

New Age Entrepreneur Consciousness

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Rooted in Purpose: From Breakdown to Breakthrough



In the world of conscious entrepreneurship, growth rarely follows a straight line. It twists, stalls, and sometimes crumbles—only to rebuild stronger than before. This article explores the spiritual and strategic journey of New Age entrepreneurs who face setbacks not as failures, but as invitations to realign with purpose. Whether it's burnout, financial detours, or emotional unraveling, each breakdown holds the seed of a breakthrough. When rooted in soul-driven intention, even the messiest moments become fertile

ground for expansion.

The Nature of Breakdown

You're elated—you've decided to become an entrepreneur. You form your LLC, maybe even a foundation. The papers are signed. You already feel like a million bucks. The dream is in motion.

The first time I registered a business name, I brought my kids with me. I had literal tears in my eyes. It felt symbolic: a declaration, a legacy in motion. I had a plan. And then the plan unraveled. Quickly.

The paperwork became a whirlwind—unexpected forms, regulations, technicalities—and my joy was swallowed by stress. I was overwhelmed, confused, and exhausted. That beautiful dream gathered dust on a shelf for over a year. And when I finally looked at it again, I wasn't just staring at a stack of old documents—I was confronting something deeper.

What happened? I had the nudge. I had the experience. But what I didn't have was the core belief that *I was enough*.



Breakdown isn't always a dramatic explosion. Sometimes it's slow erosion. A quiet disconnection from the fire that once lit up our purpose. It can be buried under good intentions and crushed by unseen doubts.

But here's the truth: breakdown is sacred. It points to something aching for realignment. Beneath that dust was a deeper invitation—not to abandon the dream, but to rebuild it from stronger roots.



When Purpose Feels Distant

I leased an office—painted walls, brand-new flooring, fresh furniture, basic computers. I even contracted a developer to build my website (back when “drag and drop” wasn’t a thing). It took nearly a year just to wrangle the content for my merchandise before I could think about launching.

Looking back? I didn’t need that office space. Definitely didn’t need the painters or wood floors or the ocean view. I didn’t need an employee that early on. What I needed was clarity.

The truth is, I had people circling me from every angle—enthusiastic, well-meaning souls who wanted to be part of my vision. But the more energy I tried to absorb and accommodate, the more disconnected I became from my own purpose. It got noisy. It got messy. And somewhere amid the chaos, I lost the why.

Why was I doing this? Who was I building it for? The pressure wasn’t just internal—it came from expectations, from wanting to prove I could succeed, from needing to validate the dream not only for myself but for others. It was crazy-making.

Disagreements surfaced. Friends fell away. Finances dwindled. The sparkle dimmed, and eventually, I did the thing I swore I wouldn’t—I returned to working for someone else. Not because I failed, but because I couldn’t hear my own truth anymore.

Purpose isn’t just about passion—it’s about alignment. And in that chapter, I was misaligned in every direction but forward.

The Spark Within That Said "Try Again"

A few years later, working at the global headquarters of a gem company, that voice came back. The quiet nudge. The whisper of possibility. And this time, it didn’t sound like madness—it sounded like clarity.

Armed with more direction and fewer illusions, I dipped my toes back into the dream, starting small. Every Sunday, I lugged minerals, crystals, and jewelry to the farmers market. The growth was humble but steady. People returned. New faces appeared. The energy felt alive again.

Then something beautiful happened—the property owner built me a small store. Within six months, the momentum was undeniable. And just as I began to believe in something bigger, a retiring vendor offered me a 600 sq ft space.

To take it meant abandoning the corporate safety net: the paycheck, the insurance, the stability.

I was terrified. And I leapt anyway.

I left the corporate world behind and threw myself into the soul of my shop—the people, the vendors, the miners, the trade shows. I fell madly in love with it all.

And then—out of nowhere—the rug was ripped out from under me.



Unbeknownst to us, the property owner had dug a hole too deep to escape: unresolved code violations and unpaid fees. Suddenly, we were all facing eviction. Thirty days to vacate. Thirty days to process the loss.

