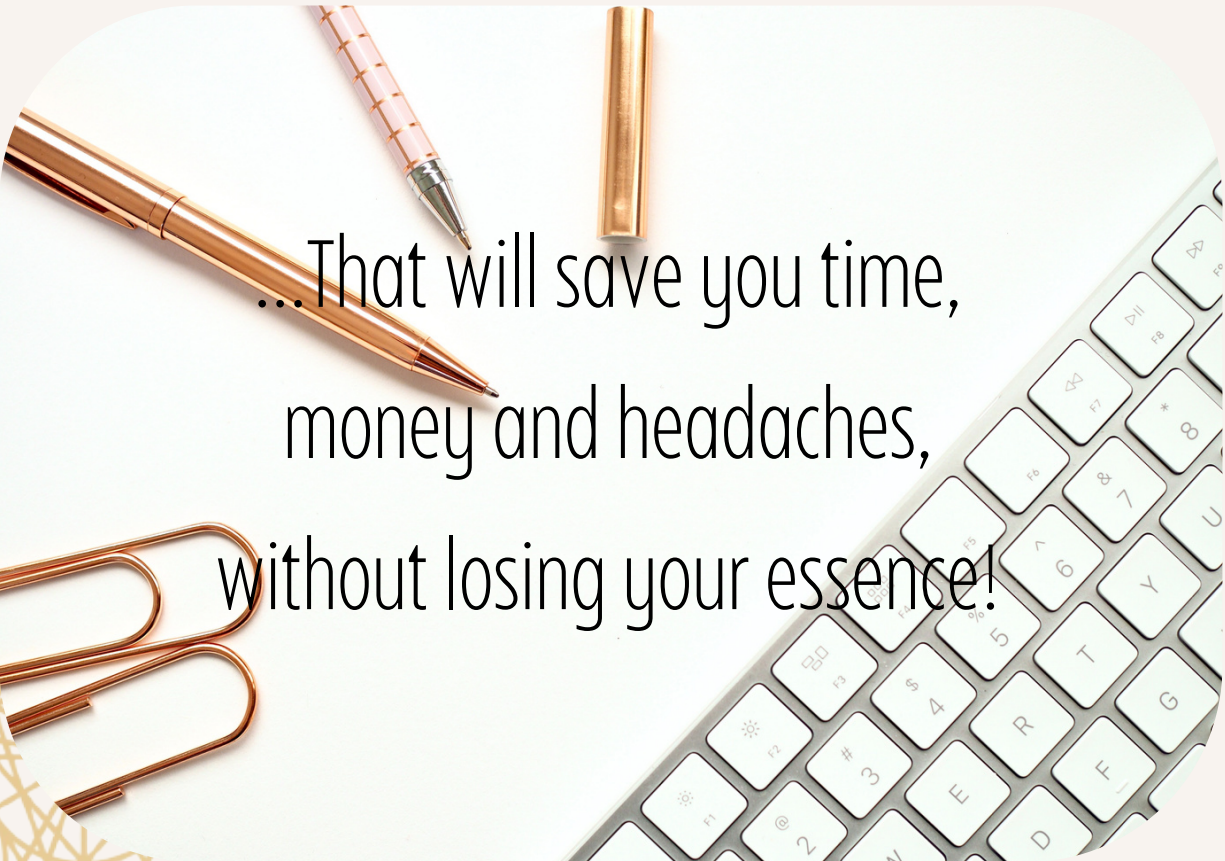


# The 4 Fundamental Cs

*for an  
Online  
Spiritual Business*



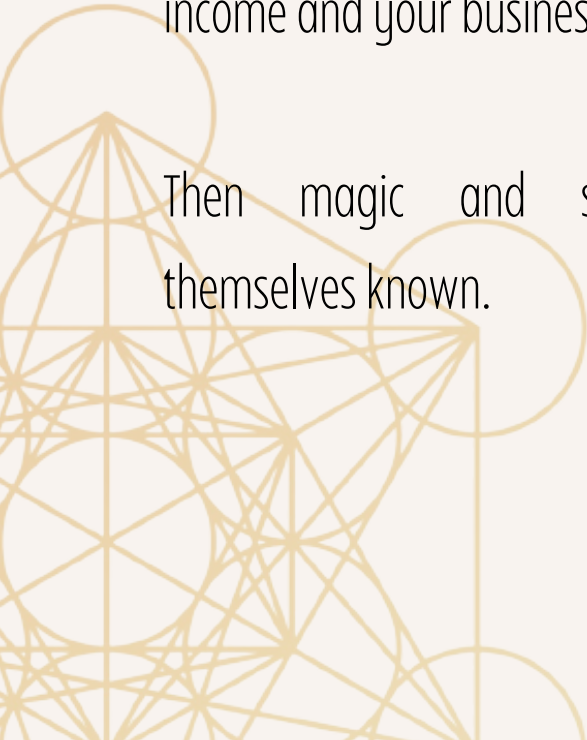

...That will save you time,  
money and headaches,  
without losing your essence!

In order for an Online Spiritual Business to have a firm foundation you must be certain that what you are offering is your Essence.

When your actions are aligned with your Essence, you use your divine gifts and love what you do. This makes creativity and inspiration flow and your passion shine through.

If this foundation is well established, you will organically attract ideal clients, a higher income and your business can flourish.

Then magic and synchronicities make themselves known.



*When your  
work is aligned  
with your  
Essence,  
you  
organically  
attract ideal  
clients and  
revenue.*


# 1. Coherence

A business based on your Essence must be in alignment with all aspects of your being to be coherent on a physical, mental, emotional and spiritual level.

If you feel that your business is an obligation, if your first goal is to make money, or if you do it because someone else is successful and you want the same, you are not working from your Essence.

