



SOULPRENEUR BUSINESS BLUEPRINT

Your Guide For Growing A Sustainable, Profitable,
Purpose-Led Business

Created by

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WELCOME TO THE BRAVE HEARTS

This book is written for the Light Warriors of the world. Those who have walked through the darkness and now offer their light to the world.

It is intended to be an overview, a guide and compass for you to navigate the entrepreneurial journey as a **purpose led, impact-driven human**.

It is a consolidation of insights and wisdom gleaned from over twenty years in small business, to support you building an abundant, purpose-led, soul-aligned business.

Reflecting on the ideas and perspective presented here, and how it applies to your life, will help garner clarity on your direction, your unique medicine, and to share your work with the world.

Enjoy!



KYLIE ENKELMANN
*Intuitive Business Coach
& Energy Healer*

table of
CONTENTS

SECTION 01.

**WHAT MAKES THE SOULPRENEUR
JOURNEY DIFFERENT**

SECTION 02.

**THE IMPORTANCE OF MASTERING YOUR
CRAFT**

SECTION 03.

**THE JOURNEY FROM HOBBYIST TO
BUSINESS OWNER**

SECTION 04.

**EMBRACING MARKETING AS
SERVICE**

SECTION 05.

**SUPPORT ON YOUR JOURNEY
AS A SOULPRENEUR**



WHAT MAKES THE SOULPRENEUR JOURNEY DIFFERENT?

WHAT IS A SOULPRENEUR?

Soulpreneurship is a business endeavour driven by purpose, impact and characterised by an attitude of service.

Qualities of generosity, kindness, compassion, contribution and legacy inform the direction of the endeavour as much as the commercial and financial outcomes.

The business becomes the vehicle for exchanging value and allowing the endeavour to grow and expand in a sustainable manner.

A Soulpreneur is someone who approaches the entrepreneurial journey as a classroom for personal evolution and growth - an opportunity to deepen their mastery, live more authentic, bigger lives; whilst giving back to others.

For many, there is a recognition that this work - our Soul Work - must be expressed in the world, and we are charged with the great task of doing so.

This is not to say that sharing our Soul Work is easy - quite the contrary.



WHAT MAKES THE SOULPRENEUR JOURNEY DIFFERENT?

Navigating the interface between business and service can be an uncertain, fine line to walk.

Leaning too far in either direction can leave us cynical, burnt-out and resentful.

However, navigate it we must... The rewards of finding your Soulpreneur path - being financially compensated for sharing your Soul Work with the world - frees you to dedicate yourself to the *real work* you came to do.

The measure of success for a Soulpreneur, by definition, is different to most commercial enterprises.

The balance sheet is assessed with regards to our Higher purpose and in terms of currencies such as peace, contribution, legacy and (perhaps the most important) - Grace.

**"GRACE IS THE BENEVOLENT ACTION OF A LOVING
UNIVERSE, BRINGING THAT WHICH SERVES YOU
THE MOST."**

- KYLIE ENKELMANN



WHAT MAKES THE SOULPRENEUR JOURNEY DIFFERENT?

We've all had experiences of Grace... experiences which open our heart and remind us that we are never truly walking our paths alone. Perhaps finding this guide may be that for you.

Financial wellbeing is the key to accessing time and location freedom, and enables us to elevate our life experience, the dedication to our Soul Work and to feel deeply fulfilled.

The Hustle culture of online entrepreneurship is at odds with the evolution of a purpose-led business. Measuring our success, purely in terms of financial reward can be disheartening and ignores the internal impetus of why we do our Soul Work.

Our basic human need to feel safe and secure, and our higher level desires to contribute, to feel abundant and free, *can be met through our business* when we meet those needs in a manner that is aligned with our intrinsic values.

**"SOULPRENEURSHIP IS A BUSINESS MODEL,
STRATEGY AND LIFESTYLE TO LAST A LIFETIME
AND BEYOND."**

- KYLIE ENKELMANN



WHAT MAKES THE SOULPRENEUR JOURNEY DIFFERENT?

...beyond, because when we do our Soul Work, we leave a ripple through time and space that would not be there without us.

As much as possible, I invite you to extend the timeframe for success as a Soulpreneur, to let it be the pursuit of a lifetime.

Yes, we can have short and mid-term goals - such as meeting certain financial milestones and creating a life of abundance, and impact.

The challenge is to hold these goals lightly.

Allow yourself to be fully present, in the stage of entrepreneurship that you find yourself.

To not fall for the promises of Hustle culture, of putting excessive pressure upon yourself or your business to be further ahead than where you are.

Instead, allow yourself to be curious and wholeheartedly engaged, delighted even, by the twists and turns your Soul Work takes you on.

