

Business of Circle

Introduction

Welcome, sister!

The world needs us to gather the women and lead them in circle so you have a very important job to do! And ... we are committed to you getting **filled up** instead of **depleted** while you do this sacred work in the world. Which means that you get compensated for all the time and energy you pour into your circles.

In the Business of Circle, we aim to support you in putting together the structure and framework for an ongoing, sustainable business leading circles.

We encourage you to use the Sistership Circle platform which includes our website, event calendar, structure, and curriculums to take a lot of the busy work out so that you can focus on IMPLEMENTATION and LEADERSHIP instead of web design, admin and other tasks that take you out of your feminine flow.

The intention of the program is that you grow your local following and start your first circle program (8 - 12 weeks long).

The promise of the program is that you will be more embodied in your leadership.

Areas of Focus

For the next six months, we are focused on four things:

1. Embodiment - Inner Transformation

Each month, we dive into one of the 6 V's to help you soar: Vision, Vulnerability, Vagina, Value, Voice and Visibility. We will identify and clear out what's holding you back so you feel more self-expressed in your authentic truth.

While we integrate both masculine and feminine, It's important to note that this path is not linear. Because we need to come into deep alignment first to then have the business tools work, you may find yourself taking two steps back before you take one step forward. Trust the process.

2. Technical skill as a facilitator

If you do not feel confident in your ability to hold space, it doesn't matter how good at business you are, you'll still struggle because you are not owning your value. During the monthly circle calls, you'll have opportunities to practice leading to build your confidence.

3. Long term strategy to build your circle business

It's important we keep our vision expanded out, looking at how everything fits into a long term plan for optimal sustainability. It's hard to move out of the day to day without having clear, defined goals.

We'll use the Sistership Circle business model and strategies and then customize the plan to fit your essence and personality.

4. Action and accountability to move forward

We will focus on having effective CONVERSATIONS to expand your network and your reach, as circles are all about people.

We'll have monthly challenges to keep you held accountable to increase visibility and spread your message.

Logistics: How the Program Works

Monthly Circle Call

Each month, we'll meet on a weekend for a 3-hour circle experience. You can think of this like a retreat where the call will be an interactive, embodiment experience. We'll have breakthrough activities, sharing and deepening practices for the month. This will give us spaciousness and bring us all together as a sisterhood.

3 Monthly Coaching Calls

We'll divide the group up in half, with two 60 minute calls. These calls will be more breakthrough coaching style.

Monthly Required Reading

Each month, we'll have a supplemental book to read. These books are chosen to deepen your embodiment of each monthly theme.

Monthly Goal tracking

Each month, you'll track your goals and progress on a shared spreadsheet for group accountability.

>> [Access Goal Tracker here](#)

Monthly Voice and Visibility Challenge

Each month, you'll be asked to write on a prompt as well as create a video (live or recorded) that you can use in your marketing and push you out of your comfort zone.

Accessing your monthly content on website

Each month, you'll have content available in your course folder on the website. This included video, audio, playsheets, templates, etc.

To access, login using your ID that you set up when you registered for the program.

Call Meeting ID and Recordings

All calls will be located here on Zoom:

<https://zoom.us/j/473456372>

One tap mobile

+16699006833,,473456372# US (San Jose)

+16465588656,,473456372# US (New York)

Dial by your location

+1 669 900 6833 US (San Jose)

+1 646 558 8656 US (New York)

Meeting ID: 473 456 372

Find your local number: <https://zoom.us/u/adAGJEJ7HN>

Whenever possible, please be on video instead of phone so we feel more connected as a group. If your internet is spotty, you can use the phone audio as an option.

All recordings will be uploaded and saved on this document [here](#).

To License or Not to License?

As part of this program, you are being certified as a Level 2 Sistership Circle Facilitator, which means you have access to use all of our curriculums. We highly recommend using our monthly gathering outlines and our circle program curriculums to take the pressure off of figuring out what you will offer.

Licensed

The license agreement is simple: all registrations go through our site. We take 20% of revenue and pay you the rest. You'll receive a folder with all the outlines. You have permission to go by the script or make adjustments to the outlines to fit your personality and preferences.

Not Licensed

If you are using your own curriculum, that's fine too. The program is not focused on curriculum development, but you can ask questions if you desire feedback during coaching hours.

