



# 5 TIPS FOR CREATING A SUCCESSFUL SOULPRENEUR MINDSET

# INTRODUCTION

What many souls don't realize when they start out on their soulpreneur journey, is that they are *pioneers*. There are more soulpreneurs today than ever before because the power of the internet has *transformed* the way we do business. It has given us all access to more powerful tools, more resources, and a platform through which we can reach billions of souls. Really, think about that for a moment. This is the first time in history that we had access to the amount of information that we have access to today. It's a game-changer. And you're alive in this moment of time choosing to be a soulpreneur knowing you literally have the ability to reach thousands, millions, and billions of souls for all of eternity. You are leaving a legacy behind after all. *So, what is the problem?* This is uncharted territory and many souls have no idea how to start in these new circumstances much less how to thrive.

Additionally, if we factor in COVID-19, and the shift to technology, cryptocurrency, and working remotely, we are literally in the midst of the evolution of human consciousness. *A Great Awakening* through the *Great Resignation*. Souls choosing themselves, their families, their mental health, their souls. Souls choosing to alchemize their limitations into limitless potential with their heart-centered business.

I'm sure some of you are thinking:

*“Yes! This completely resonates with me, but how do I stay on task? You said it yourself, there is so much happening.”*

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You're right. Choosing this journey means taking complete accountability and responsibility for your life. At the beginning of this journey, you are filling every role, you are a one-soul heart-centered operation. Maybe that sounds daunting, but remember you have plenty of help, support, and resources to help you succeed. One of your **BIGGEST** assets or hindrances throughout this journey is your mindset.

# TIP #1: INCREASING YOUR SENSE OF CREATIVITY

An interesting example of changing the way you approach a subject is to overcome the ‘cognitive bias’ known as functional fixedness. Functional fixedness describes an inability that many of us have to instantly see all the applications for any resource. We see a tool as being an item used for a specific job, rather than something that can be used in a variety of ways. For example, if you are given a hammer, you might think of that hammer as something to drive nails into the wall. Thus, you might not think about reaching for it when trying to pry open a window. Because it is ‘labeled’ as a hammer, it is harder to think of it outside of that context as a wrench. The result is that you become less resourceful.

Again, the solution is to reframe the situation and change the way you ask your brain to operate. Instead of thinking of tools and resources as tools, try to ask yourself: *what raw materials do you have available to you?* So rather than a hammer, you have a hammer and a piece of wood, some metal, and a stick. Suddenly, the options increase.

# INCREASING YOUR SENSE OF CREATIVITY

This is just another example, but it's one that has direct consequences for soulpreneurs: when trying to find a creative solution to a problem you are facing, consider how your approach might be limiting the options that you see before you!

**TIP #2:**  
**USING COGNITIVE**  
**BEHAVIOURAL THERAPY TO**  
**AVOID GETTING**  
**OVERWHELMED**

But changing the way you approach a problem or think about a situation can actually have a much more profound and fundamental impact on the way you think too.

In particular, it has the ability to change the way that you perceive the world around you and the way that you control your mental state. Specifically, we can change what we focus on and the way we internalize events in order to change the way we react to those circumstances. This is extremely valuable for any soulpreneur who is finding it hard to deal with the large amounts of stress their lifestyle may place upon them.

*Did you know that when you visualize something you light up areas in your brain as though you were actually doing that thing? So, when you visualize yourself running, you actually light up areas in your brain corresponding to that movement and to the things you might see and hear on that run.*

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Well, as it happens, this is realistic enough to effectively ‘fool’ the brain. In other words, your brain thinks that you actually *are* running and that you actually *are* moving. No, this cannot replace actual movement, but it can change your mood and even create brain plasticity – strengthening the connections necessary to use correct running form. This is why a dancer can actually practice their moves in their mind’s eye and it will be just as effective as if they were doing it in real life (to an extent). When they picture themselves moving, the same neurons fire as though they really were moving. The neurons that fire together *still* wire together and as such, you reinforce the movements and can more easily reproduce the routine.

Of course, you won’t be able to develop your balance or grace in the same way, because you are only using a simulation of real-world physics rather than actually making those movements. But you get the point!

Anything you want to rehearse, anything you want to get better at, you can do in this way. So, for instance, if you want to improve your memory retrieval and your ability to navigate a space, then you could try simply picturing yourself leaving your door and walking down the road.

Or try closing your eyes right now and then recreating the room you’re in in your mind’s eye – including the positions of items on the surfaces. *How aware are you of your surroundings? What’s your ability to commit that to memory?*

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This kind of visualization training can be useful for improving your working memory too – because you’re *using* your working memory to do it. But here’s where things get really interesting for the soulpreneur who is feeling burned-out. What’s truly fascinating is that you can use this technique to manage your mental state.

