



Module 1 Transcript

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Hello and welcome, everyone. This is Ronda Wada of Divinenavigation.com, Life Fulfillment and Spiritual Business Mentor. Welcome to Activate Your True Message. Activate Your True Message is a program for spiritually based, heart-centered entrepreneurs, generally people who want to make a big difference in the world through a service they provide or a specific kind of healing that they want to have for the world.

I have a real heart for everyone of you because I was just like you. I started out with an amazing vision on how I can make a difference for the world, and I frankly fell flat on my nose, financially, physically, emotionally, mentally; in every way flat on my nose. This is a very different experience for me because before starting my messenger business, I've gotten all the outward signs of success. I had a great six-figure income, frankly more money than I ever thought I would make in my life. I had fantastic kids, amazing friends, multiple houses, money in the bank, all those things they say you're supposed to have, but I still had this longing and this yearning and this urge to make a big difference in the world. I was selling windows for million-dollar homes at the time and frankly, I didn't see how that was making the world a better place.

So I started out my facilitating programs for teenagers on emotional authenticity and I was so committed to this work. Really, you can look at the teen suicide rate and know immediately that this is something that's desperately needed. But I struggled a lot. Eventually, I branched out into parenting coaching, trying to create more interest in revenue. I'll share more about that personal journey with you and my business evolution as well a little bit later as we move along into the course, but I went basically from making over \$100,000 a year to making about \$100 a week. I literally lost everything, and I mean "everything." I sold all my houses except the one I had to live in. I went through my entire nest egg, and my mother even had to pay my mortgage for almost two years.

Then one day, a little over three years ago, I was scheduled to speak for a local networking group in town and I was asked one of my two clients and -- oh, by the way, she was a trade -- I asked her to introduce me. She was worried about having a bio and what should she say, and I said, "You know what? Just share your experience with me." And this is what she said, and what she said literally changed everything for me. She said, "Ronda holds a vision for me and my business that I couldn't see, but I know it's there because she sees it."

Meanwhile, I thought I was coaching her on step-parenting, but as soon as she said it I thought, "Oh, my gosh! I do that!" And that's way cooler than what I thought I did. That is how I know that spiritual-based entrepreneurs often don't know what their true message is, and it's often not fully activated because they don't know what it really is. In fact, you're likely offering something that's way cooler than you're even aware of, because it turns out that I sure was.

So this program, Activate Your True Message, is for you if you have a yearning to create positive change in people's lives and you want to make a difference and a living at the same time; if you think you know what your message is but you aren't really getting the results that you'd hoped for, or maybe you're getting some great results in your messenger business but you're working way too much and maybe you're starting to get burned out. Maybe you're getting mixed results and you aren't sure what to focus on or what to try next, and perhaps you've even thought of giving up.

You don't have to. When your message is activated, you're going to draw opportunities to you rather than chase them. You're going to experience synchronicities on a regular basis. There is an ease about your efforts. I like to say, "There's nothing to do and there's action to take." You'll learn to move from inspired actions. Excitement and anticipation are right around the corner everyday, and you're really able to tap into your creative genius and embrace your gifts and give those to the world in a whole new light.

So there are really three parts to activating your message. First, we have to clarify, then we create coherence, then we communicate. Frankly, everybody wants to go straight to communication. Well, how do I do it and what do I say? And what's the marketing and how do I package it? And you know what? It doesn't matter. Not yet.

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If you missed the first two points, your person that you can make the biggest difference for, your ideal client, isn't going to hear you anyway. We simply must clarify and create coherence first. This is important for every business but it's simply not optional in a messenger business or in a business based around spiritual service. If we don't have these first two things in place, our attempts to communicate are going to fall flat and they simply aren't going to land. Communication comes way easier after you have clarity and the coherence.

So let me talk to you a little bit about those three steps by themselves, and then tonight we're really going to begin into the Clarify module. This is really a huge conversation. So we're going to get started on it today and we'll continue it into the next module as well.

So first of all, with clarity you also need to understand what gets in your way. We have to clear away the interference that gets in the way from you being able to really clarify your message and what your messenger business is about in order to activate your message. So you've got to know what really motivates you and what you're really selling. This is a very different approach to how a lot of businesses are structured in terms of what we offer and where we get the information on what we offer. That's going to be fun to talk about.