Just like that, the dream I had reignited was set ablaze again.

Resilience, Gelato, and Divine Timing

When the shop eviction notice landed, I didn't fight. I sat. I breathed. I went inward.

I meditated in silence, stunned. I asked Spirit for a sign—any sign. I was wide open. And then, like the universe answering in whispers, a customer mentioned someone in the village square: a gelato shop owner downsizing, possibly leasing the unused half of his building.

I'd never met him. But I had bought gelato there before. So that day, I treated myself—one scoop of chocolate gelato, possibly the best I've ever tasted.

As fate would have it, a conversation sparked. By the time I left, I had found my next space.

It wasn't glamorous—200 sq ft tucked in the back of the building, accessible only through the alley. But it was mine. I scaled down. Simplified. Surrendered. And then, just six months later, the same shop owner offered me half the building. My new space? 1300 sq ft.

It was beautiful. It was alive. It was mine. Filled to the brim with spectacular specimens—from curious passersby to serious collectors, it became a haven of wonder. A downtown shop nestled in the village square. And I was happy. Deeply, soulfully happy. It never felt like work because it was rooted in love.

The Present Moment — Purpose in Motion

Life called me elsewhere. Family needs led me to close my beloved shop and move to a different state—a shift that felt bittersweet. But I've come to trust that purpose doesn't vanish, it transforms. I've often thought about opening another shop, and if I'm meant to, I know the path will reveal itself.

For now, my focus lives in these words—my writing, authorship, workshops, and this newsletter. It lights me up. Even learning new software feels like a fresh chapter unfolding. If you've followed from the beginning, you'll see the evolution woven into each edition. I'm always the student, always the teacher.

So I invite you to trust the process. What may feel like a setback is often sacred groundwork.

Every bump in the road is shaping you, expanding you, preparing you.

Follow your purpose—even if you can't see five steps ahead. Faith lives in that blurry space. Faith whispers, you are supported by more than you can see. Your soul calls you forward to thrive. Yes, it may get messy. Yes, you might stumble. But keep going. You don't tell a child to stay crawling—you cheer for every step they take. Some even grow up to break records as Olympians. You may not know where your steps are leading. But when your heart guides you and your mind stays in balance—you've got this.

I believe in you. You are enough. And so am I.

Trust the Thread

In our very first edition, we explored the beautiful Japanese concept of *Ikigai*—your reason for being. That soul-deep blend of passion, mission, vocation, and profession that anchors you and calls you forward.

Since then, you've traveled with me—through growth, challenges, pivots, and purpose rediscovered. This newsletter has evolved, just as I have. What remains steady is the invitation: to listen deeply, live with intention, and honor your unique path.

I hope these words continue to meet you where you are and gently nudge you toward your next right step. If you've found inspiration, clarity, or a shared breath of courage within these pages, I'd love to hear from you.

You can reach me at newageconsciousness1@gmail.com whether to ask about upcoming workshops, explore 1:1 guidance, or simply share where this journey has led you.

Until next time, keep trusting the process. Your purpose is laying down the path—just ahead, even if you can't see it yet.

You are enough. You are guided. You are becoming.

With love, Anne Margaret

Spirit Guided. Purpose Driven.

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Reconsidering Failure: What the Akashic Records Reveal About Setbacks, Soul Growth, and Purpose-Driven Success By Janie MacMillan

Failure is a word most entrepreneurs and professionals' dread. In a results-driven world, setbacks are often seen as signs of weakness, miscalculation, or—worst of all—personal inadequacy. But what if failure isn't a flaw in the plan, but part of a deeper design?

The Akashic Records—a multidimensional field of consciousness that holds the energetic imprint of every soul's journey—offer a radically different perspective. According to the Records, our lives, including our businesses and careers, are not random. They are purposeful and rich with soul-level learning.

The Sacred Role of Setbacks

From the Akashic view, failure is not a mistake—it's a form of redirection. It provides spiritual feedback and valuable insight, signaling that it's time to reassess—because the path we're on may no longer align with our soul's highest purpose. Every setback contains a teaching your soul came here to master. Whether it's a launch that didn't land, a leadership misstep, or a decision that led to unexpected fallout—these moments aren't just misfortunes. They are signs: either the timing isn't right or the direction needs realigning. Setbacks invite us to stretch, to return to our inner guidance, and to move forward with greater clarity, resilience, and depth.