This may mean that you need to take care of your financial needs outside of



WHAT MAKES THE SOULPRENEUR JOURNEY DIFFERENT?

your business. Whilst that can require some balancing in terms of your time and energy, doing so allows you to show up to your Soul Work and clients without *being needy, or resentful*.

**"LET YOUR SOULPRENEUR JOURNEY UNFOLD
WITHOUT EXCESSIVE PRESSURE TO BE "THERE"
ALREADY. THIS IS THE JOURNEY OF A LIFETIME
AND WILL TAKE AS LONG AS IT TAKES."**

- KYLIE ENKELMANN

WHAT IS IT FOR YOU?

What do you understand your Purpose Work to be?

What are the projects / offerings / contributions you feel compelled to share with others?

If Soulpreneurship is the interface between business and service, where do you need to focus your attention?

What does success mean to you? To your Higher Self?

How can you best meet your time, energy and financial needs without feeling pressured to get all of your needs met through your business?



THE IMPORTANCE OF MASTERING YOUR CRAFT

Your Soul Work can be seen as an apprenticeship with Life.

The foundations of your work have likely formed over your life journey. Yes, you may have learned skills and modalities directly connected to your Soul Work, but *everything you have studied, worked at and experienced in life* contributes to your unique offering.

Approaching your Soul Work as an apprenticeship with Life, where there is always growth and refinement available *keeps your work alive*.

"A COMMITMENT TO MASTERY GENERATES A QUALITY TO YOUR WORK AND PRESENCE THAT IS BOTH MAGNETIC AND COMPELLING."

- KYLIE ENKELMANN

Approached this way, we become artists, co-creating with the universe. We form an intimate relationship with our work and with Life and we share the best of us with our community.



THE IMPORTANCE OF MASTERING YOUR CRAFT

This intimate knowledge of our work informs our business strategy, our marketing and our branding. This is how we create compelling content that speaks to the heart of our most aligned clients and customers.

The commitment to mastering our craft, and the path that Life has taken us, creates a unique point of difference when marketing who we are, how we help and who should work with us.

This commitment to mastering our craft means that we give to ourselves first, we receive our own medicine, or we ensure we connect with others who can give and reciprocate. We fill our cup first and we give from the overflow.

**"WE ARE COMMITTED TO SELF-FULL SERVICE,
THAT IS BOTH SUSTAINABLE AND REGENERATIVE,
AND WE CHOOSE NOT TO WALK THIS PATH
ALONE."**

- KYLIE ENKELMANN

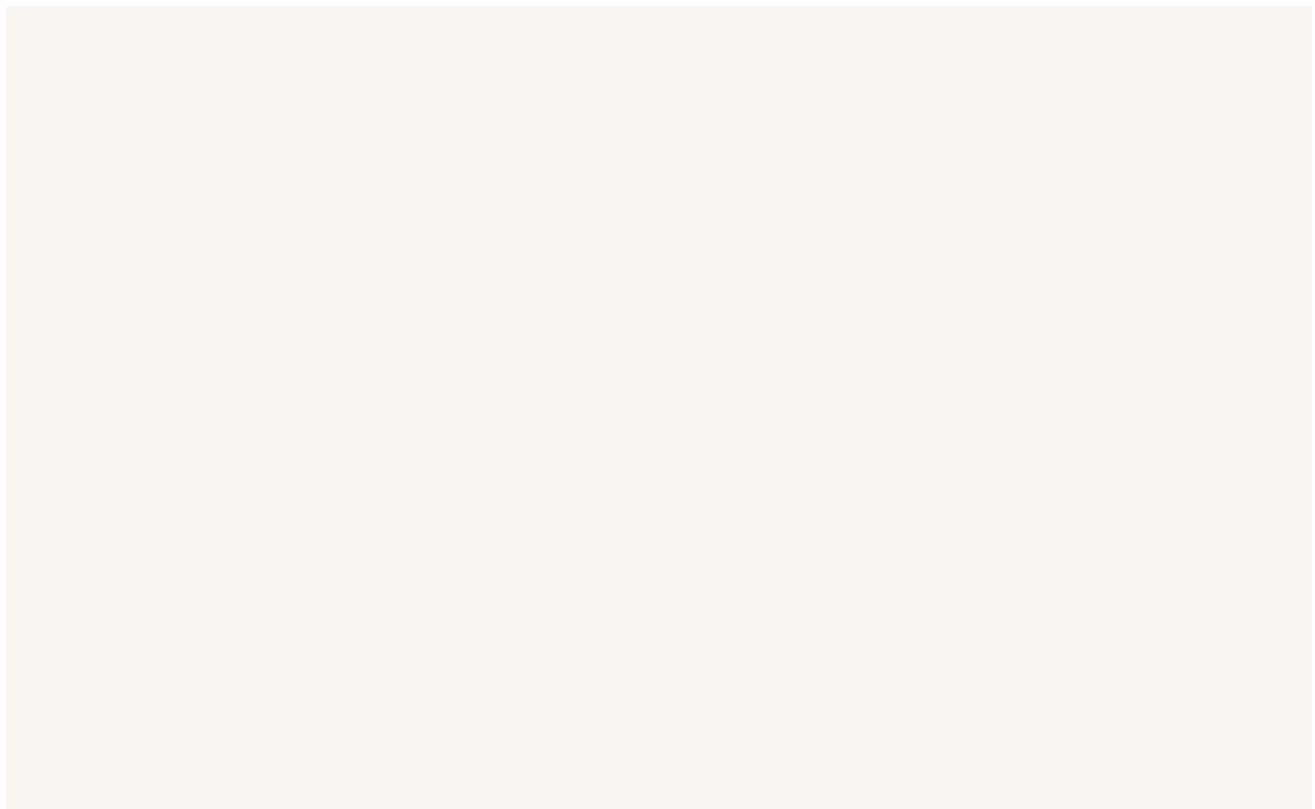
Mastering your craft is a worthy challenge that creates depth and intimacy with Life itself.

