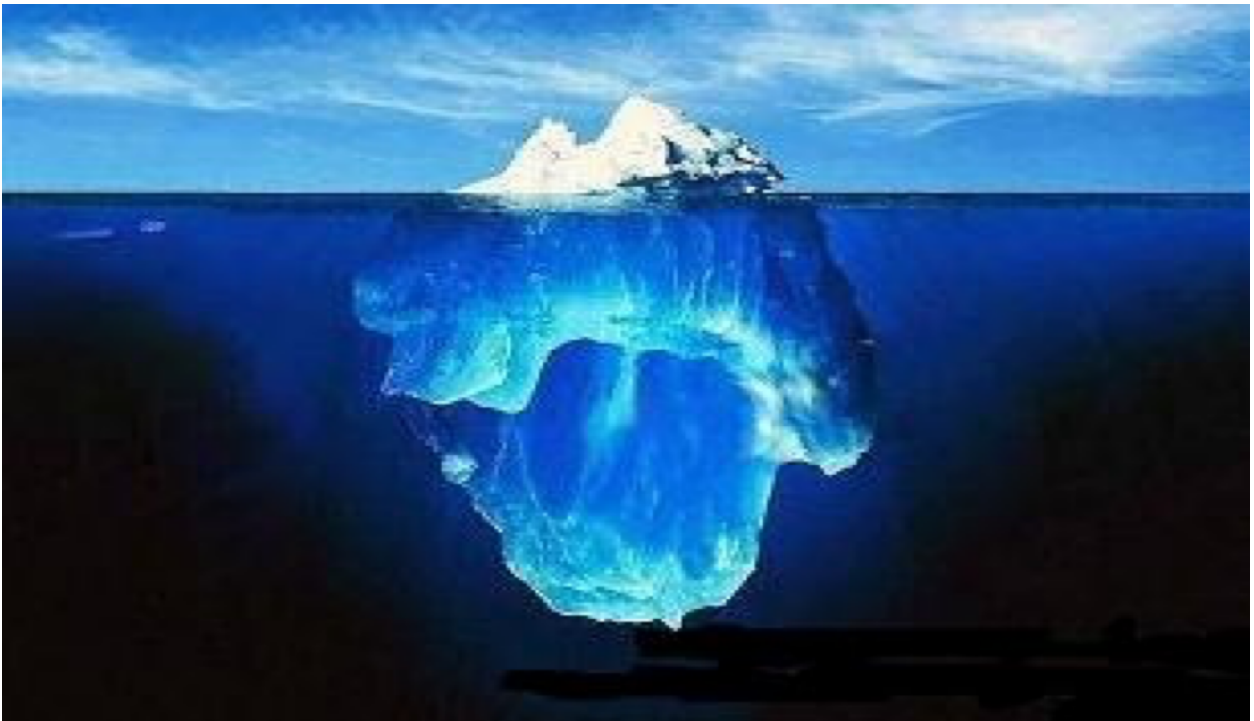
-Brene Brown, Daring Greatly

Sometimes we have been doing something the same way for so long that our fear of the new, and the lack of faith in it, turns on us. In my Breakthrough Days that I take brilliant, Soul driven business entrepreneurs through who are really ready to soar, this fear of doing something new always comes up. It is totally normal. It is normal to fear change and to do it anyway. Fear is sometimes like algae in the ocean. We have to deal with it at times, but how we react to it is the key. We may scream or say yucky or avoid it or tell ourselves, “it's only algae not a shark” when it brushes by our leg in the water. However, we may truly know the old way isn't working, but we are afraid we have to “stick with it” regardless of the loss and pain or Soul-crushing neglect that is involved.

I often remind my clients of the faith and courage it takes to do this work and that their wiser, Capital “S” Self knows exactly where to take them. This may be a foreign concept to them, but the proof is in the pudding. It is a joy to watch breakthroughs unfold, and I am continually lighting up inside as their willingness plus an authentic connection with their Soul creates a breakthrough for them. It is truly a “the crack is where the light shines in” moment. I act as a guide on the side and with honor help them through this sacred transformation.



One of my mentors, Dr. Norman Shealy, who started the Holistic Medical Association always said, “Self-neglect is the number one reason for depression.” When I meet entrepreneurs like Jake and others, I know this to be true. The Soul thrives on balance and by getting even just a few of his Real Needs met, he began to feel alive again. This not only sustained the success of his business, but he raised his rates and hired some help which ended up making him more money in the long run. He got his life back. His business became more quality instead of quantity which made him more abundant. And he only lost one client, which was his biggest fear, when it was all said and done. Now how’s that for successful expansion?



Our subconscious is the key to our life’s pursuits. It is wiser than the conscious mind.

-Dr. Carl Jung, Swiss psychologist

Getting to the Root of the Problem: Going Deep to Rise Higher

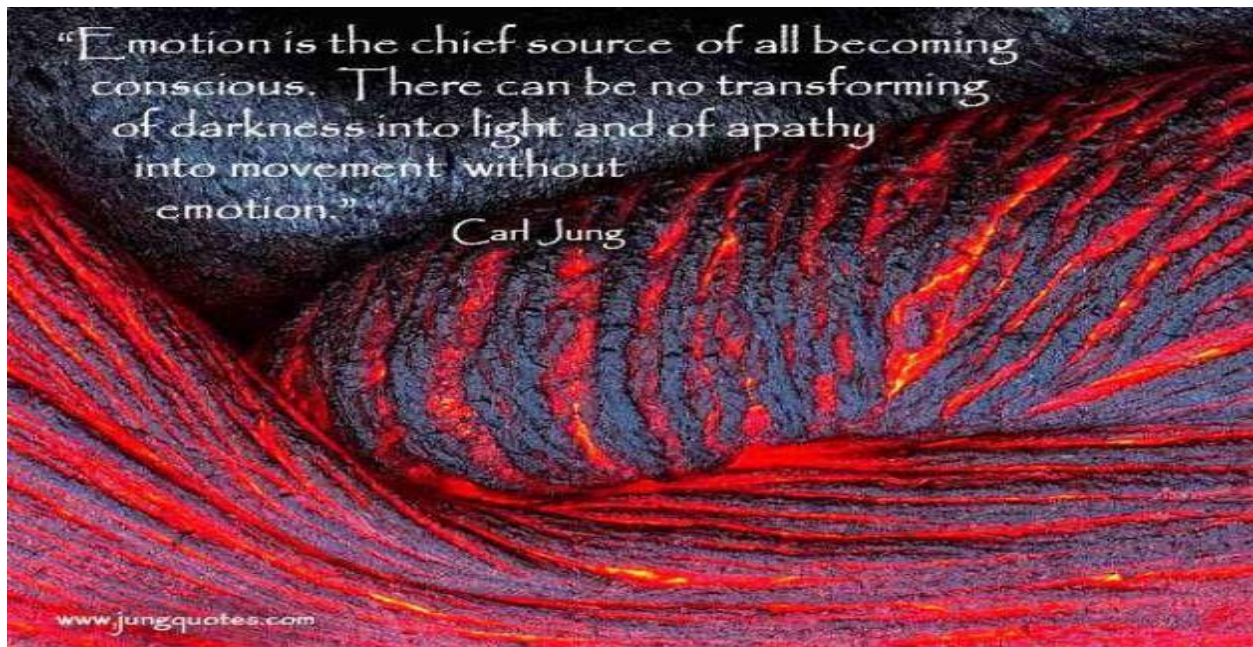
Let's do a quick "warm up" to begin "getting to the root" of your subconscious mind. My clients are often surprised at how fast we expose the root of the problem. It's as if I had asked them to come to my office in a two-piece bathing suit or a thong bikini. They feel exposed, and yet relieved, when we get there. Vulnerable and yet more powerful than ever. Now it doesn't mean there isn't discomfort along the way, but my friend through those moments of chaos lies the "secret order" that Dr. Carl Jung talked so much about. He believed that in all chaos there is a "secret order," a solution to every problem. There is a way that only your Soul knows the secret too. And it is there for your experience, growth and healing if you are willing and open to it.

There is so much power in honoring what Dr. Abraham Maslow called "your deficiency motivations," or the root of your conditioning that has motivated you for years. Whether you knew it or not, these "deficiency motivations" such as lack, unworthiness, fear, or the need to be seen and heard have been guiding your choices in business, self-care, and more. Now it doesn't mean it is wrong that this is so. In fact, it is just part of the journey. We all have them and as we go along you will find out how to identify yours plus keys to overcome them. However, when we get beyond this "deficiency motivation" and heal these younger survival patterns, we become more of a match for our abundant, joy-filled dreamy life. Our life and business can truly soar from a place of this wholeness. Traditional or talk therapy could take weeks, months or years to get here. That's why we go right for it. Getting to the root and including and transcending it is the golden key to your breakthrough.

So, let's get down to some of your root conflicts right now.

You can do this Attitudes and Feelings chart (below) in your pajamas if you would like. Just give yourself time to reflect in a comfortable environment on these two sides of you and write them down.

Hint: If you don't know the answer to these questions, then ask those who are close to you and love you. I bet they will have an ear full of examples if you are open to receiving them.



Also, before I do anything experiential, I always have my clients or class participants to pause, close their eyes, and invite in their Wise Mind or Spiritual Self to guide them as they go into this exercise. Now they may sense an opening in their heart, a stillness inside, or they may literally see or feel guides, the Holy Spirit, and/or angels. A monk once said to me that sometimes the first sign of “God” is just a feeling of peace. However, this comes to you, it is a super worthy practice and one that creates, as our mindfulness experts above suggested, an attitude of openness, curiosity, willingness, and maybe even trust.

If nothing happens when you invite in your wise mind or Spiritual Self, don’t worry. Just imagine what that might be like if your Spiritual Self was actually paying attention to you and supporting you in your endeavors. Just imagine. It works wonder. And then go from there.

I had a teenager in my office who told me he didn’t have a higher, wise Self. I get it. At that age and at other times in my life, I didn’t feel super connected to much of anything that I can recall. We explored a bit further and I found out that he was a musician. He played the guitar and wrote songs as a passion of his. I asked him, “Do you know what notes or new songs are coming out next when you are playing or creating a song?” He laughed and said, no. I asked him if this could be his wiser Self and he immediately lit up and said, well YES!” And then he identified his Creative Nature as his inner wisdom in most all of his life. We were then off to the races!

What if we got creative instead of stressed?

-Dr. Shannon

So, let this attitudes and feelings exercise below, be a path to your subconscious mind and the deeper attitudes you store there and let's see what happens. (There is a super, important reason for this, I promise<☺)

Attitudes and Feelings: A Bridge to Your Subconscious Mind

<p>Attitudes are forceful patterns that have energy behind them and create outcomes. They directly influence events and reality.</p> <p>When we have responsive attitudes, we can move through our lives with joy, purpose and serenity, co-creating outcomes that follow our dreams. Responsive attitudes give us energy vs. take our energy away. They fuel our growth and keep us responsible. In what ways are you responsible?</p> <p style="text-align: center;">RESPONSIVE ATTITUDES</p>	<p>Attitudes are ideas and beliefs which are charged with emotion. They profoundly affect our mind, emotions, energy, decision making abilities and our physical body.</p> <p>Reactive attitudes are protective and built for survival only. They ultimately sabotage us from getting what we truly need. They block us from breakthroughs and from aligning to our Wiser Self. In what ways are you reactive?</p> <p style="text-align: center;">REACTIVE ATTITUDES</p>
<p>What are your feelings and attitudes toward your business (work, etc.)?</p>	

What are your feelings and attitudes toward family members?

What are your feelings and attitudes toward your physical body, substances (alcohol, cigarettes, food, etc.)?

What are your feelings and attitudes towards men?

What are your feelings and attitudes towards women?

*Include feelings and emotions associated with each attitude.

As we said earlier, our subconscious memories, feelings, and beliefs are stored in the cells of the body. Candace Pert, a scientist who studied emotions in the lab, proved this to us in her book, *Molecules of Emotion*, that emotions were literally alive and active in our cells. The importance of this knowledge is that our bodies are a wonderful guidance system for us to let us know how we feel and what we need.

Where did you feel the most emotion in the exercise above? Notice how you react vs. respond and reflect on where those emotions may have come from. Often those reactions are places we have an abundance of emotion left unprocessed. If we are able to honor our emotional nature in these “hot spots” and use them as gas to our spiritual growth car then we can move forward to a higher level of response-ability and build our inner receptors for success.

Now we don't run our business by our emotions per se as this could be dangerous. However, we are more influenced by our emotions than we give ourselves credit. Our emotions come from a host of beliefs and experiences which accumulate into the wisdom of our subconscious. It's as raw and real as it gets. We want our emotions to have a say as they feel like they do for a reason. Reflecting on our reactions and our responses will give us direct insight into some of our subconscious conditioning towards our lives and businesses. I will also directly show us the inner conflicts that need our attention. Owning and honoring our reactivity plus seeing our strengths are the first steps to knowing where the transformation needs to occur and what needs our focus.

After greasing the pathway to our subconscious mind, we want to look at our conditioned pattern, survival pattern, our attitudes etc. and assess is this where we want to be?

Let's take Mark for example. Mark is the head of a successful company. He can't believe his employees are so slack and gets angry a lot of the time. He takes his frustration out on his employees and feels bad, but justified, about it. He was raised to do this as this is what motivated him to succeed. This was how his dad “lit a fire” under him. He didn't like it when it happened to him, but he learned to survive underneath this fire. On some level, he feels this made him a better person. When we get down to it though, he knows he reacts too often and decides it is time to grow up a little. This reaction has become uncomfortable if he is really honest with himself and makes him feel powerless over himself instead of who he truly wants to be.

If you were the coach right now trying to help Mark find out what he really needed instead of this anger, what would you say?

Self-control, self-soothing skills, self-respect, compassion, assertive communication, discipline, self-love, leadership by connection instead of force? Trust? All of the above.

Finding out Mark's inner conflict, who he is vs. who he wants to become if he is honest with himself, is where the pedal hits the metal.

What are your inner conflicts? Name one that you have in your business.

Conflict/concern:

I react like this:

I would prefer to respond like this:

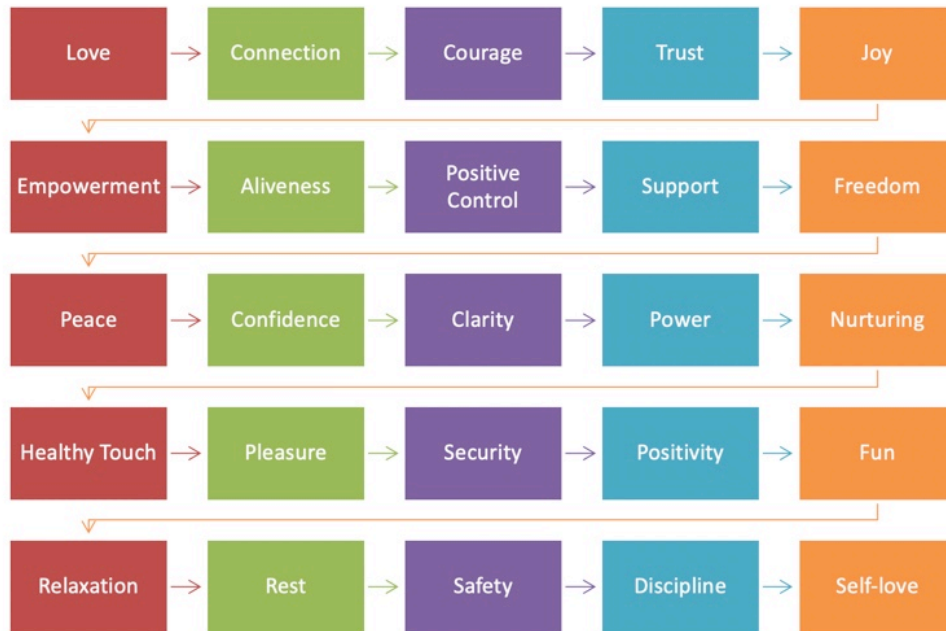
What do I really need to make this response a reality?

Hint: *These are inner needs that align you, not outer needs that you cannot control. Having an internal focus of control brings you more of what you need and closer to the joy and success alignment you desire.*

If you are unsure, look at this List of inner "Real Needs" and circle the ones you know would help you achieve this reality. When we acknowledge and get our real needs met, we heal our reactive, inner conflict and this brings us inner freedom.

Inner Freedom=Outer Change

Your REAL NEEDS CHECKLIST



<http://www.drshannonsouth.com>

For example, “Aligning with love, I react with fear less and respond with trust more.” Or “Aligning with confidence, I know I am worth following my dreams. I am able to let self-doubt go.”

Reflecting on these patterns more deeply, you bring your subconscious to your conscious mind, and you have more power. Being open to feedback from your subconscious will not only enlighten you and surprise you, but it will begin removing blocks that stand in your way to your ultimate highest potential.

Dr. Carl Jung said, “*Until you make your subconscious, conscious it will direct your life and you will call it fate.*”

Deep huh?

Let’s not become victims of our subconscious mind or these “deficiency motivations” but rather make them conscious and use them as the powerhouse that they truly are. By knowing and becoming aligned with your inner or intrinsic, real needs instead of the “reactions” you have experienced for years, you will catapult into your next level of growth and your outer experiences will reveal this. You will align with who you have wanted and dreamed of being. Dr. Wayne Dyer, one of my favorite spiritual psychologists of all times says it this way, “*Alignment is awareness in action.*” Let’s get you aligned for success and joy!

Ah-ha’s and Light Bulb Moments

Have you ever experienced a time when you were reflecting on a topic, and just relaxing, and a “light bulb” goes on that gives you the insight into a problem that you were just chewing on hours ago? This is the work of our subconscious mind. Albert Einstein said, “*It is not that I am more intelligent than others. I simply stay with the subject for a longer time.*” Do you stay with something and create the space for your subconscious to guide you?

One of my favorite ways of doing this is going on a hike. With the topic, concern, or challenge in mind, I begin walking. I allow my mind to wonder and yet I bring it back to the topic at hand. I carry my cell phone with me and when an ah-ha appears, I speak it out to myself on my phone. It is a wonderful way to grab little gems or get clarity on things I am working on. During meditation is another way I receive guidance. I don’t go looking for it, but my intention has been set and it regularly appears.

If I haven't convinced you to acknowledge your subconscious mind and take it a bit more seriously, I probably will by the time you do a few more experiential exercises in this section. However, don't worry, I won't ask you to get hypnotized or take LSD to dig up dark, crazy feelings.... I mean, some medically monitored agencies really do this and the results turn out pretty well in terms of getting in touch with your subconscious fears, beliefs and honest attitudes. Yet I am able to access this stuff with my clients using the power of spiritual psychology. No drugs needed.

I will, however, ask you to **turn on your inner flashlight** and take a deeper look. Now I am not a believer in smashing your face in old painful stuff, or making you own up to something that is too hard to look at, as I believe your system is trying to protect you by keeping some of these things at bay. Sometimes we only need to address these "big pain points" with a competent, supportive coach, group or counselor. However, I will encourage you to be curious like a small child. Ask yourself some questions in a quiet environment or after meditating. Honor your feelings and hold yourself accountable with care and kindness.

Most of us are so hard on ourselves that we stunt our own growth by being so critical. Being so hard on ourselves can actually put us in fight or flight mode, and we short circuit our performance and nervous system with the pressure we put on ourselves. Our higher brain cannot even work during these moments. It just shuts out new vital information for survival, and then things start to get a little nutty! We often do the same things over and over again that don't work or try new things without inner guidance only to fail and fail again. We become too rigid and over masculine or too feminine and "overgo with the flow", all along getting way out of our alignment and balance with our inner potential. Our inner world gets even more polluted and we feel like a failure. We begin to lose precious energy and concentration because we are fighting an inner war, and that is all our system has the bandwidth to do.

Hint: If you want a sustainable business that is thriving and growing, you will need to heal this inner war with the confused and conflicted parts of yourself so you can have access to your best inner creative, clear and abundant Self for success. You can become a clear channel for joy and success.

Take Janet as an example. Janet was a burned-out recovery counselor in her 50's when she came to see me. Her life had been full of hard knocks growing up with addiction, and plenty of trauma to go with it. But she had gotten into recovery and saved her life in her 20's. She began to give back, going to school and became

a counselor. It was great for a while. The only downside to this was that it was zapping her joy, and it felt out of balance as well. It didn't pay well, and the hours were long. She felt the mission behind the madness, but her real love was her art which she did on the side when she had the energy. After a long day, there wasn't much of that left.

After years as a recovery counselor and being active in Narcotics Anonymous, she really wanted to be an artist but was deeply afraid and really believed “the starving artist attitude” which was active and alive in her fear. This fear stopped her from taking risks and took her vital energy along with it, almost like an eddy in a river. She didn't feel fully alive or that she was living her truest calling but she kept showing up.

As I guided her through a depth psychology process called the Inner Counselor TM, she got in touch with a time in her past when she had made an agreement to abandon her true needs to be abundant and do what she loved. She had gotten lost in the fear of “not being good enough” and the fear that there weren't enough resources, time, or energy to support her in her dreams. To deal with this, she would confuse herself and distract her desire to move forward by never slowing down enough to hear the tug of her heart. She felt scattered and lost.

As we worked through this survival pattern and saw what she really needed it became clear it was time for something new.

Janice got the insight from her “Soul” self that she needed to trust in herself and the next version of her. She needed clarity, power and a belief in herself. Her whole demeanor shifted from one of bouncy, anxious, and scattered to one of solidity, strength, and wisdom. She felt so grounded and less confused than she had in months when she left the office. Talk about a breakthrough for her true power and clarity.

Within a month, she had quit her agency job and was doing her art mostly full time. She had a private practice that she could fall back on, but she had already made more money selling her art in 2 weeks than she had in her agency job in a month. She felt fantastic, full of energy, and alive. Her new “attitude” and consciousness programming that “I am enough” and that “I can trust myself.” This new alignment was literally paying off in energy, money, time, and happiness. She began a new chapter in her life all by rearranging her inner programming and rewiring new molecular pathways for success and joy. It was so heartfelt and incredible to watch she and her dream business grow.

7 Subconscious Survival Traps: How to Identify Your Primary One and Break Free

So, if reprogramming our subconscious survival patterns creates so much momentum and gives us the connection to our Soul self that we have always needed and maybe even wanted, then why don't we gleefully dive right in? Why do we keep doing the same things over and over or throw things at our problems from the outside in, only to end up disappointed or let down at the final results? Are we able to blow the lid off our success and joy blocks and into a life and business beyond our wildest dreams?

Well, the fact is that some of these old patterns can bring up deep pain, and we truly don't like pain, I mean who does? (don't answer that...LOL) The other thing I have identified over and over about this phenomenon of experiencing the same or similar things over and over and not truly reaching what we know in our bones our highest potential can be, is that we all have what I have come to call, Subconscious Survival Traps. Now they are called subconscious for a reason in that, they are in our shadow or our biggest blind spots. Imagine when you are driving your car and the blind spot on your right side is where another car is beside you, but....you can't see it! Yep, it's exactly like that. And we can be surprised when it finally does come into our view.

