Chapter 11: Soul-Aligned Earning

Page 1: The Jump That Terrified Everyone

The email that changed my life was exactly one sentence long:

"I think I need to stop doing strategy consulting and start helping people with their relationship to money."

I stared at that sentence for twenty minutes before hitting send to my business mentor. It felt like confessing to a crime I hadn't committed yet.

His response came back within an hour: "Are you having a breakdown?"

I couldn't blame him. From the outside, my decision made no sense. I had a thriving consulting practice. Blue-chip clients. Six-figure contracts. The kind of "secure" income that most entrepreneurs dream about.

But sitting at my desk that morning, I felt like I was slowly dying inside.

Every proposal I wrote felt like performing someone else's life. Every client call drained energy I didn't have. Every "successful" project left me feeling more empty, not more fulfilled.

The final straw came during a strategy session with a Fortune 500 client. I was presenting a three-year growth plan—complete with market analysis, competitive positioning, and revenue projections—when I suddenly realized: I didn't care about any of it.

Not the client's growth. Not the market opportunity. Not the impressive numbers I'd spent weeks calculating.

I cared about the VP of Marketing who'd mentioned her anxiety about finances. The CFO who'd confided that success felt hollow. The CEO who'd asked, off the record, how to find meaning in wealth.

These side conversations—the human moments between the business—were the only parts of my work that felt alive.

That's when I knew: I was earning from my skills, but not from my soul.

The transition terrified everyone in my life. My parents, who'd immigrated from Soviet Lithuania, couldn't understand why I'd leave "security" to do something so... uncertain. My business peers thought I was having a midlife crisis at 35. My bank account definitely preferred the consulting retainers.

But my Wise Sage knew something my Wounded Child couldn't yet accept: Security isn't about having a guaranteed income. It's about doing work that feeds your soul instead of starving it.

The first year of soul-aligned earning, I made 60% less money.

I'd never been happier.

6 Reflection Exercise: Your Soul vs. Survival Audit

Look at your current work/income sources. For each one, ask:

• Does this energize me or drain me?

- Am I using my unique gifts, or just my marketable skills?
- If money weren't a factor, would I still choose to do this?
- How aligned is this work with who I really am?

Page 2: The Healer Who Charged Like She Was Worthless

Vika had a gift that bordered on supernatural.

She could look at someone and immediately see what was blocking their healing—physical, emotional, spiritual. Clients would leave her sessions completely transformed. Pain that had lasted years would dissolve in an hour. Depression would lift. Relationships would heal.

She was charging €30 per session.

"I know it's too low," she said during our first coaching call, "but I feel guilty charging more for something that comes so naturally to me."

Vika had fallen into the most common trap of soul-aligned earners: confusing natural gifts with worthless ones.

Because her healing abilities felt effortless to her, she unconsciously devalued them. Because she genuinely cared about helping people, she felt wrong about charging what her transformation was actually worth.

She was trapped in what I call the "Gifted Person's Paradox": the more naturally gifted you are at something, the less worthy you feel to charge for it.

"What do your clients say after sessions?" I asked.

"They cry. They thank me. They say I've changed their life." Long pause. "One woman said I saved her marriage."

"And you charge thirty euros for saving marriages?"

"Well, when you put it like that..."

Here's what Vika didn't understand: Just because something is easy for you doesn't mean it's not valuable. Just because you enjoy your work doesn't mean you shouldn't be well-compensated for it.

In fact, the opposite is true.

The things that come most naturally to you are often your most valuable offerings. They're the intersection of your gifts, your purpose, and the world's needs. They're where your soul wants to contribute.

But our culture has taught us that work should be hard, that money should be difficult to earn, that if you're enjoying yourself, you must be doing something wrong.

That's survival-based thinking. It's the old paradigm that says suffering equals value, that struggle equals worthiness.

Soul-aligned earning operates from a different premise: Joy is the ultimate indicator of alignment. When you're making money doing what you love, you're in your zone of genius.

Over six months, we worked together to completely transform Vika's relationship with her worth. She didn't change what she did—she changed how she valued what she did.

Today, she charges €300 per session and has a three-month waiting list.

