

Chapter 13: Spiritual Sales

Page 1: When Service Becomes Sacred

The most powerful sales conversation I ever had lasted exactly four minutes.

I wasn't trying to sell anything.

I was sitting in a coffee shop in Vilnius, working on my laptop, when a woman at the next table started crying. Quietly at first, then more audibly. Other people looked uncomfortable and pretended not to notice.

I did what my grandmother taught me: I offered help.

"Are you okay? Can I do anything?"

She looked up—tired eyes, the kind of exhaustion that goes deeper than sleep. "I'm sorry. I just... I don't know what to do anymore. My business is failing, I'm drowning in debt, and I feel like such a fraud for even trying."

I recognized the look. I'd worn it myself.

"What kind of business?" I asked gently.

"I help people heal trauma through movement therapy. I'm really good at it—my clients have amazing breakthroughs. But I'm terrible at... the business part. I feel dirty every time I try to promote myself."

That's when I knew: She needed what I did. Not my marketing advice or business strategy—she needed healing around her relationship with selling itself.

I didn't pitch her. I didn't hand her a business card. I simply shared my own story—how I'd discovered that selling could be sacred service instead of slimy extraction.

Four minutes later, she asked: "Can you help me with this?"

I said yes.

She became one of my most transformed clients, tripling her income within six months—but more importantly, finding joy in sharing her gifts with the world.

Here's what made that "sale" different from every pushy, manipulative sales experience:

Sacred Sales Principles:

1. **I wasn't trying to convince her of anything**—I was simply present to her pain
2. **I led with service, not self-interest**—my first instinct was to help, not to sell
3. **I shared vulnerability, not superiority**—my own struggles, not my credentials
4. **I let her ask for help**—instead of pushing my solution on her
5. **I served her humanity first, her wallet second**

This is what I call **Spiritual Sales**: The art of selling as sacred service rather than extraction.

Most people are terrified of selling because they've been taught that sales means manipulation, pressure, and putting profit over people. They associate selling with sleazy car dealers, pushy telemarketers, and anyone who makes them feel used.

But what if selling could be the opposite? What if it could be an act of love?

🌀 Reflection Exercise: Your Sales Story

Think about your worst sales experience—being sold to by someone who made you feel manipulated or pressured. Now think about your best—when someone helped you discover something you truly needed.

What was different? How did each person make you feel?

Page 2: The Healer Who Hid Her Light

Elle had the most extraordinary gift I'd ever witnessed.

She could walk into a room and immediately sense what everyone was carrying—their grief, their trauma, their unhealed wounds. More importantly, she could help them release what no longer served them.

I watched her work with a client who'd been stuck in depression for years. Within one session, the woman was laughing for the first time in months. Not because Elle had "fixed" her, but because Elle had helped her remember who she was beneath the pain.

Elle's clients called her work "life-changing," "miraculous," "exactly what I needed when I needed it most."

But Elle was broke.

Not because she didn't have clients—she had a waiting list. Not because she charged too little—though she did. Elle was broke because she was terrified of promoting herself.

Elle's Internal Sales Dialogue:

The Wounded Child: "If I promote myself, people will think I'm selfish and greedy."

The Perfectionist: "I need to be fully healed myself before I can help others."

The People Pleaser: "Good healers don't focus on money—they just serve."

The Martyr: "If I charge what I'm worth, I'll be taking advantage of people's pain."

The Imposter: "Who am I to say I can help people? What if I can't deliver what I promise?"

Elle had bought into the most toxic myth in the healing world: **That spiritual people shouldn't care about money. That if you're truly devoted to service, you should struggle financially.**

This belief was destroying her ability to serve.

Because Elle was afraid to promote herself, the people who needed her most couldn't find her. Because she undercharged, she had to take on too many clients and was constantly burned out. Because she felt guilty about money, she attracted clients who didn't value her work.

The wake-up call came when Elle's mentor asked her a simple question:

"How many people are suffering right now because they don't know you exist?"

Elle broke down crying. She realized her fear of self-promotion wasn't protecting anyone—it was keeping her gifts locked away when the world desperately needed them.

Her breakthrough: What if promoting herself wasn't about ego, but about service? What if marketing was simply helping the right people find her? What if selling was sacred work—connecting souls who needed healing with someone who could provide it?

Elle's transformation began when she reframed selling:

From: "I need to convince people to buy from me" **To:** "I need to help the right people find me"

From: "I'm selling my services" **To:** "I'm connecting people with healing they need"

From: "This is about me making money" **To:** "This is about serving those who are meant to work with me"

Within three months of shifting her relationship with promotion, Elle's practice was fully booked with clients who valued her work. She doubled her rates and tripled her impact.

But the real transformation was internal: Elle had learned to see her marketing as ministry, her sales as service, her pricing as self-respect.

Reflection Exercise: Your Promotion Blocks

What stops you from promoting yourself or your work? Which inner voices show up when you think about marketing?

- Fear of being seen as pushy?
- Worry about being judged as greedy?
- Belief that "good people" don't self-promote?
- Imposter syndrome about your qualifications?
- Guilt about charging for something you love doing?

Where did these beliefs come from? Who taught you that promoting yourself was bad?

Page 3: The Energetics of Authentic Marketing

Most marketing feels gross because it comes from the wrong energy.

Traditional marketing operates from scarcity: "I need to convince people to buy from me." It's manipulation disguised as persuasion—using psychological tricks to get people to say yes.

Spiritual marketing operates from abundance: "I need to connect with the people I'm meant to serve." It's attraction, not extraction—creating resonance with those who need what you offer.