MASTERING YOUR CRAFT

What are the main products / skills / offerings you currently share or wish to focus on through your business?




What other talents and skills have you accumulated throughout your life? How might these skills complement your main offers / benefit your clients?

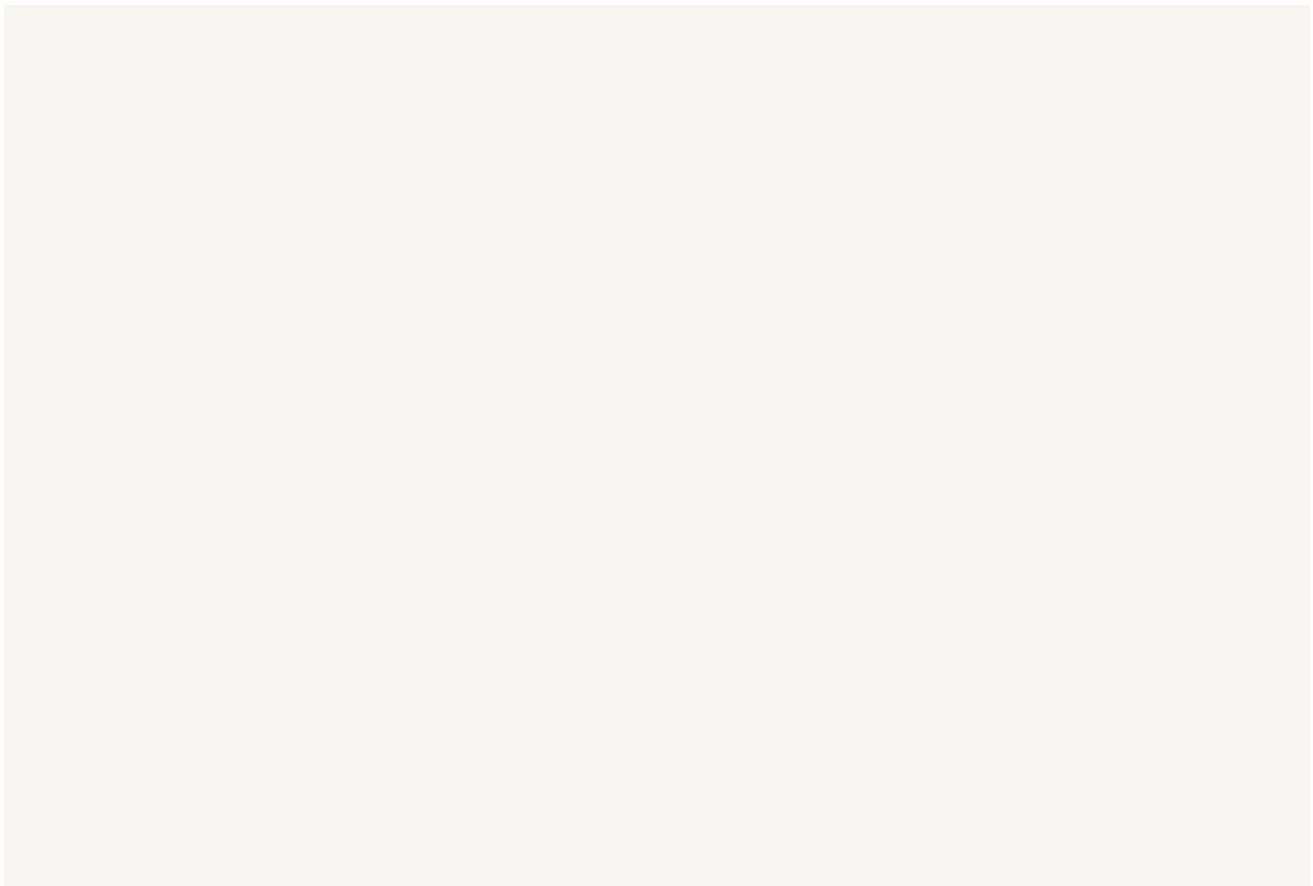


MASTERING YOUR CRAFT

