

Danielle
LAPORTE

THE DESIRE MAP
LICENSING
PROGRAM

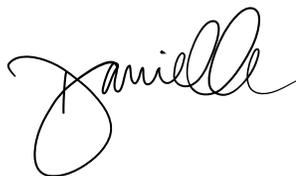
**workshop, retreat, and coaching curriculum
for all good souls.**

What else is there to say? This has to be a heart-calling for you. I'm wildly enthusiastic about fueling women's entrepreneurial fires, and the business opportunity here is a beautiful one. But...and...this is Soul-centric. I really need people to do this work for the right reasons.

So if you're feeling the inspiration, if you're ready to **weave some meaningful inquiry into people's lives**, AND, if you've got the mojo to make this a sweet sideline business, then...then YES. Please join us.

This was a surprise little revolution that happened. It went global, started to bring teens and couples and all kinds of wonderful women with it. So when you jump in to become a Desire Map Licensee, that makes you a REVOLUTIONARY. Of Light.

All Love, and respect,

A handwritten signature in black ink, appearing to read "Daniella". The signature is fluid and cursive, with a large initial 'D'.

JOIN THE REVOLUTION

If you consider yourself a lightworker and are committed to inspiring people to live meaningful lives...

Become a Desire Map Facilitator

LEARN MORE AT [DESIREMAP.COM/TEACH](https://desiremap.com/teach)

WHAT SOME OF OUR DESIRE MAP LICENSEES ARE SAYING ABOUT THE PROGRAM

The Desire Map speaks to the heart, giving my clients the permission to feel the way they've always wanted. It's the perfect addition to any coaching toolbox and brings about real results. It helps guide my clients home, teaching them to tune into their intuition and follow the whispers of their soul. My coaching practice would feel empty without it now.

Simone Russell, Life Coach & Facilitator

CORE DESIRED FEELINGS:

Ease. Spacious. Connection.

Becoming a Desire Map Licensee helped me find my authentic voice as a yoga teacher. It gave me tools and accessible language to infuse more soul into my yoga classes. It's helped set me apart from the plentitude of amazing yoga teachers on the west coast, creating opportunities for differentiation and international recognition.

Chantal Russell, Yoga Instructor & Facilitator

CORE DESIRED FEELINGS:

Nourish. Paris. Wild Soul. Free. Devotion.

I am so on fire for this work. This program was the key that unlocked the door to my *more*. I want to share it with everyone — I can't stop talking about it. I see it as the essential foundation for a thriving, meaningful life. It is part of the sacred revolution we all need!

Elisha Clark Halpin, Life Coach & Facilitator

CORE DESIRED FEELINGS:

Spacious. Blissful. Abundant. Sacred. Creative.

When I first began to devour the concepts of Desire Mapping, it was like meeting a new person you just know will be a lifelong kindred friend. Everything they say you get, and everything you say they get. *The Desire Map* marries so synchronistically with my style of coaching, my offerings, and my belief system. There was no way I could not become a facilitator and coach of this work.

Marisa Clare, Yoga Instructor & Facilitator

CORE DESIRED FEELINGS:

Plugged In. Brave. Nourished.

Becoming a Desire Map Facilitator was a critical step in taking my heart-based business beyond the walls of the yoga studio. The curriculum has been essential in bridging the transformation that occurs on the mat and giving students the tools to continue the work off the mat.

Dani March, Yoga Instructor & Facilitator

CORE DESIRED FEELINGS:

Magnetic. Radiant. Reverence.

WHAT IS THE DESIRE MAP LICENSING PROGRAM?

The Desire Map is a tool for more holistic, heart-centered living. It has sold hundreds of thousands of copies, and has been translated into seven languages.

Jobs, quit. Passions, chosen. Relationships transformed. Clarity, achieved! Desires, *claimed*.

Desire Mapping has helped people identify their **Core Desired Feelings™** and use that clarity to design the lives they want to live — from creating goals with soul to making better, and more powerful, choices.

Life coaches, wellness coaches, yoga instructors, and others started saying: "This work is so transformative — how can I bring it to my clients?" So, we let that enthusiasm lead and turned *The Desire Map* book into a curriculum for classes, workshops, retreats, and coaching. Now Desire Map Workshops and retreats are being held all over the globe, and *The Desire Map* is working its way into yoga studios, one-on-one coaching sessions, and classrooms of all kinds and age groups.