It may be that you are doing something you love because you are good at it but if you are doing it for the wrong reasons, you are not fully aligned with your Essence. To align with your Essence, you must have Coherence.

Reflect on what you are being inconsistent with to know what you need to work on to align.



*A business based on your Essence must be in alignment with all aspects of your being to be coherent.*



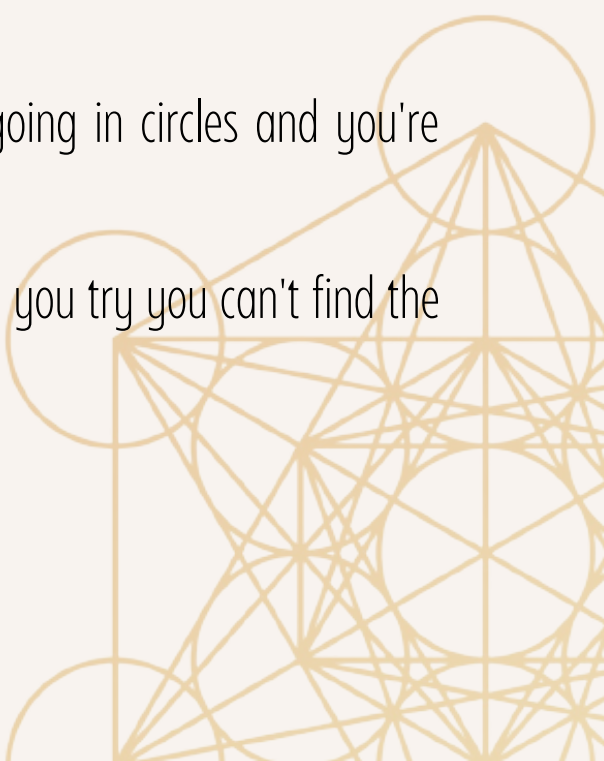
# Lack of Coherence

*One way to  
connect with  
your Essence  
and be  
Coherent is to  
Raise your  
Vibration.  
Download my  
guide to 12  
Powerful  
Ways to  
Raise Your  
Vibration.  
[Click Here!](#)*

## On a Physical Level

- You feel tired all the time
- You feel that there isn't enough time
- Pain is constantly an issue
- You get sick often
- You do not sleep well

## On a Mental Level

- You feel mentally pressured
  - You feel stressed
  - Your thoughts are going in circles and you're not at peace
  - No matter how hard you try you can't find the solutions
- 