What are the big life challenges you've experienced? Which ones do you feel comfortable sharing?



What are the common reasons for your clients reaching out for your offerings? What are the common themes?

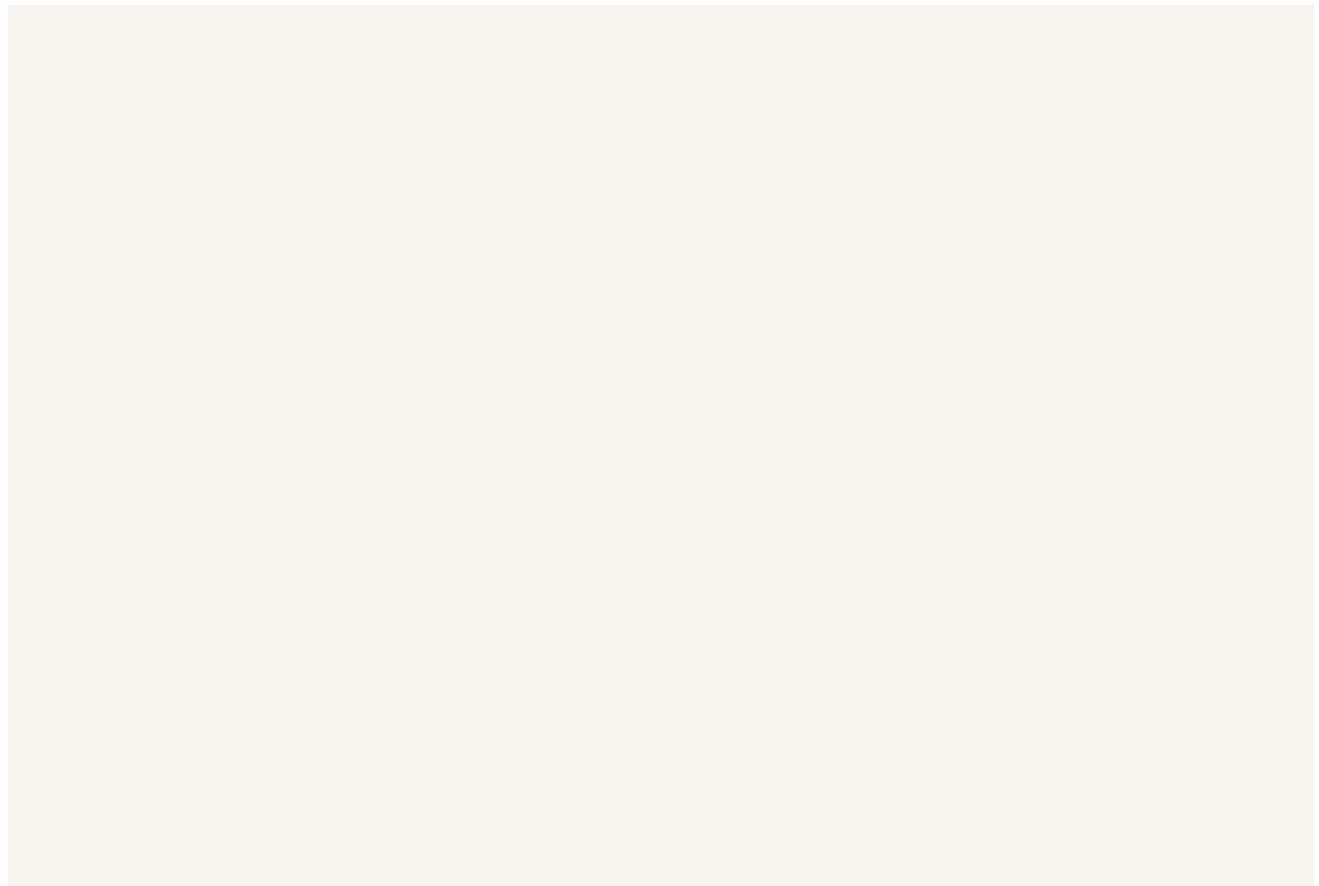


MASTERING YOUR CRAFT

What feedback do your customers and clients share with you? What do they highlight as your strengths? What do they value?