We all have these subconscious traps, and they often create havoc on moving forward and growing our business and ourselves. In fact, they create so much chaos at times, that I believe they are the number one reason we don't reach our destiny. See these Subconscious Survival Traps are our survival adaptations in this world of experiences and thank goodness for them or we wouldn't have made it this far. We all may have imploded, jumped off a cliff or stayed in the bed for good and we wouldn't be having this conversation right now. So, we are grateful for them to a point and then we need to let them go. It is time to get beyond survival, don't you think?

Some of these survival skills trap us over time. Then they become a cage of our own making. And yet, we have an affinity for these cages. We have slept with them, eaten with them, spent much time with them, and justified them. They have been our blankie in the storm, and the fireball in the dark sky. We needed them then and when. But as time goes on, we outgrow them, and that is a good thing. What starts happening is that we either suffer in them, continue to repeat them, or we transform them and step into our Divine power.

“The subconscious mind makes no distinction between constructive and destructive thought impulses. It works with the material we feed it, through our thought impulses. The subconscious mind will translate into reality a thought driven by fear, just as readily as it will translate into reality a thought driven by courage or faith.”

Napoleon Hill, Think and Grow Rich

Let me tell you about my client “Rachel.” She was one of the brightest, most caring, and powerful dentists I had ever met. She loved her job and truly enjoyed helping people with their teeth. When she came to see me, her anxiety was so bad that she was unable to sleep at night, pacing the floors and trying everything she knew until the wee hours of the morning. She was having panic attacks and was miserable. She desperately wanted help with her anxiety and panic attacks, and she was beginning to feel debilitated.

As we explored more, she is running herself ragged and feels jerked and pulled around at work seeming to have very little control as to how her day is going to go. Even though her dream of being her own boss hasn’t happened completely yet as she is part of a clinic, she is supervising other dental students and putting out fires and emergencies all day. Her husband and family are worried about her and she begins to feel her dream of being a dentist is not worth the money or the harried schedule. She doesn’t want to just “pop a pill” to feel better and truly, as a good dentist would want, desires to “get to the root of the problem” (ha, ha!) for permanent freedom from this anxiety. She knows after reading about me and after a strong referral that I can help her do this.

We discuss how she is the center of her work life, but “how she is relating to it” is not working for her. She doesn’t know quite how to change the endless demands or stresses she experiences all day long. As we do a deeper dive into her old patterns and how she relates to conflict, we realize she feels very trapped and scared regarding how things are and how she feels things have to be. She holds herself up to a super stressful and unsustainable standard. This rigid standard of “I have to be a certain way AND I am helpless to change it” feeds her anxiety and takes her away from the part of her that wants to be creative and grow.

It is often when we find these “subconscious rules and roles” from our conditioning that we understand what feeds our anxiety and insanity. We often don’t even know what they are, or if we do, we are not sure how to change them. I wanted Rachel to break free from these. By using a spiritual psychology process called The Inner Counselor TM, Rachel realized how she gives herself very little

room for creativity and using her personal power to follow her dreams and instead spends a lot of time reacting to what is coming at her. This feeds her feelings of helplessness and being trapped. She ties her own hands when it comes to speaking up for what she needs or when she has spoken up or taken a risk, it hasn't worked out and creating even more anxiety. The good news is that because of her being crystal clear now about how she disempowers herself, we can move her beyond these patterns. She began to see the light at the end of the tunnel. She began to trust there is a way out of this chaos. She can find a way to empower herself, get what she needs, and co-create the business/work life of her dreams.

So as often happens when we have a breakthrough healing, something happens out in the world to re-iterate or mirror back the healing. Some call this synchronicity. Others call it "support of nature" or a high five from the divine! I will give you a personal example. I had a challenging, avoidant ex who I was co-parenting with. I would text him or call him around important issues with our daughter and he would take weeks, months or just not get back to me at all when it came to decisions. It was maddening! I would then get more anxious, text or call more or try all kind of crazy tactics to get him to engage. I decided to use a spiritual psychology approach with myself and in the midst of it had a breakthrough around the way I was relating to the situation that really freed me. Well wouldn't you know, I looked down after my healing process and he had texted me back around something that I had tried to get an answer about for weeks! I just laughed. Changing patterns is truly and inside-outside gig.

In the spiritual psychology field, we call this "support from the collective unconscious", your Soul, or your Capital "S" Self. Psychologist Carl Jung, PhD believed, as we "become the qualities of our Soul" we tap into the abundance of the Universe and receive support. Albert Einstein used to say that our belief of whether it was a friendly Universe or not, either plugs us into this incredible, support network or takes us down into disconnection, lack of health, success, or demise.

Often when we realize and awaken to what we "really need" instead of what we "thought it was" in our conscious mind, we are able to sense how getting this need really feels and open up to integrate it into the fabric of our possibilities. We "build the circuitry" for it, so to speak. With our real needs met and our inner circuitry and connections flowing, it can now show up in the outer world for us. This is the power that Napoleon Hill referenced in his book *Think and Grow Rich* and how we "become the master of our own destiny" when we influence the subconscious mind. Rachel is a perfect example of growing yourself to grow your business from this abundance alignment and becoming the master of her own destiny!

So, as you probably imagine, just a few short weeks later after doing all of this inner work, Rachel is offered to partner with another dentist in town whom she really likes. She would be her own boss, could set her own hours, and could create a culture of less pressure than the one she lives in right now. She was thrilled! As she began to navigate her anxiety using my anxiety relief strategies and rewired the “root of the problem,” a solution from the inside-out emerged, her panic attacks decreased, she began to sleep through the night, and she soon gave her notice to leave her current job and step out into the business of her dreams. (P.S. she also doubled her income in the process.) Now that’s a spiritual high five!

- **Hint:** Break through what is blocking you from your next level of success by noticing how you are relating to where you are struggling.

*It’s not what is, but your relationship to what is,
that is the problem and the solution.*

*** Hang this on your bathroom mirror and read it every day!

These 7 Subconscious survival traps are where our “deficiency motivations” or survival patterns really get a hold of us. We justify, excuse, deny, and get out of our divine alignment over and over again sometimes as if our life depended on it. And when these subconscious survival traps were developed, our life did depend on these. Like a shaky tower in the Jenga game, they hold us together until we can get a stronger, more direct alignment from within. (or the Jenga pieces placed in a better position<☺) This is an energetic game changer! With awareness and integrating all three levels of our consciousness, we can and will overcome these subconscious survival traps and align with our success and joy.

Now in my 25 years of working with thousands of people, I have come to know that we all have one or two primary subconscious survival traps that have protected us over time. However, these traps ultimately are stunting our growth now. It is time to let them go and reach your highest potential, would you agree? Let’s find out what your primary ones are and how to overcome them.

Don’t know what Trap you are stuck in? Take this quiz below to find out.

Quiz: What is my primary Subconscious Survival Trap

To find your primary trap, read the statements below and mark the ones that deeply resonate with you. The one with the most statements you resonate with is your primary survival trap. (The one you operate out of most during stress) If you tie on several, which is common for some, use the process of elimination and work

your way down the list until you are left with 1 or 2 that you just know in your gut are your strongest “go tos”. Sometimes traps are so far in the subconscious that we can’t even see them.

Some questions you can ask yourself to stir the subconscious mind are:

1. What is my biggest conflict or concern?
2. How do I commonly react to it? (ex. take action right away, get angry, turn on myself, throw money at it, get stressed or paralyzed for days, etc.)

Sense and feel your way through the questions with curiosity to have the most accurate outcomes. If you have certain emotions around one or another, this is usually a clue.

The Fear Trap

- You feel urgent and move fast when making a decision almost like you are trying to get away from the fear or discomfort inside yourself instead of slowing down. (Everything feels so urgent!)
- You find it hard to slow your worrying mind down and be with yourself in a nurturing way.
- You spend too much time planning for or thinking about the worse case scenario and catastrophizing the future.
- Most of your days are stressful and you feel overwhelmed easily almost to the point of “I can’t handle it...” kind of overload, increased discomfort in your body or like you might have a panic attack.
- Managing all the “fires you have to put out” takes up more time than you would like and you crave getting out of this rat race or dream of being somewhere else more peaceful on a regular basis.

The Drama Trap

- You tend to criticize or blame others or outside circumstances in your life for your dreams not coming true.
- You often feel like a victim, frustrated and/or sorry for yourself about how your life or business has turned out.
- It is hard to move forward with what you really want to be doing because you feel responsible for others’ issues and dramas even if they don’t ask for your help.

- ❑ You make excuses or have a list of regrets for why your life or business is where it is and you may feel powerless to change it.
- ❑ You often feel resentful that you are doing more than your share or aren't getting the same in return. This creates criticism, not enough time for you, and inner chaos.

The Perfectionist Trap

- ❑ You have certain standards of how you must be in the world and put tremendous pressure on yourself to achieve these.
- ❑ You are often disappointed and/or critical of others since they definitely don't care as much or work as hard as you do.
- ❑ You have a strong, almost obsessive drive to not make a mistake and will go above and beyond to make sure you do things right.
- ❑ You are driven by a strong inner critic and a set of rules that you revolve your life around.
- ❑ You feel unworthy or empty inside and often set yourself up to meet unrealistic expectations that you are always falling short of.

The Confusion or “Playing Small” Trap

- ❑ You tend to water down your ideas or brilliance in order to make others around you, or yourself, feel more comfortable.
- ❑ It is easier to play small and lay low under the radar than make waves.
- ❑ You may have a sense of where you want things to go in your life or business but have difficulty trusting this sense and ask a lot of other people or resources for their opinions, which confuses you even more.
- ❑ You have difficulty making decisions and feel insecure often.
- ❑ It's hard to feel strong, competent and clear in your life due to self-doubt and/or confusion.

The Black Hole or “Not enough” Trap

- ❑ Your pattern is just “do more” of what you think you need, all the while feeling there is an inner void you are trying to fill.
- ❑ No matter how much you accumulate (money, time, food, new programs, etc.) you are often looking for the next thing and it is hard to feel satisfied.

- You often think the next thing will fix whatever the problem is in your life kind of like a “magic pill” and you may have the bright, shiny object syndrome (chasing after new ideas instead of focusing on what you set out to do originally).
- Life feels out of balance and unstable and you have a hard time setting boundaries in key areas in your life.
- You are susceptible to overdoing or the feeling of “not getting enough” of things such as work, food, alcohol, money, time, exercise, quick fixes, people, sex, etc.

The Depression or “Burn out” Trap

- You often feel you have lost enthusiasm or interest in things that used to bring you pleasure or contentment.
- You suffer from apathy or just not caring as much as you used to about important things.
- You may have had a significant loss or change in the past few years of your life, which has had a large emotional impact on you.
- It has been hard to find the energy to do the things you know you want to do to make your life or business better.
- You are neglecting your self-care.

The Spiritual Bypass Trap

- You avoid dealing with the monotonous, unsure or harder areas of your life or business in favor of a much more exciting theory, movement or even conspiracy going on.
- You may be in denial or not honest with yourself about how you truly feel about your life or business.
- It is more comfortable justifying or finding “spiritual platitudes” for why things are not going well than to find a creative solution that works.
- You are waiting or hoping for something or someone to come rescue you from your life or business.
- You have a gut feeling that you are distracting or avoiding the real problems or your feelings about your current circumstances instead of meeting them head on.

Congratulations! You have identified your primary survival trap/s. Reflect on which traps you scored highest on and then see the chart below for keys on how to overcome your primary trap/s.

You are one step closer to your “success and joy alignment” and to creating a new powerful pattern for your life and business.

As you may know from your own experience, your relationship with money, love and power is where we all often fall into these traps. When we believe we don't have enough, we forget the inexhaustible supply in the world that we are created from. We lose ourselves in one of these traps, and we make crazy decisions based on what we call “downdrafts”. When we are in a downdraft we are again in what Abraham Maslow called “a deficiency motivation” and in a survival pattern. Now survival is a great thing, and it is wonderful that we know how to do this, yet as a spiritually aligned entrepreneur, we know there is more than just survival. Aligning our inner needs with our truth and opening up to our success and joy alignment is what this is all about!

Here are the 7 Subconscious Traps, signs of each trap and crucial keys to recovery.

Subconscious Trap	Signs of Each Trap	Keys to Recovery
<p>The Fear Trap</p>	<ul style="list-style-type: none"> • Overload and Overwhelm • “I can’t handle this...” • “What if....” Thinking • Making decisions out of urgency to quell anxiety and fear • Discomfort or restlessness in the body (nervous stomach, pressure in the chest, shallow breathing, etc.) • Creates negative consequences over time such a health crisis, debt, panic or anxiety attacks, sleep and blood pressures issues, auto immune issues, etc. 	<ul style="list-style-type: none"> • Align with inner wisdom, calm and intuitive decision-making • Discover how to relax and use mind-body tools to decrease anxiety • “I can handle it” and empowered thinking are the new normal • Access support systems that increase self-love and decrease fear • Work towards better health, rest and nervous system practices to feel whole, secure, peaceful and playful vs. scared, urgent and reactive.

Subconscious Trap	Signs of Each Trap	Keys to Recovery
<p>The Drama Trap</p>	<ul style="list-style-type: none"> • Stuck in blame, shame, faults, regrets and/or excuses • Persecuting self/others • Rescuing others • Abandoning self • Feeling like a victim • Seductive and adrenaline based distractions that create temporary sense of power and control • Chaotic, helpless and hopeless feelings because there is no forward movement in business and life patterns • Wasted energy that doesn't fix the core problem at hand 	<ul style="list-style-type: none"> • Step out of drama (persecutor, victim and/or rescuer) and into strength and balance • Use energy, time and resources in more effective, productive and powerful ways. • Increase sense of peace, clarity and assertiveness • Establish better boundaries around people, places and things <p>Develop internal focus of control which increases a strong sense of Self and access to inner wisdom</p>

Subconscious Trap	Signs of Each Trap	Keys to Recovery
<p>The Perfectionist Trap</p>	<ul style="list-style-type: none"> • Operate under rigid beliefs of right/wrong, good/bad and hold self/others to unrealistic or unsustainable standards • Never fully measure up to your over the top standards which leaves you feeling like you are not good enough and/or others aren't competent enough either • This drive creates an obsessive nature that feeds your unworthiness. Have to do more, be better etc. • Stressed and rarely feel content or connected to others due to large inner critic running the show • There is too much to do to slow down and enjoy • Often hard working, inwardly/outwardly critical and serious-minded 	<ul style="list-style-type: none"> • Discover how to give yourself a break • Increase self-compassion, self-love and decrease criticism • Practice more creativity and less black/white, right/wrong thinking • Allow for fun, play and making mistakes as part of the learning experience • Accept that Self-worth is not based on being "good" or "right" as these are redefined • Experience less stress, more joy and a new healthier definition of success that is manageable • Learn to celebrate wins and completions instead of living on an inner tight rope

Subconscious Trap	Signs of Each Trap	Keys to Recovery
<p>The Confusion or “Playing small” Trap</p>	<ul style="list-style-type: none"> • Find it hard to make decisions without consulting lots of outer resources • Continually water down your own sense of knowing, power and inner signals • More comfortable playing small • Lack a strong sense of self to fall back onto or feel insecure • Difficulty giving yourself permission to feel strong and competent 	<ul style="list-style-type: none"> • Trust your inner knowing and sense of truth • Feel more whole and connected and have a more developed relationship with your Self • Strengthen your relationship with your intuitive, felt sense and how this communicates with you • Feel clear, more confident and capable to stand on your own two feet • Know how to move through their confusion or not knowing and into clarity and power • Feel safer and less afraid to be the captain of your own ship

Subconscious Trap	Signs of Each Trap	Keys to Recovery
<p>The Black Hole or “Not enough” Trap</p>	<ul style="list-style-type: none"> • Feel “not enough” or like there is never enough • Lost in scarcity or boundarylessness in vital areas • No matter how much is accumulated (work, money, time, stuff, etc.) there is a nagging empty feeling that doesn’t feel satiated • Take on/in more than you can handle “-aholism’s like work, alcohol, food, busyness, etc.) • Bright, shiny object syndrome (this will “fix it” or “magic pill” thinking) • Out of balance in key areas (health, finances, time with friends/family etc.) • Often move fast and/or in an unconscious way missing the deeper things going on around or inside yourself 	<ul style="list-style-type: none"> • Feel safe, alive and whole when doing nothing • Able to find a balance in crucial areas and the self-discipline needed to support this • Decrease in compulsive behavior that creates guilt or shame • Increase self-esteem through connectedness and more appreciation of the simple things • Become more grounded, present and filled with a feeling of being loved and loving as “enough” • Responsible with health, finances, time and energy in a new way that reaps more solid, healthier outcomes for your whole life and business • Reconnect to your value system or a renew one that is more supportive

Subconscious Trap	Signs of Each Trap	Keys to Recovery
<p>The Depression or “Burn out” Trap</p>	<ul style="list-style-type: none"> • Lack of enthusiasm or vitality for key things you used to enjoy • “I can’t or “I don’t care anymore” • Self-neglect and/or unresolved grief feelings • Feeling stuck and passionless, maybe even lost • Unable to feel what your heart needs due to your head (overthinking) or body (exhaustion) being so dominant • Can’t find the energy to do what you know you want to be doing 	<ul style="list-style-type: none"> • Increase renewal of love and purpose • Increase energy and drive for life again • Enjoy activities and creative energy to choose those things that support deeper needs • Increase self-care • Feel more positive, satisfied, and successful • Develop a sense of belonging and connection again with others, God and/or a reason for being

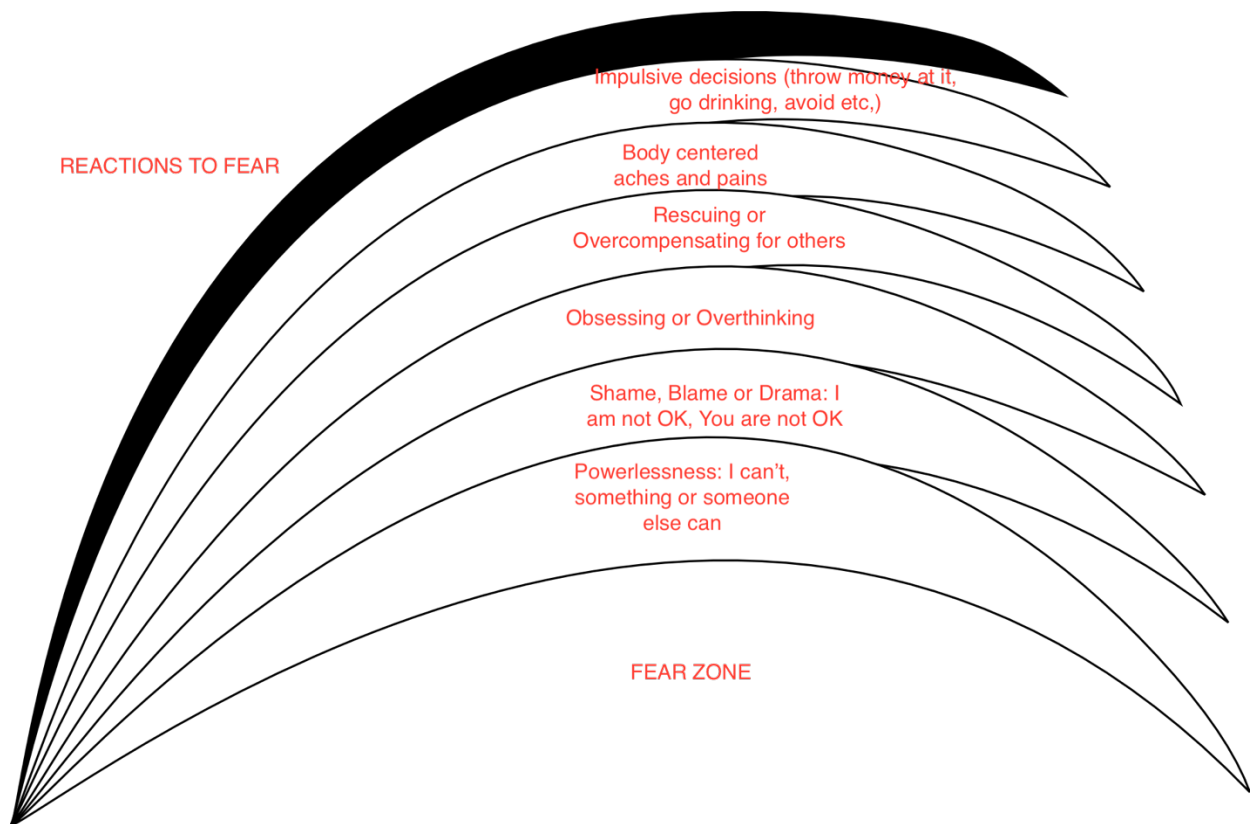
Subconscious Trap	Signs of Each Trap	Keys to Recovery
<p>The Spiritual Bypass Trap</p>	<ul style="list-style-type: none"> • Denial of the truth of your business or life and the raw emotions behind this truth • Placate your issues with theory or spiritual platitudes • Avoid day to day things that need your attention • Difficulty dealing with your current reality • More comfortable in conspiracy or distracting movements rather than what's right in front of you to control/manage • An inability or lack of desire to see where you are being irresponsible and reactive • Waiting for a rescue or to be discovered instead of taking the steps necessary to learn what is needed to help your current situation • Often your life or business(es) are sinking, but you are living in distractions vs. solutions 	<ul style="list-style-type: none"> • Tend to the weeds of your business or life instead of just distracting from them • Take realistic action steps to stop the leaks in your life, so to speak, vs. being in denial • Be brave hearted and “sober” they are willing to admit your fears and step into creativity and the details • Develop a healthier spiritual outlook (Ex. The Universe helps those who help themselves.) • Understand how to help yourself and get the best support vs. waiting or looking for a rescuer • Develop better finances, health, relationships and self-empowerment • Feel and see your spiritual life in action in more concrete ways instead of living too far in their imagination or “survival patterns” about your current, life or business • Practice being grounded and present in the here and now

Let's take a deeper dive into each trap and other key transformational tools I have successfully, used with my clients to help YOU break free.

Trap #1: The Fear Trap

Now we all know how damaging fear can be. It can almost paralyze us in our business. Not only will it have us making impulsive, urgent decisions, but the worry and being overwhelmed will break us down overtime, making it hard to come from a healthy, clear, and wise place.

- How does fear show up for you?
- What do you do when you find yourself fearful in your business?