"The funny thing," she told me recently, "is that my sessions are even more powerful now. When I stopped apologizing for my gifts, they got stronger."

© Reflection Exercise: Your Undervalued Gifts

What comes so naturally to you that you've never thought to charge properly for it? What do people always ask for your help with? What would you do for free because you love it so much—and how might that be exactly what you should be charging premium prices for?

Page 3: Charging What You're Worth vs. What You Believe

The biggest barrier to soul-aligned earning isn't skill or talent or market demand.

It's the gap between what you're actually worth and what you believe you're worth.

Most people think pricing is about the market, competition, or what others charge. But pricing is psychology. It's about your relationship with your own value.

Here's how to tell if you're charging from worth or from wounds:

Charging from Wounds:

- You automatically discount your prices
- You offer way more than you're charging for
- · You feel guilty asking for full payment
- You work extra hours "to make sure you're worth it"
- You avoid raising prices even when demand is high
- You compare your prices to others and always go lower

Charging from Worth:

- Your prices reflect the transformation you provide
- You state your rates with confidence
- You see money as energy exchange, not extraction
- You charge for outcomes, not just time
- You raise prices as your skills and demand increase
- You attract clients who value what you offer

The difference isn't about being greedy or charging more than you're worth. It's about charging what you're actually worth instead of what your wounds think you deserve.

The Three-Layer Pricing Framework:

Layer 1: Survival Pricing - What you need to pay your bills. This is your absolute minimum. If you can't cover your basic needs, you can't serve others sustainably.

Layer 2: Comfort Pricing - What allows you to live well while doing your soul work. This includes not just bills, but savings, health, relationships, growth, and joy.

Layer 3: Abundance Pricing - What reflects the true value of the transformation you provide. This is where you stop thinking about your costs and start thinking about their outcomes.

Most people with soul-aligned businesses get stuck at Layer 1. They price to survive, not to thrive. They think charging more is selfish, when actually undercharging is what's selfish—because it limits how much you can serve.

The Value Equation:

Instead of asking "What should I charge?" ask:

- What problem do I solve?
- What's the cost of that problem not being solved?
- What's the value of the transformation I provide?
- What would people pay to have this problem go away forever?

Vika's healing sessions were "worth" much more than €30 because:

- Her clients were spending thousands on doctors who couldn't help
- The emotional pain she relieved was affecting every area of their lives
- The relationships she saved were priceless to the people involved
- The confidence and peace she restored changed their entire future

When you start pricing based on transformation instead of time, everything shifts.

© Reflection Exercise: Your True Value Equation

For your main service/offering:

- What specific problem do you solve?
- What's the cost (financial, emotional, relational) if that problem continues?
- What's the long-term value of the transformation you provide?
- What would your ideal client pay to have this problem solved permanently?

Page 4: The Offer Redesign Workshop

Most people struggling with soul-aligned earning aren't charging too little—they're offering too much.

They try to solve every problem, serve every need, appeal to every person. The result? A confusing, undervalued, exhausting business that serves no one particularly well.

The Offer Redesign Worksheet:

Step 1: The Problem Audit List every problem you currently try to solve for clients. Include everything—the main issues and all the side problems you've added over time.

Step 2: The Energy Audit For each problem, rate your energy level when working on it:

- Hergizes me completely
- Mostly energizing
- Weutral
- Straining

▼ Completely exhausting

Step 3: The Gift Audit For each problem, rate how much it uses your unique gifts:

- Ferfect use of my zone of genius
- **V** Good use of my strengths
- W Could be done by anyone with training
- Waste of my talents
- Someone else should definitely do this

Step 4: The Value Audit For each problem, rate the transformation you provide:

- **Y** Life-changing transformation
- Significant improvement
- Minor benefit
- 🖖 Unclear impact

Step 5: The Sweet Spot Circle everything that scores high ($^{\bullet}$, $^{\bullet}$, $^{\bullet}$) in all three categories. These are your soul-aligned offerings—the work that energizes you, uses your gifts, and creates real transformation.

Step 6: The Elimination Everything that scores low in any category needs to be eliminated, delegated, or redesigned. Yes, even if people want it. Yes, even if it makes money.