The Desire Map Licensing Program allows you to be a part of this revolution of the heart. No matter what your experience or vocation, you can bring *The Desire Map* to others and change lives.

HOW DOES THE DESIRE MAP LICENSING PROGRAM WORK?

In a nutshell: You join the program. We give you all the curriculum and support you need to start facilitating this work right away. Workshops, retreats, or coaching sessions — choose them all or take your pick. We help you promote. You make money and keep it all.

As a Desire Map Licensee, you will receive The Desire Map Licensing Guidebook that contains *The Desire Map* core curriculum broken into two levels: **Discovery**, Level 1, is about people discovering their Core Desired Feelings which helps them reconnect to their hearts and the life they've been longing for. **Goals with Soul**, Level 2, is all about the practical application of those Core Desired Feelings, helping people design their life and create Goals with Soul.

The Level 1 and Level 2 curriculum can be facilitated as is, or customized to your own specialty, for both live and virtual events. Along with this provided curriculum, we also give you multiple working outlines that are designed specifically for yoga instructors and coaches of all kinds.

When you have a date in mind for your event or offering, you list it in our Event Directory on DanielleLaPorte.com, which has thousands of visitors every day. We also share your events with our audience through email and social media.

All the money you make from your workshops, retreats, classes, and coaching offerings is 100% yours to keep. Abundance and elegance all the way.

WHO IS THE DESIRE MAP LICENSING PROGRAM FOR?

Entrepreneurs, Yoga Teachers, Life Coaches, Business Coaches, Health Coaches, Counselors, Teachers, Therapists, Essential Oil Educators, Healers...

We created the The Desire Map Licensing Program with all lightworkers and soulful entrepreneurs of all kinds in mind — from coaches to teachers to business owners.

If you're a natural maven who loves helping others, if you are committed to doing meaningful work in the world, and you know that you can earn a good living inspiring people to live their best lives...this program is for you.

This is a business tool with soul. No heavy networking. Only heart-centered entrepreneurship.

Meet some of our incredible licensees who are already doing this great work in the world: yoga teachers, integrative health & business coaches, Reiki practitioners, and educators. Read about the ways that being a facilitator has affected their own lives and the lives of their students.

work as my guide to help others tune in to their clarity. It's a beautiful blend of the more spiritual, internal, feminine work and the more masculine energy needed to take the right actions.

We keep up with each other on Facebook and she is keeping this work, her CDFs, and her intentions alive everyday.

WHAT'S INCLUDED IN THE PROGRAM?

When you join the program and become an official Desire Map Facilitator, you are given everything you need to start facilitating this work right away: curriculum, tools, resources, and so much more. Here's the Desire Map Licensing program at a glance:

The Desire Map Licensing Guidebook

This guidebook is the ultimate. It has everything you need to hit the ground running. As soon as you sign-up and become a licensee, we ship you a gorgeous charcoal binder with the printed guidebook. But you don't have to wait until it arrives to begin. We also send you the digital version of the guidebook so you can start planning right away.

Here is the breakdown of everything included in The Desire Map Licensing Program Guidebook:

Desire Map Workshop Level 1: Core Desired Feelings

The Level 1 Desire Map Workshop curriculum is all about *discovery*. This curriculum guides people through an exploration of perceptions around the value of feelings, in relation to ambition, external approval, goal-setting, self-love, and respect. This includes group and solo exercises around identifying what they are grateful for and exploring the relationship they have with their own feelings. By the end of the curriculum, they will identify their Core Desired Feelings, a set of feelings that they will use to design their life. This workshop also sets them up for the Level 2 Desire Map Workshop.

Desire Map Workshop Level 2: Goals with Soul

The Level 2 Desire Map Workshop curriculum is all about setting goals and intentions using newly discovered Core Desired Feelings. This curriculum guides people through the exploration of perceptions around goals and goal-setting, in relation to ambition, external approval, and perceived "success." This workshop creates the space for

people to meaningfully reorient their relationship to goals so that they can do, have, and experience what they most desire — live into the Core Desired Feelings that they discovered in the Level 1 Workshop.