Many of us create fear and stress by visualizing and focusing on the worst case scenario. For instance, let's say you are stressed out about some debt that you have. You might end up in the worst financial trouble because you’re picturing your partner leaving you. Now you’re picturing that they left you because you were reckless with your money. Now, you see your bank account at zero. If this is all you’re visualizing day in and out, you might end up manifesting a self-fulfilling prophecy. However, if you focus less on the stressful aspects of the situation and the potential what-if situations, you could focus your energy on creating a plan of action. This means putting yourself back into or creating a calm state.

Likewise, when you are trying to focus yourself on whatever you’re trying to accomplish for the day, we would suggest reminding yourself why it’s important. Struggling to write a post? Remind yourself why it matters, how it adds to your soul’s mission. Picture yourself feeling calm and relaxed knowing you helped raise the vibration of the earth. Remind yourself how you would feel if you don’t show up, not that you should or have to. But simply – *does it resonate with your soul?*

By keeping yourself grounded in your why, soul’s mission, the greater good and purpose of it all, it’ll be easier for you to take inspired action

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in the present. You begin creating moments of inspiration, of calm, of peace because you have an innerstanding of how much it matters, how valuable you are, how worthy you are. You ground yourself in taking inspired actions now knowing it's the only way to effectively build the future you desire. Knowing, it's the only way to inspire others to awaken, heal and grow.

This aids you at becoming better at managing the day-to-day stress that comes from being a soulpreneur. It relieves you from the pressure of forcing yourself, shaming yourself, and guiltting yourself into finishing a task simply because it “must” be done. Allowing you to honour your boundaries and follow the flow of your life without burning yourself out. If this is something you need help with, we have our [Setting Healthy Boundaries eBook](#) that can help you work through your people-pleasing limiting beliefs.

This is extremely important because it builds the boundaries needed for creating an active soul-care routine, instead of completing reactive soul-care after already feeling burnt out. Our suggestion is to create a routine that allows you to refill your well, every single day. This is how you re-harmonize your energies before getting up and doing it again the next day. Your brain *needs* downtime in order to wake feeling refreshed and to allow you to focus. If you are always “on” then you are always in a state of arousal, fight, flight, fawn, or freeze mode meaning that your body's natural ability to recover and restore itself is being suppressed. Remember, when you think about the work that needs to be done, your body *thinks it is working*. So, when you think about an angry client, your

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body *thinks it is in danger*.

As a Black woman, it's important to note that within the Black community there are higher levels of cortisol naturally in our bodies due to our ancestral history and trauma. This means that our bodies are more heightened to being in survival mode, operating from old ways of beings from our ancestral line.

Only by *truly* resting and not being consumed by your heart-centered business, can you put your body in a calm state. More importantly, it allows you to heal your ancestral line. Reworking these beliefs that claim you have to work hard to survive because that's all you know. Remember, your body is their body, you will always and forever be connected. As you heal, they heal.

To truly turn it off, you must completely shut your mind off and stop pouring energy into your heart-centered business at the end of your day to create time for yourself. To do that, you need to continuously bring yourself back to the now, the present. This comes with practice, but it's extremely important for soulpreneurs to learn.

# TIP#3: CREATING A GROWTH MINDSET

One last aspect of your mindset to consider is a *growth mindset*. I know we talk a lot about creating an Abundance Mindset, but I learned how to create a Growth Mindset before I even knew what an Abundance Mindset was. I went through an Awakening of Consciousness, and then a Spiritual Awakening. Allowing me to Move From a Fixed/Scarcity Mindset into a Growth Mindset/Abundant Mindset.

Having a Growth Mindset means beginning to see growth as possible, no matter your natural skills or talents. Too many souls think that if they aren't good at a skill naturally that there is no way to improve it. They forget that growth is indeed possible if we choose to work at something.

*Do you think you're failing at being a soulpreneur? But have you thought about: What success even means to you? Are you not hitting your financial goals? Is your heart-centered business stagnant? Are you having issues attracting your soul clients? Maybe authentically marketing yourself on social media? Whatever it may be, all it means is that you have some growing to do. It's not that it's not for you, or that you're doing something wrong, or that it wasn't meant to be. It's not a no, you just have some learning and growing to do.*

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Good news! There are TONS of resources available to help you learn how to create a business. The sad reality is that not all of the resources you find or purchase will be helpful. Not a lot of souls actually talk openly about how they went through their doubts, fears, or self-sabotaging beliefs. There are even fewer souls who talk about how their heart-centered business has grown over time, or how they created structures that allow for flexibility. Souls who have created something out of nothing but their own with consistent inspired action led by synchronicities from *The Universe/Divine/Creator/Source*. They are not all promoting a culture of creative sovereignty and personal freedom in all timelines and all spaces, as they do it themselves. They aren't soulpreneurs creating spiritual business content for souls with the corporate experience and knowledge to back it up. They aren't me.