Patterns and Leadership Lessons

The Records suggest that one of the clearest indicators of soul growth lies in the patterns that repeat. When financial instability, burnout, imposter syndrome, or broken trust in partnerships arise again and again, they are not coincidences. These are the echoes of unfinished soul lessons—perhaps brought forward from other lifetimes and chosen for healing in this one. These experiences are not punishments or failures. They are invitations—sacred nudges—to shift, deeply and intentionally, toward alignment. Surface-level fixes cannot transform what was designed to awaken. The true purpose of these repeating patterns is not to limit, but to illuminate: to bring awareness so that soul-level evolution becomes possible. There are many

modalities available to support this realignment—each offering a pathway to greater harmony with the soul's original purpose.

This is not about blame, nor is it a reason to bypass the discomfort. It is about meeting the moment with presence, recognizing it as a turning point, and choosing to move forward with conscious grace.

Business as a Soul Expression

Your business is not separate from your spiritual path. In fact, from the Akashic perspective, it may be one of your soul's most powerful vehicles for growth and contribution. When things fall apart, it's often because something deeper is trying to emerge—something more aligned with who you truly are. The question to ask isn't, "Why did this happen to me?" but rather, "What is this trying to teach me about my purpose and what I'm here to offer?" Success in the modern world is often measured linearly. But in the Akashic realm, success is spiral-shaped. We revisit lessons. We deepen with each turn. True success isn't only about what we achieve—it's about how authentically we live, lead, and serve. If you've experienced a setback recently, you are not failing—you're being refined and realigned.

The Akashic Records remind you that infinite possibilities are still available in your future. The next chapter of your business—and your becoming—is waiting.

All it asks is that you include your soul.

www.janiemac.com

Email janie@janie.com

Schedule your personal experience with Janie and the Records.

Demystify Series: Necromancy— Messages Through Memory and Matter

Beyond the Cloak of Fear

Necromancy often evokes images of cloaked figures, dark rituals, and superstition. But in truth, it's far more nuanced—and at its core, deeply compassionate. At its essence, necromancy isn't just communication with the departed; it's a bridge between memory, energy, and meaning. In my own exploration, I discovered it's not about summoning—it's about listening.

The Workshop That Opened the Veil

Dr. Brian Weiss's workshop was where it truly began. His legacy in past-life regression created the perfect environment for intuitive experiences to unfold with grace. I was handed a ring—simple, weighted with energy. Suddenly I was in Spain. Sunlight flooded a stone courtyard. Laughter echoed, and a man—joyful, radiant—stood in celebration.

Later, I learned the ring belonged to a woman whose husband had passed. Their anniversary trip had taken them to Morocco, where he gifted her that very ring. And in that courtyard vision, I believe his presence was honoring her love, her grief, and the sacred tether that still remained.

Touching the Echoes of Time



Another moment: I held a small stone, asked about its origin—and found myself in Colorado, at the riverbed base of a mountain. I could feel the cool water running over me like the stone itself: smooth, polished, ancient. It wasn't imagination—it was embodiment. That stone carried the energy of its birthplace, and in that moment, it was willing to share.

Necromancy, in this light, is the art of attunement. Of letting objects speak. Of trusting intuitive resonance as a valid form of knowledge.

What Necromancy Really Is

Let's clarify: necromancy isn't dark magic. It's a communication channel. Some traditions use rituals and symbols; others—like intuitive touch, psychometry, or past-life recall—are softer, more experiential. What matters is the intention. When guided by reverence, not fear, this practice becomes a doorway to healing.

When Memory Becomes Message

These experiences didn't make me feel haunted—they made me feel held. The past isn't always behind us. Sometimes it walks beside us, through the ring in your palm or the stone at your fingertips.

Necromancy, when stripped of stigma, becomes a sacred form of listening.