We have to learn how to make the tangible intangible. I used to sell windows for custom homes. I could point to a window and say, "This is made of this. This is constructed like that. These are the colors it comes in." Very, very tangible. Learning how to sell something that was intangible, quite a learning process, and I believe that I have mastered it and I would love to share my secrets with you. Part of that is uncovering the message that's under the message. There's the thing you know you're up to, and often there's something even better underneath. So those are the steps that we have in Clarify.

Then we have to create coherence, and first question might be, "What is coherence?" So we're going to identify what coherence and incoherence looks like for you. We're going to look at your unique business DNA which includes your business model, your service delivery along with using your target and your niche, and then aligning with that true message in order to build the energy, and then buy that message in every area of your life.

And then we get to "Communicate." This is the part, like I said, that people want to generally rush straight to, and the simplest way to explain it is that it has to do with how you speak in a way that your ideal client instantly gets you and knows why they want to pay you, because both of those things have to happen in order for you to have a successful, thriving messenger business.

So like I said, we're going to focus a lot on clarifying tonight, and the Clarify segment includes getting rid of all the things that get in the way of you being clear, because even if you know what you're up to, what stops you from doing it generally has nothing to do with specific actions or the need for more tangible information. So what is it that stops you from stepping out into the world and saying, "This is what I'm about, and this is what I stand for, and this is the world I want to live in"? because if you are hearing this, if you were on this call or listening to this recording, I know there's a big difference you want to make in the world. There is a unique way that you were sent here to heal the world and I am committed to tapping into that and sharing your gifts with yourself and with the world. The world is waiting.

We all have a message but we aren't all messengers. Let's talk about that first. So whether it's in life or it's actually on a stage in front of hundreds of thousands of people, your life really is your message and each one of us has a very specific message that we were sent here to share.

This I really dive into in my body of work called "Your Divine Navigation System," and it's specifically identified through what we call your "divine coordinates."

Your divine coordinates are much like a locator code for the universe that says this particular individual is right here in this place. I also refer to it frequently as your "energetic spool of Signature." So it's a unique set of energies that you were meant to express and experience, and whether or not you know what those are yet, you are going to get a ton out of Activate Your Message.

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If you would like to find out more about your divine coordinates and how you can activate your divine navigation system, please do visit Divinenavigation.com and you definitely can activate your message with the information that you will experience in this course.

So your actions and your deeds and your love, your expression, your experiences, these are all part of your message, but the question becomes, "Are you expressing and experiencing that in its highest level?" And frankly, you can look at your life and look how well it's working for you or not working for you and get some kind of idea about that, generally.

So like I said, if you're listening to this, you're a messenger. The only question is, will you really live into that? Will you really step into that?

So let's look at the two parts of a message because there are two parts. There's the sending, so that's knowing what the message is and how to speak it; and then that's the receiving. So like I said, we all have a message but we aren't actually messengers until that message lands with someone else, until it's received, until they get it, and until you're really making the difference that you were sent here to make. So it's literally our responsibility to make sure that we clarify the message, that we create coherence, and that we learn to communicate in a way that the message can be received. Through Activate Your True Message, you will get tools and techniques and skills and systems and all of that to ensure that your message is received.

So every business has a message. It's often referred to really as like a mission or a vision. Mission statements are another way to talk about a message. So when you're talking about a small business, a one-person business or a ten-person business or a 20-person business, the person who initially started that business and created that business is the message. Whatever their personal individual message is is the message for that business.

In a messenger business it's even more important, because most messengers either work solo or they work solo for a period of time until they are lucky enough, grateful enough, skilled enough -- whatever word it feels like to you -- to be able to gather around them people who are committed to a similar message and are able to carry that further into the world. It doesn't happen for all of us but that doesn't mean that you can't have extreme success in a solo business as a messenger business.

And frankly, having a business that has anything to do with personal transformation or personal development you basically signed up to go first. It is the most exhilarating and traumatic and exciting and heartbreaking ride of your life, and it's so very worth it. But you literally have to go through the experiences that your perfect person that you can make the biggest difference for has been through or is going through, because what's going to happen is they're going to really feel a relatability to you, that nobody else is going to get them the way that you get them, and that's part of what's going to happen to see you as the person that can guide them. And this is the way that I look at it; I get to get paid and you get to get paid for becoming a better human being. I don't know what more I could ask for. But your own personal evolution -- I actually call it the "evolution of the messenger" -- is part of evolving the message.