For both the Level 1 & 2 sections of the guidebook, we will also provide you detailed instructions for facilitating the curriculum, such as timestamps for each activity, optional and essential components, customization options, tips for enriching the content with more thoughtful activities or exercises, and extra resources for deepening experiences.

Facilitation: Tips + Guidance

This contains rich tips & tools from other facilitators who are already using the curriculum to host their own Desire Map Workshops, venue and logistic information for preparing for your live or virtual events, facilitation tips from the moment your attendees arrive to when they say goodbye, and written features to help you become a more effective facilitator.

Kate Swoboda | *Life Coach & Desire Mapper*

How to Deal with Challenging Participants

Sandi Amorim | *Master Coach & Desire Map Master Facilitator*

How to Develop Your Confidence as a Facilitator

The Desire Map + Yoga

Outlines for yoga themed Level 1 & 2 workshops, a Desire Map and Yoga Weekend Retreat outline, and a one-day intensive (that has been used at *Yoga Journal LIVE!* conferences). We also give you tips from other yoga teachers, examples of activities and meditations to weave into your workshops or classes, and an illustrated Posture & Poses Reference Guide. This chapter also includes two in-depth features for helping your students integrate Core Desired Feelings into their bodies, by Dr. Deb Kern and Rochelle Schieck. This chapter is rich with ready-to-use content so you can set up your retreat, workshop, or class immediately. For non-yoga teachers, you can also use this chapter for ideas on incorporating movement into your workshops.

The Desire Map & One-On-One Coaching

In this section, you'll learn how to integrate Desire Map curriculum and language into your existing coaching practice. The Desire Map coaching curriculum is a tool that you can incorporate into your existing coaching method as a valuable skillset that will set your coaching apart from others. We've included coaching outlines you can start using today in a range of packages: three-month series for Level 1, three-month series for Level 2, and a Full-Day Coaching Intensive outline. This chapter also includes tips from other coaches who are already using *The Desire Map* with clients and three powerful written features.

Lianne Raymond | *Master Coach & Desire Mapper*

The Embodiment of Desire Map Principles in Coaching

Meghan Neeley | *Life Coach & Desire Map Facilitator*

Designing your Coaching Biz with your Core Desired Feelings

Karen Main | *Life Coach & Desire Map Facilitator*

Weaving The Desire Map into your Coaching Practice

Marketing: Strategy, Branding + Tools

Start out promo-smart, on brand, and ready to get the right people in the room with a marketing strategy for communicating with your people. This robust marketing section includes scripts, tips from facilitators, action sheets for online marketing, and a marketing funnel you can use to build interest in *The Desire Map* directly from your web page. We give you the email announcement and content to release over time. And copy galore! We give you tons of copy you can use and personalize to promote your workshops — like social copy, blog posts, email copy, and tons of naming suggestions for your workshops.

This section also includes an outline and resources for hosting a Desire Map “Introductory” Session — a low-cost or free mini workshop you can use to generate interest in your full workshops, retreats, or other offerings. Take this intro session to schools, bridal showers, book clubs, staff parties — anywhere groups gather. Or put a callout to your friends, coworkers, or clients. These Introductory Sessions are about giving people a taste of the Desire Mapping process so they feel intrigued to sign up for more.

Money: Income, Retail + Selling Products

There are three sources of income as a Desire Map Licensee. We cover all the ways you can earn money as a facilitator and include examples of how other licensees are making good cash with this work.

There's More!

Affiliate, Legal stuff, and Communications

The affiliate chapter covers all the ways you can earn money as a licensee, beyond hosting workshops or events. The legal section will give the information you need to run your workshop with integrity and clarity, while the communications chapter offers you scripts for communicating with every attendee that signs up for your workshop.

The Desire Map Licensing Portal

This is your Portal to all things Licensing. This is where the digital version of the guidebook lives, your legal contract and event waivers, and the support box, where you can submit requests and questions for our Support Team. Anything you need to plan, host, and promote your workshops or offerings can all be found from here. The Portal also connects you to your profile, event listing page, and the **Licensee Knowledge Base**.