Often as business owners or entrepreneurs, being overwhelmed becomes part of the gig. We may be going along with our day and then all of a sudden unexpected things begin to happen, best laid plans go awry, or things feel like too much and the

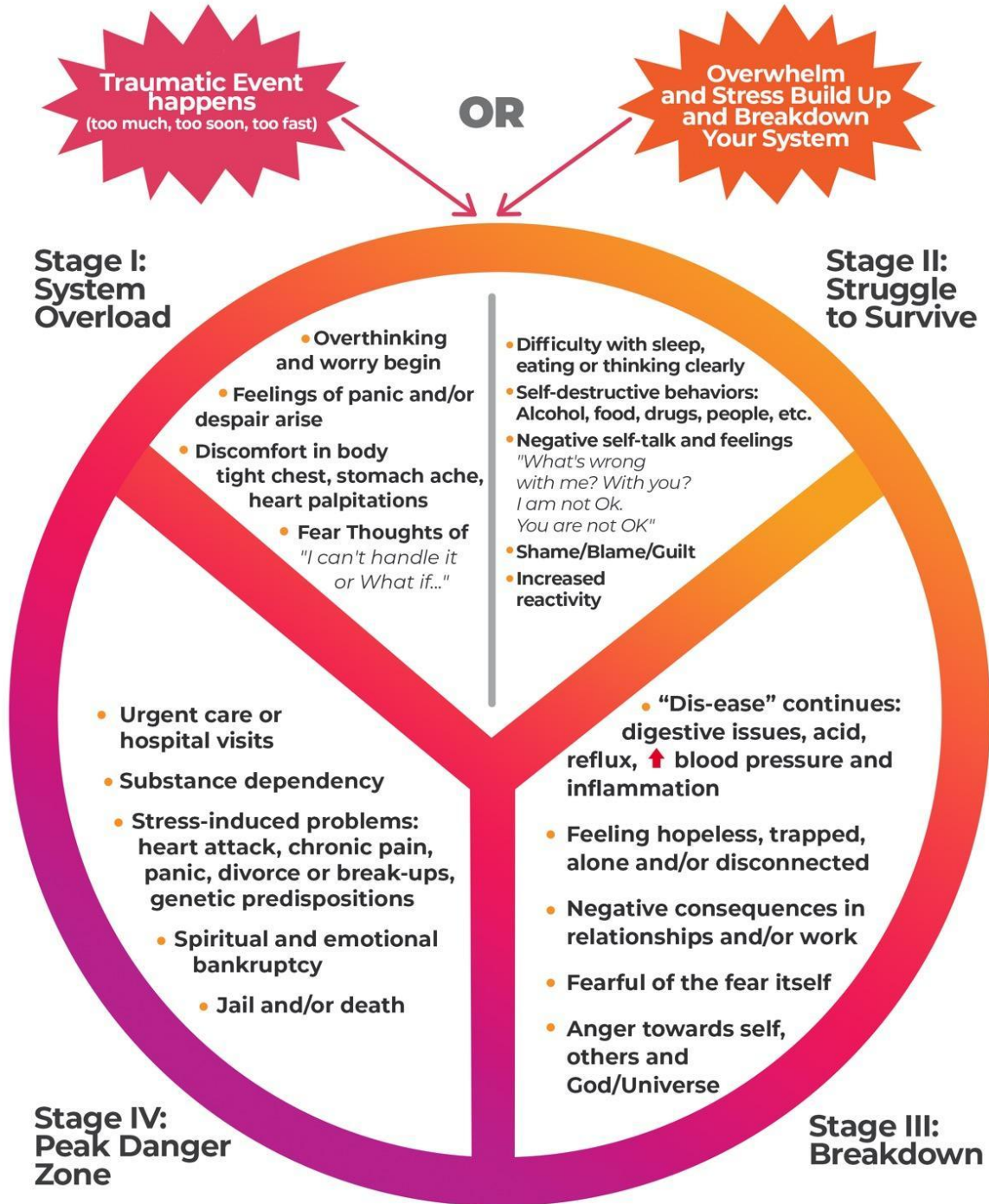
tension is high. At these moments we often jump right into the trap of being overwhelmed. Now when we start reacting to stress, here is what happens. As you see below on the wheel of anxiety and panic, our adrenaline starts pumping, our heart rate goes up, everything feels urgent, whether it is or is not, and we don't know how we are going to get out of it.

It is also during these times that our decision-making skills go offline. We are ready to fight the tiger that is in front of us but not ready to make great long-term, brain-balanced, or intuitive decisions because the anxiety is creating static. We don't hear our intuition or the bigger picture or what's best for our business, and we end up "falling into" the trap of what our reactive self needs to survive.

Now we may not hit the peak danger zone on our anxiety wheel, but chronic stress overtime breaks us down. We need to use the steps on the wheel of healing and joy to get realigned and find a way to tap back into our most powerful, relaxed Self.

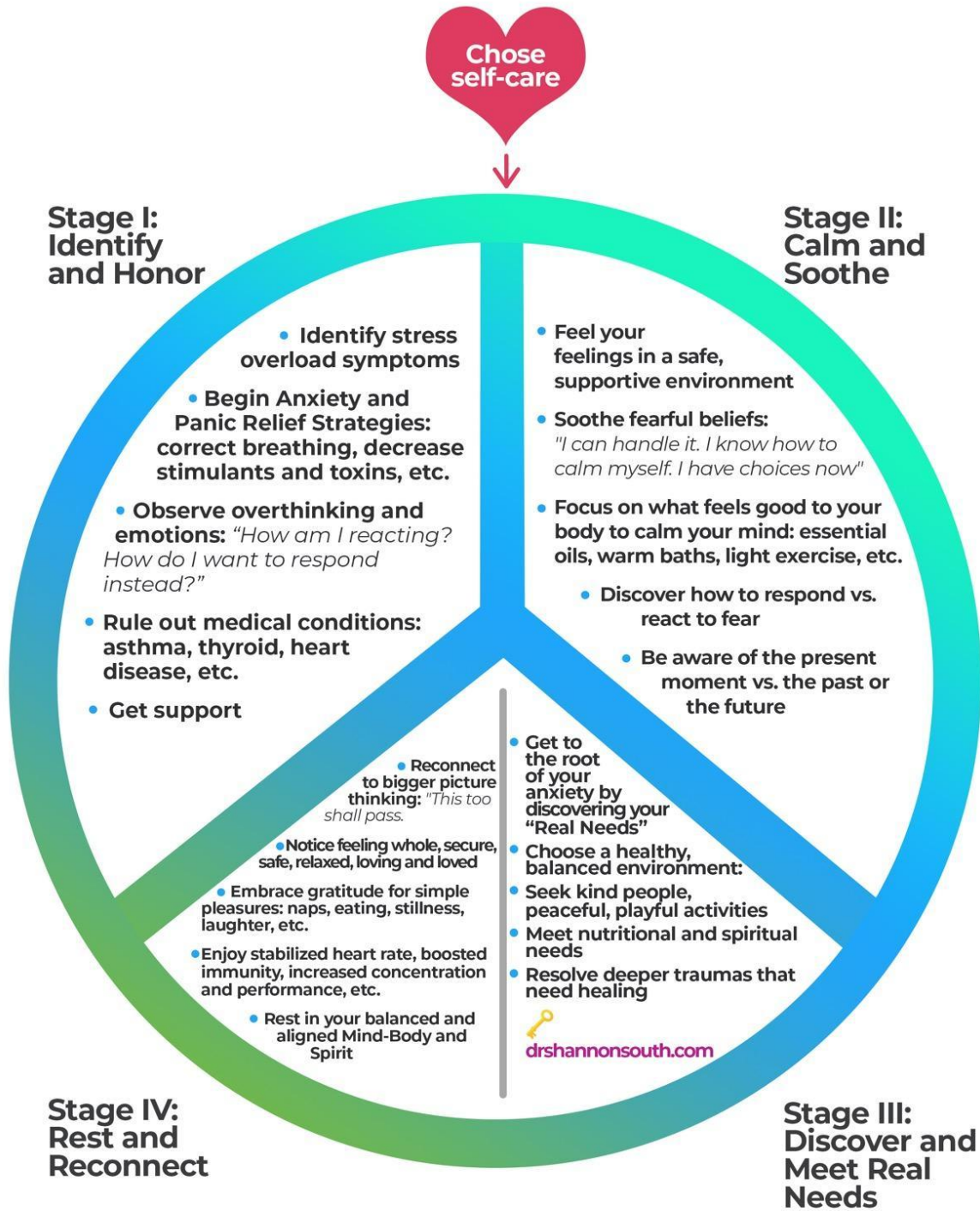
*"Urgency is not of Spirit."
-Al-anon Sponsor Wisdom*

The Wheel of Anxiety and Panic



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The Wheel of Healing and Joy



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By stepping off the wheel of anxiety and panic and understanding the stages of this wheel of healing and joy, we can implement these principles into our lives and businesses. When we do our happy nervous system, body, and brain can plug back into our business from a place of power and centeredness. We then will be growing ourselves and our businesses in the direction of flow and power. Our Soul will get a chance once again to be heard beyond the static of the anxiety and fear.

Trap #2: The Drama Trap

Warning: *Creates high levels of stress too and zaps your energy. Like a hole in the balloon of your business.*

Included in every good trap is a dose of drama. However, this drama triangle of blame, shame, fault, regrets, and excuses is a surefire way to tank all the good, or any good, you are trying to create in your business. If you catch yourself on any sharp point of the triangle, either persecuting, rescuing, or being a victim (and you may do all three), then you know you are in the drama triangle. When we turn on the news, the drama triangle is most all of what we see. No wonder this trap is so seductive. It has been normalized, and we are all addicted to the adrenaline of it.

The downside of this trap is that it will get you nowhere fast. Possibly as a stage of emoting about something for a short period of time, it could be helpful to see where you were victimized, be aggressive, or rescue someone in a crisis. But as an overall rule of thumb, after releasing the steam and drama of your feelings, it is time to step off and find your strength again.

The drama trap will also suck the life out of and damage any business or personal deals or relationships you hope to stay healthy.

For your reflection only, in which way do you most likely create drama?

Even if you don't outwardly act out your favorite type of drama, you can still get stuck in the trap inside your own head. It is, of course, better than acting it out, but it will ultimately take you away from your power if you let it take up too much rent inside your mind, and it can create outer, negative consequences.

Do you recognize yourself as a **Rescuer**? Are you fixing, giving solutions, acting as a go-between, self-denying, and creating dependency on yourself from others? You could also be other focused or feel a strong obligation to someone or something that is not healthy but that takes you out of alignment with yourself, your values and who you know yourself to be. These are the hallmark signs of a rescuer.

What qualities do you have of the **Persecutor**? You are going to get them before they get you. Criticizing/Blaming or Bullying such as “I am right, and you are wrong” is common. This drama is domination-oriented, opinionated, bossy, or “I have the answer.” Being aggressive or picking on others, and feeling they have the right to, is hallmark of this drama role.

And last but not least, what parts of you identify with the **Victim**? The Victim complains a lot and feels she or he has no choices. Why me? There is a lot of fear and self-focus and feeling sorry for oneself. “Poor me” is the hallmark sign of the victim.

Recognizing these drama roles and traps and moving out of them and onto the circle of strength will not only reduce the drama but it will move your business forward in a strong, powerful forward motion that you and those around you will actually feel respected and enjoy.

The power in the circle of strength is how you relate to yourself and others. By using the skills of **Collaboration, Cooperation, Initiating** and **Facilitating**, you will move directly into flow and power and create the business and life you have wanted to experience.

Collaborating

We have shared responsibility. The ability to find the strength of each person. Interdependence and synergy.

Facilitating

The ability to negotiate and understand. How would you want things to be? Taking responsibility for my part in the situation and owning it and allowing the other person to have responsibility for their part.

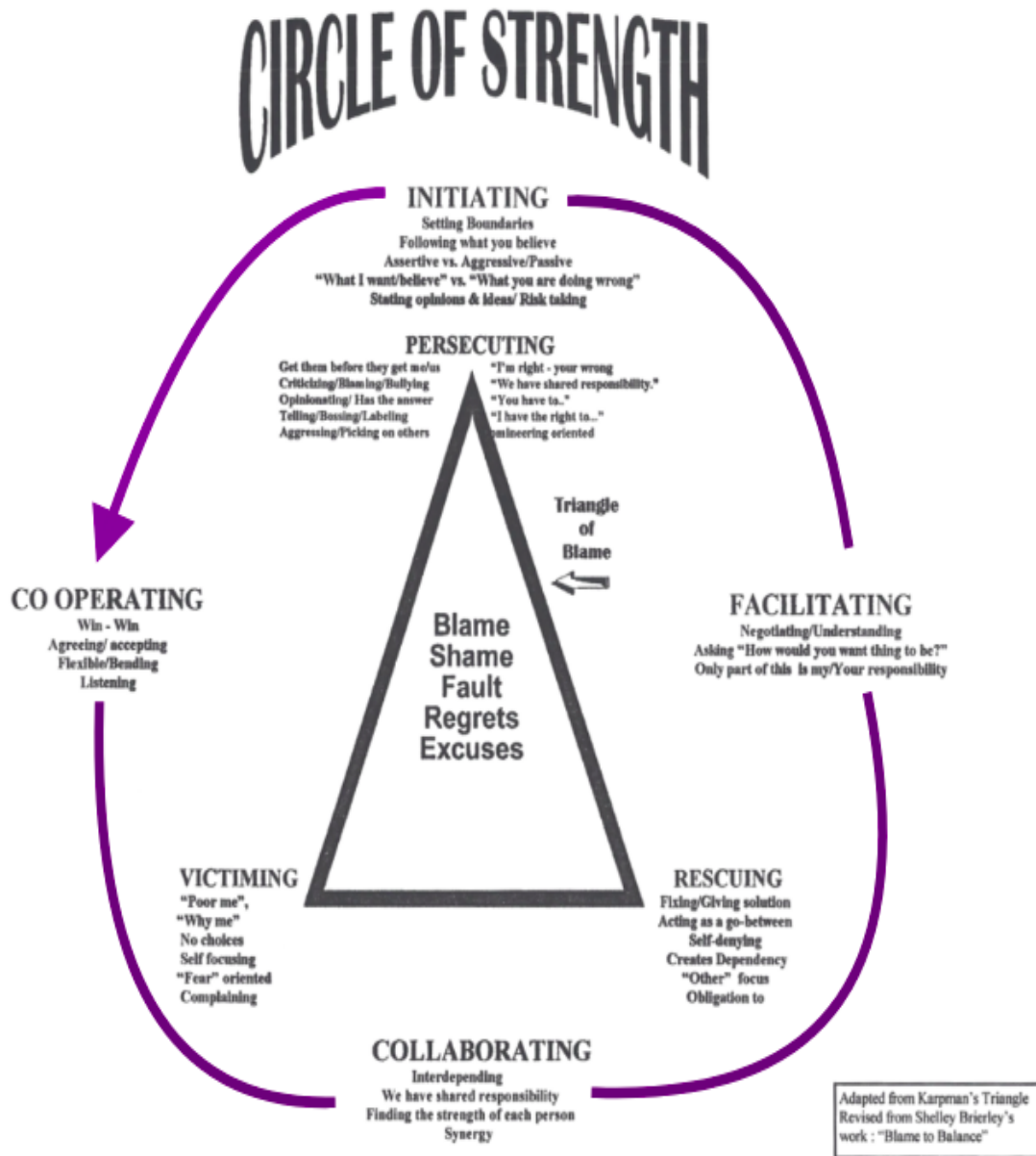
Initiating

Setting boundaries using assertive communication and sharing how you feel vs. being aggressive, dominating, or passive. Focused on sharing what I want and believe vs. what you are doing wrong. Stating opinions and ideas and taking risks by sharing them. Being transparent when appropriate and true to yourself.

Cooperating

The ability to find a win-win. Listening, agreeing and/or accepting another persons’ point of view. Flexibility and bending or stretching when appropriate to find a middle ground that supports everyone.

By using these four qualities in the Circle of Strength, you will step out of the drama trap and be free of it for good!



The Circle of Strength: A Choice to Reduce Stress (and Drama) for a Lifetime

I give this powerful, stress reducing information to my clients all the time. They are so grateful and often hang it up on their refrigerator as a daily reminder of where to put their focus for less stress.

As you may notice, your inner stress "monster" feeds off of the Triangle of Blame. (see inner triangle) Blame, shame, fault finding, regrets and excuses are ways we harm ourselves, but we also do this to others.

Now it doesn't mean that others will take personal responsibility even when you do, however, feeding the stress monster or getting stuck in the Triangle of Blame (Rescuing, Persecuting or Victiming) *will inflame your stress* causing a stress response in your nervous system and your mind- body.

Science has shown stress patterns create inflammation in the body.
(heart disease, immune disorders etc.)

We may all experience the Triangle of Blame inside, but is this really the part of you that gets to run the show? Stepping into the Circle of Strength is a huge, stress-reducing, gift you give yourself (for YOUR sanity and peace of mind) and others.

To take back your power, instead of loosing your energy to stress, step out of the Triangle of Blame and into the Circle of Strength.

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Trap #3: The Perfectionist Trap

So many who have had successful businesses or have achieved anything have done so through some form of perfectionism. Perfectionism can create a strong drive to achieve and yet we know there is a shadow side. Often, “*Where there is perfectionism, shame is riding shotgun.*” Brene Brown. Instead of honoring the shame and the part of us that feels useless or unlovable or not even worthy to breathe the air we are living in, we push forward trying to be even better, even more perfect.

If you are in this trap you will often avoid choosing to do what is most loving to the Self, and instead choose the more stressful, less simple way of navigating a situation. Now, this formula drives the perfectionist crazy by nature, but there is a payoff. With competition with the self to be better and more perfect, the perfectionist is driven and off to the races. Look at how hard this was, how hard I worked, and how I twisted myself in knots to do it. There is a feeling of completion and competition with the self as if an adrenaline junkie were taking a hit. This cycle of pushing against the river gives the perfectionist some sense of control and power. And with this external kind of control, they form their identity.

Perfectionism is born of the core theme that something is wrong with me, and therefore, I must overdeliver or be the best to compensate. Healthy competition is a wonderful thing, but the perfectionist trap rarely allows one to breathe and enjoy it. There is a rigidity around it. A role or rule that needs to get met. If honest with oneself, perfectionism is quite exhausting, but again serves a purpose as it buffers or avoids other hard to access or root cause issues. The perfectionist will go to great lengths not to be reminded of how useless, shameful, or invisible they feel inside. It is the uncooked egg with the runny yolk at its best. It all looks cooked and perfect on the outside. Making sure their best foot is forward and not wanting to show or feel their messy inner core is the mantra of the perfectionist trap.

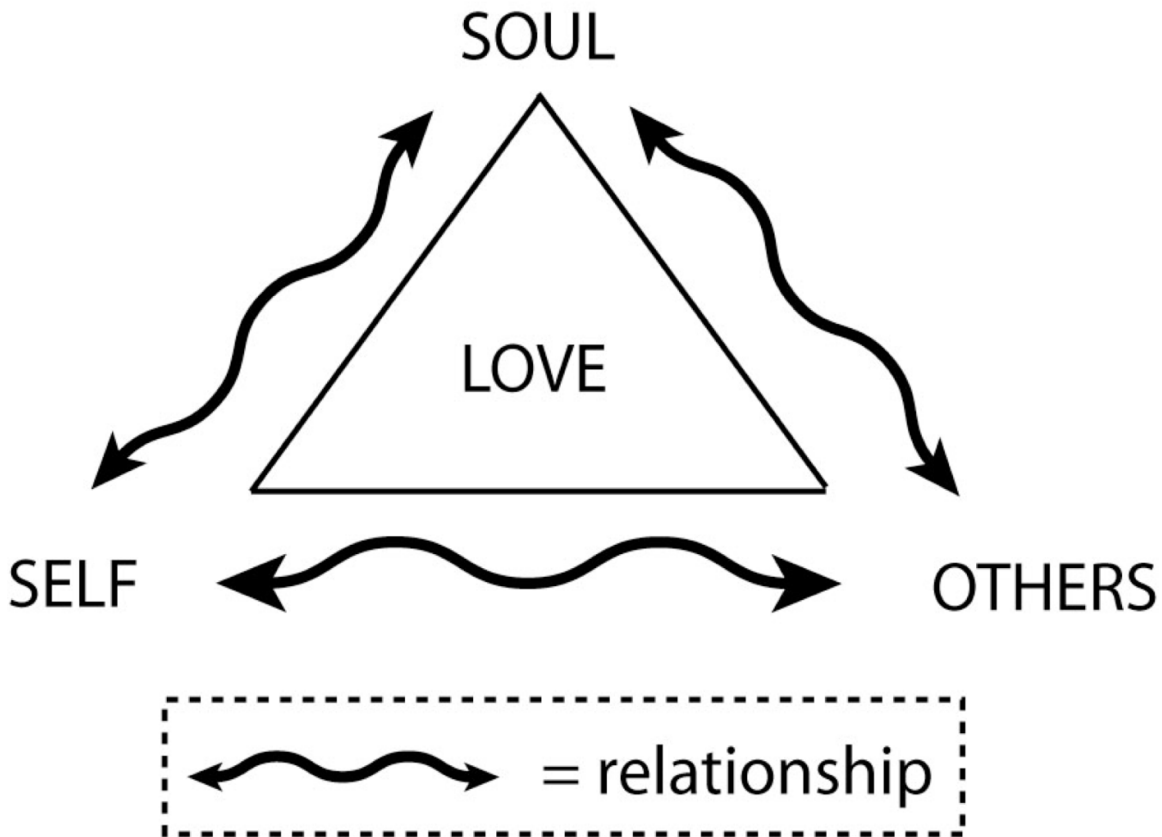
Studies have also found that perfectionists have higher levels of stress, burnout, and anxiety. So, while certain aspects of perfectionism might be beneficial in the workplace, perfectionistic tendencies can also clearly impair our work.

The “Real Need” of the perfectionist:

- Self-love, nurturing, and acceptance of their wholeness instead of hating on those shadow aspects or pushing them away through achievement-oriented activities.
- Giving themselves a break and letting go of “rigid rules” they must follow.

- Unconditional love that surpasses any identity with performance, accomplishment or succeeding at a goal.

We can integrate these Soulful qualities and free the perfectionist from this trap!



Trap #4: The Confusion or “Playing Small” Trap

Confusion is usually one step before clarity, yet I often find in working with spiritually minded entrepreneurs they will get stuck in the trap of confusion again and again. Sometimes it is to avoid taking a risk or believing in themselves. Now there are genuine things we come up against every day that could create confusion. But when stuck in the confusion trap, one uses confusion and “not knowing what to do or where to go” with something as a way to play small and cover up their innate wisdom. Owning our own wisdom is not always easy, especially when we have had to dumb ourselves down or play small or be in situations that required us not to own our knowledge, strength, and power. In these times, it was smart and

protective to be confused so then confusion, or “I don’t know” becomes a sort of misty cloud hanging over a clear day.

However, if we have the insight and the know-how, we can move through the confusion, but it can become a place to hide, or a survival trap, if we don’t watch it. Often my confused clients have been unwilling to give themselves permission to truly listen deeply and do what their inner wisdom has been nudging them to do. It may seem silly or out of context, it may not fit in their ideal of them, or it may create an identity crisis. Paying attention to all of these fears and allowing the confusion to pass takes some self-love, patience, and compassion with the Self. It takes trust and integrity. It takes a faith in self-knowledge and that inner guidance is a real thing.

Do you find you confuse yourself and keep yourself in a swirl having new ideas, one after another, when the one you feel most drawn too hasn’t even gotten a fair chance?

Do you ask other people their opinion on something all the time instead of checking in with yourself first?