The biggest barriers that prevent souls from going into their heart-centered business full-time are: limiting beliefs, money beliefs, inconsistent action or inspiration, lack of knowledge, or an unsupportive system. They don't have the things they want or they don't know how to get to where they want, so they simply give up. Stopping before they even begin because their Ego is telling them not trying is better than failure.

Of course, this isn't the healthiest mindset or attitude to have when wanting to be successful. There are always several solutions, but one very good solution is to *learn*. You might not be good at business now, and you might not have the ideas or the know-hows now, but would you

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like to learn? There's nothing to stop you from stretching your comfort zone and choosing to be uncomfortable for the sake of growth. There's nothing to stop you from being anything you want to be, except for you. Even if you *are* already running a successful business, there's nothing to stop you from carrying on with learning because you can never be too much of a success.

# TIP #4: BROADENING YOUR HORIZONS

It might sound too easy, but reading is a great way to start. You'd be surprised how much you can learn if you pick the right source. May we suggest our [Soulpreneur Secrets eBook](#) or some of our free [Soulpreneur Suggestions](#) blog posts as a place to start? Be sure to subscribe to our blog, if you haven't already.

Of course, reading isn't going to be as effective as immersing yourself in a course. If you just want to learn how to build structures to be successful in your heart-centered business while honouring your own rhythm, then we have a Group Coaching Business Program that may be right for you. It's created to synchronize Divine Masculine and Feminine Energy to [Become a Successful Soulpreneur](#).

We are starting this journey on March 19 - June 4 2023, and helping 18 souls quantum leap their lives and businesses. If you're ready to commit, book a [FREE Clarity Call](#) to learn more. March 17 is the last day to sign-up. Outside of using me as a resource, there are a variety of online learning platforms you can use to learn the basic information you need from a strictly business perspective such as Coursera, edX, FutureLearn, Kadenze, TedX, or LinkedIn Learning.

# TIP #5: TAKING INSPIRED ACTION

At the end of the day, the way to get business knowledge is business experience. I've learned a lot when I was helping businesses attract candidates. In addition to interviewing, hiring, and onboarding candidates. I learned a lot through my industry knowledge of business and professional development over my 3.5 years at Indeed. But, *you know what?* I learned *WAY* more through my heart-centered business over the course of these last 3 years. This is my 4th year of business, 5th if you include the free reading, courses, and lessons I learned while working for free the year before registering my heart-centered business. The biggest advice I can give you is to take action when you feel inspired to act. Doing is one of the best ways to become successful. It's the easiest way to get a better understanding of the practices and principles. More importantly, it's the only way to see if they truly work for YOU in practice versus in theory.

As humans, we learn more from our failures than our successes. And that's okay, failure is better than regret. Better than wondering what-if. Better than overthinking if your soul's mission is *ACTUALLY* yours.

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Choosing to do it anyway, even though you are nervous is the **FASTEST** way to grow. Thus, the fastest way to figure out what you need to be successful.

This doesn't need to be about having a huge multi-millionaire business (if that is not something you are desiring). You could be selling crafts, selling workouts online, or a roofer, and the same principles would apply. No matter your industry or niche, it's only through taking inspired action with confidence that we take steps forward.

# BONUS TIP: TAKING INSPIRED ACTION

As a bonus, another way to learn is to...

Think about your circle of friends and the conversation you have. You can learn a lot about being successful when you are surrounded by successful souls. When you seek advice from a professional, this could be Business Coach or a Consultant. Or, it might be a meeting with an accounting lawyer regarding the legal element of paying taxes. Whatever it is that you've identified as an area of focus, can be something that you outsource for help. Don't be scared to ask for help. I know that this is something that many souls are struggling with, so let me leave you with this:

It's not that you cannot or shouldn't ask for help, it's that you're asking the wrong souls for help.

## MEET THE AUTHOR

## *5 Tips for Creating a Successful Soulpreneur Mindset*

Ashantè Fray (she/they) is a Black Bisexual Canadian woman who is the owner of [Synchronized Souls Inc.](#) *Synchronized Souls Inc.* is a heart-centred business that uses coaching, mindfulness, meditation, and wellness strategies.

With no stranger to adversity herself, she uses her intuitive and psychic abilities to empower souls to synchronize their Beings to find Sovereignty and Personal Freedom in all timelines and all spaces. In a soulpreneur setting, Ashantè is creating a culture of empathy, understanding, compassion, and unconditional love.



*Thank you*

Any offering I create is a labor of love, but there is something special about creating value freebies for the community. Thank you for your constant support, encouragement, and love. I appreciate you more than you'll know.

For souls looking to a quantum leap in their business or spiritual journeys.

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