The Desire Map Licensing Knowledge Base

The Knowledge Base, housed inside the Licensing Portal, gives you access to Frequently Asked Questions, tips, news, updates, and all audio/video files and PDFs mentioned in the guidebook. Anytime there is a live call or event hosted for licensees, the recorded audio will be uploaded to the Knowledge Base. It's also home to all of the marketing assets (including customizable promotional graphics), promotional copy, and everything else you'll need to run far and steady with your workshops.

Your Facilitator Profile Page

Your individual profile page on DanielleLaPorte.com is your very own mini-website. It includes your bio, info on your upcoming workshops, and a link to your main website and all your social media profiles. In addition, there's loads of space for you to share answers to common Desire Map questions so that potential workshop attendees can get to know you better before they sign up.

Your profile page also features your own "shop," which will have the full Danielle LaPorte product range pre-loaded with your Affiliate Partner link, to make affiliate sales easy-peasy.

The Facilitator Directory

As a Licensee, you will be listed in TWO online directories, both of which live on DanielleLaPorte.com, with a reach of hundreds of thousands of people. You will be searchable by name, location, and/or specific keywords based on your specialties (ex. dance, meditation, aromatherapy, creativity, etc.). If you are a coach or a yoga teacher, people will also be able to filter facilitators by those two focuses.

The Event Directory

The second directory you'll be featured in is the Event Directory. Here, you'll be able to create individual directory listings for each one of your Desire Map offerings, including in-person workshops, virtual workshops, and ongoing offerings such as a one-on-one coaching package.

The Private Facebook Community

This private Facebook group is available exclusively to Desire Map Licensees. In this group, you'll connect directly with your fellow Licensees, get feedback on your event ideas, ask for input, share the challenges you're facing, and receive back 100% loving encouragement and useful ideas. This group is your space for sisterhood and collaboration.

Super Affiliate Partner status

Desire Map Licensees are automatically enrolled as Super Affiliate Partners. This means you'll receive a significantly higher affiliate commission — \$500 for every Desire Map License you sell through your affiliate link. Plus, you'll earn 30% commission on nearly every other item purchased through your link in the DanielleLaPorte.com shop.

Retail Discount

Desire Map Licensees can purchase eligible physical products at a 40% discount (minimum quantities apply). You can re-sell the products (at the regular retail price, so you're making a nice profit) at your workshops or via your own website.

THERE'S MORE! EXTRAS!

The Desire Map Experience

This is a six CD audio learning course of *The Desire Map* narrated by Danielle. This rich audio course is an exceptionally useful tool for licensees: listen to this audio in preparation for your own facilitation, as Danielle branches further into some of the philosophy within desire and riffs on the ideas behind Desire Mapping as a life practice. You can also play portions of it in your workshops or events for a deeper auditory experience.

The Fire Starter Sessions

Every new Desire Map Facilitator will receive the Fire Starter Sessions audiobook when they sign up. This book will get your entrepreneurial heart fired up for your new endeavor as a licensee.

Experience a Desire Map Virtual Workshop!

Before you lead your own workshop, wouldn't it be helpful to watch a masterful facilitator lead a group through the process? We thought so, too. That's why we're giving you the MP3s to a virtual workshop led by Master Coach, Lianne Raymond. This will help you anchor into the content and gain valuable group facilitation wisdom from a pro.

Facilitation 101 Video Course

In this facilitation deep dive, Coach Kate Swoboda will equip you with the fundamentals you need to be a solid Desire Map Facilitator. From the psychology of group dynamics to handling Chatty Cathys, Kate's got you covered. This is rich teaching.

MEET SOME OF OUR DESIRE MAP LICENSEES



Dani March

*500Hr Registered Yoga + Meditation Teacher,
Lifestyle Coach, Desire Map Master Facilitator*

Being a Desire Map Licensee allows me the unique opportunity to kindle, to witness, to honour. It has both heightened and humbled me. And, each time I lead a workshop or private experience, I feel a deep sense of service to my community.

How did becoming a Desire Map licensee impact you as a yoga teacher?

Becoming a Desire Map Facilitator was a critical step in taking my heart-based business beyond the walls of the yoga studio. The curriculum has been essential in bridging the transformation that occurs on the mat and giving students the tools to continue the work off the mat.

