RISE OF THE SOULPRENEUR

The Soul-Led Ecosystem Business Model

A practical guide to contribution, collaboration, affiliation and automation.

ANCIENT IN YOUR BONES. FUTURE IN YOUR EYES.

Build a business with roots, relationships and revenue that can keep circulating without requiring you to personally drag every sale across the finish line.

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01 · WHY THIS, WHY NOW

The old business ladder is wobbling.

The next era of business is less interested in who gets to stand at the top. It is asking who can build something alive: rooted enough to hold people, flexible enough to evolve and generous enough to circulate value.

As we move toward 2027, many soul-led leaders can already feel the shift. Independence still matters. So does interdependence. The future belongs to people who can lead themselves and participate in something larger than themselves.

Translation?

Your business does not need twelve disconnected offers, seven apps held together by prayer and a nervous system serving as the automation department.

THE QUESTION HAS CHANGED

The question is no longer only, "How do I sell more?" It is also: "How can value move through my business, my community and my relationships in ways that benefit more than one person?"

That is ecosystem business.

02 · THE MODEL

Your business is a living system.

Think tree, not ladder.

ROOTS

Your values, body of work, lived wisdom and the problem you are here to help solve.

TRUNK

Your core offer: the steady structure that holds the work. One strong trunk beats a forest of half-built funnels.

BRANCHES

Brand partners, collaborators, contributors, podcast guests, referral relationships and shared audiences.

FRUIT

Transformation, revenue, referrals, visibility, intellectual property and opportunities that can be shared again.

THE SOIL

Trust. Clear agreements. Useful resources. Consistent communication. Without those, the prettiest ecosystem graphic is still just compost-adjacent marketing.

A healthy ecosystem keeps circulating. Someone contributes. Someone shares. Someone receives value. Revenue is created. A portion travels back through the relationship. The roots deepen.

03 · THE FOUR PILLARS

Four ways value moves.

1 · CONTRIBUTION

People bring their wisdom, teaching, audience, experience or creative gifts into the ecosystem.

2 · COLLABORATION

Two or more people create shared value through introductions, interviews, classes, bundles, swaps or events.

3 · AFFILIATION

A tracked recommendation creates compensation when it leads to a purchase. Relationship becomes measurable revenue.

4 · AUTOMATION

The system remembers the links, delivers the resources, tracks the referral and nurtures the relationship while you live your actual life.

The magic is not in choosing one.

It is in designing how all four reinforce one another. A contributor can become a collaborator. A collaborator can become an affiliate. An affiliate can introduce the next contributor. Automation keeps the wheel moving without making the relationship feel automated.

SOUL-LED DOES NOT MEAN SYSTEM-LESS

Your systems protect your energy. Your relationships expand your reach. Your integrity decides how both are used.

04 · START WITH THE TRUNK

Trim before you multiply.

An ecosystem needs a clear center. If partners need a treasure map, three passwords and a lunar transit briefing to understand what to share, the offer is not ready for affiliation.

Choose one or two core offers.

- ✦ A recurring offer that creates ongoing value and recurring commission.
- ✦ A premium offer with a clear sales path and a clean order form.
- ✦ A simple promise your partners can explain in one human sentence.

YOUR TRUNK

Core offer: _____
Who it serves: _____
The result: _____
Why I would recommend it: _____

SIDE-EYE CHECK

Are you adding another offer because your ecosystem needs it—or because finishing the current one feels suspiciously uncomfortable? Complete the cycle.

05 · THREE RELATIONSHIP LANES

Clear lanes prevent weird money energy.

Not every relationship needs the same agreement. Keep the entry simple and reserve deeper benefits for deeper contribution.

LANE 1 · OPEN AFFILIATE

Who: Anyone who wants to share an approved offer.
Compensation: A standard commission on tracked sales.
Needs an application? No. Make it easy to join, find links and share responsibly.

LANE 2 · COLLABORATION

Who: Aligned leaders exploring guest classes, freebie swaps, podcasts, bundles or shared visibility.
Compensation: Reciprocal benefits defined for that collaboration.
Needs an application? Yes. Alignment, audience fit, timing and boundaries matter.

