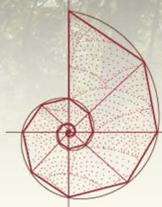


the 5 principles of a
**NATURAL
BUSINESS**

How to Tune into Nature and Yourself
to Grow a Profitable Business



JULIE WOLK · BUSINESS COACH

Welcome

I think there's probably a very good reason why your business doesn't feel as easeful, focused, aligned, and joyful as you wish it did.

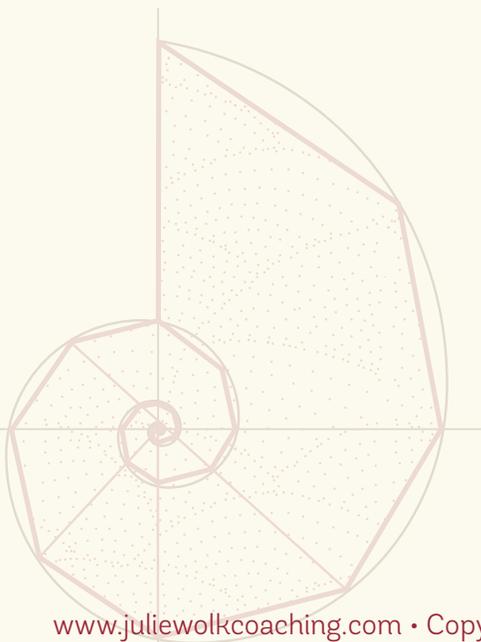
There are a lot of "proven systems" out there – systems that simply fail to recognize that **each one of us is different**. And yet we try to contort ourselves into these molds in an attempt to make things easier, and then wonder why they don't work!

A **natural business** is guided by principles, not rules. Because the reality is that when you truly tune in to who you are and what you want, and you pay attention to the natural cycles that guide everything, it's nearly impossible to follow a cookie cutter system.

A **system has to respond to each person**. It has to be designed and tweaked to work for you. It has to make sense in our environment.

So even though I'm all about systems, I'm also all about people **looking deep within** to learn what's right for them, and **looking to nature as a guide** upon which to model our routines.

So, welcome to a more holistic approach to creating order and prosperity in your business! I hope it will help you **take the steps forward** you need to create the business and life you want.



How to Do It

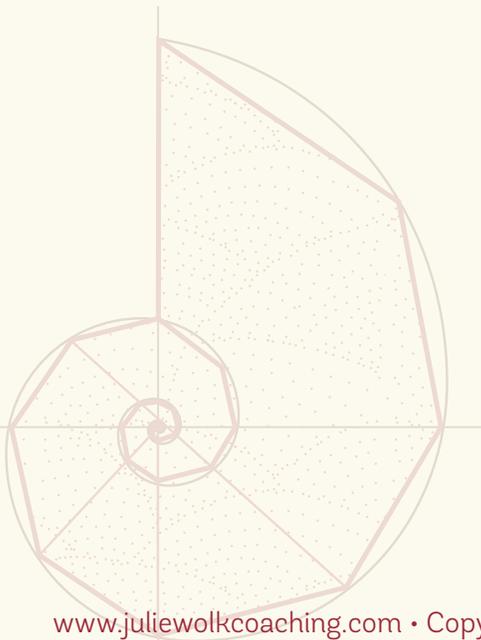
This guide walks you through the **5 Principles of a Natural Business**.

You'll find an explanation and stories about the **principles in action**, along with **reflections questions** for each section.

You can sit here right now and work through this guide, but even better, **how about printing it out and going for a walk outside?**

Take half an hour and **find a beautiful spot** to sit where you can read, reflect, and write on what follows.

However you do it, give yourself the mental and physical space to feel into where your business is at, and **what changes you want to make** so that it is **more connected to who you are and more in tune with the natural world around you**.



Principle 1

Everything Grows From the Seed of Your Vision.

A clear vision for your life and business is the essential foundation of creating a business you actually love.

Yet these early stages are so often overlooked in business development.

You rush straight to the marketing tactics without a clear sense of what you're doing. Or you end up frustrated with a business that exhausts you instead of serving the overall vision for your life.

When you spend the time to dive into your inner nature, define your north star, and create a business that supports who you are, everything in business becomes so much easier and more fun.

You feel the inspiration and clarity that comes from tapping into what you truly want and why.

You find more direction and focus as you consciously set intentions for your life and business.

And you move through stuck places more easily because you can identify and work with the fears that can hold you back from manifesting your vision.

Client Story

Shelli had stopped enjoying her personal chef business ages ago, a business she started out of her passion for cooking. She was too busy, yet still didn't have a consistent client base, she hated marketing, and she felt extremely unfocused.