So when I first started out, as I mentioned I was doing emotional authenticity workshops for teenagers, and I wasn't the person yet that really could do the thing that I said that I wanted to do. So I had to be turned into that person. So the evolution for me looks like facilitating teen workshops, and then moving into parenting coaching, and then from there working with overwhelmed moms in my Transform Your To-do List course, and then from there, once we get off overwhelm, what we really want to do is make a difference. That's where the soul purpose work came in. That is divine navigation and that is divine coordinates.

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So then from that point, realizing that at my fingertips was a specific formula for uncovering how people could make a difference and why they were here, it naturally led into the field of supporting spiritual-based entrepreneurs to bring their soul work into the world and to fulfill themselves and their purpose at the same time. It was a natural progression. Could I have had any idea that that's where it was leading? No way. No way did I know. But these are all bread crumbs that were leading me to where I was meant to be.

I'm sure there is a pattern for you, too. What I want you to know is that you are always on your path and you haven't gotten lost. We can cut down the time that it takes, the money that it takes, and either time lost for not making a great living or money invested, all of those things, by activating your message and really being able to segment this out in a way that leads you to your purpose and making the difference you were meant to in a much faster way.

So you might be wondering, "How do I know if my message is activated?" There's really just two simple tests. The very first one is what I call "the look." So when someone asks you what you do for a living, how often do you get "the look"? You can probably, if you're visual, know exactly what I'm talking about. It's kind of a perplexed, crinkled forehead, eyebrow thing that kind of goes, "Huh?"

So think back over the last few weeks when someone asked you what you did and just think about how they responded. Was it with politeness that you could tell it didn't really land? Was it like, "I don't get it"? Did they ask you questions that let you understand that they knew what

you meant but they just wanted to know more? Or were there questions more probing because they didn't understand?

That look will tell you a lot, and it's really easy particularly in, like I said, an intangible service. Just speak in really broad concepts about what we do. It's really easy to forget that we had a whole process of evolution and a journey that we took to get from where we were to where we are today. We have this understanding unconsciously in our heads that says, "This makes sense. This is the path I took," and that we think that everybody gets that, at least on some unconscious level until we learn these pieces and we learn how to make it tangible and communicate it.

So we just have to remember to take others with us on the journey that we went on, remembering that they are not where we are today, and this is a great distinction that I call, "Are you talking to your peers or are you talking to your peeps?" Your peers are going to be people who are pretty much right where you are, and you have stimulating conversations, they're very like-minded, but chances are they have no need to pay you because they're in a similar place. Your peeps on the other hand are likely individuals who are where you used to be, or that you have a special skill to guide them from where they are to where they want to be, which, oh, by the way, chances are is somewhere very close to where you are, if not exactly where you are.

So keep that in mind. We'll come back to that at a later point in the program, but keep in mind, "Have I been talking mostly to my peers or mostly to my peeps?" because a lot of spiritual entrepreneurs hang out with their peers and they wonder why they're not getting paid. So think about that one.

One of the other tests for "Is your message activated?" is one that can raise a lot of dander, let's say, with spiritual-based entrepreneurs, and that is, "Are you making money?" I get a lot of flack about this one because of course, it's not about the money, right? I know you're not in it for the money. Messengers and heart-centered entrepreneurs and soul purpose service providers, they don't do it for the money. In fact, the minute you do it for the money everybody's going to know, and even if you need -- or particularly if you need the money, they're going to know because it has that sense of desperation. We don't want that. So I know you're not in it for the money. I want to be super clear about that. I know you're not in it for the money.

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However, if you are not making money, I can guarantee that your message is not activated because it's not being received and the value is not being created and exchanged around that. And I'm not talking about like it's got to be God's money. This isn't about how much money it is, but the question is, "Is there flow? Are there referrals?" Whether it's a trickle or a flood it doesn't really matter, because if we look at money itself for what it actually is, which is simply an exchange of energy -- when you're contributing to somebody else and they are so happy to

contribute back to you in the form of money. And we can get so spiritual about this that we literally uninvite money from our lives, and I do not think that's what you want. I'm pretty positive, or you wouldn't have made your way here.