LANE 3 · JOINTLY CREATED OFFER

Who: Partners co-creating the intellectual property, delivery and promotion.
Compensation: A negotiated split—such as 50/50 of net revenue—documented before launch.
Needs an agreement? Absolutely. Friendship is lovely. Written clarity is lovelier.

06 · AFFILIATE MATH

Make the invisible money visible.

Percentages sound vague. Real numbers light fires.

OFFER	30% COMMISSION	WHAT IT CAN COVER
$97 monthly membership	$29.10 each month	One referral can offset an AI subscription or another monthly business tool.
$997 annual membership	$299.10 once	A website platform, a launch expense or a meaningful reinvestment in your work.

Four monthly referrals at $97 = $116.40 in recurring monthly commission.

Imagine your students covering their own membership by introducing four people who genuinely belong in the room. Or your software subscription being covered because you shared the tool you already use. Work smarter. Your nervous system has done enough unpaid overtime.

Note: commission examples are gross estimates. Actual payouts depend on the program terms, refunds, taxes, payment processing and attribution.

07 · BUILD THE PATH

Every partner needs one obvious next step.

The ecosystem may be rich. The onboarding should be almost boringly clear.

1 · OPT-IN PAGE

Explain the philosophy, the offers, the commission and who can join. One button. One destination.

2 · THANK-YOU + RESOURCE HUB

Welcome them. Show where to find their affiliate ID. Provide link generators, offer details, swipe copy, graphics and the collaboration application.

3 · ONBOARDING EMAIL

Deliver their personalized links, dashboard access, payout timing, program expectations and the resource-page link.

4 · NURTURE CAMPAIGN

Send useful monthly reminders that reconnect them to the purpose, the offer and one realistic sharing action.

If a partner has to ask where the link is, your automation has volunteered you for customer service.

08 · THE RESOURCE HUB

Make sharing ridiculously easy.

Your resource page is the working heart of the affiliate experience. It should answer the question: What can I share today without sounding like a borrowed personality?

LINKS

One generator with an offer selector—or one generator per offer. Use the exact approved sales or checkout path required for tracking.

LANGUAGE

Offer summaries, conversation starters, email prompts and social copy people can adapt into their own voice.

VISUALS

Current graphics in multiple sizes, clearly labelled. Retire expired prices and old offer images.

NUANCE

Commission rate, recurring status, attribution rules, cookie period, payout timing, refund policy and disclosure language.

THE HUMAN RULE

Swipe copy is a starting point. The best recommendation sounds like the person sharing it because it came through a real relationship.

Before publishing, test every button and every generated link in a private browser window. Hope is not a tracking strategy.

09 · THE FOUR-HOUR BUILD

From idea to living ecosystem.

This is the lean build we used. It can be completed in one focused work block when the offers and decisions are ready.

TIME	MOVE	ACTION
0:00–0:30	**DECIDE**	Choose core offers, commission, relationship lanes, payout rules and one central message.
0:30–1:15	**INVITE**	Rewrite the opt-in page with one clear promise and one working button.
1:15–2:15	**EQUIP**	Build the thank-you/resource hub, dashboard instructions, link generator and collaboration application path.
2:15–3:00	**ONBOARD**	Create the tag, automation rule and welcome email with exact offer links.
3:00–3:40	**NURTURE**	Write a short campaign that offers one reason and one action per email.
3:40–4:00	**TEST**	Opt in, click, generate, purchase-test where safe and check mobile layout.

Four hours does not mean careless. It means decisions before decoration.

10 · SYSTEME.IO BUILD MAP

The simple tech stack.

You can build this in any platform that handles pages, contacts, email automation and affiliate tracking. This is the Systeme.io version because it is the platform used for the Soulprism build.

CONTACT

Dedicated opt-in form → affiliate/brand-partner tag → campaign subscription.

PAGES

Affiliate invitation → thank-you/resource hub → exact sales or order pages.

AUTOMATION

Form subscribed → add tag → send onboarding email → begin monthly nurture.

TRACKING

Partner adds the unique affiliate ID to an approved URL. Test redirects and purchasing paths.

IMPORTANT LINK DETAIL

When promoting Systeme.io itself, use systeme.io without www. When promoting a custom domain hosted on Systeme.io, its current guidance says to include www so the affiliate parameter is not lost during redirection.

Tool choice matters. A clean customer journey matters more.

Create it once. Let it keep working.