What would a lifelong dedication to mastering your craft look like for you? What can you implement now?





THE JOURNEY FROM HOBBYIST TO BUSINESS OWNER

For many Soulpreneurs the journey from hobbyist to business owner can be a confusing and overwhelming undertaking.

Business as we know it, can feel at odds with our dedication to our craft.

Yet, the best way to enjoy the richness of doing our work is to have a thriving business. For most of us, this doesn't happen by accident. We must intentionally build the vehicle for our Soul Work in the world - our business.

The skills to do so may not come naturally to you, but that doesn't mean they can't be learnt, or that *you don't have what it takes*. Undoubtedly you have talents and strengths in many areas, let this be a reminder that you are a capable human who is courageously learning something new.

**"AS WE GROW OUR BUSINESS WE GROW OUR
CONCEPT OF SELF... AS WE GROW, SO DOES OUR
BUSINESS."**

- KYLIE ENKELMANN

BUSINESS FOUNDATIONS CHECKLIST

- Business Values
- Code of Ethics
- Professional Body Membership
- Practitioner Insurance
- Registration of Business
- Business Tax File Number
- Business Bank Account
- Domain name registered
- Business Email Account ,
- Payment Processors Setup
- Payment Gateways Setup
- Optimise Social Media Platforms
- Website (optional)

WHAT SYSTEMS DOES YOUR BUSINESS NEED?

Systems are the principles, practices and procedures that achieve a specific result. They might be step-by-step actions you take, or they may be fully or partially automated.

What systems do you actually need to operate your business? How would you like to conduct the following business activities?

Communicate with your audience:

Market your offers:

Receive enquiries:

Receive Sales:

Fulfill your offer

Provide Customer Service

Manage Business Operations & Compliance

WHAT SYSTEMS DOES YOUR BUSINESS NEED?

Choosing your systems can be overwhelming - there are many offers to choose from with subtle variations between pricing and functionality.

Determining if something is a "good fit" can take some trial and error, as well as blood, sweat and tears!

If you feel overwhelmed by developing your systems, the answer is to simplify. Remember: there are business that are successfully operating without a website, using only social media, paypal and an appointment setting platform!

SYSTEMS FOR STARTING YOUR ONLINE BUSINESS

The following list are suggested systems for building and growing your online business:

- Canva for graphic design (free)
- Email Marketing Platform
- Payment Processing Platform
- Appointment Scheduling Software
- Planning Software
- Accounting Software
- Online Security

YOUR SOUL-ALIGNED BRANDING ELEMENTS



LOGO STYLES

Pictograms,
Wordmark,
Lettermark,
Combination
Mark



SUBMARKS



FONT STYLES

Heading
Subheading
Body Text

TYPOGRAPHY

HEADINGS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

SUBHEADINGS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

Body Copy

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

BRAND COLOUR PALLETTE

COLOR PALETTE



#XXXXXX



#XXXXXX



#XXXXXX



#XXXXXX



#XXXXXX

MOODBOARD



BRAND IDENTITY IMAGES

"Colorful Aesthetic Brand Board Brand Kit"
Template by Canva

YOUR SOUL-ALIGNED BRANDING ELEMENTS

LOGO STYLES

Pictograms,
Wordmark,
Lettermark,
Combination
Mark

SUBMARKS



HEADINGS

TYPOGRAPHY

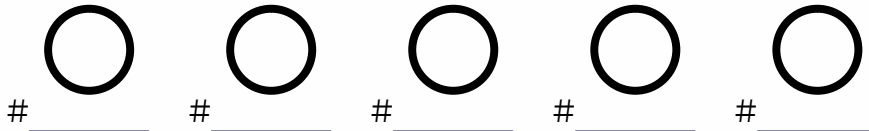
SUBHEADINGS

Body Copy

FONT STYLES

Heading
Subheading
Body Text

COLOR PALETTE



BRAND COLOUR PALLETTE

MOODBOARD

BRAND
IDENTITY
IMAGES



EMBRACING MARKETING AS SERVICE

One of the biggest distinctions between the Soulpreneur and an Entrepreneur is embracing marketing as service. Traditional marketing comes from a place of "*giving to get*". A small tidbit of value is given in order to get a lead, sale, customer.

The Soulpreneur *gives to serve*. Yes, we want to have a thriving, abundant business and we want to share our magic with the world.

The perspective of the Soulpreneur comes from a values system that extends beyond financial gain as the ultimate currency. There is more wealth and richness to this life than can be summarised by the size of our bank account.