It's really one of the most frustrating things is when people tell me they don't understand why they're not making any money when they are incessantly repeating that they aren't in it for the money. Literally, it's like hanging up a sign on the door saying, "Money, don't come in here!" So we're going to get over that together -- hopefully tonight, in fact -- because we are going to go into what keeps you from being able to clarify your message, that interference. That generally falls into one of four categories that I call the "myths, mistakes, traps and syndromes."

So you probably want to get your pencil if you haven't already because this part is really juicy and meaty. Hopefully we'll have a lot of aha's for you so that you can see where basically you're tripping yourself up, because your success inside of a messenger business is not going to come just from your actions. It's going to come from somewhere so much bigger than that, and these myths, mistakes, traps and syndromes are the things that are going to stop you before anything else because if they're operating underneath all of those actions, then those actions you're taking and all that effort and hard work you're putting in are just going to fall flat.

So the myths, the top ones that I see is first of all that you can either make money or you can make a difference, but not both. Just be really honest with yourself for a minute and ask yourself, "Am I operating under this myth?" I think all of us at some point or another have. What if they could be both? because I'm here to tell you it can be both. In the last three days -- no, even two -- in the last two days alone, I have gotten at least half a dozen emails or in phone conversations with current and past clients expressing their gratitude for the difference I made in their life. And I want to be clear that's not about me. It's not about the work. It's about the difference that was made. Oh, yes, and I was paid well for it.

So again I'm going to push your buttons right here, but if you cannot get over the fact that you can have money and be spiritual, then you can't go anywhere with this. I'm going to stand for you being able to have a rich life on every single level. The level that you make a difference is the level that you can be paid for, and part of that has nothing to do with the service you provide. So just wait. We have more.

And it really ties in. It kind of started already to straddle into that second piece, that second myth, which is that making money isn't spiritual. I do not believe that. I'm not going to pull up the Bible quotes right now, but definitely there's nowhere that it says in any spiritual document or doctrine that having money has anything to do with your level of spirituality. Whatever you believe, whether you call it God, Source, the Universe -- use your language, it's so not important to me -- wants the best for you, wants everything for you. And you cannot tell me that being taken care of physically and financially, and even being richly rewarded physically and financially, is not part of that equation. I'm not going to buy into that with you.

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The third one is the service myth, and again I kind of touched on this when I talked about the "activating your message" checking into the "are you making money?" "I just want to be of service so I just want to be of service." Well, here's what I have discovered is that if you give without an ability to receive back in the form of money, what's interesting is it actually -- that gift that you've given, that service you've given is limited in how the person you're giving it to can receive it.

It's a very interesting phenomenon. I literally have had friends in the past where I kind of have this rule that if I have had the same conversation with you three times that it's time to pay me. So I want you to notice I give a lot. There's a lot of service that I do for the people that are close to me. I give a lot, and I also know that without skin in the game it often just falls right in front of the person, like I've given and given and given and it can't make it all the way to them, it falls at their feet.

And I did -- I had a friend a couple of years ago I would have this thing. I'd say, "Oh, it's time to send me a check," and she was like, "Oh, okay. Is it?" and she would send me a check and we would officially have a session, a coaching session. It was great because she totally got it at a whole new level each time we did that. And then I've had other friends that I've just absolutely had to learn to bite my tongue and zip my lips, because I've told them the same things, "keys to the kingdom" I consider them that I give to my highest value clients, and yet they do nothing with it because, "It's just Ronda."

So that brings up another one for me which I actually did not have on the list. I'm not sure how I want to speak it so just work through this with me, but my experience was that the people closest to me didn't really get who I was until way after the rest of the world did. So as I moved from the one life, the one incarnation into the new one as a messenger, the people closest to me and in my own town took the longest to get on board with it.

So I would say probably the myth is that if your friends and family don't believe that you have something important to say, that you don't have something important to say. That would be the myth. The truth is because they know you as a certain person, as who you've been being, it may take them longer to get on board. Please do not look to them. I know you love them. I've got nothing bad to say about them. Please do not look to them for affirmation or confirmation that your message has value. Okay, so those are the myths. So notice which, if any, or how many you might have operating underneath.

So let's look at some of the mistakes. There's some of the most common mistakes that I see again particularly around the messenger business. The first one is what I call "business as usual," and that basically is that regular business models and modes of running a business frankly don't work in a messenger business because we are working outside of the normal models. That's part of the purpose of the business after all, right? It's like, "Hey, look guys! There's a new way you can do this! There's a new experience you could be having." So why

would we apply an old paradigm of that system onto the new paradigm? Well, we do it all the time and then we wonder why again we're falling flat on our face.