Your brand partners do not need weekly poking. They need useful reasons to remember the work—and one easy action when the timing is right. Build the twelve-month campaign once and let the automation hold the rhythm.

MTH	PURPOSE	ONE ACTION
1	Welcome: enter the ecosystem.	Save the resource hub and choose one offer.
2	Recurring revenue: make the math real.	Choose one monthly expense referrals could cover.
3	Real voice: recommendations sound human.	Write one personal message in your own words.
4	Relationship: one person, one doorway.	Send one aligned person a direct invitation.
5	Evergreen reach: let old content work.	Add your link to one useful post or email.
6	Celebration: six months as a partner.	Share the celebration graphic and your story.
7	Roots and branches: build to last.	Choose one relationship to strengthen.
8	Contribution: wisdom creates circulation.	Share one teaching, insight or useful resource.
9	Collaboration: create shared value.	Invite one aligned person into a swap or conversation.
10	Affiliation: customers can become partners.	Invite a happy client to share what she loves.
11	Automation: make ease part of the model.	Test your links, emails and delivery path.
12	Reciprocity: notice what circulated.	Review, celebrate and renew the next cycle.

An online business does not require you to be online at all times. Design a model that supports your life—even when you close the laptop.

12 · INTEGRITY IS INFRASTRUCTURE

Keep the money clean.

- ✦ Say when a link is an affiliate link.
- ✦ Define commission, attribution, refunds, payout timing and thresholds in plain language.
- ✦ Use written agreements for joint offers, including what net revenue means.
- ✦ Clarify ownership of recordings, curriculum, customer data and future use.
- ✦ Pay people when promised and keep records.
- ✦ Promote offers you trust. Your audience is not an ATM with a birth chart.

FOR A 50/50 JOINT OFFER, DEFINE:

Payment-processing fees · refunds and chargebacks · advertising costs · taxes · contractor costs · platform fees · payout dates · customer support · intellectual-property ownership · what happens if someone exits.

This guide is educational and does not replace legal, tax or accounting advice. Rules vary by location. Get professional guidance before launching compensation agreements.

Reciprocity feels spiritual. Clarity keeps it sustainable.

13 · MAP YOUR ECOSYSTEM

Put your business on one page.

THE ROOTS

What values and body of work must every offer and partnership protect?

_____
_____

THE TRUNK

What is the one core offer your ecosystem is built to support?

_____

THE BRANCHES

Who already shares your values, serves adjacent people or contributes complementary wisdom?

_____
_____

THE CIRCULATION

Where can contribution, collaboration, affiliation and automation reinforce each other?

_____
_____

Do less. Finish more.

IN THE NEXT 24 HOURS

Choose the core offer, commission and exact purchase path. Write your three relationship lanes.

IN THE NEXT 48 HOURS

Build the opt-in and resource pages. Add the dashboard instructions, exact links and collaboration form.

IN THE NEXT 72 HOURS

Connect the tag, onboarding email and campaign. Test the full journey from opt-in to tracked link.

DONE IS A FREQUENCY, TOO.

You do not need a huge audience. You need a useful offer, a trustworthy relationship and a path simple enough for another human to follow.

YOUR FIRST MOVE

Before opening another tab, write the name of the first person you would invite into your ecosystem:

_____

YOUR AI-SUPPORTED BUILD

One method. Two doors.

You learned the model. Now choose the implementation path that fits the AI you use.

OPTION 1 · THE CLAUDE SKILL — RECOMMENDED

Want the easiest experience? Use the pre-built **Soul-Led Ecosystem Builder Skill for Claude**. The methodology is already built in. Add it once, then choose **Guided Build** or **Four-Hour Sprint** and let it walk you through the branch one useful decision at a time.

DOWNLOAD THE CLAUDE SKILL →

OPEN THE SETUP INSTRUCTIONS →

OPTION 2 · USE ANOTHER AI

Don't use Claude? No problem. The complete Universal AI Prompt begins on the next page. Copy it into ChatGPT, Gemini or another capable AI and follow the same Soul-Led Ecosystem process.

GUIDED BUILD

Choose this while your decisions are still moving. The AI asks focused questions, reflects your choices and pauses at the important decision gates.

FOUR-HOUR SPRINT

Choose this when your core offer, price, platform and links are ready. The AI organizes the minimum viable build in implementation order.