# Lack of Coherence

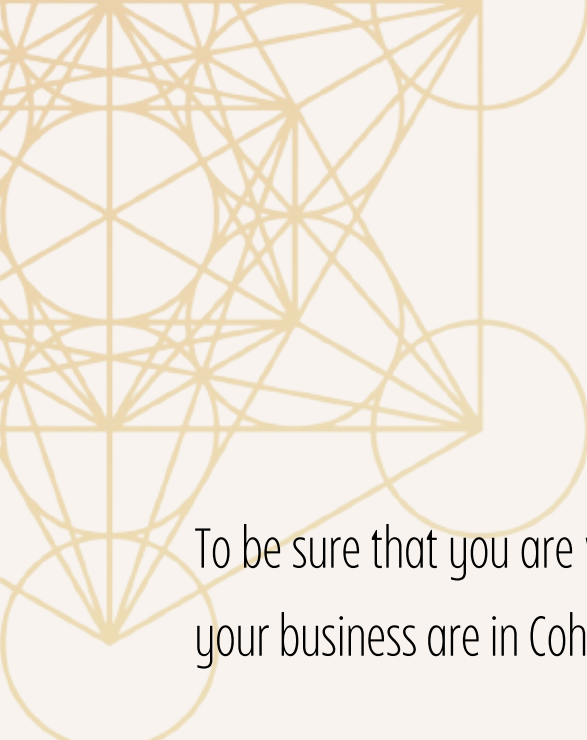
## On an Emotional Level

- You are triggered easily
- You are frustrated, desperate, confused
- You feel burdened
- You want to be in control at all costs
- You blame other people or situations for how badly they make you feel

## On a Spiritual Level

- You are disconnected from your intuition
- You don't believe or don't feel that there is a divine force that supports you
- You feel that the answers lie in someone or something outside of you, and not in your inner power
- Your vision is limited, it is difficult to see the bigger picture or a different perspective

*Trusting in  
your intuition  
may not be  
the most  
logical thing,  
but it creates  
Coherence  
in what you  
think, feel  
and do.*



To be sure that you are working from your Essence, look at which aspects of your business are in Coherence and which ones you need to change.


Use the spaces below to answer the questions. Here are some examples you can use as a guide.

Before you begin, I suggest that you center yourself so that the answers come from your heart rather than from your mind.

Sit in a place where you have no distractions, close your eyes and take 3 slow deep breaths. Now open your eyes, read the questions and respond.



*Align your thoughts, feelings and actions to come into your power.*



# *What do you love about your business?*

Examples:

- It's a wellspring of new ideas constantly coming to you on how to improve your services, how to develop the next step for your clients and how to inspire and offer interesting information based on your own truth.
- You can manage your time in a way that allows you to give yourself what you need and be fully present and ready for your clients.
- You have clients who believe in you, appreciate and value your services, who are happy and who recommend you all the time.

Write your answers:



# *What don't you like about your business?*

Examples:

- You don't know how to attract more customers.
- You work non-stop and don't have time for yourself.
- You are not generating the income you want.
- You feel tied to a schedule while dealing with clients who do not take responsibility, who blame you, who do not have money to pay you or who demand too much of your time.

Write your answers:





## 2. Connection

Think of your business as a new relationship in your life. What do you do to make new friends or begin a romantic relationship?

- Be available, go to meetings, classes or go to places you enjoy where there are people, introduce yourself and talk to people you are attracted to.
- Enter certain apps where you can create a profile to meet people and start attracting or finding people compatible with your tastes.
- Invite friends or acquaintances to coffee, ice cream, dinner or your birthday party.

You must MAKE YOURSELF VISIBLE to attract people with common interests whom you want to relate to, and then SAVE THEIR DATA to be able to connect with them.

*Your business is  
like a new  
relationship. For it  
to work and grow  
you must BE  
VISIBLE,  
make a  
CONNECTION  
and RECORD a  
DATABASE.*



# *Become Visible*

In the case of your business, it is the same, you must make yourself visible to make yourself known and attract the right people who are interested in what you do. Then, save their data in an email marketing system to continue the Connection and grow your database.

*Look for places where people with your same interests are.*

*Once you attract them, register their data to continue the Connection.*

To start a conversation or make an introduction and attract the right people, you should look, if you have not already done so, for places, people and topics related to your business that interest and inspire you.