In the very beginning of our work together, we got clear that what she really wanted for her life was not a huge business with dozens of clients, even though that's what she always thought she should want.

In reality, she wanted first and foremost to have time for her family and spiritual practice. Beyond that, she wanted to **enjoy** her work, which to her meant limiting it to a certain amount of time per week and giving away the tasks that drained her. She also wanted to make a specific financial contribution to her household.

So we got to work designing a business that supported HER. In about six months time, she had shifted her business to working three set days a week instead of multiple boundary-less partial days, and earning the income she wanted from a more consistent client base that she actually liked much better. She created a simple marketing strategy that felt easeful and authentic, and she hired an assistant to help her with her books and client communication.

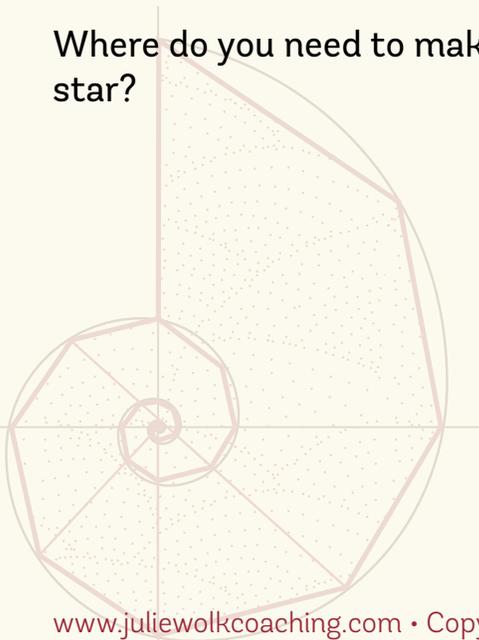
Most importantly, she felt more aligned. With clear days off to spend with her family, her work began to feel supportive of her life, instead of a drain on it.

Shelli is just one example. Your needs and desires may be completely different! Maybe you want to create a training program that will impact thousands of people, or maybe you want to travel full time while you run your business. The important thing is to get clear on what YOU want.

Questions for Reflection

In what ways is your business supportive of who you are, your vision for your life, and your highest values and priorities?

Where do you need to make some changes so that it better aligns with your north star?



Principle 2

Everyone (and Every Business) is Different.

Each of us is wildly different, so no two businesses will ever look the same.

Stop trying to fit into someone else's business!

Let your business be a vehicle for your innate, unique gifts. Let your niche be an expression of your purpose in the world. Let your work schedule be a reflection of your priorities in life.

Do you want to feel “in the flow” in your work? Do you want to enjoy working on your business? And even your marketing?

When your business is a vehicle for your unique gifts and supports your values, your inspiration and creativity becomes unstoppable.

Client Story

When Tara left her job to become a fundraising consultant, she assumed she had to do it like everyone else. This meant long nights of writing proposals, many of which never came to fruition. It meant doing anything a client asked for, and not having clear boundaries. She had work, but it was scattered all over the place.

She was feeling uninspired, overworked, and stuck.

In our first few weeks of working together, we got clear on Tara's niche... what she does, who she does it for, and how she does it. And more importantly... what she doesn't do.

Then she decided she was done with the traditional consulting model. Just because everyone else in the nonprofit sector had proposal-based businesses offering multiple services, did not mean she needed to do the same.

She wove her passion for coaching and mentoring into her expertise at fundraising and systems. She created a suite of offerings that made perfect sense for her target audience, stopped writing proposals and began to put out her new work.

She thought clients wouldn't get it, but when she presented her offerings to the right people, they were all over it.

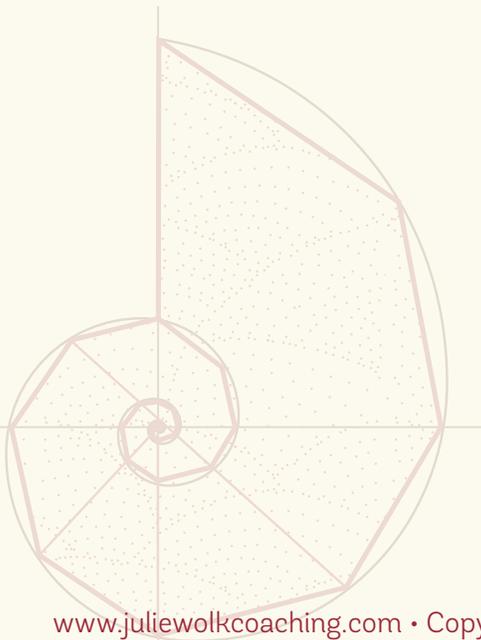
She signed up clients right away, started doing work she actually loved, and earned more money immediately, with less time spent doing it.