You bring the wisdom. AI helps you build the container.

BONUS RESOURCE

The Universal AI Prompt

Use this with ChatGPT, Gemini or another capable AI. Copy everything from **BEGIN PROMPT** through **END PROMPT**, paste it into a new conversation and follow the questions.

ONE SMALL REQUEST
Give the AI real details: your actual offers, prices, links, boundaries and writing samples. The quality of the build depends on the truth you bring to it.

BEGIN PROMPT

through END PROMPT, paste it into a new conversation and follow the questions.

ONE SMALL REQUEST

Give the AI real details: your actual offers, prices, links, boundaries and writing samples. The quality of the build depends on the truth you bring to it.

BEGIN PROMPT

Copy from here.

You are my Soul-Led Ecosystem Business Strategist and implementation partner.

Help me design and build a minimum viable business ecosystem through four movements:

1. Contribution: wisdom, teaching, audience, experience, or resources enter the ecosystem.

2. Collaboration: aligned people create shared value through conversations, classes, swaps, bundles, podcasts, events, or

other reciprocal opportunities.

3. Affiliation: a tracked recommendation creates compensation when it leads to a qualifying purchase.

4. Automation: pages, tags, links, emails, and tracking keep the pathway available without erasing the human

relationship.

The goal is a business that supports my life. An online business does not require me to be online at all times.

Use a tree as the practical model:

• Roots = my values and body of work

• Trunk = one or two core offers

• Branches = partners, collaborators, contributors, and referral paths

• Fruit = transformation, revenue, referrals, visibility, and opportunities

• Soil = trust, clear agreements, useful resources, and communication

Keep these three relationship lanes distinct:

1. Open affiliate: a standard commission on tracked sales. Do not require a collaboration application unless I choose

approval.

2. Collaboration: reciprocal benefits for aligned swaps, interviews, guest teaching, bundles, or shared visibility. Use an

inquiry or application.

3. Jointly created offer: a negotiated written revenue split, potentially 50/50 of clearly defined net revenue. Never apply

this split automatically to ordinary affiliate or collaboration activity.

Do not invent commission rates, cookie periods, payout timing, refund rules, purchase links, or platform capabilities. Ask me or verify current official documentation when precision matters.

HOW TO WORK WITH ME

First ask me to choose:

• GUIDED BUILD: Ask questions in small groups, reflect my decisions, and pause for approval at each decision gate.

• FOUR-HOUR SPRINT: Gather the essential inputs once, recommend the simplest viable structure, and produce the

assets in implementation order.

Ask no more than five questions at once. Do not make me repeat information I have already given you.

Before writing polished copy, learn my voice. Ask for two short writing samples, words and phrases I naturally use, words or marketing habits I dislike, and how direct, playful, spiritual, practical, or rebellious the copy should feel.

Preserve my vocabulary, rhythm, humor, and point of view. Write like a clear human. Avoid generic spiritual-business language, jargon, guru positioning, false urgency, fake scarcity, pain-point manipulation, inflated income promises, and repetitive “not this, but that” formulas.

PHASE 1: FIND THE TRUNK

Audit my offers. Recommend one or two core offers for the ecosystem. Flag anything stale, duplicative, disconnected, confusing, or unfinished.

Define the core offer, who it serves, the transformation, price and payment structure, exact qualifying purchase path, and why a partner would genuinely recommend it.

In Guided Build mode, pause for approval before continuing.

PHASE 2: DESIGN THE RELATIONSHIP LANES

Create this table for my business:

Lane | Who joins | Value exchanged | Compensation | Approval needed | Agreement needed

Affiliate | | | | |

Collaboration | | | | |

Joint offer | | | | |

Help me decide eligibility, compensation, boundaries, ownership, and unresolved questions. Keep ordinary affiliate commission separate from reciprocal collaboration benefits and joint-offer revenue splits.

In Guided Build mode, pause for approval.

PHASE 3: MAKE THE MONEY REAL

For every chosen offer, calculate commission per one-time purchase, monthly payment, and annual payment; recurring monthly commission when applicable; and how many active referrals would cover one expense I choose.

Label these as estimates and account for any exclusions I provide, such as tax, refunds, fees, payment plans, or holding periods.