For example:

- Friends and family
  - Facebook, Instagram, etc.
  - Podcast
  - YouTube videos
  - Workshops, courses, online webinars
  - Summits or online interviews
- 

# Start Connecting

Once you find the online platforms and people that are compatible with your business, look for opportunities to Start the Connection and expand your reach.

3 ideas to start Connecting:

- Make an invitation - as you would invite friends to a gathering. Send an email and social media invite about something new you're launching, like a new website, program, or course.
- Participate in programs offered by other experts. Look for opportunities to participate in Podcasts, groups, interviews, etc. Contact the host of the Podcast or interview by email. Here is an example of an email to send to a Podcast Host. [Click Here](#) to download the file.
- Offer free value content related to your services through a PDF, audio or video.

*Look for  
opportunities  
to start  
connecting  
and expand  
your reach.*

# 3. Content

Once you connect with a person and start a relationship, you have to start a conversation with worthwhile Content through a blog, newsletter, videos or audios.

For the connection to grow, communication must create credibility and trust, it must be interesting, inspire, inform and motivate.

This is the way in which you create valuable content communicating who you are and what you offer.

Your Content also gives you visibility and public presence. Therefore, the relationship begins to flow.

*Places to  
Share  
Content*

*Email  
Instagram  
Facebook  
YouTube  
Podcast  
Website*

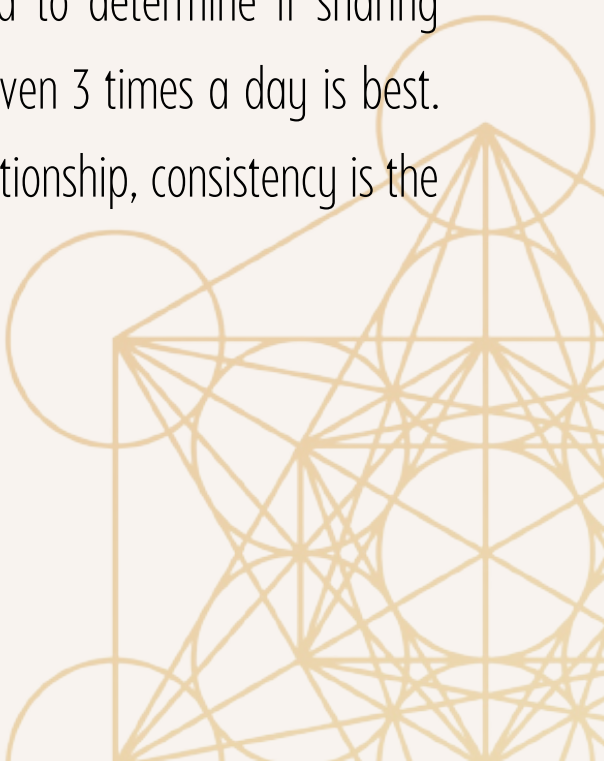


## 4. Consistency

There must be consistency for the relationship to continue to grow. Without it, the relationship may lose momentum, a lack of interest may arise and there may even be disappointment.

To have consistency you must create and share content either weekly, two to three times a week or whatever your action plan calls for.

There is no exact formula to determine if sharing content once a week or even 3 times a day is best. Just like in a personal relationship, consistency is the way for things to flourish.



*Without consistency, the relationship loses momentum and there may even be disappointment.*




# Use your Common Sense

Excessive communication will be too much for the other person. On the other hand, scarce communication is not ideal either because the relationship will lose momentum.

What is ideal for you may be different for others. Use your common sense, don't saturate your clients with information. Something reasonable like communicating once-a-week makes the relationship start to flow better.

You should also have consistency throughout the different content you share on various channels: website, social media, email, etc. Consistency in your communication, image, themes...

Consistency develops and grows your customer, or potential customer base, and helps build credibility and trust.