Questions for Reflection

Give yourself a point for each question you can answer YES.

1. Do you feel that you are using your natural gifts on a regular basis in your work with your clients? _____
2. Do you feel like you're "in the flow" a good majority of the time in your work? _____
3. Can you describe how you use your gifts to help people solve a specific problem in their lives? _____
4. Are you working with a defined group of people who you love, who truly need your work, and who can afford it? _____
5. Does your business model (your programs, or how you earn money) support your ideal life and schedule? _____

How'd you do? If you got fewer than 5 points, how you might make your business more of a vehicle for your natural gifts and your desired lifestyle?



Principle 3

Structures and Systems Create Freedom.

Just as a riverbank guides the flow of water, the right structures and forms guide the flow of your business so it can manifest in the world.

You might know the feeling of being scattered, disorganized, and too busy.

Systems, including goals and plans, are the nuts and bolts of bringing your vision to life. They bring ease, efficiency, spaciousness, and sanity to what can sometimes be a confusing or overwhelming process.

They help you get a handle on your finances, so you can make smarter decisions and earn more money. They free up valuable time.

Systems ask: What am I trying to do? What's the simplest way I can do this? How can I make this work more smoothly? How can I organize this chaos?

Client Story

Leslie came to me with a successful wedding planning business, but she felt unfocused and disorganized in terms of her systems and structure. She wanted to grow her business and earn money in a more easeful way.

The first thing we did was to look at her financial habits and get her tracking her income and expenses on a regular basis. This alone was incredibly empowering, and led her to realize she needed to raise her fees (which she immediately did).

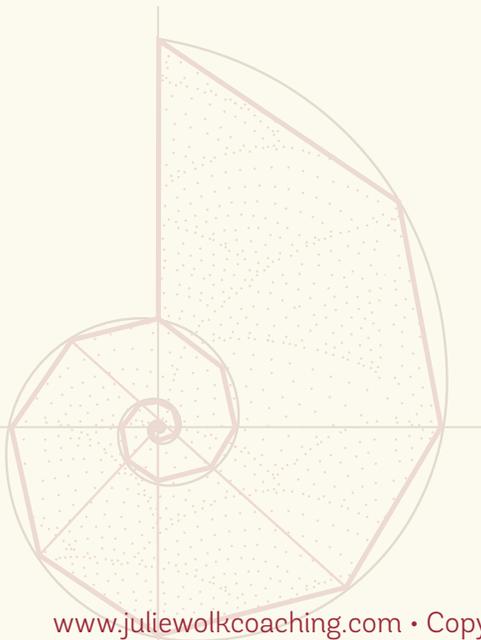
She then created two discrete offerings for her clients... no more individualized packages for each person. She streamlined her sales and client intake processes so each person felt welcomed, and it took her way less time to do.

Within months, she was earning more money, and more importantly, she finally felt calm and organized in her business. She had created systems to not only support her business as it was, but as it continues to grow.

Questions for Reflection

Do you feel like you have a handle on your goals, your clients, and your money?

What are some systems you've got down pat, and what are some you need to create or refine?



Principle 4

Cycles Move – Business is an Iterative Process.

While clarity is important, perfection is not needed. “Mistakes” are part of the game.

Have you ever gotten stuck in vision and planning mode, trying to figure everything out in advance?

Business building isn't a linear process where you go from point A to point B and then you're done. You actually move around a cycle again and again: learning, improving, and gaining more experience and confidence as you go.

Your business grows faster and smarter when you let go of perfection and muster up the courage to put out a prototype or “beta” version. When you do that, you get real feedback on your work, so you can adapt it and improve it.

As evolving humans, our businesses naturally evolve as we do. To me, this is the true beauty – and fun – of creating and growing my own business: It grows and changes as I do.

Client Story

Megan is a mother-daughter mentor who is brilliant at what she does. But she was getting so tripped up on making everything in her business perfect, that her incredible work wasn't getting out into the world.

Stuck in planning mode, we set a goal for her to send out a simple email to her extended community inviting people to experience her work at a reduced rate, in honor of her business' grand opening. In exchange for this reduced rate, she asked for feedback and testimonials.

With no website, no email list, and no marketing strategy other than simple outreach to existing colleagues and friends, Megan got her first four clients within weeks.

The big lesson? We can imagine over and over what our program will feel like, and how we want to structure and market it, but until we start doing the work and getting feedback from clients, we are kind of working in the dark! That's just as true when you're 10 years into your business and looking to offer something new.