Do you scatter yourself in 100 different directions instead of slowing down and checking in with your deeper Self when trying to make a decision?

Are there too many ideas and not enough working strategies to make your business soar?

Clarity is power, and if we are more comfortable playing small or we have become confused just to get by, we lose our power. When I do my spiritual psychology process with an entrepreneur who is confused or playing small in other ways, it is the most amazing thing to see this veil of confusion soften and a connection to one’s wisdom and power arise.

I am always honored to see this empowered, clear, and tuned-in wisdom of my clients.

How to move beyond the confusion trap:

- Stick to something that feels consistent and good in your gut and give it a chance. There is no way to know if an idea has legs or not often until we try it.
- Step out and have the courage to dive deep and be honest with yourself about your inner knowings. We are all going to make mistakes. It’s part of life.
- Allow yourself the process of trying something that feels important.

- Practice more with the power of your choice in small things and notice your wins.
- Expand your bandwidth to “play bigger” and hold onto your power and see how that feels. (you can do it!)

Some of my clients tell me they have known what’s clear to them now for a long time but have not given it wings or even a stage to crawl on. Sometimes their insights are completely new as well and this is very empowering. As entrepreneurs, we make so many decisions every single day that we legitimately do get “brain fog or brain fatigue” so don’t try to force yourself to decide or choose if you are H.A.L.T. - Hungry, Angry, Lonely or Tired. Get these needs met first and trust your clarity and power will reveal itself if you are open and when it is time.

Having a way of tapping into your Soul, whether it is through meditation or journaling and getting quiet, builds onto this process. If you truly don’t know what to do then, then don’t do anything and trust that it is okay. Just know the answer will come if you make time for reflection.

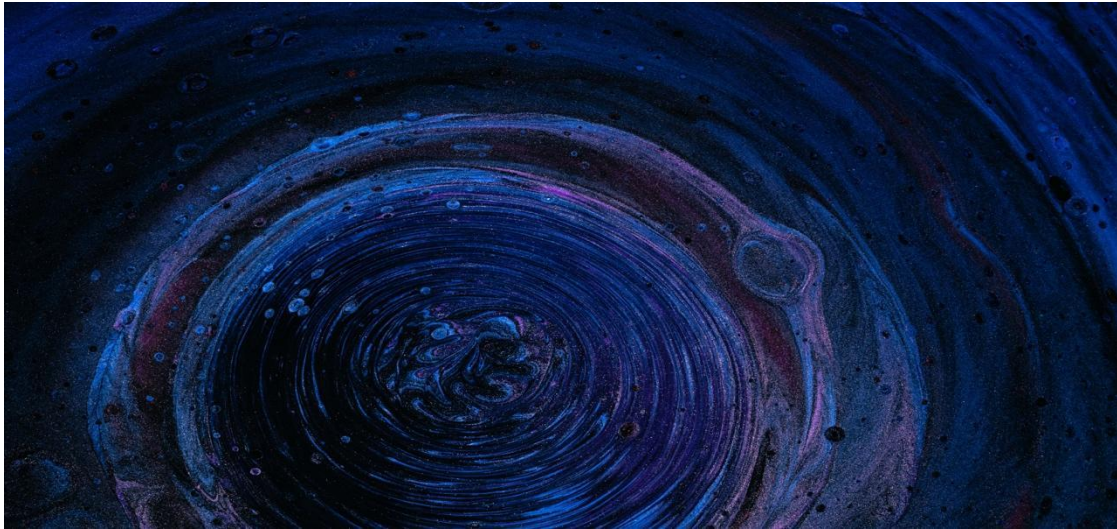
A confused energy running a company will waste resources and opportunities over time. Don’t be afraid to own what you know and go for it! You are meant for great things. It is okay to take your time but getting lost in analysis paralysis and swirling in the eddy of your mind, will not take you out of the confusion. One of my favorite quotes by Dr. Carolyn Myss says it so well, “*It doesn’t matter what you choose. What matters is the energy you choose it with.*” Support yourself even when afraid.

It is how you relate to your choices that make them a good, better, or best one. Support yourself and allow for your inner wisdom and guidance to reveal itself to you. This will eventually become a habit and you will clear confusion out of your system much faster and get comfortable with holding your power.

Trap #5: The Black Hole or “Never Enough” Trap

I am not enough. It is a trap that often starts when we are young. No matter how much we accumulate, sacrifice, buy, sell, experience, or do there is a constant nagging of never enough. Creating a restlessness in the nervous system and an irritation like an allergy, this trap is pervasive and destructive. It never allows for a satiated feeling of completeness. It creates an imbalance that is important to identify and heal.

Similar to some of the traps before, learning to recognize and feel “enough as I am” is super difficult. Never enough, never enough is the subconscious mantra. Never enough support, never enough money, never enough resources, time, attention, creativity, energy, stock, work, alcohol, partners, fun, etc. This black whole of “never enough” runs the business and will create negative consequences. Debt, anxiety, the treadmill of exhaustion, overextending, addictions, compulsive spending, buying, drinking, eating, people, the list goes on.



-image by Pawel Czerwinski

Those stuck in the black hole are not able to spot inside themselves when enough is enough and to truly relish and enjoy. They may get glimpses of it. But the desire for more pulls them out of it, and they are off to the races. Never enough activity or stimulation. They often don't know where they begin and the input or output ends. Where are the limits? The black hole trap will “teach you the hard way” to find them. Is saying yes or no possible? When is enough, enough? Always chasing the next idea or the next bright, shiny object is a symptom of this trap. Denial is another. This trap acts like a bulimic in the world of business and gets us way out of balance trying to achieve or move up the rankings from a place of despair instead of strength and confidence.

The “Real Needs” of those caught up in the black hole trap:

- Similar to the perfectionist trap, self-love is a real need and learning to recognize and feel “I am enough exactly as I am and where I am” is the growth edge.

- Slowing down and letting go. How does it feel to know you are enough? How does your system tell you when enough is enough?
- Aligning with the mantra “the sacred is in the simple” and developing the inner circuitry to enjoy this.
- Stop taking on more than you can handle. Balance, balance, balance. (see more on this below)
- Being in the present moment instead of the future or “what’s next” so you can ground the urgency or strong desire to throw oneself into something new or buy something online or devour the next best thing in the world of business.
- Stop trying to fill the void of “not OKness”. You are OK. It is OK.
- Find your specific “deficiency motivation” underlying this type and healing the “never enough” wound is key so that the desperation that fuels this trap can be healed.
- Feeling the aliveness of being rather than doing, “just because and for no reason”.
- Experiencing a deep connection to their Soul that this type deeply longs for and “thinks they will find” in this black hole.

Nature does not hurry yet everything is accomplished.
-Lao Tzu



Often if you are having problems succeeding in our business, there is an imbalance in your Reciprocal and your Active Self. These may be new terms to

you, however, in some traditions would be called the Feminine self and the Masculine Self or the Positive pole and the Negative pole. Our systems and our businesses thrive on balance, yet we often are stronger or more drawn to one side of the polarity or the other. A successful business needs both. Another way of saying it is that our greatest strength can become our greatest weakness, getting us out of balance.

Do you find yourself always doing and acting on things without much reflection? Do you want to quickly fix the problem in your business and relationships without mulling it over very long or taking the time to brainstorm creative solutions and then sleep on them? Do you have a lot of stamina, a lot of go, go, go, and a lot of ideas, but it is hard for you to slow down and feel into a situation? If so, you may be more Active instead of Reciprocal. If your solution is most always an action, then you are definitely what we would call “Active.”

On the flip side, do you mull over ideas and let them cook until you sense they are ready to be birthed? Does reciprocal connection, listening to both sides, and love win out over action most times? Is your desire for empathy, consensus, harmony, and mutual appreciation top of your list in the way you approach your business? If so, then you are most likely “Reciprocal.”

Having a healthy dose of each creates a balanced business and a whole human. We need the ability to be decisive and get the job done just as much as we need to connect, love, and build harmony. All are a part of a cohesive whole person just as they are a part of a cohesive whole human.

How do you know you are out of balance on the reciprocal side? You may feel rule-bound and role-bound in your work. You may be self-centered or seeing things in a less/more way instead of a win/win. You may feel unloved, abused or devalued, and disconnected. You might be a pleaser or a perfectionist which hurts you and enhances the feelings of separation and loneliness. If any of these ring true, just notice how wonderful you do feel when you are able to find a fuller, reciprocal self. When you feel connection, a win-win, experience harmony, allow ideas to mull over, and act when ready. All of these are like jet fuel to your business.

How do you know you are out of balance on the Active side of things? If you feel too insecure, overwhelmed, or trapped to take action, then you may impede your ability to have stamina and move forward on things. Do you feel unstable and unsafe, helpless or rigid, shut down, and exhausted? All of these could be signs that

you need more strength and vitality, courage and flexibility, abundance and openness, confidence to take action and freedom to make decisions.

Ask yourself which of these qualities you tend to gravitate to and which ones you tend to shy away from. Which polarity do you see yourself in more? Maybe you have a great balance? Take a moment to reflect on how you can get more balance if you relate to this and know you can definitely find more balance so you do not sabotage your business or the things that you truly value.

Trap #6: Depression or “Burnout” Trap

The depression or burnout trap can be a dangerous place to be. Apathy is a key component of this trap. I notice this trap when I meet a client and they begin to share. I wonder, “Are they burned out? Are they grieving? How did they lose their enthusiasm?” These key questions will help us get to the root of this trap. This trap causes you to feel like you just want to give up. It happens to us all but getting stuck in this space or making our decisions out of this are not where we want our business or lives to go.

When your “get up and go” just got up and went, and then you can’t find it anywhere over and over again, you may be in this trap. Apathy or the energy of giving up, lack of enthusiasm, care, or concern can really get in the way. I used to see it a lot in my clients who were rescuers in the drama triangle. They had quit truly tracking themselves and their needs years before, and they needed to get back home to themselves and restore. They were in one trap and then ended up in another. It was painful to see. Sometimes our traps can overlap. The good news, we can overcome them and break free.

Unresolved trauma can cause this trap to show up. Over pushing ourselves and overtaxing our systems for too long can create this type of burnout/apathy trap. Grief and loss can cause this trap to show up also. When we lose something or someone important, it feels like a black hole inside, and we begin to question everything. We don’t have the energy to care as much because we are so sad or feel hit so hard. We just need most, if not all, of the energy we have left for recovering. And yet the business world doesn't just shut down. We often don’t or don’t feel like we can just say, “I am taking a 6-month sabbatical.” So how do we find those pockets of deep rest and rejuvenation in a world that is running nonstop?

Self-neglect is the number one reason for depression. Sometimes the Soul is saying to you, there is something that needs tending to. Pay attention! If you fall into this trap, taking time to tend to your mind-body and Spirit and discover those

deeper longings, those simple, slow, nurturing “Soul vitamins” is vital. It is time to step off the roller coaster of push, even for brief moments or days or hours, and tend to you. We often choose to stick it out and limp our way through it. Trust your inner rhythms to find the medicine you need here. Pay attention to things you that used to nurture you like music or nature or church or hanging out with meaningful, fun people. Discover some new nurturing activities that can meet your energy level where it is now. Believe me, once you honor this trap, it begins to dissolve. Feel your feelings. Get support. It will speed up the process.

When in this trap you may feel the “I can’t” energy rising up so strongly. Just know this, “*When the I can’t leaves, divine power enters in.*” -Yogananda.

However, we can’t force ourselves out of this trap. It’s not that simple. Having a strong will is wonderful but moving forward with the gifts of this trap for a more successful future is another.

Ask for help from your Spiritual Self. You can get through this. It just may not be a linear, straight path. Notice which parts of you have given up already? Acknowledge them. Give yourself the respect you deserve. What ARE you tired of tolerating? Notice, allow, and then take action as you can. You will come back from this feeling renewed, rejuvenated, and more on purpose than you have ever been. The mountain may feel high and steep but there are tow ropes along the way, believe me! Look for them. The medicine is often right in front of you. Open up to it.



Trap #7: The Spiritual Bypass Trap

Carol has been trying to get her children’s book business to make a profit for years. She barely breaks even every month or has to borrow money, knowing that her business is in trouble and that she is barely floating by. But she doesn’t want to look at it or know what to do about it. She gets desperate and scrambles, throwing herself into “divinely inspired” new ideas that may or may not have logic behind them but to no avail. She continues to not break the cycle. Her confidence is hurt so she feels this must be God’s plan and maybe she is supposed to live like a pauper and struggle. If she were going to be successful, she figures that God would make her so.

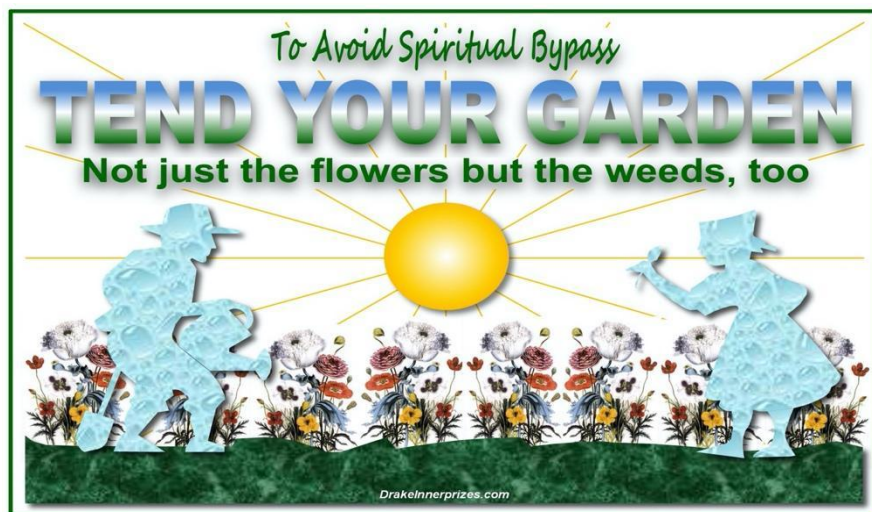
She doesn’t understand the inner dynamics of her patterns nor the limits to her business model. Her overused belief in a rescuing God is getting in the way of her personal power. She avoids taking new actions and seeking the help that she deserves to overcome the blocks in her business. She often does the same thing over and over, but like a horse with blinders is missing or denying the bigger picture and the reality that she lives in.

She doesn't really want to look at the downside of the business or what this is bringing up for her on a deep level, so she keeps her face to the bright side of things most of the time and sugar coats her concerns without addressing them. Her mantra is that "God will take care of it, if it is to be so." This is what we call a spiritual bypass. Not de-weeding the weeds but just focusing on the flowers. Ignoring pertinent issues or the imbalance even when the weeds are taking over.

Her friends think she is the most positive, spiritual person they know. She doesn't have to deal with the hard to look at facts in front of her or within her getting in the way of her growth. She looks for adrenaline-based conspiracies, spiritual excuses, the way the moon is facing, or other explanations or distractions as to why her business is not working. She doesn't want to admit she is lost, feels powerless, and is giving her power away to another "magical world" of her own making and this keeps her disempowered and in the dark from her inner truth.

The "Real Needs" of Carol so she can get beyond the spiritual bypass trap:

- Balance and a sober, honest reality check.
- Honoring fear and getting guidance and support that will ground her belief systems and business in love and logic.
- Accepting and embracing the hard to look at patterns and excuses.
- Changing her relationship with her spirituality by grounding her roots down into the earth and not always looking for answers outside of herself.
- Self-empowerment vs. looking for a rescuer.



There are other Success Traps that we will not cover here, yet these 7 Traps are the main success blocks that I help spiritual entrepreneurs move through the most. You can also be a hybrid of several of these yet there are usually one or two that your survival system gravitates too most. When you are under stress, your system goes right into these trap/s. Just know that getting beyond your primary traps and into your most self-actualized Self is the best thing you can do for your business and your life. It is the key to becoming a master of your destiny.

Section 3

Getting to Know Your Conscious Mind and How It Helps You Succeed: The Clarity Deep Dive Process

Your conscious mind is what some call your “Adult Self.” It uses logic and reason to help balance out the emotional and deep waters of the subconscious mind. It’s how we see ourselves and the world. Planning, choosing, and analyzing are the strengths of this part of you. Our conscious conditioning, attitudes, and actions also live here. Without this part of us, we would probably be out of a business altogether and yet, what happens when this part of us goes awry? Our conscious mind also does a good job at warning us of when we need to pay attention to our subconscious or other aspects of ourselves.

We sometimes love our thinking mind and sometimes we wish we could take it out for a nice sunning, a hot tub, and a chill pill. It works so hard for us, planning, choosing and analyzing information. It helps us use our logic and “think things through.” Yet, in business as well as in life, our thinking mind has its limits. We don’t want our conscious mind to run off willy nilly and try to operate on its own. When it tries to, as it does, we become thinking machines, big heads with little hearts. And the results can be dangerous to others and our business.

Now for some business decisions a bit of detachment from the heart of the matter may be necessary, but if a decision is a good one, having the heart involved always ignites our higher values and makes room for our Spiritual self to enter the board room. A whole-person decision using all of our levels of consciousness gives us the greatest chance of ultimate satisfaction. In fact, when we overthink and try to find the answers from our head too much, we run into all sorts of problems that we did not anticipate.

"It is when we are trapped in incessant streams of compulsive thinking that the universe really disintegrates for us, and we lose the ability to sense the interconnectedness of all that exists."

— Eckhart Tolle

QuoteSpiritual.com

Mentalizing and incessant thinking disconnect us from our inner wisdom and felt sense. In fact, not only do we become automatons to our own business, but we may feel flat or 2D, unemotional, and low energy like a talking head. That reminds me of the rock band in the 80's called The Talking Heads, I know I am dating myself, but when I think of them, it makes me laugh. They had some great hits like "Burning Down the House" and "Take Me to the River" worth checking out if you haven't heard of them. But I digress. You can tell that linear thinking is not in charge of me right now, and that creative, "free associative" thinking actually gives me a lot of energy.

A book I read in my doctorate program on highly intuitive channelers who were not logical thinkers at all - but needed a dose of logic really - showed me the importance of the logical, conscious mind. Not only did these spiritual folks end up going "kind of crazy" on this plane of existence, but they didn't have much access to their "adult, conscious Self" to the point that they would literally lose touch with the reality around them. I began to value this part of my mind more after reading this and found gratitude for it.

How does logic, planning, and choosing help you in your business?

What happens to you when you get too mental and disconnected from your whole Self?

How does this impact your business?

One of my favorite things to teach about the conscious mind is it's warning sign we call in psychology *repetition compulsion*.

- Repetition compulsion is the conscious mind's warning system.
- It lets us know that something is wrong!
- We have gone beyond the capacity of our mind and are suffering.
- Trauma creates an overwhelm in the system which is often the root of repetition compulsion.

We have all experienced it. There is an important decision or something bothering us that we want clarity about. We need to make this decision and find the best way, and we get obsessive about it. We loop our thoughts over and over and over hoping that if we just think about it one more time then we will magically be given the ticket to our freedom or our best performance and solution. We will find the right or best answer! The downside is that we often don't recognize we have gone too far. We keep looking to our mind like a cat chasing its tail. What we know in spiritual psychology is that the answer, or our way out, is not through the mind. It is time to let go. We have given it enough attention.

Now letting go is scary for most. But, in fact, it is one step in creating what we want in our life. My friends, Janet and Chris Atwood, have a formula that, if followed, will help you create anything you want. Wouldn't you like to know that? Here you go:

1. Intention
2. Attention
3. No Tension

We set our *intention*, let's say for a wonderful board meeting or a dynamic speech. We give it our *attention* and show up fully. And then we have to let it go (*no tension*). And we rinse and repeat this cycle until we create what we are going for. Sounds fun, right? But it is not always easy. If we are overthinking or exhausting ourselves, like a car smoking oil, it may be time to ask ourselves, have we given this enough attention, and is it time to let go. We may be done at that moment. It is time to stop, re-engage with the other parts of ourselves. Only by tracking our needs well, will we find the gems that our system is deeply asking for.



Let Go -picture by Paul Gilmore

Make sure as a spiritual entrepreneur you practice the art of letting go.

It will save you. You will be given much more at these moments than you could ever have found by pushing forward with the mind. Pay attention to the warning signs of your conscious mind. Your wiser, Spiritual self will appreciate you for it, and you will open up the doorway to this aspect of yourself so it can help you run your business. Pretty wonderful, huh?

3 ways you can actively engage your conscious mind:

- Identify the “Repetition Compulsion” patterns and find out what thoughts and feelings are coming up over and over.

What are the warning signs? What lies underneath this mentalizing? Anxiety, fear, anger, self-doubt, etc.

- Notice what beliefs and emotions create certain behaviors and choices in your business.

Conditioned Beliefs + Emotions = Behaviors

Ex. “I am not good at making money” + feeling deflated and devalued = spending what money I do have on quick fix to distract myself from feeling bad

What choices are you making with these patterns and do these choices align with your current values or are they just old, worn out conditioning?

- Success Habits and Healthy choices

The conscious mind helps create balance by choosing each day habits and routines that keep you or your business healthy.

One deep dive exercise, I created to bring the subconscious issues to the conscious mind is called the Clarity Deep Dive Process.

I gave this to a group of spiritual entrepreneurs after creating it and the response was great. One person said, “I didn’t think this would work, but it did!” She was so excited at the amount of power and clarity that came out of it for her future self.

Give it a try here: **There are four essential steps for a breakthrough** so it may take you 10-20 minutes to really get to the bottom of it and allow your subconscious to reveal itself to your conscious mind in a new way.

The Clarity Deep Dive Process
Step I: Identify Primary Triggers

List the primary “triggers” or “pain points” in your life right now.

These are moods, situations, perceptions, ways you spend your time or the choices you make everyday that are *blocking your inner freedom and joy*. It could be things that bring you temporary pleasure in the moment, but leave you feeling joyless, drained, or empty afterwards.

True and lasting joy makes you feel connected, alive and encouraged!

More examples of pain points include:

-too little or too much eating, working, sleeping, time alone

-negativity, lack of appreciation of what is

-lack of connection, self-neglect, shutting down, doing the same thing over and over and expecting different results, etc.

List Your Pain points here:

Clarity Deep Dive Process
Step II: Honoring the Survivor Pattern in You

Starting a new **habit of appreciating the value of all things**, let's thank these "pain points" for being a bridge to support you and *help you survive!*

Even though you may be tired of being on this bridge and eager to move on and feel fantastic, we **want to honor these survival patterns or habits so they will feel loved enough to transform, let go, and allow the new pattern into the driver's seat of your life.**

In a different color pen (if you prefer ☺), next to each "pain point" on your list, write **thank you for the value received**, such as,

"Thank you eating disorder for temporarily soothing my emotional distress", or "thank you abusive relationship for paying off my karmic debt" or thank you negativity for keeping me in a small world I could feel in control of."
Or "thank you lack of sleep for helping me take care of my child when she/he needed me." Or "thank you anger for helping me realize where my boundaries are and that I may need more self-care or support in this area."

Remember you have **done the best you can** in any given situation, and sometimes the props used haven't been pretty. Yet even in the worst situations our behaviors or choices can act as a bridge carrying us to our freedom and joy.