1.1 Clarity of Vision

This month's Intention: CLARITY IS ATTRACTIVE

You do not want to force women into your circles; you want to attract the right women who are an energetic match to the intention you have set.

The universe loves clarity. The clearer you are, the easier to attract.

So this month, we get clear on:

WHY you lead

WHO you attract

WHAT you are offering

WHEN you will offer your gatherings and programs

WHERE you will offer your gatherings and programs

HOW you will go about offering your circles

1.2 Clearing the Third Eye

The chakra related to VISION is the Third Eye, or Ajna Chakra.

Part of the work we will be doing each month is CLEARING old limited beliefs and stagnant energy to open up our chakras and become more embodied in our leadership.

We can use essential oils, crystals, foods, colors and exercises to create a clearing.

Essential Oils

- Marjoram
- Frankincense
- Juniper
- Clary Sage
- Rosemary
- Sandalwood

Crystals

- Amethyst
- Lapis Lazuli
- Purple Fluorite
- Moonstone
- Quartz

Foods

- Eggplant
- Plums
- Blueberries
- Purple peppers, cabbage, and kale

Exercises

- Gaze at horizon and dream
- Do Wim Hof breathwork and when finished, with eyes closed look at the center of your forehead
- Do the admonition clearing work to let go of the past, especially focusing on letting go of worrying about the future

1.3 Clarity on your big WHY

The more connected we are with our big WHY, which stokes our sacred fire within, the more we are lit up, inspirational and magnetic to those who are aligned with that WHY. This is essential to leading (and speaking) with passion, conviction and charisma.

Journal the following questions

Imagine first time you sat in circle ...

How did you feel? What did you experience?

What made you want to hold circle for others? What impact do you want to make?

After leading your first circle, what made you want more?

What has healed within you? How has circle transformed you?

Connect with your wise woman in your womb space ...

Why has your soul called in circle? What does your wise woman whisper to you?

What is the #1 thing you most passionate about when it comes to circle?

Connecting the dots of your life

When you were disconnected from that as a child, what happened? *(For example, if you are most passionate about the truth telling that happens in circle, when did you feel like it was unsafe to speak your truth as a child? Is there something a parent said, an incident that happened, or multiple things that happened?)*

What connections can you draw between your childhood and the way you were raised and your desire to lead circle?

Is there a defining moment from your childhood that feels connected with your WHY to lead?

If you could summarize into one sentence why you lead circle?

If you could summarize into one word why you lead circle?

What do you want to create 5 years from now? What do you see? (dream big and be specific!)

Your Sacred Flame

Your body is the temple for the sacred flame within, treat it as such.

Adorn - What clothes bring you alive and make you feel sacred?

Anoint - What scents do you love or that represent the quality of your sacred flame?

Activate - What activities activate your sacred flame and make it grow stronger?

1.4 Sharing your WHY

Free flow write without thinking too much about it WHY YOU LEAD CIRCLE.

1.5 Clearing Work

"This is not who I am, this is what I learned. And if I learned it, I can unlearn it and learn something new."

The 5 Stages of Transformation

Stage 1: Awareness of the imbalance

Stage 2: Acceptance and commitment to heal - "It is my responsibility, I take my power back and claim that I'm ready to make a change."

Stage 3: Exploration, Discovering Cause and Effect - This is usually a blindspot. "What is the underlying cause behind a particular pattern?"

Stage 4: Releasing and Replacing - Identify and let go of the admonition and replace it with an affirmation.

Stage 5: Re-education and Integration - what tools do you need to embody the change? What new aligned actions and habits do you need to create?

Inquiries

COMMITMENT - What's been your relationship with commitment?

Close your eyes and feel into which feels heaviest in this moment: a) you were either burned by someone you committed to or b) messed up and failed at something you committed to. First response: Which feels heaviest. It could feel like a sensation in the body or a voice or an image or a knowing.

Now once you choose, think back and find a memory of this happening. First thing that comes to mind. Play it over in your mind. What did it feel like?

SELF-EXPRESSION - What has you shrink back from sharing your excitement and passion?

SHOWING UP - What are you sweeping under the rug of your circle space? What fears, doubts and worries come to mind? Write those down.

Step by Step Through the 5 Stages

"By participating in this circle, I want to have a breakthrough in my relationship with my husband."