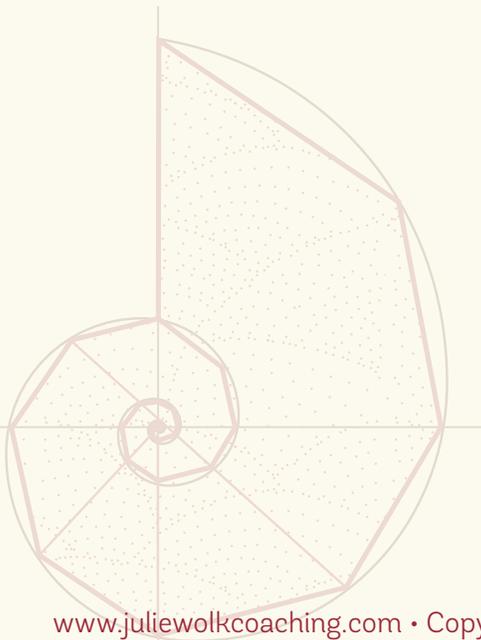
Within weeks of working with her first few clients, Megan had gained the clarity to

start building a website and marketing to a broader audience. What's more, in working with those first few clients, Megan gained valuable feedback, testimonials and income.

Questions for Reflection

Do you have an offering you've been thinking about for ages that you just haven't put out there yet? What's stopping you from putting it out there?

How could you test drive this offering by putting it out right away as a beta version?



Principle 5

To Everything, There is a Season.

There is a natural ebb and flow to business and life; it is not all about productivity.

There is a destructive myth in our society that more is better. You're tied to your phone, you schedule too many clients, you compare your accomplishments to others...

Look, building a business takes a lot of time and energy. So you need to refuel if you're going to do this for the long haul. You are not a robot! For every day, there is a night. For every blossoming summer, there is a dormant winter.

If you want your business to feel manageable and focused, you need to take time out to reflect and plan on a regular basis, resisting the momentum to always go, go, go.

Allowing for this "ebb" not only makes you a happier person, it gives way to the creativity and focused action – the "flow" – you need to rock out your business.

Client Story

This final story is mine.

After co-founding and co-directing a successful nonprofit for six years, I was burnt out. Ironically, this (incredible) organization was dedicated to reconnecting people to nature.

But, unfortunately, I was caught in a toxic pattern of always feeling like I had more to do. I didn't feel like an effective leader, because frankly, I'm not that useful when I'm not feeling nourished! Tired, depressed, and feeling physically spent, I finally had to stop.

After the burnout and six months of deep rest and rejuvenation on sabbatical, came the epiphany – I am not going to do it like this anymore!

I became determined to create my next business in a way that honored my own rhythms and nature's rhythms, and to teach others how to do that.

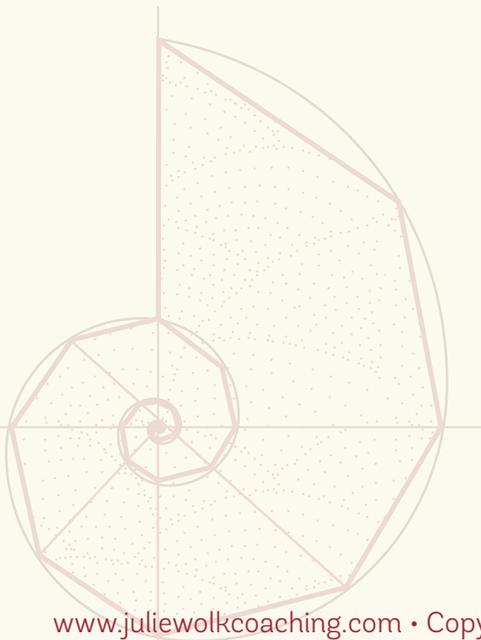
Today, I have that business. I work hard, but because I am aligned with my purpose and my natural gifts, I am excited about my work each day. I love it, and it fuels me!

I feel nourished and blessed on every level.

Questions for Reflection

What's your balance like? Do you allow enough time for the rest, reflection, and planning that is so essential to building a nourishing business?

Are you resilient enough to step into action when action is called for?



Next Steps

If you're interested in exploring how to create more alignment, focus, ease and joy in your business, then I invite you to **apply for a free consultation** where I'll help you clarify the steps you can take to build a profitable business that feels natural inside and out.

Julie

Julie Wolk helps purposeful entrepreneurs tune into nature and themselves to find the clarity, strategy and systems to grow profitable businesses they love.

Julie co-founded and directed a thriving nonprofit organization and a quickly successful coaching business. Her gift is helping you align to the biggest possible vision for yourself and your work and then refining that into simple, actionable strategies that will bring you more ease, joy and profits in your business, and more time in your life for everything else that's important to you.



People love her down-to-earth approach and that she truly takes into account the uniqueness of each person she works with. She loves traveling, adventures, gathering loved ones together, and wandering through the East Bay Hills.

