BEFORE WE BEGIN…

Beautiful Book Club Leaders,

Let's start with this: Ya ya ya! You’re doing it. We’re doing it. I’m not one for hyperbole, but I think it’s safe to say: we’re fanning a revolution of awareness. Here goes.

Sharing *The Desire Map* in a group is meaningful work. As you bring this journey to life with your people, prepare for the truth—your truth, their truths—to be revealed. Sometimes with a bang, sometimes with a whisper, always with life-affirming light.

Thank you for being a leader—in every sense.

Deepest respect,

[Signature]
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GETTING STARTED

WHAT IS A DESIRE MAP BOOK CLUB?

The Desire Map is more than just a program for goals with Soul—it’s a life philosophy. So your Desire Map gathering will be more than just a “book club.” But you knew that already.

A Desire Map group is... a support system-meets-book club. A not-so-secret society in your real-life ‘hood—or your favorite virtual platform. A gathering of seekers, entrepreneurs, 9-to-5’ers, mamas and their men, yogis, hard workers, light lovers... of people with a common purpose: to feel the way you truly want to feel in every area of your life.

We’ve provided some loose guidelines for each week’s meeting in the Reader Guide, but there are no hard-and-fast rules—do what works for you.

TIPS FOR RALLYING A GROUP:

Start with the usual suspects. Your friends, family, and inner orbit of trust. Make a list of 20 people whom you adore. Send a lovingly crafted invitation. Check out our email templates for all your book club communication needs HERE.

YOU CAN ALSO FIND YOUR PEOPLE ONLINE:

Website
Desire Map Groups are springing up all over the world. Head to our Desire Map Book Club Page to create or find a group.

Facebook
Announce your intention to start a group to your friends/fans on Facebook. Or connect with others in the Desire Map Group on Facebook. Fan the flames with daily invitations on your wall.

Twitter
Head to Twitter to tweet your desire for some round-table revelry, and use the #DesireMap, #Bookclub and your #City hashtags to see/be seen by other Desire Mappers. Your people will find you.

MeetUp
Create a desire-inspired event on MeetUp.com. There are 8 million+ users on this social nexus with forums, membership sites, and e-course communities.
WHERE TO CONNECT WITH YOUR GROUP

Meeting in person
Find a local bookstore in your area, or pick somewhere else that inspires you—consider somewhere accessible, central, with built-in childcare.


Meeting virtually
Virtual groups allow you to connect with people all over the world. There are Skype group video calls, Google Hangout, Twitter chat or free conference telephone lines. Consider: time zones. Headsets. Skyping in the sunshine.

When? Whenever.
The official kickoff date for our Global Desire Map Book Club is January 7th 2014. If you can’t make January 7th work, then set your own start date.

If your Group members are ultra-busy-CEO-of-ME-types, offer them three date and time options before your first meeting. Get a consensus. Firm it up. And email out reminders, a few days before each meeting. You can also set up a shared calendar with meeting times and reminders for your crew. For easy web scheduling, try Doodle. And be sure to check out our email templates for Book Club communication HERE.
THE MEETINGS THEMSELVES

SETTING THE SCENE FOR YOUR MEETING

What's your way of creating sacred space? A blessing, a candle, a music playlist that you made for the group. You could open the circle with a poem. For rowdy groups with wine flowing, maybe you’ll need some kitchen disco before you get down to business. Maybe you could all use a moment of silence to transition from a busy day into some reflection and connection time.

SUGGESTED SCHEDULE

Weekly meetings are best, to keep momentum and juices flowing. The content in the Reader's Guide is broken into five sections, so five consecutive weeks of meetings are ideal. But however you can make it happen works—bi-weekly, a weekend intensive, whatever works for you.

SUGGESTED AGENDA FOR MEETINGS

The Reader Guide offers a structure for meetings to unfold. It contains suggested discussion questions and homework for each week’s topic:

Meeting 1: Program Overview/Greetings
Meeting 2: Introducing Desire
Meeting 3: Magnetics of Feelings
Meeting 4: Intentions & Goals
Meeting 5: Sincere Effort, Trust & Faith

SOME SIMPLE MEETING MECHANICS

Don’t feel obligated to make it through all the discussion questions for each week. Even if the group spends the whole time discussing everyone’s reaction to the very first question, that’s okay. What needs to happen will happen.

Encourage your group to read up on next week’s chapter before you meet up. Begin the next meeting with a recap of your thoughts/feelings/ideas about the week’s topic.

Finish up by summarizing the key points made during the session.
TIPS FOR LEADERS

YOUR ROLE

As leader, your role is to maintain the group’s focus, and keep the discussion flowing in a meaningful, ideally positive direction. You don’t need to worry about whether you’re doing things the ‘right’ way, or the same as other people’s groups—there is no right here. Be gentle with yourself, and allow whatever seems natural to unfold.

YOUR GROUP

Discuss the size of your group with your fellow Mappers. Will you invite new people as things progress? Can people drop in on a one-off basis? It’s a good idea to decide on this with your core members early on.

If your group is filled with new friends, be sure to introduce yourself at the first meeting, and get others to introduce themselves too. Keep intros brief. Make it clear that this is a sacred space where all opinions are valued, and the airways will be kept free of criticism. But that doesn’t mean there won’t be some debate—great connection can happen with differing points of view.

Observe. Listen. Be aware of quiet members and try to draw them into the discussion. Watch for someone anxious to offer their opinion and help them to find a gap in the conversation. Encourage balance in conversation and contribution.

Consider sending out reminders to your group about that week’s meeting. Email templates for group communication can be found HERE.

HOW TO KEEP THE CONVERSATION FLOWING

1. **Prep:** Be prepared. A little prep work will have you feeling much more confident and ensure there’s plenty to talk about.