The other mistake is -- this is sort of a similar to the old -- the regular business model or "business as usual," but that's focusing too much on the "other," and the "other" specifically being the customer. This is going to be a 180 from what most business-coach types teach. I don't mean to offend anybody, but this is what's worked for me and it's what's worked for all of my clients, and that is focusing on what will fulfill you the most versus what does the customer want to buy.

Traditional business coaching looks at what's out there in the marketplace and what will sell, if you will, instead of what would I as the provider, as the messenger, as the guide, get the most complete soul fulfillment and joy from. And then who can I share that with that wants to receive it?

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So I'm starting with myself instead of with the other. I'm starting with an experience that I get to have of me that others want to share, and that's very different. So the mistake is focusing too much on the other, the customer.

Very closely connected to that is doing what you think will work or doing what you can do. This happens a lot when we are trying to take into account our past, if you will, like what we already know how to do and what we'd like to do and we try to bridge that gap. It really is based on not fully believing that what we really wouldn't want to do, like if I could do anything in the world, this is the thing I would do. There's some level of disbelief that that would actually work. So we unconsciously fall back on doing what we think will work or could work or what I can do. Instead, what I want you to look at is what you can't not do, what you're literally compelled to do versus what you think will sell.

The next mistake is relying far too much on traditional marketing models and methods that focus on what they call "the pain," that really getting people in touch with the misery that they're currently experiencing is going to be the magic bullet to have them come work with you. I don't like this model. It doesn't feel good, and frankly if it doesn't feel good, don't do it. If it doesn't feel good to you, do you think it's going to feel good to them? As a messenger you are probably providing hope and inspiration and healing. Where does pain fit into that?

It's not that you don't address it, but we don't turn the knife. That's not going to work. What people are purchasing from you when you are a messenger or spiritual-based service provider is an experience. They're purchasing the "after" that they want to have. So we want to focus so much more on the vision that we hold for them versus the current experience that they're having. You may have to touch on it just so they can say, "Oh! That's me," but other than that, we're not going to overemphasize that.

And then the last one we'll talk about today is focusing far too much on the doing, those actions, those learning new systems, those marketing methods, all of those pieces that say this is how you do it and not enough on your own being and your own intuition. If you really took what you do for other people and you took it into how to choose what you do in your business and how to choose what direction to go next, how and what you choose differently? What if you could understand how to have a filter of discernment of what I choose to do, and when I say yes or when I say no? Because frankly, it's the easiest thing for any entrepreneur but definitely a very heart-centered entrepreneur to get off-track from their own vision and their own focus. So we definitely want to start to learn how to do those things.

So those are some of the top mistakes that I have identified through myself and through my clients. So just notice which one or ones that maybe you've dabbled in, and if there are any others that are coming to mind for you that any of the ones I mentioned sparked, make a note of them because I'd love to hear them. I learn so much from all of you so I would love to hear those.

Okay, the traps. I really noticed three primary ones. The first one that is rampant in spiritual-based entrepreneurs is trades. When somebody comes to me and they say their business isn't working or they're not making enough money, one of the first questions I usually ask them is, "How many trades are you doing?" While the underlying energy of a trade is lovely, there are several, I'll say, dilemmas with them.

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The first one is because we tend to be so heart-centered that if someone wants what I have but I don't necessarily want what they have, that doesn't make a good trade. So the rule of thumb that I like to use is that if I wouldn't pay for it, I wouldn't trade for it. Write that one down. "If I wouldn't pay for it, I wouldn't trade for it," because actually your time is even more valuable than your money. You can't get that back. It's gone.

The other thing is that we don't put clear parameters on it. I mentioned earlier in my example of my client that was trading with me to teach her step-parenting I thought, that it was a trade. The reason that trade worked is because we both thought the other one was getting the short end of the stick. In fact, she is still my massage therapist to this day. I paid her two days ago. I absolutely -- my work with her was done on my end and I still pay her to work with me. We had a great understanding. Because we both felt that we were the one getting the greatest end of the deal, it worked. We also were really respectful when it was time to call it to a completion.