Clarity Deep Dive Process
Step III: Discover the Real or Intrinsic Need

Continuing to cultivate self-compassion and self-love, let's identify your **Real Needs**

What did you really need instead of the painful feeling, activity or pattern?

For example, "I needed to **be loved and supported** instead of being abused."
"I needed to **feel confident** that I am worth following my dreams instead of being paralyzed by my fear that it won't work out." Or
"I need the **courage** to break this pattern of allowing my boss to walk all over me."

Write Your Real Needs Statements here.

If you need help identifying your Real Needs, look at the list below:

Love, Connection, Courage, Trust, Joy, Empowerment, Aliveness, Positive Control, Support, Freedom, Peace, Confidence, Clarity, Power, Nurturing, Healthy Touch, Pleasure, Security, Positivity, Fun, Relaxation, Rest, Safety, Discipline, Self-love

Once you have identified the real needs underlying your pain, you have your entry ticket to creating the life you love!

Getting you REAL NEEDS met is an essential step towards “transforming your pain” so you can connect with joy right now!

So, let’s start brainstorming creative, non-joy-busting ways to get your Real Needs met.

Looking at your Real Needs that you wrote earlier, **ask yourself these final questions:**

“How else can I fulfill these needs in my life?”

“What can I release or add to my life that would support me in meeting this need?”

“Who can I allow in to assist me in meeting these needs?”

Clarity Deep Dive
Step IV: Focusing the Expansion Pattern

As you answered these final questions about your Real Needs, **you have just set your intentions, given your Subconscious a new direction and you are no longer a victim** to your past. Congratulations!

List your intentions below (to make it crystal clear). Examples are:
“My Intention is to cultivate courage, healthy connections and joy in my life.” Or
“My Intention is to do only self-loving activities each day for myself.”

These intentions will help you cultivate your power. Where the attention goes, the power flows!

List your Intentions now: (you may need more paper<☺)

You have now tilled the inner soil of your subconscious and began planting new seeds! Way to go! You can post this on the mirror in your bathroom and read it every day for focus and clarity in your new pattern.

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Now let's translate this to your business:

- With this new knowledge in mind, what are the daily habits that create success and that you keep choosing over and over?
- How do these help your business?
- Are there any new habits that you have been drawn to do but haven't begun yet?

Give yourself a big hug! You've got this.



The more conscious you become, the more awake and powerful you are. There is no such thing as too sensitive. You are just awake to what is happening inside you. If it feels overwhelming at times, it's OK. You learn how to move with all this awareness in a healthy way. It's as simple as that. Being conscious **does** involve work, like my teacher, Dr. Carolyn Myss says, "This is not comfort consciousness." But you can move with your new awareness and become even more powerful!

Strong Mind, Peaceful Heart

Dynamic will is what makes one man strong and another man rich and another man a saint.

-Paramahansa Yogananda

Having a strong will and a positive mind is essential to being a successful entrepreneur. It takes determination and grit, stick-to-itiveness (is this a word?) and a fiery spirit. And like having good gas in our car, we want to strengthen the mind. Choosing "high level" thoughts that, when lined up with our subconscious mind, will come alive. Affirmations alone can be powerful if we have enough of the subconscious circuitry to bring them forward. If not, we have ways to enliven

them and make them real by navigating the subconscious blocks and finding our real needs or, as we will be covering in Section 3, asking for assistance from our Soulful self. When we have a positive mind, it feeds our heart and creates more peace, well-being and joy. And who doesn't need that? Below are some of my favorite affirmations. Enjoy!

Empowerment Affirmations for a Strong Mind and Peaceful Heart

- I have a sense of empowerment; I am learning I can trust myself.
- My prediction has become, "I can handle it."
- I have a sense of healthy connection to myself and others.
- I am willing to be present.
- I don't need to run from my thoughts, emotions, physical sensations, or from situations that may feel uncomfortable to me.
- I know how to open up to support.
- I do not experience myself as trapped.
- I do not see myself as flawed or defective.
- I have a healthy sense of control.
- I know I can calm myself if I need to.
- I no longer need to worry to feel a sense of control.
- I can release my "what if" thinking and tolerate not knowing the outcome.
- I am comfortable enough to take risks and seek out ways to expand my comfort zone and grow.
- I know how to empower myself towards joy and abundance.
- I know how to align with abundance in all areas of my life.

Write your favorites below and repeat them daily.

The 4 Developmental Stages of Your Business (hint: they may be similar to how you do relationships)

In working with couples for several decades and watching how they grow their relationships or run them into a brick wall, I am aware that a relationship is a living entity in itself. The synergies between each person, their own needs, and then what they create in between each of their separate yet connected Selves is a masterpiece or disaster or a combination of both waiting to happen.

Not unlike your business, your relationship to your business, the attitudes, emotions, beliefs, and energy that affects an outcome that you bring to it and what it truly needs, which is sometimes not what you think it should need at all, creates a masterpiece, a disaster, or a hybrid of ups and downs. Not unlike your lover or spouse, it's your relationship to your business that enlivens it or throws cherry bombs into the mix. What are the successes of your business? Are their things that you have tried that haven't worked and do you even know why? How do you appreciate your wins and work with what you label as losses or areas that need improvement?

In the coaching arena, we know that every relationship has developmental stages it must go through to continue to grow. It is a living entity full of potential. Depending on the two individuals and their willingness and capabilities what happens is that often one or both get stuck in a stage of growth and the relationship begins to go South. Disconnection prevails, the couple argues more than loves and supports each other, and the climate in the home becomes a place for avoiding each other, numbing oneself, blame, shame, or fighting. It is in these times, if the couple does not dive into their subconscious patterns, find out what they really need and then implement a creative solution of how to get these deeper needs met, it will result in heartbreak, loneliness, or full on addiction to negativity and drama. Healthy love and connection are no longer running the show.

If your business is like a lover, then it has stages of development too. It is helpful to know what stage your business is in and what tasks need to be accomplished to move to the next stage. Businesses who break through to a new level of abundance and success know how to move through these stages, back again and back through them again until they succeed. Rinse and repeat, rinse and repeat until the stages are integrated and your business is set up for something healthy, abundant, and down-right incredible!

4 Developmental Stages of Business

The Codependent Stage

In this stage of your business or new idea for our business is discovering how to move from crawling to walking. It takes a lot of attention and tending to in this stage, as we may be excited, full of energy, and a bit dreamy or high on magical thinking. We are bonding with the idea, the implementation and the possibility. Anything may feel possible.

We are a bit “drunk” as in the first stage of any love relationship. We may be out of balance, in the cycle of reactivity and panic since there is no consistent pattern yet and our profits are up and down, if any at all. We are falling in love with our business and bonding to the max. Yet we haven’t seen the full reality or the bigger picture of the realities ahead because we can’t. It is too soon. We may be in denial if we do anyway.

Advice for this stage:

- Patience.
- Stay centered and as truthful with yourself as possible.
- Notice present moment feelings and be curious about what they are telling you.
- Get support and do your research. Not a bad idea to hold onto another income stream for security.
- Stay in the present moment as much as possible while planning future ideas instead of worrying about them.
- Enjoy the energy you have for the challenge and take calculated risks.
- Don't completely lose yourself in your work and business and let it take over.
- Take breaks and consult with others as you will need to so you can maintain some perspective and “sober up.”<

The Counter Dependent Stage

Now in personal relationships, this stage is where you really like the person, but you realize you don’t need them and would frankly like a little bit of your old self back. No offense to them but you begin to distance a little but still want to stay connected. You are trying to find a new balance. You may be a bit burned out by the codependent stage and spending hours upon hours bonding which is enjoyable but not sustainable. You realize there is another world out there besides your business or your partner and you may feel like you need a bit of a break. By now

you have glimpses of success and stability. You aren't head over heels in la la land with your business every second. You may even have a little burn out from stage I that is happening and this needs to be honored and balanced out.

There is still some instability as you are reacting vs. responding more than you would like due to inconsistent structures and strategies. Maintaining the tributaries that are working on and adding to them takes a lot of your energy. You haven't reached the consistent flow of the abundant river yet. You may be experiencing some confusion as some things are working but some things that you thought would be not and unsure how to proceed.

Advice for this stage:

- Don't make rash decisions out of emotion and throw out what is working for a quick fix.
- Build upon what is working and slow down.
- Tap into your inner insight more.
- Set a timer and do a brain dump on paper as to the pros and cons of what your challenges are and ask your Soul for creative solutions.
- Use time-tested success strategies that other business owners have used and that feel in alignment to your business. Always run the advice you get through your internal guidance system first before acting on it out of desperation.
- Be willing to take some risks but not those that feel reactive or will hurt you financially or emotionally.
- Use your creativity and intuition plus distance from the challenges to assist you.
- Complete your rain barrels and systems that are making income for you.
- Know that in all chaos there is a secret order and that your bonding and commitment to this from Stage 1 will carry you to an easier flow in perfect timing.

The Independent Stage

I love it when couples hit this stage because sometimes, they never make it here. Distancing and finding a new normal in the counter dependent stage is often very rocky and brings up a lot of insecurities in a partnership. Thank goodness we are focusing on your business in this book though. But it is in this stage that you can breathe a little more deeply into your dream. You have several streams of consistent income working now with more ease. You are feeling more confident and stable. Your rain barrels that you have built are catching rain. There is enough if not even more to make it. Your efforts have paid off, and you are more relaxed. Systems you have implemented in Stage 1 and 2 are paying off.

You are feeling more spaciousness in your life and schedule and can feel more secure knowing your needs will be met and your business has reached a certain level of success. You are tending to your streams of income and beginning to chop wood and carry water. Less new creative energy is needed and more just showing up in a quality, present way and tending to what is already moving is the discipline. If you are an adrenaline focused person, you may even get a little bored in this stage.

Advice for this Stage:

- Take some time to review the systems that are working and ways to keep them healthy.
- Enjoy the freedom created and give yourself some credit and a pat on the back.
- Don't lose sight of gratitude.
- Let yourself be a little bored and see what rises for you to discover about you.

The Interdependent Stage

As in a healthy relationship, this stage is where you and your partner can be more positive and uplifting to the world. You have co-created an abundant nest of love, security, trust, and joy, and you share this love, joy, and support freely and generously with others. Your business has this harvesting point as well. At this stage, your business has matured and has become an overflowing harvest that can give to yourself and others. You have enough money, time, resources, and support now to fill your cup and share with those around you if you chose. Your business has become a service to the world, and you can give back in a reciprocal way. You are a ripe, abundant tree with deep roots and lots to offer. You know how to tend to and nourish these roots. You have the support you need to relax and enjoy the fruits of your labor. It is time to celebrate!

Advice for this Stage:

- Take time to enjoy.
- Don't underestimate the power of sharing your wealth. It's Ok to find the balance between conserving and giving away.
- Find a way to use your free time and resources in a way that feels in alignment with your values.
- Create a new team or idea to keep your creative juices flowing or just for fun.
- Consider if you are ready for another level of growth or if you are just fine being where you are.
- Remember more is not always better.

- Trust when it is time to grow again if needed.
Anytime you are stuck in a stage of your business and are having a hard time moving forward, ask yourself these questions....

- What is the most loving thing I can do for my business and myself right now?
- What would be some immediate action steps I could take to achieve this?
- What kind of inner and outer support do I need?

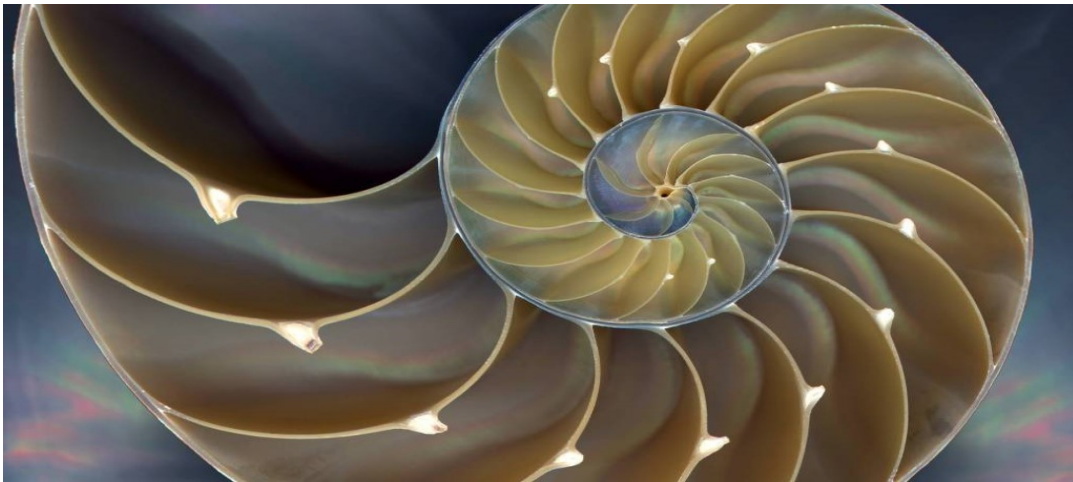
Reflect on these by setting your timer for 30 minutes and sitting with one or all of these questions. Write down anything that comes up. You can also brain dump with your business cohorts that you respect, making sure there is an atmosphere for creativity, fun, and reciprocity. Masterminds are a great way to have fun, share ideas, and get support for your business and your vision for it.

By knowing what stage you are currently in and where you want to be you can set goals with this wisdom in mind, taking into account what is going on in your inner world and matching it with the outer needs of your business.

Section 4

Embodying the 11 Power-packed Qualities of Your Soul: Your Most Whole, Loving, Joyful and Abundant Self

The possibilities in the world are limitless, the possibilities in you are limitless.
-Yogananda



Your Soul or Highest Potential is your highest calling, your largest expansion, and your final destination. Your Soul has many chambers. Not unlike the Nautilus, you are ever growing into larger, more beautiful chambers as you expand and embody your Soul. It is a journey that gives life meaning, focus, and purpose. What are we really doing if we aren't growing? College football hall of fame coach, Lou Holtz once said *"In this world, you are either growing or dying, so get in motion and grow."* As you have been discovering, you can consciously speed up this journey using the wisdom of our subconscious, conscious, and now opening up to your Capital "S" Soul Self.

There are 11 primary qualities of the Soul that create the beautiful mosaic of you and your business. I love stained glass as it is one of my favorite art forms. When I look at these callings of the Soul, I see them as all the colors of the rainbow shining brightly through a mosaic. Now a stained-glass mosaic is beautiful even if it is sitting in a dark closet, but it really radiates when it has light shining behind it. Every color sparkles with the essence of itself. It sends out an array of

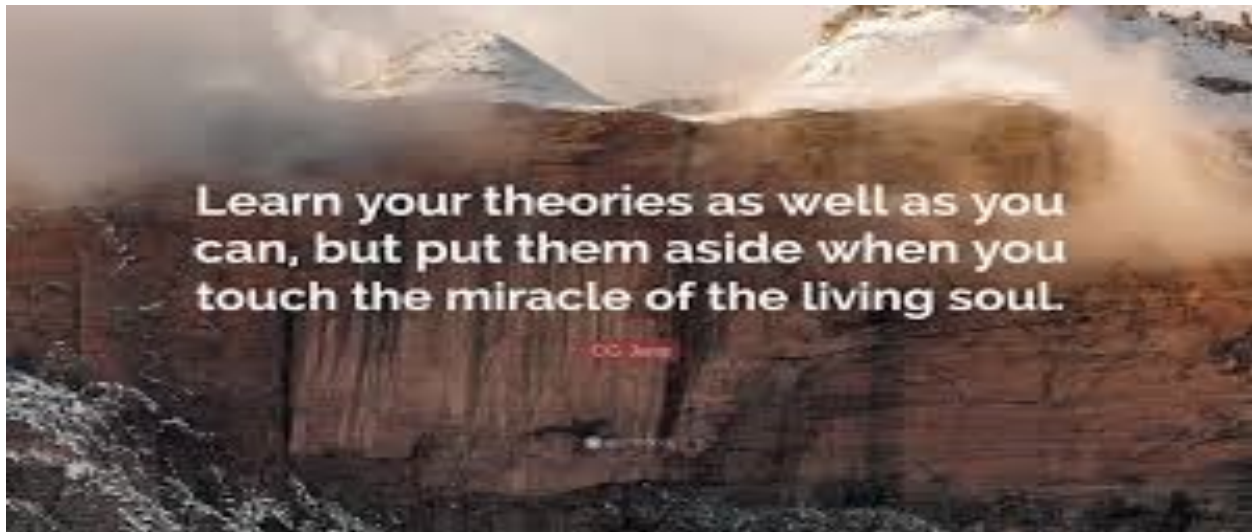
brilliant rainbows all over its surrounding area. It is magical and breath-taking, just as truly aligning with the Soul can be.



Your Soul is the same way. And as an entrepreneur, you are engaged in using these qualities of your Soul every day. However, which ones are radiating with light and which ones are not depends on your evolution and your willingness to open up these doorways to your fullness and your “joy and abundance alignment.”

I can tell when my clients re-align with a quality or qualities of their Soul. Their face lights up, they feel lighter, their body tension goes away, they feel an expansion, and they often look young and radiant. They have a sense of “ah-ha” or feel like they have laid a burden down for good. They feel free, creative, joyful, and have more energy. They are full of love, clarity, and power. They are aligned with their truth and often brimming and ready to make their next more powerful, deeply informed, Soulful move. By integrating these 11 qualities or callings into the aliveness of your being, you do become a “match” for your abundant, co-creative Self. As mentioned before, as you break free your primary subconscious survival traps, much of this alignment will happen naturally.

In using the wisdom of the subconscious mind and the choice point or will of the conscious mind and pairing them with the joy, love, and wisdom of the Soul, (sounds like a full cheese and wine pairing, ha!), we have a full team of Y.O.U. Or as I tell my clients, all the wild horses within that were pulling different directions and upsetting your chariot are now on the same team. Focused, lined up, and ready to go, they are powered by your willingness to open these doorways between the 3 levels of consciousness and become Divine.



What are the Qualities of the Superconscious Self or Soul?

- Home of our self-actualized, self-realized, and enlightened Self.
- Unconditional Love, Peace, Trust, Joy, Wisdom, Creativity, Abundance, and Truth.
- Speaks to us in many ways but often in images and symbols.
- Goes beyond the “Inner splits and conflicts” of the psyche and integrates the truth or Soul qualities.
- Holds the key to lasting healing from deficiency and survival needs towards expansion and growth needs.
- Shows up as a higher KNOWING instead of what our mind thinks or our fear tells us (beyond the “ego mind”).

When you have any dilemma or conflict and you want to know what your Soul says about it, NY Times Best Selling Author, Sonia Choquette offers these 3 simple questions.

- What does your fear say about it?
- What does your mind say about it?
- What does your knowing say about it?

Now these are usually different answers so as you probably knew (ha!) the third question, or your knowing, is usually the voice of your Soul. It takes practice to listen this deeply and sometimes due to our mind and fear, we have too much static. That is why by using your 3 levels of consciousness for connection and

transformation, you will begin to become these qualities and the reception to your wisest, most loving Self becomes crystal clear. You discover how to make a diamond out of the coal of your personality.



The 11 Callings of Your Soulful Self

- Strength
- Freedom
- Creativity
- Control
- Connection
- Acceptance
- Reciprocal Love
- Peace
- Trust
- Unconditional Love
- Joy

The Calling of Strength



Strength is a quality of your Soul. We are called to be strong in life, else we don't make it. The theme of strength is "to live," and our vitality for life is a measure of our strength. Owning a business often asks for all of our strength. We must know how to be stable, have stamina, create safety for ourselves and others, and show up with courage. How we relate to what life brings to the table is a true test of this quality.

Often, we have experiences that knock us down in our business and make us wonder if we ever should be doing what we are doing at all. We may have unexpected surprises, losses, or instability that we wonder if we will ever recover from. These can kick us into survival mode, and we want to find a way out, but are often uncertain how.

Surviving is just that, surviving, but if we stay there too long, we are drained of our energy, passion, and hope. We may feel like giving up. We can't see the bigger picture due to all the "fires" we are putting out, and we are scrambling to make ends meet. We may have lost hope in our idea, ourselves, and those we partnered with. Our business is in rescue mode. It eventually takes a toll on us inside as well, if we are honest with ourselves. We need to know how to feel strong again and come alive again from the inside-out for our decisions and recovery to truly be sustainable.

Signs you are just "surviving" vs. drawing from your ideal expression of strength are:

- Feelings of vulnerability and hopelessness.
- Helplessness and rigidity.
- Being exhausted and shut down.
- Feeling ungrounded and unstable.

Not unlike the roots of a strong tree, we are called to honor these signs that we are not as strong as we would like to be. By understanding how we got there, including a thank you for how we have survived and then transcending these “survival mechanisms, we can reach our fullest potential in business and life. Authentic, Soul strength is not a “pull yourself up by your bootstraps” kind of thing, but an inward ability to step toward the calling of life itself.

Some days it may take all we can muster to show up for the day. Just to deal with one more issue, make one more decision, and sprinkle in as much self-care as we can find. It is on these days that accepting the abundance around us, where we are, and what we truly need to recover can serve as a bridge to another level of strength. I have known days that the only abundance and vitality clients of mine can find is that they are breathing, and we celebrate that! Of course, they want to go for their maximum potential, and we do, but allowing the Superconscious, Soul Self to show us what and how this next level can be accomplished is where the magic of spiritual psychology does its job. And it is different and similar for everyone. Personal and impersonal all at the same time.

Try this “prayer” or intention setting statement, if you notice you aren’t feeling strong.

**I unconditionally and completely accept myself, even if I am not feeling strong. I would prefer to feel stronger, but this is where I am. I am open to more life within me, and ready to do what it takes to invite it in. Please give me the stamina and courage to open to a stronger, more vital existence and show me what I really need for this to be so.*

I have sometimes asked for the energy and discipline to complete something that I knew was important in my business for its next level of growth or it was something that “felt hard” that I had been avoiding. We sometimes know exactly what we need and the parts of ourselves we have disowned that have gotten us to this place, but other times we do not. Our willingness to ask for help internally or from others is a move of strength.

How do you know you are closer to your ideal expression of strength?

- You will feel more, abundant, and safe.

- Courage will run the show instead of fear.
- Flexibility is easier to access instead of rigidity.
- Your stamina will be back, and you will feel the vitality of life running through you.
- You will feel rooted and stable, grounded like a strong tree.
- You and your business will be nourished by your daily routines and habits that feed these roots.

3 key questions for you:

1. What are the daily habits and routines that feed your strength?
2. What has been calling to you (a new habit, different surroundings, self-care routine or way of being) that you just know would strengthen you?
3. What brings you comfort and security that would feel good today?

3 key questions for your business:

1. Are there places in your business where you know it needs strengthening?
2. What are the areas calling for more abundance? Is it time to let them go or find a new way?
3. What are the areas that you already have abundance, strength and security in your business?

Acknowledge them, appreciate them, and then build on them if possible. It is easier to add water to a rushing stream of momentum than build a new river from scratch, and yet as spiritual entrepreneurs we often do not shy away from a challenge. Wherever you are, whether starting something new, building on something old, or trying to figure all of that out, just know this quality of strength is your authentic birthright and it is there to help you at all times.