Objects as Echo Chambers—The Energy of Spaces and Things

We've all felt it—that inexplicable pull toward a vintage chair, or the gentle aversion to a room that "just doesn't feel right." These moments aren't random. They're energetic dialogues. When someone walks into a home or touches an antique, they're entering into resonance with the object's history, with the energy it's accumulated over time. It might stir feelings of comfort, joy, or even unease. That's not coincidence—it's intuition responding to vibration.

Most people experience this, even if they don't label it. That "not for me" instinct is just the soul's way of setting boundaries. And the "I love this" reaction? A harmonious encounter with the object's story and energy signature.

This subtle form of necromancy is practiced widely and silently. It doesn't need ritual to work—it needs receptivity.

Now imagine the impact of bringing that level of intuitive awareness into your entrepreneurial path. Whether you're designing spaces, curating collections, building meaningful brands, or simply choosing partners—your ability to sense, respond, and attune to unseen energy can be a powerful compass.

I'd love to hear from you. Do you have a story of an object that spoke to you? A moment where intuition shaped your choices? Or have you woven these experiences into your work, your art, your legacy?

Share your experience. You may just inspire someone else to recognize the magic in their everyday—and the wisdom in their gut.

-Anne Margaret Carioti

Entrepreneur Beginner Branding: Start Simple, Stay Consistent

Branding doesn't have to be overwhelming—especially when you're just starting out. The key? **Consistency.**

✦ **Use the same logo and image** across all platforms—your website, Instagram, Facebook, Etsy, wherever you show up. This builds recognition and trust. If someone sees your profile pic on Instagram, they should instantly know it's you when they land on your website.



that help you grow smarter.

✦ **Keep your content focused.** If you're selling handmade candles, your posts should reflect that. Avoid jumping from squirrel photos to yoga poses to random quotes. Think of your brand as a story—every post should be part of that narrative.

✦ **Start with one platform.** You don't need to be everywhere at once. Pick the platform where your audience hangs out most and build from there.

✦ **Business account?** Yes, if the platform offers it. Business accounts often give you access to insights, analytics, and tools

Branding is about clarity. The simpler and more consistent you are, the stronger your presence becomes.

The Seeds and The Harvest by Claudia Oltman-Dutton

God as the supreme intelligence and with infinite love, created us with all the seeds of perfection within us and all we need to do is to plant and nurse those seeds so they can germinate, and we can reach our final destination which is to become pure spirits.

The proof of his love is that he gave us free will. Alone we have the power to decide to plant and nurse the good seeds or to plant other less favorable seeds.

Planting season is a very happy time because it's a fresh start, a new beginning. All are smiling despite which seeds they choose to plant and nurse. Some forget to water their seeds, others work on it daily; again, despite which seeds were planted.

When harvest season comes the ones that cared for their crops will receive the fruits of their labor. Some will rejoice because they planted and cared for the good seeds and now receive the most blessed gifts.

Others will cry incessantly because they realize that the seeds that they chose to plant and care for have borne no fruits at all but only thorns and poison that hurt their existence making life unbearable.

The ones that forgot to water their seeds will also cry because they will envy the good harvest and realize the seeds of perfection even though planted, did not germinate.

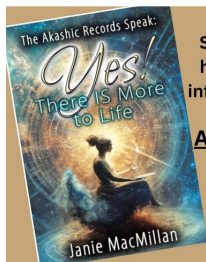
Others will cry for the same reason without realizing that not watering the seeds they planted was a blessing in itself because they have planted bad seeds and had they watered them, they would now be dealing with thorns and poison. Having no harvest, as bad and wasteful as it is, it's better than harvesting thorns and poison.

May we realize and consciously choose what seeds we plant and care for so that our harvest will be as happy as planting season.

To work with Claudia Oltman-Dutton email: ClaudiaOltmanDutton@gmail.com

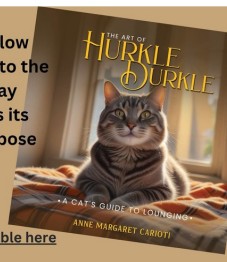
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