And so that's the other thing I'll mention is that you've got to just have really clear parameters on it if you're going to do it. One of the biggest discrepancies, if you will, that I see is, "Are you trading for time or are you trading for dollars?" What I mean by that is if I charge \$50 an hour and the other person charges \$150 an hour, how are we managing this trade? Is it hour for hour or is it dollar for dollar? So that means that I have to give three hours to her one hour, if you will, if I'm only charging \$50 an hour and she's charging \$150 an hour. Someone is going to

end up not feeling good about this, and that's when things go wrong. That's when relationships get broken and that's when feelings get hurt.

So my policy as a general rule is I don't do trades. Now that doesn't mean I've never bent my own rule. It's my rule after all. I can absolutely bend it, and I go back to what I said at first; if I wouldn't pay for it, I wouldn't trade for it. It's an energetic leak is what it comes down to. You are spending all those hours, and if it's not something you would pay for then you don't really want it, but you gave those hours for it that you could have been spending connecting with your perfect ideal clients who would pay you. Notice how this touches back on some of the other service myths and making money as spiritual and those kinds of things. They're all mixed in here together. And next, we're going to talk about these "syndromes" as I call them so you're going to see how this fits into some of the syndromes, too.

So the other trap that takes people out is "comparison." In my Transform Your To-do List course I call it "comparison-itis" because it's so easy to be looking at everyone else's best day or the face that they put forward and comparing what we really feel inside to what's really going on for them. Now when it comes down to a messenger business and scoping out what else is going on in the world, this can take you out because it can make you feel inferior. It can make you feel like, "Well, I can't do this because that person is already doing it."

What I want you to understand is that there is no other person on this planet with your unique set of energies, with your divine coordinates. Whether you know those yet or not, there is nobody else with your specific signature. So there is a certain set of people that are meant for you and only you, and they may not be the people and likely are not the people who will be drawn to the person you're comparing yourself to. My hope is by the end of this course that you will understand that you are a gift to a specific group of people with a specific difference that you can make. If you don't already know that or you haven't fully embraced that, you will by the end of this course, because you will make the difference that you're meant to make, if I have anything to do with it.

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So the last trap I'll talk about today is kind of sketchy because I'm going to call it out bluntly and just call it "copying." Many business coaches talk about modeling, and modeling is one thing, but if you don't have a distinction between modeling a system and actually copying, it gets really wonky. What's great is copying never works. It just doesn't. It's not going to take you anywhere. For some people there's a little bit of innocent copying, and then there's full-on stealing. I'm not talking about stealing because I don't think that anybody on this line -- I'm pretty confident -- is going to ever be in that type of space. But it does happen out there.

One of my past mentors actually tells a story where they listed her entire bio off of her website down to something about singing karaoke with her girlfriends on Saturday night kind of thing, and it was like word for word. That's not modeling. I had my own experience actually with a past mentor who had the opportunity to have a TV pilot. It's a very fascinating experience.

We're in small groups of people and she had asked the question, and at the time this was the bridge of the parenting and teen work and that's when I was in that arena, and I had a vision for doing work with mothers and daughters. What was really happening was I was really healing my relationship with my mother. So remember how I said like, "Yay! We get paid to become better human beings"? So through this work, my relationships have gotten better and has been healed.

So I shared this. I think she asked the question something along the lines of, "What would you be doing if nothing were stopping you?" or -- I don't remember the exact question now, and I said I would be doing the mother-daughter work that I know I need to be doing. This was over a weekend and she had a TV pilot coming up and they hadn't decided what the topic was going to be, and darn it, it's Monday morning on Facebook, I didn't see her CEO at the time post, "Are you a mother and daughter who has trouble? We would like to have you for our pilot," kind of thing, and I'm like, "Ahhh! No! She did not!" I was flabbergasted. It's quite sad because her having a TV show would have made a massive impact on this world. I get emotional just thinking about it, the people that she didn't get to impact, if she had actually done her thing instead of taking my thing at that moment.

Now that doesn't mean there wasn't other people who authentically are doing mother-daughter work, and I am not talking about that. So I want you to notice the energetic difference between it being a comparison, which would be about other people who are authentically doing mother-daughter work and versus just swiping. It's never going to work, so don't waste your time, don't insult the universe and be willing to risk being you like fully, fully, fully.