Instead of being stingy with how we share our work - we give freely, trusting that as we give, we also receive. That as we share our magic, we deepen that magic, and our intimacy with Life.

**"MARKETING IS AN AVENUE THROUGH
WHICH WE SHARE OUR SOUL WORK AS SERVICE."**

- KYLIE ENKELMANN



EMBRACING MARKETING AS SERVICE

Approaching marketing as service, means that we can make a positive contribution through our social media content, our emails, our lead magnets and touch points.

The fear that many have is if we give value for free, why would anyone buy? This is a scarcity mindset that can be overcome through crafting an all-ticket offer suite. An all-ticket offer suite makes it easy for your audience to come on a journey with you.

Your all-ticket offer suite includes free and low ticket offers - like this ebook you're reading right now - allowing your audience to have an experience of receiving from you. They can then develop a greater understanding of your approach and how you help.

Your all-ticket offer suite might include products or services ranging from low cost pre-created experiences that require little of your time to deliver, to higher cost, more intensive containers that grants closer access to you.

With this, you can share your message with your community knowing that you have something of value to offer at every stage of your client's journey.

MARKETING AS SERVICE

What is something you can create for your community that provides value (helps solve a problem or teaches them something) that could be set up as a lead magnet? Eg. ebook, meditation, journal prompts, card spread, mini course, "How-to" guide.

What offers or combination of offers could you use to create an Offer Menu starting from low cost (<\$49), mid level (\$50-\$997), and higher level (>\$997)

What forms of communication do you most enjoy creating? Written? Spoken? Short or long form Video? Which comes easiest for you?

Which platforms are optimised for this form of media?

MARKETING AS SERVICE

How often are you willing to create content to share on each platform?

Facebook:

YouTube:

Instagram:

Podcast:

LinkedIn:

Pinterest:

Twitter:

Blog:

Tiktok

Other:

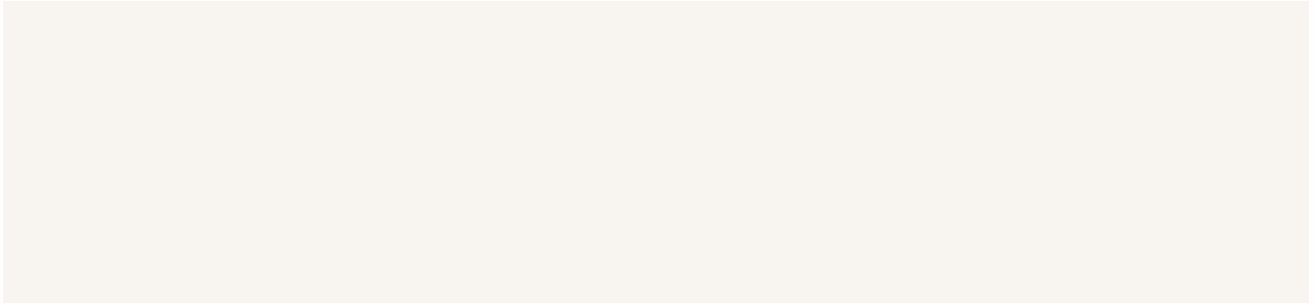
When you reflect on the your personal and business values, how might you embody this in your marketing and business operations?

When you reflect on the questions from Chapter 2 "The Importance of Mastering Your Craft" what are some of the themes that you could incorporate into your content pillars?

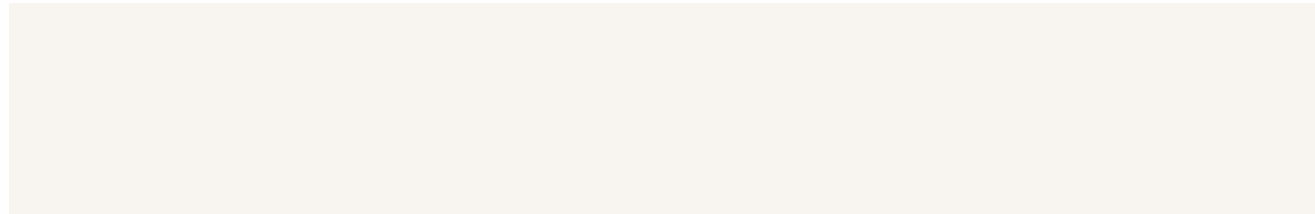
What are the frequently asked questions people have about your business or offerings?