The Calling of Freedom, Creativity, and Control



Now that we have deep, nourishing roots that hold us and comfort us, special shoots of our uniqueness begin to emerge. What kind of tree or plant we are becoming is showing its colors? It is a sacred stage, one like none other, yet how our outer experiences influence us, and our becoming affects this calling greatly.

Because we are spiritual entrepreneurs, we relate to this stage more than others. These 3 callings go together like peanut butter, jelly, and bread. We are magnetized to this freedom and the desire to have our own business, to express our version of our own uniqueness, and to succeed in doing this well. We long to have the life of freedom that we have always dreamed of and a successful business is usually a direct link to this dream. Freedom, creativity, and control are all part of this calling, to what we call in psychology, “to individuate” or make each of our individual expressions unique.

We want to make our imprint on the world. Yet each of these qualities has their own unique flair in helping make this calling a reality depending on the destiny of each of our individual Souls. Mastering these qualities individually as well is a task into itself. At our core, creating a business that expresses the value, worthiness and identity of who we are and what we envision it to be, becomes vital in feeling like we have succeeded.

Not unlike strength there are some key signs that let us know, we are far away from our optimum levels in this full potential Soul calling. In fact, some of our worst traumas, old conditioning and shame-blame, fear-anger, and guilt patterns easily get in the way of this calling more than anyone we will face. This is where we feel life has “kicked us the gut,” held us down, and possibly wounded us the most. Our identity and expression have come to a halt, and we cannot get past it. We are stuck in this conditioning out of sheer survival, and yet this calling is also the source of our greatest assertiveness, creativity, freedom and worthiness! We

heal the relationship to these qualities and our business soars! Not weighed down by our inner constrictions, we tap into the ultimate imprint of who we are truly meant to be.

So, what are the shame-blame, guilt, fear-anger signs that cause us to react and constrict away from our highest potential? Old trauma patterns of course, but how do these show up now?

- Feeling withdrawn or trapped is a sign you are disconnected from your ideal expression in this area.
- A closed/stuck and stifled feeling is a sure sign your freedom, creativity, and control has gotten derailed along the way.
- Feeling overwhelmed and a feeling of “I am not OK” is another way we withdraw, keep ourselves closed, and limit our expression. It can also be an unfair story of how we took on someone else’s feelings when it was not ours to take on in the first place. Shame is sneaky like this and often falls prey to the most open, heartfelt receiver.
- Jealousy and insecurity can also be a sign that a lack of this essential drive to individuate and express yourself has been wounded.

Which of these signs can you relate to? Notice and become curious as to their effects on your business? This is key to moving beyond them. Control, or what we like to call “positive control,” is a vital element when becoming yourself and creating a healthy business. The challenge of losing control along the way or not feeling like we can have some control is damaging. Often if “control” was used against us or if we feel like we haven’t had a voice, we turn on ourselves. What would have been “positive control,” if the opportunity to express itself had been respected and our growth had been honored, would not have become restricted. Like an arrow shooting towards a goal, something gets in its way and somehow it turns like a boomerang back onto ourselves. We then adapt around it and create stories that fit why we are hurting to make sense of it all. It does hurt, but we haven’t found a way to remove it yet and/or how to heal enough to shoot again, hitting our target this time for good. An example of this would be trying to do for others what they can do for themselves. This form of control distracts us from our own inner arrows, discomfort, helplessness, and pain. Over functioning in a situation also distracts us when allowing, letting go, or getting support would be a better alternative.

When we revolve our lives around a situation or circumstance where we lose our personal power, we become disconnected with how we “truly feel” and lose positive control. This can be another major loss of control in our business when we

are already too externally focused as it is. Anytime we have an external focus of control, we are at more risk for depression, anxiety, and poor decision making. We lose that inner rhythm that allows our Divine expression, and we suffer. Trying to pick up all the outer pieces, we are out of alignment with the core of who we are inside.

If a pear tree is a pear tree, but it is trying to be a fig tree, it is in trouble. Our business can suffer in this way as well. If we are trying to be like another seemingly successful business and abandoning our creative reservoir along the way, then we have missed the mark. As we individuate, the creation that is bubbling up inside of us is where our attention needs to be, yet we may feel trapped to offer or use strategies and ideas that are not really ours at all.

Finding out how to use “control” in a positive way takes creativity and freedom. Freedom to try new ideas in your business that may go against the grain. Freedom to trust the creative spark that continues to burn in you regardless of it not being tended. Freedom to speak up and offer our version of an idea regardless of whether it lands on deaf ears or not. Mastering the art of what we cannot control and asserting ourselves and our creativity when we can, creates harmony in our system and gives us freedom. We then can align with our Soul and its callings more than ever and we have the door open to true abundance.



Another version of this prayer around having a healthy relationship with control is this, “Grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know that it is me.” Doesn’t that fit perfectly with what you are doing here. You know that you are the point of power and that growing from the inside-out to achieve your dreams creates the momentum. It truly is that simple.

So how will we know we are closer to our highest potential regarding freedom, creativity and control? Here are some things to keep in mind.

- Assertiveness will come with much more ease and grace.
- Freedom to be yourself will come with less or no guilt/shame and fear, and it will feel natural not forced.
- Creativity will be accessible to you in stressful situations and will help move you out of feeling overwhelmed with regards to business and personal life. I used to say to my clients, “Imagine a world where people were getting creative instead of stressed?”
- Openness is easy, and there is confidence to go with it.
- Confidence in your inner musings is available and the positive control goes with it.
- A genuine knowing that “I am OK” and the feeling of worthiness to go with it.

With these Soul callings in place, our work life becomes enlivened, creative, and rich. We are less bound by our own insecurities and shame stories, and our ability to impact our business comes with increased confidence, freedom, and control in the best of ways.

3 key questions:

1. Where are the areas you experience freedom, creativity and control?
2. Where would you like more freedom, creativity and control?
3. What changes could you make that would allow more of these qualities in your life and/or your business?

The Callings of Connection, Acceptance, and Reciprocal Love

LOVE AFTER LOVE

The time will come

when, with elation,

you will greet yourself arriving

at your own door, in your own mirror;

and each will smile at the other's welcome,

and say, sit here. Eat.

You will love again the stranger who was your self.

Give wine. Give bread. Give back your heart

to itself, to the stranger who has loved you

all your life, whom you ignored

for another, who knows you by heart.

Take down the love letters from the bookshelf,

the photographs, the desperate notes,

peel your own image from the mirror.

Sit. Feast on your life.

-Derek Walcott

The calling of connection, acceptance, and reciprocal love cannot be denied. Without it, we don't survive. With it, we soar. Without it, we slowly die. With it, our immune system strengthens, and our heart expands. Studies show that even participants watching a movie where Mother Theresa cares and loves for those in need, respond with heightened IGA levels rising to strengthen their immune system due to just watching this nurturing connection. Yet, what do we do when the outer world doesn't match up with our inner needs? How do we re-connect to these Soul callings of connection, acceptance and reciprocal love and experience their magnitude and power?

The theme of this calling is "to connect" to self and "to extend" self to others. Our strengths in this area show up in our relationships with ourselves, others, and

how we operate or don't operate well in groups. When we are in a particularly constricted and disconnected state there are some obvious signs and we feel disconnected.

Other feelings and reactions that come from our needs not getting met in this area are:

- Feeling like a victim or being an abuser, which is the flipside of our heart being shut down.
- Believing and feeling we are unloved, unlovable, or unloving.
- We often feel separate and lonely.
- Falling into the trap of the perfectionist or pleaser as this hurts our connection with others because we are not genuinely home for ourselves.
- We often feel devalued and taken for granted.
- We may be stuck in roles and rules that we feel have to be followed and deeply stress ourselves or others out due to this constricted way of being.
- Self-centered and less/more reactions are more prevalent.

When we are in this space of disconnecting instead of connecting and accepting, our judgment is not as clear, and our business may suffer. We may try to get our needs met outside of us, only to run into these uncomfortable states of being again and again. We may make choices for our business that try to fill this hole of pain only to find ourselves in debt, out of balance and continuously on a treadmill of approval or negativity.

Any business would not make it long with too many of these running the show.

When coaching business owners, our main objective is to re-align them with a genuine connection and acceptance of themselves. As we do this, they begin to feel valuable and loved, appreciated and respected from within themselves, and they have a sincere, internal connection which enhances all of their relationships. Even if they didn't get their needs met "out there," it is a known fact that this spiritually minded entrepreneur knows how to connect within and fill their own cup. This creates a wave of respect, appreciation, and love for those who work for and with them as well. It is a beautiful shift to see and one that adds years of health and wealth onto a person and their business. This is a coming home story like no other, similar to the Wizard of OZ when Dorothy realizes she had the power to be home all along. As my teacher Dr. Carolyn Myss reminds us, this stage is one of the inner marriages which creates the base for all reciprocal connection to last.

Speaking of reciprocal love, this divine calling is one of harmony and balance as well. Choosing relationships that don't offer a give and take over time runs the

well of the heart dry. Now we are not talking about a bean-picking kind of give and take where we say, I did this now you do that, but a flow between two people that allows for consensus, gratitude, harmony, equality, and empathy. With these qualities in the driver's seat, reciprocal love opens the heart and gives it wings. And you can feel the synergy and uplifting container that this provides for all that go near this kind of love.

How do you know you are aligned with these Soulful qualities of connection, acceptance, and reciprocal love?

- You feel more harmony, gratitude and love.
- Your decisions produce more consensus, equality and synergy.
- You have genuine empathy that you can access and bring forward to lift up others and your business.
- Your attitude is one of reciprocity, connection, and respect for yourself and others.

With these qualities on board, our mind and heart are connected and engaged. Not only are we more attractive to those around us but our relationship with our lives and our ability to tune into the Golden Rule - do unto others as you would have them do unto you - informs everything we touch. Our ability to extend and connect in a healthy way widens our reach in everything we do. It is good for marketing, good for our health, and good for us.

3 key questions:

1. Do you experience connection, acceptance and reciprocal love?
2. How does this expand your business and life?
3. What areas could you use more of these qualities? Name which ones and how this quality could support you.

The Calling of Unconditional Peace and Trust



While coaching a client, we realized through navigating her three levels of consciousness that she deeply needed more trust in her life. Growing up with alcoholism in her family, trust had been shattered over and over again. Her relationships continued to reiterate this and her business decisions as well. She felt exhausted fighting these fear and stress patterns every day. She knew she needed a shift towards peace but was unsure how to get there even though she practiced fairly good self-care skills. This felt deeper, and it was.

We went back to a time when her ex-husband overdosed on drugs. This trauma had created such fear in her that she felt like she had to do everything herself. She still felt guilty about things that weren't even hers to feel guilty about, and she stressed herself into knots operating this way in most all her affairs. As we untangled this stress pattern, she was able to open up to her Spiritual Self and allow this to show her what she really needed. An image of a dove appeared in her mind's eye, and she began to cry. Her body immediately began to feel more peaceful, and her heart more supported. She was not alone with all of this anymore. She could trust that she was connected to something bigger than herself and that is was guiding her all along. She experienced an overall sense of peace that she had not had in years. This shift changed her from the inside-out.

After checking in on her a few weeks later, she still felt this trust and peace guiding her. She knew that she wasn't alone, and her inner conflict had not

returned. She was so deeply grateful and knew that by having access to such trust and peace that her brain was working better, her old stress reactions had melted away, and she truly was healthier than she had felt in years. This connection to her “superconscious, Soul self” and opening up the doorways to transformation is what this Soul calling is all about.

Operating from an inner network of unconditional peace and trust is the gift that keeps on giving. As spiritual entrepreneurs, when we have access to these Soulful qualities, our lives and businesses operate completely differently. As Energy Medicine expert, Dr. Sue Morter states, “*When the mind settles, the Soul rises.*” This inside-out approach to creating your life is one talked about in quantum physics all the time. Knowing we can’t experience anything on the outside that we can’t project onto the screen of our lives from the inside is one of the lessons of this calling. As we connect to this level of understanding, working from the inside-out becomes mandatory, and we are left with building our trust with ourselves and our Soulful self as the key to unlock the door of this calling.

Peace starts with yourself and grows.
-Anonymous

So how do you know you are disconnected from this unconditional peace and trust?

- Feeling peaceful and trusting is based only on external conditions.
- You may feel uncommitted.
- You feel inwardly conflicted and in war with the Self.
- Instead of moving forward with trust, you may feel cynical and/or vengeful.
- Feeling persecuted by the world, God, or the Universe, your business or something outside of your control is common.
- And this could cause delusional thinking and feeling and a lacking in sympathy for others or yourself.

The theme of this calling is “to transform.” We are transforming from our small “s” self to our capital “S” Self. As we grow in our spiritual Selves, transforming what we think our way “should be” to a larger, wiser perspective that our Soul is calling us to, is what this transformation is all about.

Signs that we are expressing this calling in our lives and businesses:

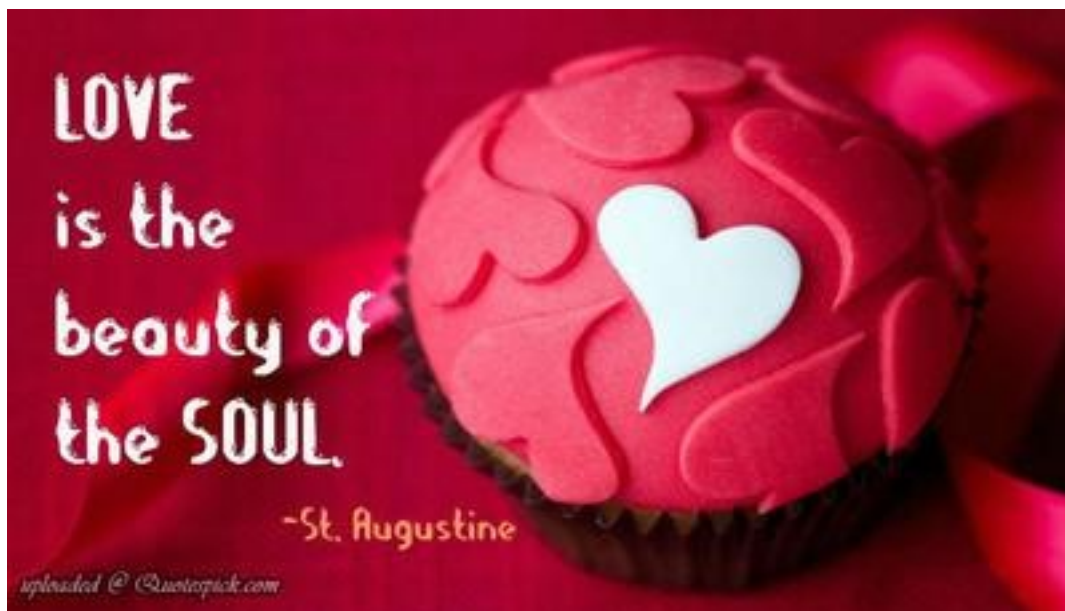
- You have wonderful integrity.
- Self-knowledge and compassion run the show instead of reactivity.

- Your commitment is rock solid to your mission because you know you are where you are meant to be.
- Trust and balance are in the driver's seat of your consciousness.
- Justice and mercy for self and others are natural qualities of this stage.

3 key questions:

1. Where do you experience unconditional peace and trust?
2. In what conditions would you like to have more of these qualities?
3. How could unconditional peace and trust support you in your life and business?

The Calling of Unconditional Love and Joy



As we may know, love is the only thing that is real. When we lose a loved one or get lost in patterns of despair and suffering, finding our way back to love is truly the only way out. Unconditional self-love, love for others, love for our business, and unconditional love for life exactly as it is gives us the energy we need to thrive. And joy is the byproduct of this love. We often love with conditions only. In couples therapy, I have been caught saying to couples, “if you want unconditional love, then get a dog.” And yes, dogs are so good at this that we know why they made the bumper sticker “Dog = God.” However, discovering how to tap into the bountiful calling of unconditional love and joy in your life may be the highest calling you ever have.

Joy creates more love, and love creates more joy. In a research study I performed for my doctoral dissertation, I gave 35 participants who reported a history of trauma, anxiety, and depression a meditation on love. I measured their anxiety and depression as well as their dopamine levels-through a urine sample-pre and post 3-week intervention. During this 3-week period, I asked them not to make any major life changes besides adding in this daily love meditation, and then I evaluated their dopamine levels plus their anxiety and depression levels after this daily, 3-week intervention. As I was hoping from using the meditation, their anxiety and depression decreased significantly which is awesome, but what I didn't realize was that their dopamine would increase significantly to almost optimum levels. They were all dopamine deficient, with the exception of one person and me, when the study began.

We know from neuroscience that the more anxiety and depression you have, the less dopamine you create so this made logical sense but was exciting, nonetheless. This study would need to be replicated with a larger sample size in similar conditions to really see the validity of it, however, I believe we are onto something here. The feeling of connection to unconditional love and the radiance this produces beats any anti-depressant in my book! In fact, this love was not dependent on an external source at all but an inner calling to love from within and around them that was measurable and palpable.

How would your life and business change if you had a connection to this kind of unconditional love and joy?

The theme of this calling is “to transcend.” This is where we transcend our story of lack, not enoughness, trauma, drama, and loss. We step into the radiant, Soul quality of love, and we are set free from the constraints of our personality. We let go and forgive. Our egos become smaller, and we understand our inner connectedness to all that is.

What happens when we are disconnected from this quality of the Soul?

- We often feel hateful and/or detached.
- Grieving, sullen and ill-tempered.
- Ego-bound and possibly delusional.
- We feel obscure and invisible.
- We are insensitive.

Running a business from these qualities above would clearly create negative consequences. Like a toxic boomerang, these qualities often start a domino effect

that we don't want anyway, co-creating more of this disconnection and unhappiness

When we transcend and move toward this calling of Unconditional love and joy, we experience:

- More JOY and LOVE.
- Wisdom and knowing.
- Oneness.
- Service to humanity.
- Illumination.
- Radiance or light in our being.

3 key questions:

1. How often in your business do you connect to these radiant qualities of your Soul?
2. Where would you like to connect to them even more?
3. What would you need to open up to this calling even more?

There is so much more I could say on this topic as my research on joy and love has been much broader than I will be able to cover in this book, but just know that we all “split off” from this unconditional love and joy for many reasons. Personal heartache, business failures, betrayal, abuse, and more are some of the splits that we must discover how to transcend. By transcending these painful experiences and moving into the sacred simplicity of joy and love is what this journey is all about. And with this, my friends, allows the fullness of abundance to maximize in your life, your business and most importantly from within you.

When you are able to embody the 11 Callings of your Soul, you will be able to line up with your authentic, divinely appointed success and joy. Using the Real Needs exercise on page 38, identifying your real needs, and transforming them by overcoming your primary subconscious survival traps, you can embody the divinity of your Soul. ***The Joy and Success Alignment Map*** below is the roadmap of possibility and the stages we go through to align with and embody our 11 Soulful qualities.

As you will see, there are wounds of our personality that when healed open up the doorways to our fullest potential and then there are Soul wounds where we disconnect directly from the Soul Self. Our personality wounds are places we have disconnected from our real needs or disembodied from them and the solution to this. Our Soul wounds are places we have disconnected from our Soul/Spiritual Self and how we can reconnect back or grow into this highest calling. The chart

also explains the alignment process, our deepest needs and signs when these are not met, the choice points we have in life and business, and our highest potential calling in this journey. For example, notice in the first column how abundance has everything to do with Strength and healing those personality wounds. Joy on the other hand is a quality of the Soul that we can connect to or disconnect from depending on the relationship with Self to the Universe as it shows you in the Soul wounds section. By using the Inner Counselor TM process with a trained facilitator, following the steps in this book and/or using the 3 levels of consciousness as you have seen, the process of becoming and embodying our highest calling is directly accessible to us. It is our greatest gift and one of the greatest gifts we can give our life and business.

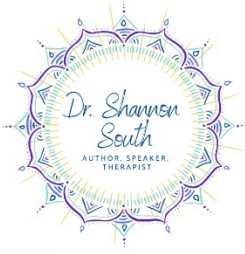


Joy and Success Alignment Map

PERSONALITY WOUNDS

When Real Needs Are Not Met	Choice Point	When Real Needs Are Embodied	Highest Calling
Shut down Hopeless Unstable/Ungrounded Rigid Exhausted	TO LIVE FULLY	Abundance Safety Courage Vitality Stability Grounded	STRENGTH
Victim/Abuser Unloved Separate/Lonely Devalued Pleaser/Perfection	TO INDIVIDUATE	Assertiveness Empowerment Openness Confidence Self-leadership	FREEDOM CREATIVITY AND POSITIVE CONTROL
Withdrawn Trapped Stuck Overwhelmed Insecure	TO CONNECT	Love Appreciation Respect Reciprocity Sincerity	CONNECTION AND ACCEPTANCE
Discounted Lacking Harmony Role-bound/Rule-bound Self-centered Less/More	TO EXTEND (self to others)	Harmony Creating Alliances Gratitude Equality Empathy Pluralism	RECIPROCAL LOVE

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Joy and Success Alignment Map

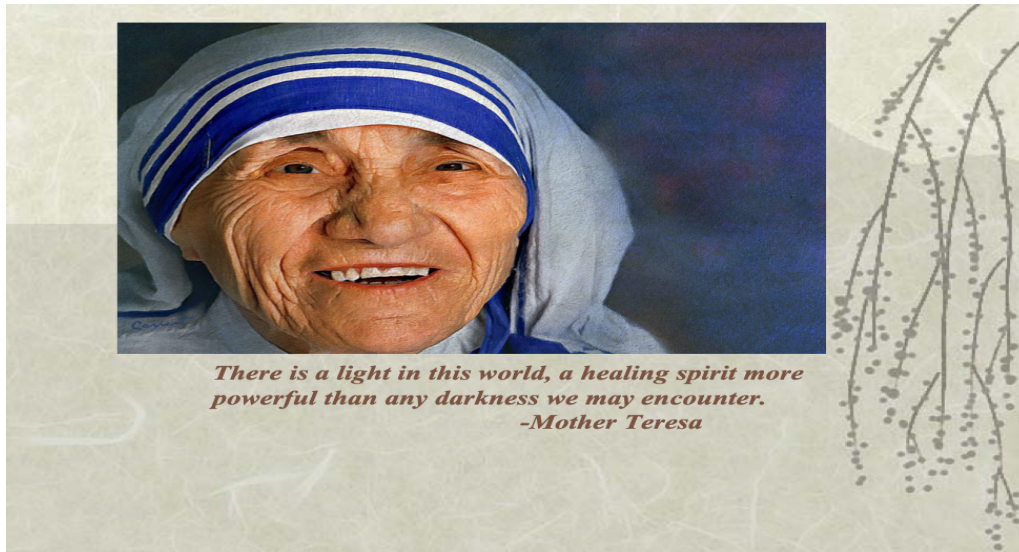
SOUL WOUNDS

When Real Needs Are Not Met	Choice Point	When Real Needs Are Embodied	Highest Calling
Uncommitted Delusional Conflicted Persecuted Vengeful Cynical Unprincipled	TO TRANSFORM (self to Self)	Integrity Self-knowledge Compassion Commitment Balance Justice Mercy	UNCONDITIONAL PEACE AND TRUST
Hateful Grieving Ego-Bound Detached/Insensitive Delusional Obscure/Unknown Morose	TO TRANSCEND (Self to Universe)	Love Clear Vision Joy Wisdom Oneness Radiance/Magnetism Service Illumination	UNCONDITIONAL LOVE AND JOY

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 *Adapted from The Integration Chart by Dr. Ann Nunley

We will dive deeper into an understanding of this map in the next chapter.