Step 7: The Premium Positioning Take your sweet spot offerings and redesign them as premium services:

- · Focus on outcomes, not activities
- Charge for transformation, not time
- Create packages instead of hourly rates
- Add strategic value, not just tactical help

Vika's Transformation:

Before: "I offer healing sessions for various issues - emotional, physical, spiritual. €30/hour."

After: "I provide breakthrough healing intensives for successful women who are secretly struggling with pain that traditional medicine can't touch. Three-month transformation program: €3,000."

Same gift. Same person. Different positioning. 10x the income. But more importantly—much clearer energy, more aligned clients, and deeper transformation for everyone involved.

6 Your Offer Redesign Assignment

Complete the worksheet above for your current work. What emerges as your true zone of genius? What needs to be eliminated? How could you redesign your offerings to be more aligned, valuable, and premium?

Page 5: Calling In Aligned Abundance

Soul-aligned earning isn't just about changing what you charge or what you offer. It's about changing your energetic relationship with income itself.

Most people approach earning from scarcity: "How can I get money?" "Who will pay me?" "What do I need to do to make this work?"

Soul-aligned earning approaches from abundance: "How can I serve?" "What wants to be created through me?" "What would I offer if I knew it would help?"

The Income Meditation Practice:

Every morning, before checking email or starting work, spend 10 minutes in this meditation:

- 1. **Ground yourself** in gratitude for your gifts, your purpose, your opportunity to serve.
- 2. **Connect with your why** not your need for money, but your desire to contribute something meaningful to the world.
- 3. **Visualize the people** who need exactly what you offer. See their faces. Feel their relief when they find you.
- 4. **Send out energetic availability**: "I'm here, I'm ready, I'm available to serve you in the highest way."
- 5. **Release attachment** to how, when, or through whom the income comes. Trust that aligned abundance flows when you're truly available to serve.

The Aligned Action Formula:

After meditation, ask yourself: "What aligned action wants to be taken today?"

Not "What do I need to do to make money?" but "What wants to be created through me?"

Then take that action—whether it's writing, calling someone, creating content, reaching out to a potential collaborator, or simply being present to the work in front of you.

The Energy-First Business Model:

Instead of building your business around making money, build it around managing energy:

- **High energy activities**: The work that lights you up, uses your gifts, creates transformation. Do more of this.
- **Neutral energy activities**: Administrative tasks, systems, processes. Systematize or delegate these.
- Low energy activities: Work that drains you, doesn't use your gifts, or doesn't create value. Eliminate these completely.

When you organize your work around energy instead of just money, several things happen:

- 1. Your work becomes sustainable you can do it for decades without burning out
- 2. **Your results improve** you do your best work when you're energized
- 3. You attract better clients people who resonate with your authentic energy
- 4. Money flows more easily because you're operating from your zone of genius

The Abundance Affirmation Practice:

End each workday by completing these statements:

- "Today I served by..."
- "Today I used my gifts to..."
- "Today I created value by..."
- "I'm grateful for the opportunity to..."

This rewires your brain to see work as service, not survival. Income as a byproduct of contribution, not the goal itself.

Your Soul-Aligned Earning Commitment

Write yourself a commitment letter:

"I commit to earning money in alignment with my soul, not just my survival. I will charge what I'm worth, offer my unique gifts, and trust that abundance flows when I'm truly serving. I release the need to struggle for money and embrace the joy of prospering through purpose."

30-Day Soul-Aligned Earning Challenge

For the next 30 days:

- Practice the income meditation every morning
- Take one aligned action daily (even if small)
- Notice where you're undercharging or over-delivering
- Eliminate one energy-draining activity each week
- · Raise your prices on at least one service

The goal isn't to become rich overnight. It's to align your earning with your essence, so that money becomes a natural byproduct of being fully yourself.

When you earn from your soul instead of your survival, work stops feeling like work. Money stops feeling heavy. Success stops requiring sacrifice.

And that's when you discover the most important truth about wealth: The richest life isn't about having the most money. It's about earning money doing what makes you feel most alive.

The key insight: When you earn from your gifts instead of your fears, money becomes a celebration of who you are, not compensation for who you're pretending to be.

Next up: Chapter 12, where we'll explore how to receive money without guilt, shame, or the need to over-deliver in return.