AWARENESS (CLARIFY): Identify the problem. Get clear on what you don't want, and also specifically what you do want.

"I don't want to fight any more. I don't want to yell."

"I want more connection, I want to feel turned on, I want depth."

Feel the feeling. Where do you feel it in your body? Sit with it and unconditionally feel it. What does this remind you of? When in the past have you also felt this same sensation in the body?

DISCOVER CAUSE AND EFFECT: Where is this coming from? What is the source? What pattern is being repeated from your past?

"I used to fight with my mom like this."

RELEASE: What's the admonition, or negative thing you heard/experienced that is the root of the pattern?

"You won't be heard. Your feelings don't matter. You need to fight for yourself because no one cares or understands you...[MAKE A LIST]"

REPLACE: What's the new way of being?

"Who I need to be is ... calm, patient, loving, gratitude."

Empowered vs. Giving Power Away - "How I can be responsible ... I don't need him to show up a certain way; I just need to stay grounded in my own center no matter what he does."

RE-EDUCATION/INTEGRATION; What's the new way of doing?

"I get to choose how I show up. I get to create this relationship."

Being AND Doing (Actions that are aligned with that way of being)

My new actions are ... "breathing and counting to 10 when I get angry and upset. Practicing gratitude. Sharing that "I am angry and don't yell now; please support me with this.'"

Trusting the process of how this will turn out.

"I will get what I need from the circle to shift this part of my life and have a breakthrough. I don't need to figure it all out today."

1.6 Presence

Presence

What area of your life do you struggle to be the most present to? Or in other words, what area are you avoiding, judging or numbing?

Where in your life do you have the most resistance?

Who triggers you the most?

Feeling vs. Imagining vs. Noticing

Feeling = Sensation or emotion; not a judgment.

Physical: A sensation. A somatic experience. "My arms tingle and there is a sharp ache behind my forehead."

Emotional: An emotion. "I'm angry." "I'm a little scared and mostly excited."

Judgement: A common misuse of language. "I feel like you're not telling the truth right now."

Imagining = A story or image that comes to mind, but may have little or no basis in fact. (arguable)

★ "Right now, I'm imagining that you're suppressing a fart."

★ "I imagine you laying on the softest bed ever made while snakes cover your body, writhing and threatening to bite."

Noticing = Being aware of what is going on, either inside or outside of yourself. (not arguable)

Learn more: <http://authrev.com>

1.7 Who You Are Calling In

You are here to serve the women who need your medicine and are aligned with your soul. Let's identify your circle avatar and be the clearing for those women to come in.

List the qualities that create a powerful circle

For example: Truth telling, open and willing, etc.

Pick one real woman who has been your ideal circle participant (if don't have one, pick your former self)

What's her name?

What do you love about her? Why did you love working with her? What did she do?

What are her struggles?

What are her desires?

Questionnaire

Answer these questions with honesty and candor. Be brutal here.

What do you secretly fear may be true about your situation?

What do you worry about? What keeps you up at night?

What do you not look at because it triggers too much fear?

What's the worst case scenario?

What's a worst case scenario that's FAR worse than your current worst-case scenario?

How do you fear others (close friends, family, spouse, clients) would react if they found out about your situation?

What do you fear might fail in your life if your situation continues or if it gets worse?

Where will you lose power, influence and control in your life if things don't change or if they get worse?

Keep going. Get into fantasy land here and don't hold back.

What do you secretly wish was true about your situation?

What do you hope is actually true about your situation?

What are you betting on being true about your situation?

What's the OMG, I can't believe that exists "dream solution" that you'd pay almost anything for?

If it could happen perfectly, how would that story go?

How will others respond to you if get this situation fixed in an ideal way?

What will you be able to do, get or achieve if your fantasy situation comes true?

Where will you be more powerful and influential in your life if your fantasy situation comes true?

Shadow Archetypes

Circle those who have been in your space already:

Needy Nelly - energy sucking victim

Chatty Cathy - know it all, wants to hear herself talk

Wishy Washy Wendy - can't commit

Broke Becky - can't afford it, wants a hand out

Late Lucy - absent or always running late

Judgmental Judy - blames everyone else

Independent Iris - never takes instructions

Angry Annie - has a chip on her shoulder

Any others who you can identify?