PHASE 4: MAP THE JOURNEY

Map this path using my real platform and URLs:

Invitation page → opt-in → tag → onboarding email → resource hub → tracked offer link → purchase → payout → monthly nurture

Distinguish sales pages from qualifying checkout paths. Identify any technical detail that must be verified. When platform instructions may have changed, use current official documentation and give me the source.

PHASE 5: BUILD THE ASSETS

Create only what I need, in this order:

1. One-sentence program promise

2. Affiliate or brand-partner invitation page

3. Thank-you and resource-hub page

4. Collaboration inquiry form

5. Onboarding email

6. Twelve-month nurture map

7. Full nurture emails only when I request them

8. Platform automation checklist

9. Full-path test checklist

For every page or email, use exact working links supplied or confirmed by me, real prices and commission examples, recurring commission and payout timing when applicable, one obvious next action, and concise copy ready to paste. Treat swipe copy as a starting point that partners adapt into their own voice.

THE RESOURCE HUB MUST INCLUDE

• Welcome and quick start

• Affiliate dashboard instructions

• Where to find the affiliate ID

• Exact approved offer links

• Link generator or clear link formula

• Offer selector when multiple links exist

• Current prices and commission examples

• Swipe language and conversation starters

• Current graphics

• Collaboration application link

• Tracking, refund, payout, and disclosure details

CREATE THESE TWELVE MONTHLY THEMES

Give each month one reason, one action, and one link:

1. Welcome into the ecosystem

2. Recurring revenue

3. Real voice

4. Relationship: one person, one doorway

5. Evergreen reach

6. Celebration

7. Roots and branches

8. Contribution

9. Collaboration

10. Affiliation

11. Automation

12. Reciprocity and renewal

Do not draft all twelve emails unless I ask. Begin with subject and preview-line options for the month I choose, then write the email after I approve the direction.

FOUR-HOUR SPRINT CLOCK

If I choose Four-Hour Sprint, organize the work like this:

• 0:00-0:30 Decide: core offers, lanes, commission, payout rules, central message

• 0:30-1:15 Invite: opt-in page and one working CTA

• 1:15-2:15 Equip: resource hub, dashboard help, links, collaboration path

• 2:15-3:00 Onboard: tag, automation rule, welcome email

• 3:00-3:40 Nurture: twelve themes and only the email drafts I request

• 3:40-4:00 Test: mobile, buttons, links, redirects, tracking, and delivery

Keep me focused on completing the cycle. If I try to add another offer, page, quiz, or shiny side quest before the minimum viable ecosystem is complete, show me what it would delay and return me to the next unfinished step.

INTEGRITY REQUIREMENTS

• Include a clear affiliate disclosure.

• Define commission, attribution, refunds, payout timing, and thresholds in plain language.

• Identify where a written agreement is needed.

• For joint offers, define gross versus net revenue, deductible expenses, refunds, fees, taxes, payout schedule, support,

customer data, intellectual property, future use, and exit terms.

• Recommend legal, tax, or accounting advice where appropriate.

FINISH LINE

The minimum viable ecosystem is complete when the core offer and qualifying purchase path are confirmed; the three lanes are clear; commission and payout terms are documented; the invitation page has one working CTA; the resource hub contains links, instructions, copy, graphics, and the collaboration path; the onboarding email is ready; twelve monthly themes exist; tags and automation are mapped; disclosure and agreements are identified; and the full journey has been tested.

End every working session with only:

1. Decisions made

2. Assets completed

3. What is still needed

4. My next three actions in order

Begin by asking me which mode I want: Guided Build or Four-Hour Sprint.

END PROMPT

BEGIN HERE

Build it. Then live it.

There are two clean ways to take the next step.

1 · BUILD THE INFRASTRUCTURE

Systeme.io brings websites, funnels, email, courses, automation and affiliate management into one platform. Begin with a free account, then build the path your ecosystem needs.

2 · EXPERIENCE THE MODEL

Join the Soulprism Brand Partner ecosystem. Share Soulprism Wisdom through your personal affiliate link and earn 30% on tracked purchases. The $97 monthly membership creates recurring commission while the referral remains active. Eligible commissions are paid after a 30-day holding period.

Build the roots. Strengthen the branches. Let the ecosystem flourish.

We all do better when we all do better.

AFFILIATE DISCLOSURE

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