I've expanded my reach, grown my circle of influence, and enhanced my tool kit. I am now leading workshops across North America and working with students worldwide. This small town gal has big dreams, and *The Desire Map* is living proof that it can be done...and feel damn good.

What is the experience like of offering The Desire Map to experienced yogis?

What I love about *The Desire Map* is how deceptively simple the concept is and for that reason, it's perfect for *everyone* — newcomer to the world of inquiry and experienced inquirers alike. The path to conscious and full-on living is an evolving journey and it's been my experience that the more you go in, the longer you stay, the more you find.

When it comes to pairing *The Desire Map* with yoga, in its simplest form, we are peeling back one more layer. I've had a wide range of students attend my events (in small local studios, big scale classrooms like *Yoga Journal LIVE!* Conferences and Wanderlust, as well as intimate weekend retreats away from home) and I can say with absolute confidence that this material is accessible to *everybody*, regardless of their previous experience with yoga or the material itself.



Louise George

*Life and Business Coach, Founder of Bodhi Babes,
Desire Map Facilitator*

This is deep, soul-level expansion and life-time sisterhood friendships are formed every time. Deep, light, soul-nourishing, belly-aching laughter, cleansing tears, meaningful conversations, and a sacred container for whatever each person desires.

What makes Desire Map such a powerful tool for coaches?

This work cuts straight through to the soul and can help anyone to gain more clarity, focus, ease and joy in their lives. Every single client I have worked with has had life-changing results — from leaving their jobs to create their life-long dream business to gaining more confidence and peace in their lives. Mostly being able to tune out the noise, connect with their intuition, and understand their true desires, so they can authentically create the life they dream of. I cannot recommend this work highly enough as a beautiful addition to any coaching practice. I LOVE sharing this work!

How does being a Desire Map Facilitator support you in your business as a coach?

In my experience and opinion, clarity is the foundation of a successful business and joyful life, which is why it's the first cornerstone for me. *The Desire Map* has supported me in guiding people to find clarity, to know themselves and to move forwards with more ease — to set “Goals with Soul” and stop chasing after things that aren't right for them. When we have inner clarity, we can make decisions from a place of alignment, with our truth, our purpose, who we truly are, what we really desire, and we can then be of much higher service in the world. The external rewards follow...the ones that really make us feel good and light us up. No more striving, pushing forcing, only to reach our goals and still be dissatisfied, to set the next goal and the next, in the hope that, that will be the thing that will brings us happiness.

Happiness comes from knowing how we most want to feel first and setting out goals based on that and Danielle hit the nail on the head with *The Desire Map* journey. I feel so supported with this work as my guide to help others tune in to their clarity. It's a beautiful blend of the more spiritual, internal, feminine work and the more masculine energy needed to take the right actions.



Vanessa Crites

Desire Map Facilitator

The greatest impact for me in licensing is not only that I get to walk other women through it, but that every time I do, I get to have my own brand new experience with Desire Mapping.

What does it mean to you to be a Desire Map Facilitator?

The Desire Map is a road map — every person and experience is unique with detours and pit stops and water breaks. It can be challenging, painful, frightening — and yet beautifully liberating, transformational, and electric. It really is wonderful work.

I believe that at our truest nature, we all just want to be seen and reflected back; to be witnessed. To commune and experience love, recognition, approval, having the freedom to explore our thoughts, history, patterns, pain, longing, desire, in a safe and sacred environment without judgment or the need to explain ourselves. We all want, at our core, to know that there is a hand reaching out to hold ours. It's my job to do that.

What's one of your favorite memories of being a Desire Map Facilitator?

I had a participant arrive so quiet, timid, frightened that when she walked into my home I was afraid that if I hugged her too hard she would shatter. She felt weak and unseen. She explained that it hurt to be alive (her body, her heart, her spirit) and just couldn't imagine ever not feeling that way. She showed up raw and vulnerable and ready. About mid-way through the second day I was given a great gift — I got to witness hope experienced in the life of a woman who had none when she crossed my threshold. A light came on and liberation followed. *The Desire Map* provided the path but she did the work. I am washed with tearful gratitude just writing this.

We keep up with each other on Facebook and she is keeping this work, her CDFs, and her intentions alive everyday.

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