   › In the week before the meeting, bookmark important page numbers, write down key points and flag your favourite quotes.

   › Bring printed copies of the Reader Guide with you in case anyone in your group leaves theirs at home. You can download a PDF version HERE. These questions will give you a loose framework to follow, and a reference point for focus. Try not to use them as an exam with right or wrong answers, but as a starting point to launch conversation. See where it takes you and be open to the group’s energy.
2. **Open Ended Questions:** Asking open-ended questions is a great way to get deep discussions going. Try beginning with a provocative question, then step back. Avoid questions with yes/no answers like: “Did you enjoy the book?”

3. **Embrace the Silence:** Don’t worry about short periods of silence. They allow space for thought and reflection, and happen in even the most robust groups. **Be with what’s in the room.**

4. **Relax:** The easiest way to get the meetings to flow? Let the content do the work. Pick a chapter from the book. Concentrate on one or two of the worksheets. You could even try reading a passage from the book aloud for a new perspective. **When in doubt, go back to the book. You’ll always find something there to talk about.**

**GOING ROGUE**

The Reader Guide will help give some structure to your meetings, but ultimately, this is yours to co-create.

› **Listen Up:** *The Desire Map* has a number of companion audio programs from Danielle and Sounds True – both for purchase and for free. You could open up a meeting with an audio kick-off from Danielle on the chapter or guided reflection of your choice.

› **Go Zen:** Your Desire Map Group could meet to simply READ, WATCH or LISTEN in appreciative silence.

› **Pass the Mic:** Everyone in your Group could be responsible for leading a meeting at least once. Assign each member a section, at random — or let ‘em choose a topic they want to dig into.

› **Invite special guests:** A fabulous life coach. A psychologist. An eccentric artist.

**FAQS**

You’ll find answers to frequently asked questions on our FAQs page [HERE](#). You’ll also find the Reader Guide download and other useful things on our leader resource page [HERE](#).

You can find support and assistance by connecting with other leaders on the [Desire Map Facebook page](#). Share your experiences, discuss your strategies, and reveal your trade secrets.

Lastly, we’re here to help! Reach out anytime with questions, comments, or stories from your group at: [bookclub@daniellelaporte.com](mailto:bookclub@daniellelaporte.com).
Here are some things you can encourage your group members to do between meetups:

› Encourage the group to ask themselves (and share!) what they’re doing TODAY to feel the way they want to feel using the #DesireMap #BookClub #CITY hashtags:

“I’m doing a wardrobe clearout (Sex & The City style – with girlfriends and champagne), getting rid of anything that doesn’t help me feel Radiant & Joyful (eg. worn-out, ill-fitting and/or belonging in my former corporate life).” #DesireMap #BookClub #Houston – Belinda

“I made a beautiful meal for my sister this morning: Connection. I’m wearing my favorite scarf: Radiant.” #DesireMap #BookClub #Seattle – Stacey

“I’m organizing my office: Empowered.” #DesireMap #BookClub #Phoenix – Jackie

“I’m taking a meditation class: Inspired and seeing family and having friend dates: Joyful.” #DesireMap #BookClub #Vancouver – Ellie

“I’m starting hip-hop dance classes this week — Badass flowing through my veins.” #DesireMap #BookClub #Brooklyn– Cynthia

“I adopted 3 baby kittens. ALIVE!” #DesireMap #BookClub #Sacramento – Paula

› Connect with each other. There are so many ways for your members to stay connected between meetings. Mid-week emails, texts, Tweets, love letters. Consider starting a private group Pinterest board filled with pins showing all those exact feelings you want. Follow each other on Instagram and share photos of your homework tasks in action. However you want to do it, mid-week connections will enhance the journey

› Connect with the Global Book Club: You can also use these ideas to stay connected with other Desire Mappers around the world. Remember to use the hashtags #DesireMap, #Bookclub and your #CITY across all platforms and your words and images will be linked up far and wide.

› Light Up the Blogosphere: Use The Desire Map as your art-making and value-giving inspiration. It’s fodder for your blog content, fuel for your shareable teachings. Blog regularly as part of your group (or individual) process.
CHECKLIST FOR LEADERS:

Going through this quick checklist each week will help you keep things organized:

☐ Send out reminder to group about our upcoming meeting

☐ Read this week's chapter & flag important points to share

☐ Download & print Reader's Guide HERE to hand out for this week's meeting.

☐ Encourage the group to share their “Desire Meets Action” activities for the week using the hashtags: #DesireMap #BookClub #CITY

☐ Confirm the time and place for our next meeting (if we don’t have a regular location)
NEXT STEPS

KEEP DESIRE ALIVE:

After this series of meetings is over, don’t feel like you need to stop here – there are so many ways to keep the Desire Mapping process going:

› Make it annual – six meet-ups at the start of the New Year to set your intentions for the months ahead. Or in September as a mid-year reboot. Or simply whenever you feel a yearning to reconnect and refresh.

› Spread the word and spawn a new group (and watch your ripple effect slowly change the world).

› Schedule a six-monthly review to check in with everyone. Including yourself.

› Send a snail-mail letter to your fellow Desire Mappers, asking how they’re feeling and telling them how you’re feeling.

TELL US WHAT YOU’RE DOING!

We would love to hear where your Desire Map group has taken you and how it has evolved. We want your pictures, your ideas, your questions!

Drop us a line, tell us your story, and fill us in on your plans at:

bookclub@daniellelaporte.com

Or post on any and all social media platforms using these hashtags so we can find you:

#DesireMap
#BookClub
#CITY

SHOW UP. SHINE.
LET IT GO.