MARKETING AS SERVICE

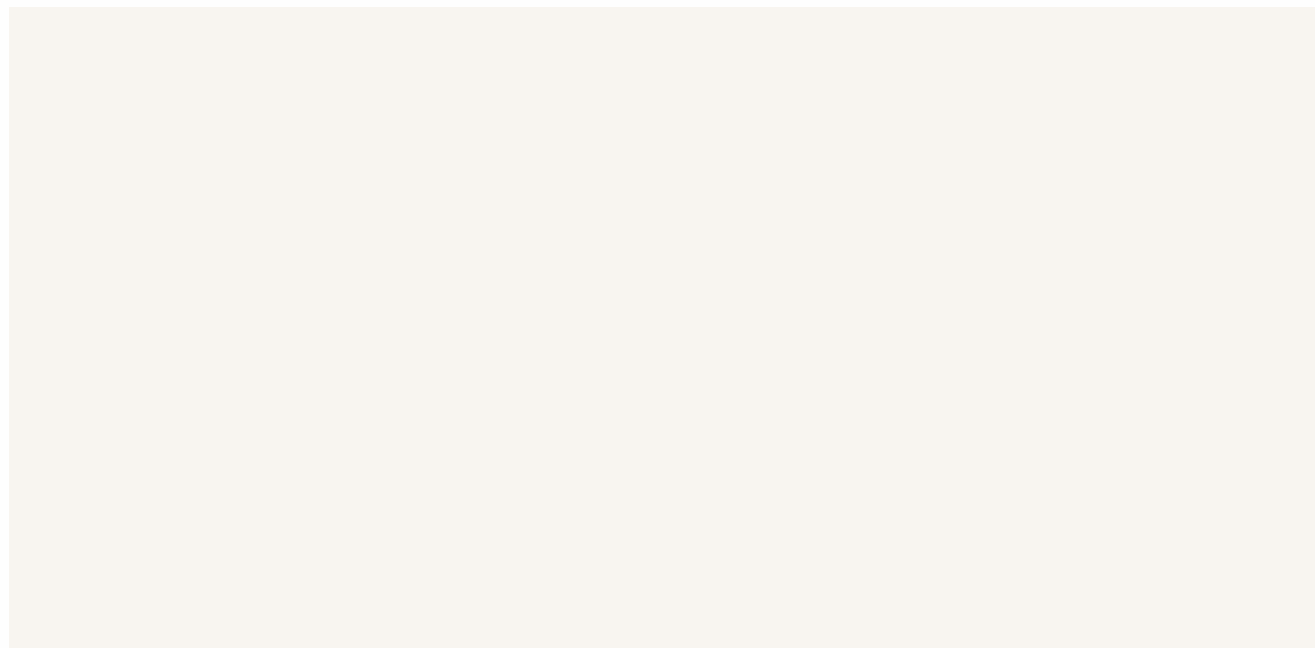
How might you share the outcomes of your work in your marketing?



What are the steps on the journey from someone first finding you to becoming a client or customer?



What do they need to experience, or what needs to happen to help them move from an audience member to a community member to a paying client, to a raving fan?



Soulpreneurs Society

WANT SOME HELP IMPLEMENTING YOUR SOULPRENEUR BUSINESS BLUEPRINT?

Beautiful Soul! I hope you have found this guide valuable and that it has given you clarity in the steps involved to grow a sustainable, profitable, purpose-led business.

It is important to remember that you don't need to do this alone! If you'd like to surround yourself with like-minded entrepreneurs who are dedicated to sharing their Soul Work with the world then please join my free Facebook Community, Soulpreneurs Society:

<https://www.facebook.com/groups/soulpreneursociety111>

If you'd like to be supported in the creation of your Soulpreneur business and would benefit from a detailed, Step by Step business blueprint, then I invite you to join the Soulpreneurs Start-Up Academy.

The Soulpreneurs Start-Up Academy is suitable for all purpose-led entrepreneurs, whether you've been in business for years or just starting out. It is a value-packed weekly membership with no lock-in contracts and monthly Q&A calls



Soulpreneurs

Start-Up Academy

- ✓ Weekly Membership
- ✓ No Lock-In Contracts
- ✓ Step by Step blueprint
- ✓ Get Paid to Share Your Soul Work

The Soulpreneurs Start-Up Academy is suitable for all purpose-led entrepreneurs, whether you've been in business for years or just starting out. Follow a step-by-step blueprint to grow your sustainable, profitable Purpose-Led business in a way that is most aligned with your values and vision.

Three Core Pillars of Growth



Phase 1

Deepen Your
Mastery



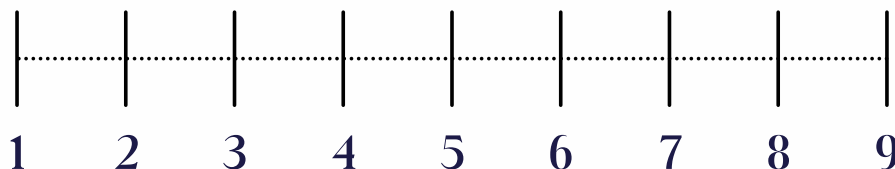
Phase 2

Build Your
Foundations



Phase 3

Activate Your
Channels



The entrepreneurial journey is an ongoing, deepening refinement of these three phases. Understanding this helps us to accept where we find ourselves on the entrepreneurial journey, and where we need to focus.