What would you say to the world -- if you had only five minutes to express to the world one lesson that you've learned, what would that be? Talk about that. If that happens to be a similar message to someone else, it's still your message, but that's the kind of clarity and urgency that we're looking for in the Clarify section. These are all ways that you're interfering with that so we're going to get rid of them today. Okay, those are the traps. Again, if you have notes on any others you want to jot down, I'd love to hear them.

Syndromes -- oh, these are so juicy. This is actually a newer teaching that I began to get an awareness about probably only over about the last month or so. It's been interesting to have it evolve itself because I really noticed that they come kind of two sides of the coin, if you will. So there are four syndromes.

The first one is the "savior" syndrome, and that basically is when you're kind of coming from a place of, "I know what they need. If everyone would just..." Fill in the blanks, whatever it is that you know and think that they need. It's a little soapbox-ey, it's a lot arrogant, and a lot of spiritual-based entrepreneurs are standing on their soapbox.

Whatever it is that you're here to do for the world, you're here to do it by being an example. You are not here to do it by forcing it on somebody else. We have to let them choose. They won't all choose it, at least not today. Hopefully they will. And they may not choose it from you,

but they may choose it from somebody else. So just check in with yourself. You don't have to share this with anybody. It's no judgment in any form, because frankly we all have a little bit of these. We have the opportunity to experience these syndromes, all of it, for ourselves.

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So the flipside of the savior syndrome is the "server" syndrome. I touched on this in some of the other myths and mistakes around being of service and that is, "It's all about the service, it's all about the service." If your life doesn't work, you can't be of service. If there is any piece of your message or messenger business that is tipping you towards sacrifice, you are not fulfilling on your message and purpose.

Do you see how those are basically the two sides of the same coin? because the server still knows what the world needs, but they're going to give it away. They're going to be the space of it and they're going to give it away. But their life doesn't work so they can't make the impact on the magnitude that they're meant to. So this is basically the superiority/inferiority scenario. Savior thinks they're superior to others, and server, in essence by not receiving money for it, shows up as inferior. So the first pair is "the savior or the server."

The other one is, "I'm special, or I'm the same." Another coin, two sides. So the "I'm special" shows up as, "Well, nobody does just what I do," and number one, no, they don't, but they could be using the same method and they could get someone to the same place, because even as amazing as I know my works are in Divine Navigation and The Business in Your Soul, I do know there's other people who take people to a similar place. Do they do it exactly the way that I do? Probably not. How would I know? I'm not in that. I'm in my work. I do know that there are just people that when I speak, they get it and they want more, and that's all I'm going to concern myself about.

And I can stick to the special. Well, I have Divine Navigation. It's this amazing thing that was gifted to me by the heavens, and oh, my gosh! I watch myself with that because at the same time, I've also played on the same coin. When I'm speaking about divine navigation I don't speak about purpose a lot, because I feel like there's way lots of purpose conversation out there. So I am afraid of being the same. Totally outing myself. So I don't tend to speak in that way because I don't want someone else to think that.

So savior, server, special, or same. Just check in with yourself and see. Do you have any of those that creep in?

Now nobody is all of these or any one particular of these all the time, but we're so human and we do this little up-and-down thing and it's all creating interference unless we have awareness about it and we keep them in their place. We keep command over it. By clearing up all of this interference, we're able to get to a point of clarity that allows you to clarify your message and send a strong, coherent signal out to the universe that says, "This is who I am. This is the difference I make in the world," and then those people that you can make the biggest

difference for are literally, magically attracted to you. So we really want to get clear on the myths, mistakes, traps and syndromes that we fall prey to because we all have our unique ones that -- they're kind of our go-to or our defaults. So just pay attention to those.

Okay, so that is a lot of information for today. So in Module One of "Activate Your True Message," we're just dipping our toe into the clarify parts of activating your message. This is really what we did today is clearing the space to get more clarity and to be able to find out what you're really after and the difference you're really here to make, what you're really selling, and what that message under the message really is.

So next time, in Module Two, I'm going to give you a bunch of exercises and examples of people who thought they were selling one thing, and we uncovered what they were really selling. This will give you a lot of insight in how to uncover what you're really offering to the world, the way that you're here to heal the world and the difference that you are here to make.

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So remember, we are just scratching the surface. Even just scratching the surface is the very first point on activating your true message. So next time we're together, be ready to dive into your message with some specific exercises to find out what you are really selling.

Thank you for being with me. This is Ronda Wada of Divinenavigation.com and I will see you next time with Activate Your True Message.

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