Staying Connected to Your Super-Conscious, Soulful Self



The super-conscious contains within it the possibility as well as the probability of creating anything and everything the mind can conceive. Essentially, the possibilities of the super-conscious are deemed to be “infinite.” To bring this power into our waking lives and create whatever we want, we must be connected to and live from the super-conscious.



You may wonder, *how is it possible to stay connected to this part of ourselves?* We will explore multiple ways to do that in this section. I can tell you with certainty from experience that it is possible to stay connected to the super-conscious, and when we do it opens us up to limitless possibilities, truth, and abundance. The wise and loving super-conscious is our direct link to joy. To sense it and allow it to guide you, all you have to do is be fully in the present moment (while being fully present in the moment can be a challenge for most of us, you will learn effective and enjoyable ways to do that). Psychotherapists have called this super-conscious part of the self “wise mind,” “higher self,” and “wise guide.” Yet how does staying connected to our super-conscious help us move beyond our story? The following story helps explain this dynamic.

I met Pam at a mindfulness-based stress reduction training at Omega, a holistic learning center in Rhinebeck, New York. Pam was in a wheelchair and had endured many surgeries after a major car wreck left her with multiple injuries and chronic pain. Pam came to the training because she had heard of the facilitator Jon Kabat-Zinn's approach to meditation which had been implemented in hospitals around the country. Doctors were referring their clients who had "failed" traditional treatments to Kabat-Zinn's meditation programs for depression, anxiety, stress reduction, and pain management. Throughout the retreat, I would often glance up and see Pam moving around. I was sure she was uncomfortable during our many hours of meditation. Yet she persisted.

On the tenth and final day, our teachers had us speak in the group for the first time. They wanted to know what our experience had been. People shared the peace they had found, the love they had connected to, and the changes that had transpired. When Pam finally spoke, the whole room took notice. She described her struggles to be there, despite her discomfort. Then tears of relief showered down her face. During the retreat, she had been pain-free for the first time in years - for periods long enough to rejuvenate her and give her hope. Even though the pain would come back, it was less sharp than before. Everyone in the room cried tears of joy with her. Pam knew she had connected to something bigger than herself and her story. No other approach had been able to give her any relief. This practice of meditation created a pathway for her to experience her greatest dream: to be pain-free.

I also got a glimpse into something greater than myself during the workshop. I was sitting in meditation outside on the grass. For just a moment, I opened my eyes, and all I could see were the molecules of everything around me. The trees were connected to the grass, the grass to the air, and all of nature to the people within it. Everything was connected. Our interconnectedness was real! In connecting to my super-conscious, I saw that we are all one, just as physicists, spiritual masters, and great teachers have said for years. I glimpsed this awesome reality. The imprint of joy from this experience has never left me. I now know that any story of separation is just that: a story.

Meditation is one of my favorite bridges to joy and love, allowing me to transcend my story immediately.

Staying Connected to Your Highest Potential through Meditation

The power of meditation to transform our level of joy cannot be overstated. The skill being with yourself and your story fully in a nonreactive, nonjudgmental holding environment that you create for yourself is incredibly transformative. That's because meditation is a way of practicing mindfulness, which Kabat-Zinn defines as "*paying attention in the present moment, and nonjudgmentally.*" Often, we have to be present nonjudgmentally with our story to go beyond it.

When we reside in the present moment in a kind place inside, and embrace and love ourselves exactly where we are, we begin to go beyond our current story and into a super-conscious connection. We can even "feel" the joy and love radiating within us, filling us, and making us whole. Some meditation teachers use the analogy of "taking off the space suit" when meditating - that in our everyday lives, we walk around with so many layers of "stuff" (thoughts, feelings, etc.) swirling around us that we can't even begin to access our true self. When we meditate, we give ourselves permission to take off these layers by being present with them, one moment at a time.

Meditating for 20 minutes once or twice a day will have positive effects on your daily life, making it more loving and relaxing, and opening up the bridge to experience your inner harvest of joy.

We can all use meditation to connect, and stay connected, to the joy, wisdom, and love of the super-conscious. In a few moments, I will guide you through an exercise I call "Stop, Drop In, and Meditate!" But for now, I want to share a bit more about the benefits of staying connected to the super-conscious self through meditation.

Meditation Increases Intuition

The lifestyle website Gaiam Life published a great article explaining intuition and its relationship to meditation. They interviewed Marla Mitchell and David Stevens, creators of the meditation and intuition training service Yoga of the Mind. "*Meditation helps you to get quiet and be in the present moment,*" Mitchell explains. "*The key to increasing your intuitive awareness is to stay very present. Intuition lives in the present.*"

A busy mind is okay, and can be maddening, but meditation allows us to sense breaks in between the chatter. When the present moment shines through in between the past and the future, with which it competes, it is nothing short of a miracle! By

putting you in the moment, meditation strengthens intuition, which is the direct communication of the super-conscious.

I have loved spiritual teacher Sonia Choquette ever since I saw her dance her way onto the stage at a Hay House I Can Do It! Conference. A master of intuition and meditation, she has written many best-selling books on these subjects. She states, *“Be in the moment. Your emotional self lives in the past - your mental self lives in the future and you can’t create or be intuitive in the past or the future. You can only access intuitive guidance from a position of being present.”* She recommends meditation as one of the best ways to develop the ability to be in the moment. Many experts agree that meditation lays the groundwork for being present, which in turn enhances your intuition - your ability to hear or experience that small, still voice of the super-conscious within you and bring it to the surface that is your daily life. This ability is one of the hallmarks of answering this calling of your Soul.

Meditation Fosters Healthy Detachment and Objectivity

In addition to making us more intuitive, meditation can help us become more detached, in a healthy way, from our mental chatter. By being more detached, we feel lighter, have a sense of freedom from our inner and outer struggles, and are able to respond to challenges from a healthier place. Being detached creates joy because we aren’t focusing on our feelings of being upset or unconsciously reacting to it and creating even more havoc. We can observe our inner world. We make space to look at our story more objectively rather than reside within it, believing it is 100 percent real. We get the objectivity to see the “space suit” for what it really is rather than believe it is who we are.

Another way we foster detachment and objectivity, according to another Gaiam Life article, is by developing our observer self. *“Talking or writing about your feelings forces you to call them something. And one technique taught in mindfulness meditation is naming your emotions. It’s part of noticing and detaching from those emotions versus letting them hijack your bliss.”* Meditation instructor Dianna Dunbar calls it the “mindfulness wedge.” It’s about “helping people develop that pause button,” she says, “so they can observe emotions from the outside.”

Two UCLA studies support the idea that labeling emotions promotes detachment. The researchers found that *“assigning names to negative emotions turns down the intensity of activity in the amygdala, an almond-sized sector of the*

brain that acts like an alarm system.” When you experience a stressful event, your amygdala sets off a series of reactions. But if you give the distressing event a name, *“you can wield more power over your amygdala’s freak-out.”*

The amygdala is good in a crisis but can be very disruptive in day-to-day life. There are loads of amygdala-calming exercises, but here is one that works wonders to train your brain for joy.

Exercise: Stop, Drop In, and Meditate!

Find a place where you can have a moment of privacy and close your eyes. If you prefer keeping your eyes open, gaze softly at a spot on the floor or at something that is easy to see without straining your neck. Make sure you are sitting with a straight spine.

Take some deep breaths, in through your nose and out through your mouth. Breathe down into your belly.

Begin to notice what is going on inside of you. Do you observe thoughts, feelings, or tension in your body? Allow your focus to come back to your belly breath, breathing in and breathing out. Even say to yourself, “Breathing in, breathing out.” Allow yourself to simply notice what is right here, right now. When your thoughts begin to wander, gently direct your attention back to your breath, as you would guide a young child. Again, say to yourself, “Breathing in, breathing out.”

If something feels sharp or uncomfortable or you want to get up and leave, just notice this impulse and bring your attention gently back to your breath. Try not to judge or move away from what you notice. If you do judge it, just notice this, too, and gently bring your focus back to your breath. Practice kindness and non-judgment for yourself. This moment is sacred, even if you don’t like what you are thinking or feeling. Remember, embrace it with kindness, and let it go. Whatever you notice or observe, let it go. Center your attention back on breathing in, breathing out. Continue for 3 to 5 minutes and observe how you feel.

You can stop, drop in, and meditate like this anywhere you need to, in order to take a break, refocus, and clear yourself. I do it all the time at home when my preteen daughter is having a bad day, or when I feel tired or overwhelmed and not my best self. It is like plugging my “soul” phone into its super-conscious charger.

Work your way up to 15 to 20 minutes, and the benefits of this practice will multiply in your life.

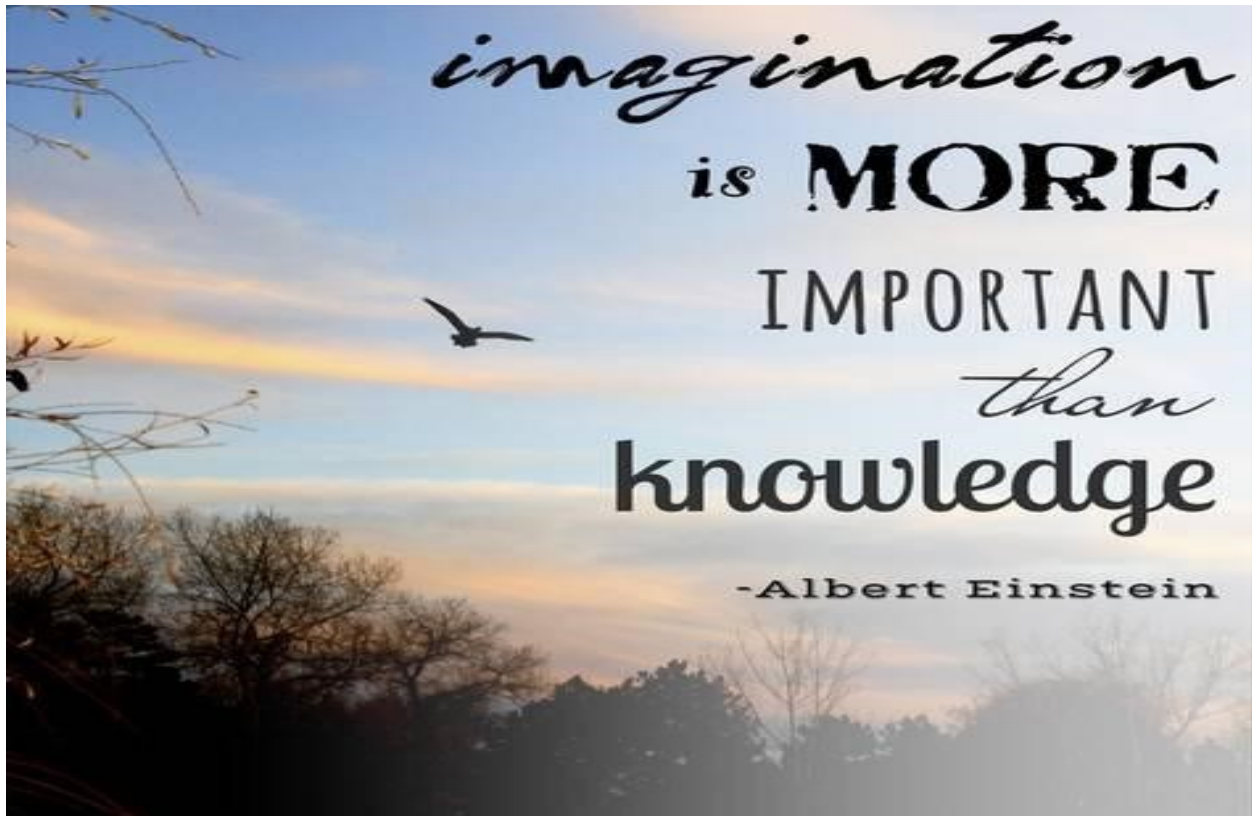
If you feel too distracted inside to do this, use a candle and allow your attention to land softly on the flame. Sit and observe the flame for up to 20 minutes and as your mind wanders, slowly and kindly, bring your attention back to the flame. I call this kind of meditation joy-gazing because this is what I was doing when I had my “peak experience” and it truly works.

I taught this technique to a nurse who was overwhelmed with caretaking for everyone— people, her dogs, and her home. She began doing it first thing in the morning for 10 minutes, as well as right after taking her dogs out when she got home from work. It allowed her to “let go” of stress at the end of her workday and any worries she had at the start of the new day. Doing this, she saw a dramatic shift in her attitude, and her stress level lowered tremendously. She began to feel grateful for her life rather than annoyed by it. It was a huge revelation for her even though she had been one of my most resistant clients to start.

A note if you tend to get anxious: If focusing on your breath makes you more anxious, just open your eyes and begin labeling what you see: the floor, the rug, the dog, your shirt... whatever you notice in the present moment. Do this for 2 to 3 minutes. Expand to incorporate your other senses. What do you hear, feel, taste, smell? Notice how your body and mind feel when you begin, and again when you are finished. Notice how much more present you are when you are done. You can use this practice any time you find yourself mulling over the past or obsessing about the future, to bring you back to the present moment.

By using the various forms of meditation presented in this book, you can train your system to stay connected to your super-conscious self for greater joy. As a mantra, you might repeat the word calm over and over in your mind; I have found this practice helpful. Or repeat the following affirmation in your head: *May I be peaceful and at ease. May I be well. May I be filled with love and kindness. May I be happy.* These practices will connect you to the unlimited possibilities that are always available to you via your super-conscious and allow you to co-create the most power-packed, creative and abundant business of your dreams.

Imagination as Your Inner GPS to Grow Your Business



Now Albert Einstein, Dr. Carl Jung, and so many others who went before us knew that your imagination was “the key to life’s coming attractions.” Besides speaking to us through inner knowings and that small still voice inside, the Soul also speaks to us in images and symbols. When I work with clients on breaking through what is holding them back from the business of their dreams, it is so powerful to see what images come to them in our sessions.

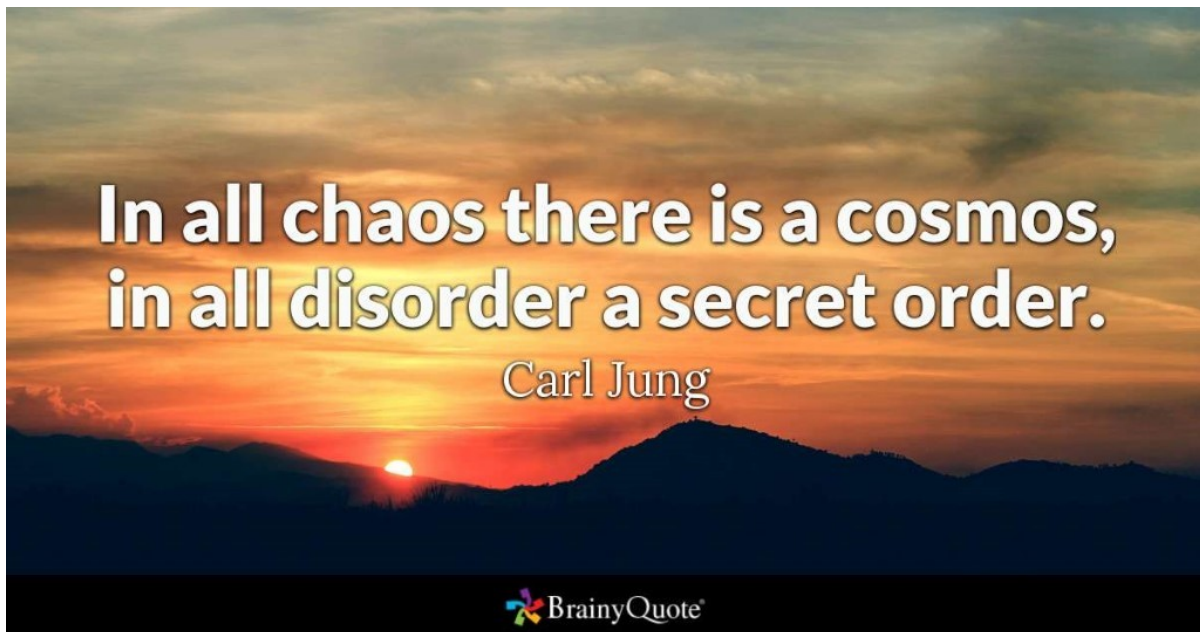
Vision boards are such wonderful tools to ignite these creations from within, but for full embodiment and power, we must allow in the qualities of the Soul that our image or symbol represents. They are totally personal and yet very relatable. Very much like an inner counselor the Soul is creative, knows exactly what you need, and brings it to you in spades. I am still in awe at the palpable energy in the room when the wisdom and changes show up through imagery and directly personal to each client for their transformation. It keeps my work very rewarding and exciting.

When you want to know what your Soul wants, turn to your images.
-Dr. James Hillman, Psychologist, Author of The Soul's Code

The reason the Soul speaks to us in symbols and images is this:

- Symbolic refers to that which brings together.
- Images and symbols bring together conflicted parts of ourselves.
- Integration occurs on a deeper, lasting level when you use images/symbols.
- Symbols are multidimensional and make use of our sixth sense of intuition to relay multilevel information about emotional responses and coping patterns.

Do you remember the saying a picture speaks a thousand words? Well in this case, it is true. These images or symbols relay layers and layers of wisdom, love, and other Soul qualities to my clients. As I mentioned above, it is so breathtaking and magnificent to guide my clients through a process called “the Inner counselor” and to experience the personalization of the symbols each client receives as well as the exact solutions needed for any concern or conflict they may be struggling with. The Soul is always perched and ready with an answer if you know how to open up to this secret order.



The promise of spiritual psychology

Accessing and interpreting these symbols can take us beyond our stories. The wisdom of symbols gives us the bigger-picture insights we need in order to make decisions that fuel our joy. Using symbols is a rather magical way of understanding

the extraordinary world of truth that lies within us, beneath the surface of our lives. A great example of this kind of symbolic sight is exemplified by a client I will call Sue.

Sue was struggling with her relationship with her husband whom she had married quickly. After less than a year, he had turned into a full-blown addict. He was having her babysit his daughter while he was off with his friends using drugs and drinking and lying to her about it. He was barely paying his share of the bills. In a frenzy, Sue brought him in to me for couples counseling. Later, she and I discovered that he had lied to us the whole time on multiple issues. The marriage seemed doomed as he continued his harmful behavior even after many interventions from friends and family. Sue was getting depressed. She would come into my office and say the same things about her relationship over and over. I was tired of her story, and I knew she was, too, so I suggested we do a “process” to help her get beyond it and into something new. Since she had already tried every other way she knew to “fix” the situation, she agreed, albeit reluctantly.

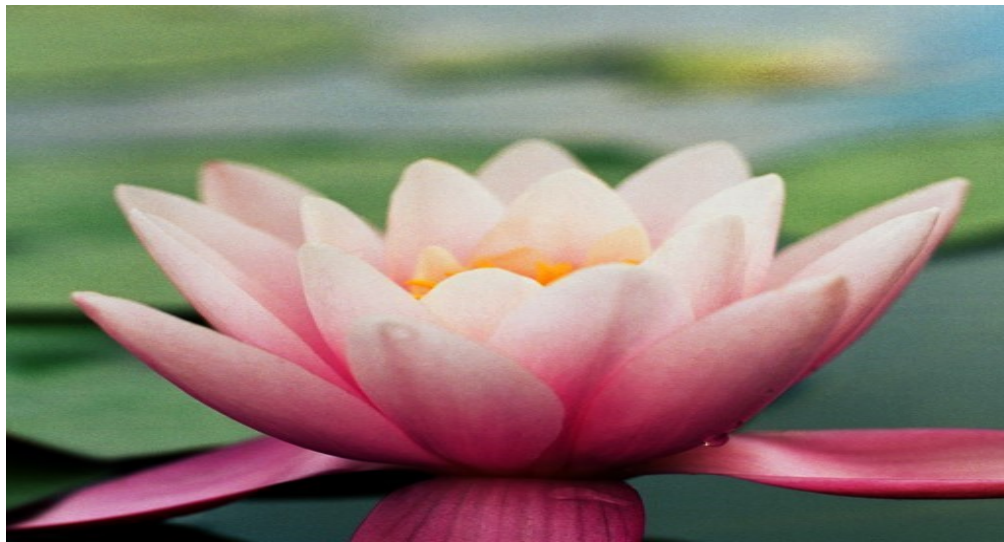
We got to the part in the process where we asked her super-conscious for a new symbol representing what was next for her. She burst out laughing. I hadn’t seen her smile in weeks. She shared with me that she had seen a big red stop sign in her mind’s eye. She had been praying for a sign as to what to do about her relationship for weeks. When we asked her wise self what the symbol meant, of course it said that it was time to stop moving forward with the relationship. Just stop, stop, stop. Sue got chills as she realized this was true for her. She breathed a sigh of relief and gratitude. The stop sign gave her guidance and permission to get beyond the details she had been swirling in for months and into what was really best for her. Her next step was to stop doing what was bringing her misery and start making room for joy again in her life.

How do you go about accessing a symbol? I help clients connect to and discover their Soul’s highest potential through the use of embodying their symbols all the time. However, if you want to play with learning the language of symbols yourself, begin by noticing the kinds of symbols you are already attracted to. These can be clues as to what you are trying to learn or do. For example, wherever I went, I used to see the image of a woman holding a cup or bowl. Downtown, my eyes would be drawn to a picture of a woman holding a cup or bowl, or I would see a statue of the same subject. This symbol kept appearing for months, and I became more and more curious as to what it was trying to tell me. I came to discover that the symbol was all about learning to receive. I was a doer and a giver, and I loved being the one in charge. As I was the oldest sibling in my family, this role came

very naturally to me. Yet I was depleting myself by always giving and never allowing others to give to me. If I learned to be more receptive like the woman holding the cup, a whole other world could open up for me. And it did!

If you come to the world with curiosity and excitement, and you pay attention to what's around you, you are more likely to recognize symbols or attract them to you. Symbols are portals into your truth, and if you engage them, they can shift the patterns of your life. While universal, symbols can be highly personal at the same time. You will recognize the language they speak as they guide you beyond the details of your day-to-day existence toward the bigger-picture mission for your life.

In my experience, using symbols to tap into the bigger picture of the super-conscious is much more powerful than we can comprehend. Symbols are an expansive energetic language that can fill you up with unlimited love, joy, and peace regardless of what kind of day you are having. They are wise and helpful. They are unlimited possibilities in the midst of suffering because they come from the subconscious (the old symbol) and the super-conscious (the new symbol). They are a key to celebrating your whole self and ignite your soul's abundance and joy for good.