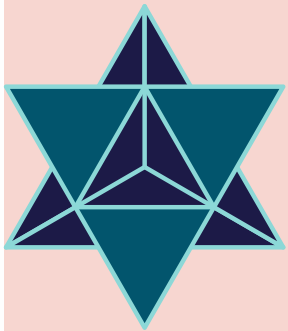
Soulpreneurs Start-Up Academy

Three Phases of Soulpreneur Growth



Phase 1 - Deepen Your Mastery

- Lesson 1: The Soulpreneur Growth Blueprint
- Lesson 2: Distill Your Magic
- Lesson 3: Curate Your Client Showcase



Phase 2 - Build Your Foundations

- Lesson 4: Build Your Business Foundations
- Lesson 5: Simple Systems for Success
- Lesson 6: High-Vibe Branding



Phase 3 - Activate Your Channels

- Lesson 7: Simple, Soulful Content Marketing
- Lesson 8: Simple, Soulful Opt-In Funnel
- Lesson 3: Simple, Soulful Growth Strategy



Soulpreneurs Start-Up Academy

BE SUPPORTED AS YOU:

- **Heal your visibility wounds** to confidently share your message with the world
- **Integrate your modalities**, life journey & point of difference
- **Distill your magic** to better communicate *who* you help, *how* they benefit, & *why* yours is the best offer available
- **Infuse your business branding**, strategy, offers and marketing with your unique, Soulful energy.
- **Embrace social media** and other forms of marketing
- **Create content** that generates meaningful engagement
- **Create safe spaces online** to share your magic, away from those who would judge or condemn you.
- **Implement simple and effective business strategies** to grow your business, income and impact.
- **Nurture an audience** of people who are looking for your services and take them from stranger to soulmate client.
- **Implement a step-by-step blueprint** to sustainably grow your profitable Soul-aligned business

Soulpreneurs Society

SUPPORT ON YOUR JOURNEY AS A SOULPRENEUR

If you're ready to take the next step on your Soulpreneur Journey then make sure you check out [the Soulpreneur Start-Up Academy](https://www.soulpreneursociety.com.au/soulpreneurstartup). You'll join a community of likeminded purpose-led entrepreneurs to collaborate, be inspired and supported as you grow!
<https://www.soulpreneursociety.com.au/soulpreneurstartup>



Not ready to join the Academy , but want to stay connected? Check out our free FB community:
<https://www.facebook.com/groups/soulpreneursociety111>

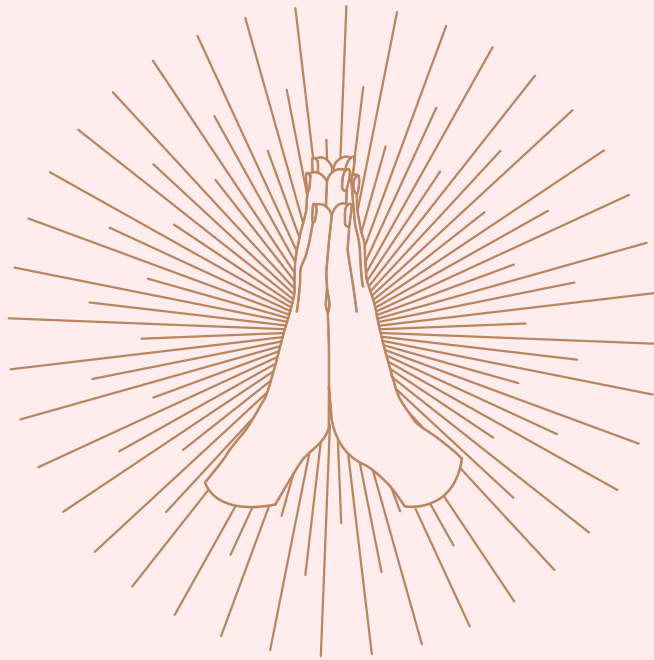
JOIN SOULPRENEUR
SOCIETY FB GROUP



Find me on Social and say HI!! I'd love to hear from you!

x Kylie Enkelmann

www.soulpreneursociety.com.au



"We are not human beings having a spiritual experience; we are spiritual beings having a human experience."

- Pierre Teilhard de Chardin

*With Love & Blessings
Kylie Enkelmann*