*Consistency in communication builds stable relationships based on trust and credibility that in return grow your client database.*



## *Why it works*

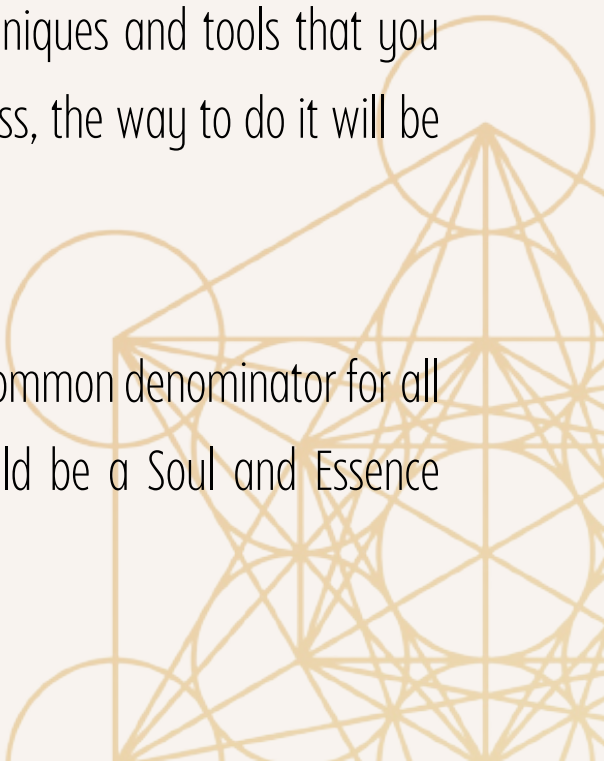
I'd like to share why the 4 Cs work for me.

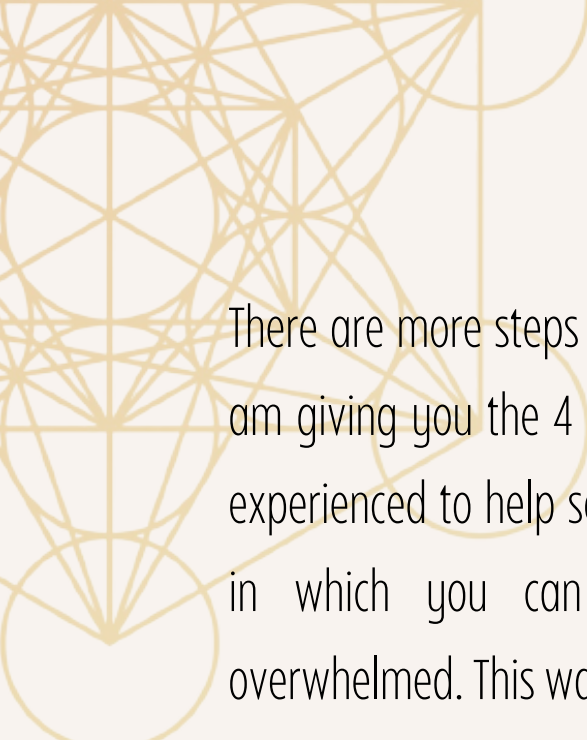
I've created a business based on my passion, creativity and experience, which attracts incredible ideal clients. They appreciate what I do because of who I am and how I share my light and gifts, which are my Essence, not because of a learned system that follows a generic formula.

I believe that every person is very unique and even though there are more techniques and tools that you will need to run your business, the way to do it will be different for each person.

*Coherence*  
*Connection*  
*Content*  
*Consistency*

What I believe should be a common denominator for all is that every business should be a Soul and Essence based Business.





# *The 4 Cs!*

There are more steps and techniques that I can share with you. For now I am giving you the 4 Cs because they are the most powerful tools I have experienced to help set a firm foundation for your business; a foundation in which you can imprint your Essence without being initially overwhelmed. This way you can start implementing these 4 Cs right away.

If you've been trying to start, grow or expand your Spiritual Business and it hasn't worked in the way you wanted, I invite you to try this alternative. It will allow you to be in Coherence with your Essence and to create a Connection that will attract the right people because the Content you create will resonate with who you are at a Soul Level. By sharing your gifts and being Consistent you can build trust and credibility and grow your audience.

I hope I can inspire you to shine your light and I hope to continue to see you in my world in the near future!

Much love!

Lety

[LetyMartinez.net](http://LetyMartinez.net)