When I work with clients to find their highest potential imagery that holds the Soul filled callings they need in their business and life, I am so touched by the incredible things that they experience. Like a client of mine who wanted to sell beauty products, but, as we explored this more, was out of alignment with this vision. Her deeper vision of herself which had been created years prior, was an

ugly, wrinkled, scary looking “hag.” The energy of this “hag” had been running the show. Her self-esteem, consciousness, and business suffered. Filled with shame, self-hatred, and rejection from her ex-husband, this level of identity was blocking her abundance alignment with her dream. She wasn’t able to sell hardly anything because her genuine feelings were so out of sync.

When she was able to align with the image of how she really wanted to feel about her business and what she really needed, the new image she received was one of her swinging outside in the fresh air, alive, and feeling energized. Beautiful and smiling. Free from judgment, self-accepting, and enjoying where she had come from and where she wanted to be. As this new image became the template from which she carried her business forward, she was able to attract all kinds of partners, sell her product more, and even embody the mission with which she believed in, which was beauty is more than just make-up! It is an inside-outside job.

However, you see your business, just know that your Soul is trying to communicate with you something that is grander than you. A vision that is even more alive and full of potential than you can grasp. It is also trying to nudge you in the direction of your personal growth. Like a dating relationship, your business is a grand catalyst for all of your bruises and blunders. Stepping into a successful business is an opportunity to call parts of you up and out of slumber or fear and into divine activation. And your Soul will help you all the way. I promise!

Thank you for being willing to take this journey towards the secret order inside yourself. This abundance alignment recipe, as you can see, is as alive as you are. Ever present and willing to grow, there is potential in every step. By growing you to grow your business you now know vital keys to win the inner battle and open up to abundance. To connect to qualities from within so then the outer awakened dream will pay off and can reveal itself to you.

Growing your business by growing you pays off not only in dollars and cents as many of my clients have experienced, but in energy, time and resources, and ideal outcomes for you and those around you. Most of us throw our heart and Soul into our business and work sometimes ridiculous hours to make ends meet. We know there is more, and we are driven to find it. It is my hope that this model has given you a powerful inside-out approach to step into your truest, highest potential you. And just like the cantaloupe effect, it is hard to experience some of these things until you actually experience them. Describing how a cantaloupe tastes is challenging already, but when you have the full experience of its yummy juiciness,

you just know! Spiritual psychology is similar, and that is why I wanted you to discover these 3 states of consciousness and bring them into your reality. And in turn, create your business with a full inner team of support. There is nothing lacking.

Don't hesitate to reach out if you find one of your subconscious survival patterns is just not wanting to budge, as some of these patterns need a trained expert to guide you to your deepest, most permanent breakthrough. And as you have discovered, there is so, so much more going on than just the symptoms of an unruly, unsuccessful or stuck business that leaves you feeling bad about yourself and unable to create the life your heart truly wants. Business success will come with the success of Y.O.U., and this is a fact. I am grateful you trusted me to guide you through these 3 levels of consciousness so that these doorways within you can open and connect. This joy and success alignment is your true nature.

It is a beautiful journey and one of great humility to truly embody these 3 levels of consciousness in your life. As the lack, brokenness, and deficiency transforms and the abundance of the Soul takes hold, you become the changes in your business that you have wanted to see. You feel the flow of these knowings from within you guiding you through whatever challenge may arise. You are integrated, whole and complete, and finally home. With this divine alignment, all things are possible.

To connect with Dr. Shannon South, go to <https://calendly.com/drshannonsouth/grow-your-business-by-growing-you-discovery-call> and set up a free call to bring this “Joy and Success Alignment” alive in your business.



Appendix A

The 7 Subconscious Survival Traps: Overview

What are 7 subconscious survival traps, and the 3 keys to break free?

1. The Fear Trap:

People with the fear trap as their primary survival mode make their decisions out of overload or overwhelm. They overthink and worry sometimes until panic and despair arises. They may have discomfort in their chest, stomach, heart or fear thoughts of “I can’t handle this. The “What If”... worry mantra runs the show.

They feel a lot of fear in their business decisions and life choices often reacting with urgency just to quell their anxiety. Unfortunately, this reactivity often creates more problems to fix later. By reacting those in the fear trap attempt to reduce overwhelm or “fix the problem” instead of making a decision out of a

centered, connected place. Because of this, they can experience a lot of self-doubt, what's wrong with me? feelings, I am not OK, or you are not OK, shame/blame and guilt especially when the outcome is disappointing. The fear trap often continues until they stop reacting to life or their business with urgency/fear and learn a new way to respond that will create a different outcome. In the long run, this trap can cause addictions, self-destructive behaviors, body aches and pain, stress-induced problems such as relationship issues, high blood pressure, spiritual or financial bankruptcy, fear of the fear itself and feeling hopeless or alone just to name a few.

3 Keys to Break Free from the Fear trap:

1. Discover how to use your mind and body to help you center and relax so you can get beyond the static of the fear and align with your wiser Self.
2. Identify and learn to step off the stress reactivity train and into a more empowered response. *Ex. I can't handle it vs. I can handle it.*
3. Honor weekly self-care routines that allow your nervous system to feel safe, deeply rested, nurtured and playful. This allows your system to truly experience deeper calm, your heartbeat can slow down and instead of just band-aiding it or trying to talk yourself into it, you can truly experience joy, well-being and success.

2. The Drama Trap:

People with the drama trap as their primary survival mode inevitably live in a state of chaos. This makes it hard to make any forward progress in life or business because they are drawn into the smokescreen of blame, shame, faults, regrets and excuses which distracts them from tapping into their true power. This drama cycle can be focused towards others or towards themselves inwardly.

Those in the drama trap are using energy by **Persecuting** (ex. I am right and you are wrong, criticism, aggressiveness to get what they want), **Rescuing** or addicted to trying to fix/control something they cannot control (ex. giving others solutions about their problems without them asking, self-denying or losing one's identity due to an external locus/focus of control towards another person, place or situation) or **Victimizing** (feeling like a victim) in a sea of hopelessness (ex. complaining, feeling they have few or no choices, self-focus or feeling sorry for oneself).

Any healthy business or relationship will not grow in this system. It is a seductive system giving the one in the drama trap a sense of temporary distraction, adrenaline and false power and control. In the long run, the drama trap does not work, creating constant depletion and/or inner or outer dramas which takes up precious life energy instead of getting to the root of the problem for a lasting, solution. The drama trap will take the healthy life out of anything it touches...damaging relationships and businesses.

3 Keys to Break Free from the Drama Trap:

1. Identify and Recognize when and where you are losing energy to the trap and learn ways to move out of these back into your strength and power.
2. Align with an inner focus of control instead of an outer one to navigate challenges. (**Hint:** an external focus of control creates depression and anxiety)
3. Establish better boundaries regarding where you place your energy when dealing with people, places and things so you can move forward effectively and productively. (Ex. Stay on your side of the street)

3. The Perfectionist Trap:

People who have the perfectionist trap as their primary, survival pattern are operating primarily out of shame. I am not worthy of love, ease, joy or success may be their subconscious mantra. They subconsciously avoid choosing what could be simple, easy, playful or more supportive in lieu of taking the path to hard work and perfection, striving to be the best, right or good at all costs. This drive of being or doing something better is crucial to the perfectionist, like a dopamine hit, yet they identify their sense of Self by their accomplishments so they “have to” be driven.

Their inner critic is harsh and they will do anything not to “be wrong” or “make a mistake.” Being the perfect partner or having the perfect body or business creates an obsessiveness that causes them to overwork, overdeliver and overperform. This cycle allows very little time to breathe, check in with their deeper needs and/or enjoy life.

There is a subconscious inner role or rule that is pushing this behavior along creating a rigidity or lack of freedom in their choices/routines and zapping spontaneity, joy and creative success sparks. This subconscious role they must perform or rule of how they “have to be” ultimately causes them to get in their

own way of the success and joy they deeply desire and keeps them out of their heart. They can rarely measure up to their own standards being on an uphill wheel of stress and overwhelm.

This battle within the Self can go to great lengths so the person does not have to deal with their messy deeper core of shame or the feeling that something is wrong with them. This high-achieving nature sometimes keeps these parts at bay. Unfortunately, depth and intimacy with themselves and others, as well as creative inspiration in their business and their lives stays at an arms-length due to the internal demands they are operating under. This is often referred to in spiritual psychology as the “uncooked egg” as it looks “good” or “perfect” on the outside, but the inside is runny, undercooked, messy and needing attention.

3 Keys to Break Free from the Perfectionist Trap:

1. Learn how to give yourself a break. This self-compassion frees up space for better ideas and new patterns to emerge.
2. Practice self-love as part of success instead of self-criticism and/or criticism of others.
3. Set realistic standards for yourself using creativity and what would feel nurturing as guides instead of rules/roles and rigid expectations. This allows play, fun and making mistakes as a part of the natural journey of living or owning a business.

4. The Depression or Burnout Trap:

People who have this trap as their primary survival pattern often feel a lot of apathy. They have lost their enthusiasm for their goals and dreams and are just getting by. Their energy is low, and they often feel like they are just “going through the motions” of their lives. “I can’t” is often how they feel on a deeper level.

A lot of the color for life or business has left and they feel passionless. Self-neglect and grief or loss may be strong in those with this pattern. Sometimes their wiser, creative Self is trying to get their attention as there is something that is needing tending to yet they may be distracting themselves or unsure how to access this deeper need due to overworking, over giving or obsessing over unhelpful stories/experiences about themselves. They could also be underachieving, underutilizing or disconnected from their true talents. Often

those in this trap have subconsciously, abandoned themselves and are not sure how to “get back home”, so to speak.

Consequences of this trap may be loss of health, poor self-care, always feeling like they are not doing enough yet no energy or desire to do more, tolerating life and things that feel intolerable vs. really tuning into and getting support for what they want and need to change things. Numbness, “I don’t really care anymore” and feeling stuck are often signs of this trap.

3 Keys to Break free from the Depression or Burn out Trap

1. Become aware of what you are tired of tolerating by making a list. Call it... Things I am tired of tolerating... (be honest and don’t leave even the small things that bother you off the list! Ex. I don’t like my office chair as it hurts my back...).
2. List beside what you are tired of tolerating, what you would prefer instead. Make a plan to follow through with at least 3 of the things you are tired of tolerating. See how this feels. Overcoming self-neglect and keeping commitments with oneself is important to break free from this trap.
3. Get in touch with the longings of your Soul. Sometimes they are as simple as more time in nature, listening to music, nurturing connection or feeling on purpose in the world. What is that deeper, longing inside trying to tell you? Ex. Are you tired of working a 10-hour day and not doing what you enjoy? Is it time for a change in one or more areas of your life? Are you getting support and connection in a way that nurtures you? What helps you feel more alive? Do you feel like you have a purpose? These are keys to your Soul speaking to you.

5. The Black Hole or “The Never Enough” Trap:

People with this trap as their primary survival pattern often feel like they can never be enough from a young age. No matter how much they accumulate, sacrifice, buy, sell experience or do, there is a constant nagging that *they are* or that *there truly is* never enough. They may feel like they have an empty hole they are trying to fill.

They experience restlessness or discontentment in life and business which makes it hard to stick with something long enough to succeed at times. They are

unable to truly take in or relish the good, simple things in their life for very long.

Onto the next shiny object or idea, they rarely feel whole or complete. Not unlike a speed boat skimming over the top of the water, they are always taking in the next attraction.

They may experience this “never enough syndrome” around alcohol, food, support, time, attention, energy, work, love, etc. Debt, anxiety and the treadmill of exhaustion, addictions, compulsive spending, activity and having poor boundaries is common. Where do I end and other things/people begin? Trying to fill this empty hole motivates much of their time and energy subconsciously. They may appear fun-loving, even jovial, yet deep inside when they are honest with themselves, it is driven by feeling empty, lost or trying to find some control. Where is their yes and no? They are not quite sure. Denial and being too future focused can be signs of this trap as well.

Those in this trap are often out of balance and act without much, if any, introspection or reflection into their actions and/or their consequences. Harmony, contentment, joy and true success will elude this type until they can understand this pattern of “never enough” and how it operates in their lives. No matter how many coaches they hire, programs they buy or distractions that consume their attention, unless they slow down and integrate their deeper, truer needs, they will operate unconsciously which will ultimately sabotage their efforts. Healing their restless nervous system which could come from the side effects of old trauma and getting to the root of this is vital for recovery.

3 Keys to Breaking Free from the Black Hole or “Never Enough” Trap

1. Slow down and reduce stimulation enough to feel an inner alignment within yourself. This will help you find your deeper, more authentic needs and so you can have higher *quality* experiences instead of an increased *quantity* of experiences.
2. Heal your restless nervous system or old traumas that have you “running” from yourself. This is extremely freeing and increases your sense of authentic, self-worth, plus, finding increased contentment gives you a sense of inner boundaries and attunement to your feelings which results in better relationship and business decisions.
3. Find the sacred in the simple and notice how this presence can deeply nourish you. I often ask my clients to stop and find: 5 things they can see, 4 things they can hear, 3 things they can touch, 2 things they can smell

and 1 thing they can taste. This mindfulness practice will increase your sense of Self and help you feel more whole. Side effects of this include a reduction in compulsive behaviors, the ability to just “be” instead of doing and less bright, shiny object syndrome.

6. The Confusion or “Playing Small” Trap:

People with this trap tend to be one step before clarity and yet they complicate and agitate their inner knowing’s by feeling confused. It is hard to feel strong and competent or they don’t know how to do this as it has not been Ok to do this. As a child, being confused may have kept them safe or “out of harm’s way” in order to survive but being disconnected from their wiser Self now is now getting in the way of their empowerment and growth on all levels.

This type often has trouble giving themselves permission to truly listen deeply and do what their inner wisdom has been nudging them to do. They lack a strong sense of Self and the confidence to give their insights the importance they deserve. They may have an identity crisis and feel out of place, like they don’t belong, are an imposter or are unrooted. Fears or lack of self-trust is common.

It can be more comfortable playing small than truly taking the risk to put their whole Self behind something. Knowing and trusting their deeper nudges is part of the healing for this type and building their own confidence by taking self-led, supportive risks and completing things that they feel inspired to over time.

Practicing holding power in their body and/or using their power of choice in small things in business or relationships can help this type.

They often ask others for their opinion and overwhelm themselves, even if they have a legitimately good sense of what feels best to do, by watering down their own inner knowledge or gut feeling.

Honoring their feelings through compassion and self-love and balancing these with their head/logic can help them get clarity. Most of my clients who have had this as a primary trap have known for a long-time certain things about themselves but have played “peek a boo” with their “knowing’s”. Giving their insight and knowledge a place to be tested out instead of their mind confusing the situation or their fears getting in the way is wonderfully empowering. Those with this type would really benefit from quieting their mind and learning to use their “inner flashlight” to guide them in whatever they desire to create or experience in life. This inability to understand and/or give support to their inner world and act accordingly can cause all sorts of problems in their lives.

3 Keys to Breaking Free from the Confusion or “Playing Small” Trap

1. Notice what being confused is covering up and any fears about being powerful. If I was empowered and the Universe/God was helping me every step of the way, what choice would I make? How has it felt in my body when I have been connected to my power in the past? What does feeling strong and powerful in my body feel like?
2. Spend time with your ideas or thoughts about a decision in your life before asking others. Set a timer, write down your thoughts and insights and then see how you feel about your top 3 ideas. If you still really don't know which direction to go in, don't do anything until you spend more time with it. If you really need more information, ask a few key people who know more than you about this topic and then be with this new knowledge again. A) Intention: set an intention to get clear on something B) Attention: Give it some noninterrupted attention (a walk, meditating on it, fact finding, journaling, paying attention right when you wake up in the morning for guidance, etc.) c) No Tension: Let it go and trust the process. Rinse and repeat until you get clear.
 - a. ***I have a process called The Clarity Deep Dive (on page 77 of this book) I use with clients and in trainings that helps us get beyond our inner conflicts and into clarity.
3. Find a balance by using your head and heart when making decisions. Most confusion comes from getting caught in extremes, limited facts, doing something before it is time or "analysis paralysis." Just know, your wiser Self will give you a sense of which direction to take or not take. Our more empowered, creative and higher ideas usually give us energy and a sense of "this feels better" out of the choices we have. This guidance may or may not be logical with what you know to be true at the time. Eventually, you will learn to trust the language of your inner GPS and how it communicates to you and feel more comfortable in this expanded state of empowerment.

7. The Spiritual Bypass Trap:

People with this survival trap function with a lot of denial about the reality of their circumstances. They would rather avoid the truth that is in front of them (ex. a challenging relationship or business, debt or pain in their lives) and the discomfort of this, for a loftier reason which can help them deny or distract from their pain. This denial or avoidance often causes more problems in their life or business in the long run.

They are often impractical to a fault and they may use theories, religions, astrology, God, etc. as excuses for not doing the important “reality check” for the situation they find themselves in. It is too painful to admit the truth, therefore, using conspiracies, the way the moon is facing, or other explanations as to why things aren’t working in their lives (FYI: I am not making fun of these things, they are just often misused for this type especially when they are under stress). Remember, *it is always our relationship to things rather than then the things we are dealing with that is our friend or our foe.*

Denying realistic reasons that are obvious to most everyone else and wearing rose colored glasses can be a pattern of this trap. Filling their time with distractions or lofty dreams instead of doing the work needed can get in the way of their progress in all areas of their life. Sugar coating or making excuses for the “weeds” in their gardens instead of getting dirty doing the work needed to de-weed is common. Believing in a rescuer for their mess whether it is an investor, a publisher, a knight in shining armor or a video that will go viral is not uncommon for those stuck in the spiritual bypass trap. Self-empowerment and doing the hard work of acceptance instead of looking for an excuse or a rescuer for the trail of problems that they are not addressing is important for this type.

3 Keys to Breaking Free from the Spiritual Bypass Trap

1. Do the necessary but challenging de-weeding from the garden of your life or business so that you can see the fruits of your labor bloom.
2. Tend to the uncomfortable places inside that are going on in your life or business and dig a little deeper. Are you avoiding certain things that need to be addressed? If so, why do you think that is? How are you relating to your dreams and goals? Ex. Have you given up on them? Did you hit a challenging place and then check out? Are you exhausted and have given up due to feeling lost, not knowing how to make these deeper desires come true?
3. Pay attention to any large claims or ungrounded ideology that makes you feel excited, part of a movement that makes you “better than another or special” or “amped up” but doesn’t really move you forward towards the more heartfelt dreams of your life. Remember if it is not psychologically sound, it is not spiritually sound. Use your common sense and notice how swept away you can become in things that don’t support your deeper well-being or that are harming your relationships and/or business.

The Great News: When we break free from these subconscious survival traps, we will reach something that I call “our success and joy alignment.”

About the Author

Dr. Shannon D. South, aka the “Joy Doctor,” is an award-winning therapist, an amazon best-selling author, and an inspirational speaker. As an expert in the field of spirituality and healing trauma for over 25 years, she knows how to assist people in finding wholeness and joy naturally. In 1994, Shannon had a spiritual experience during meditation that healed her debilitating anxiety and depression permanently. Since this transformative experience, Shannon has helped thousands of clients connect to their most loving, abundant and joy-filled selves.

Shannon is the founder of the Ignite! Your Life and Business programs and the “Joy IQ” self-assessment tool. She is a sought out, international trainer and teacher helping coaches, counselors and chaplains integrate Spirit and Soul into their practice. She also loves coaching spiritually minded entrepreneurs so they can grow their successful businesses from the inside-out. Shannon loves dancing, being in nature, playing a competitive game of volleyball and enjoying her family and friends. www.drshannonsouth.com

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With all my love, gratitude, and joy.

~Dr. Shannon



Praise and Happy Clients

"Training with Dr. Shannon and learning this approach has been the most powerful thing I have ever done for my business, my life and my clients."

- Amanda H, MS, NCC, LPCS, Raleigh, NC

"Dr. Shannon's 3 Step Process helped bring me back to my joy. Coming from an abusive past, it had been years since I had felt joy. Each week of the program, I had a major breakthrough! This was priceless to my mental health!"

- Dusty S., Cardiac Nurse, Asheville, NC

"An award-winning psychotherapist, Dr. Shannon South is an expert who knows how to guide people on the path to greater joy. Her personal healing story of moving from anxiety and debilitating panic to happiness and well-being is a great inspiration. I highly recommend this delightful and insightful book filled with breakthrough techniques you can use to increase joy and success in your life right now."

- Marci Shimoff, *The NY Times Best-selling author of Happy for No Reason, Love for No Reason and Chicken Soup for the Women's Soul*

"This book gives you the tools to unlock the areas where you're stuck, conquer your 'joy busters,' and step into the joy-filled life you were born to live!"

- Chris Attwood, co-author of *NY Times Best Selling Book, The Passion Test*

"Dr. South brings a refreshing perspective to holistic healing and practical how to's for connecting to your "Inner Counselor". *Grow Your Business by Growing You* is a must read for those yearning to live from love, wisdom and abundance on a deeper level."

- Max Bolka, *Entrepreneur/Coach*

"This effective 3-step process will clear out anything that is standing in your way to becoming your true self. I especially loved Dr. South's 'joy builder' strategies and the profound insight that 'joy lies beyond our story.' Don't miss this chance to expand into unlimited possibilities and

fewer joyless days. Life is too short to not experience joy as the essence of who you are. This book can take you there once and for all.”

- Janet Attwood, co-author of NY Times Best Selling Book, The Passion Test

“Since learning this Spiritual Psychology Process, I have been able to use it with a number of clients with complex trauma and childhood abuse. One client struggling with debilitating panic disorder especially benefited. She was able to trust the process since we have an established therapeutic rapport from several months of work together. She said she felt a strong sense of peace afterwards - I had never seen her like that. She was laughing, more fully in her personality and body, and truly calm. I hadn't even seen her sit in her seat comfortably until after this! It was amazing!”

- Rachel M., LPC

"I am a veteran of years of traditional talk therapy, and that was helpful to a point. However, I did more inner work with Shannon in the first hour of her spiritual psychology process than I did in all those years getting insight into my past and present. Why? Because this process involves the totality of who I am-not just my mind and emotions, but also my body and spirit. It goes deep! This is the real deal. It doesn't get any more powerful than this!"

- FP, Director, non-profit organization

"Shannon, as the Professional Development Committee Chair for LPCANC, please accept an enthusiastic round of kudos for your presentation today! Your approach to psychotherapeutic healing should be required course material in every university counselor training program. I shall certainly let the LPCANC Board know about your excellent presentation.’

- Dwaine P., LPC

This is why I became a therapist - to help people connect with their Truest Self.”

- Donna M., Substance Abuse Counselor

"Dr. Shannon South is the epitome of love and joy. She is an enthusiastic and clear teacher who uplifts and inspires others to live from their joy center AND create a life that reflects the love, peace, abundance and joy we are all deserving and capable of."

- Rev. Christy Snow, Charlotte, NC