The Energy Difference:

Scarcity Marketing feels like:

- Pushing your agenda onto others
- Convincing people they need what you have
- Focusing on features and benefits
- Appealing to fear and lack
- Making people feel incomplete without your solution

Abundance Marketing feels like:

- Sharing your truth and letting it resonate
- Helping people discover what they already know they need
- Speaking to transformation and possibility
- Coming from love and service
- Trusting that the right people will recognize themselves in your message

The Authentic Marketing Framework:

1. Truth First Your marketing should be an extension of who you really are, not a performance of who you think people want you to be. Share your actual story, your real struggles, your genuine insights.

2. Serve Before You Sell Give immense value before asking for anything in return. Help people whether they buy from you or not. Trust that serving first creates a foundation for everything else.

3. Speak to Souls, Not Demographics Instead of targeting market segments, speak to the souls who need what you offer. Use language that creates recognition: "This is exactly what I've been looking for."

4. Share Transformation, Not Information Don't just tell people what you do—help them envision who they could become. Paint a picture of the life that's possible when their problem is solved.

5. Let Them Choose You Create space for people to say yes or no freely. When you're attached to everyone saying yes, your energy becomes pushy. When you're at peace with no, your yes becomes more powerful.

The Alignment Test:

Before sharing any marketing message, ask yourself:

- Does this feel true to who I am?
- Am I coming from service or self-interest?
- Would I want to receive this message?
- Does this honor both my needs and theirs?
- Am I trusting the process or trying to control the outcome?

Real Examples of Energetic Alignment:

Scarcity Version: "Transform Your Life in 30 Days or Your Money Back! Limited Time Offer!"

Abundance Version: "If you're tired of feeling stuck in patterns that no longer serve you, and you're ready to discover who you're meant to be, this work might be for you."

Scarcity Version: "Don't Miss Out! Only 3 Spots Left!"

Abundance Version: "I work with a small number of clients so I can give each person the attention they deserve. If this feels aligned, I'd love to explore working together."

Scarcity Version: "You NEED This Course to Succeed!"

Abundance Version: "This approach changed my life and the lives of hundreds of my clients. If it resonates with you, it might change yours too."

Feel the difference? Same information, completely different energy.

Reflection Exercise: Your Marketing Energy Audit

Look at your current marketing (website, social media, conversations about your work). For each piece, ask:

- What energy am I coming from—scarcity or abundance?
- Am I trying to convince or trying to connect?
- Does this feel authentic to who I am?
- How would I feel receiving this message?

Page 4: Your Sales Story Without Shame

The most powerful marketing tool you have isn't your credentials, your methodology, or your success stories.

It's your authentic story of transformation.

People don't buy services—they buy transformation. They don't hire experts—they hire guides who've walked the path they're trying to walk.

Your story is your credibility. But only if you tell it without shame.

The Components of a Sacred Sales Story:

- 1. The Struggle (Your "Before")** Share what wasn't working in your life before you found your solution. Be specific. Be vulnerable. Help people recognize themselves in your struggle.
- 2. The Search (Your Journey)** Describe what you tried, what didn't work, what you learned along the way. This builds credibility and shows you understand the complexity of the problem.
- 3. The Solution (Your Breakthrough)** What finally worked? What was different about this approach? What shifted for you? This is where you introduce your methodology naturally.
- 4. The Transformation (Your "After")** How is your life different now? What's possible that wasn't before? Paint a picture of the other side that helps people envision their own transformation.
- 5. The Service (Your Mission)** Why do you do this work now? How does your experience serve others? This connects your personal journey to your professional purpose.

Elle's Sales Story (Rewritten):

"For years, I walked around carrying everyone else's pain. I thought it made me more compassionate, but it was slowly killing me. I tried everything—therapy, medication, self-help books, retreats. Some things helped temporarily, but the weight always came back.

The breakthrough came when I learned to work with energy in the body. I discovered that trauma wasn't just a mental experience—it was stored physically, and it could be released through conscious movement.

Everything changed. Not just the pain I was carrying, but my entire relationship with being alive. I felt light for the first time in decades. Free. Like myself again.

Now I help other sensitive souls learn to release what isn't theirs and reclaim their energetic sovereignty. Because I've been in that dark place, I know exactly how to guide others out of it."

Your Sales Story Template:

The Struggle: "I used to struggle with..." **The Search:** "I tried everything—[list what didn't work]..."

The Solution: "The breakthrough came when I discovered..." **The Transformation:** "Now my life is different because..." **The Service:** "I help people who are struggling like I was..."

Your Story Assignment:

Write your sales story using the template above. Focus on:

- Being honest about your struggles (people relate to real problems)
- Showing your journey (this builds trust and credibility)
- Describing your transformation concretely (helps people envision their own)
- Connecting your story to their potential story

Remember: Your wounds become your wisdom. Your mess becomes your message. Your breakdown becomes your breakthrough—and your service.

Page 5: Selling One Thing with Joy Today

Reading about spiritual sales is one thing. Actually doing it is another.

Today, you're going to practice selling something—anything—with joy instead of fear.

The Joy-Based Sales Challenge:

Choose something to "sell" today. It doesn't have to be big or formal. It could be:

- A service you offer
- An idea you believe in
- A recommendation for something you love
- An invitation to an event
- Your perspective on something important

The Joy-Based Sales Process:

Step 1: Connect with Your Why Before you share anything, get clear on why this matters. Not why you need to sell it, but why the person you're sharing with needs to know about it.

Step 2: Share from Service Approach the conversation (or post, or email) from genuine desire to help. Ask yourself: "How can sharing this serve them?"

Step 3: Tell Your Truth Share authentically about your experience. What do you love about this? How has it helped you? Why are you excited about it?

Step 4: Paint the Possibility Help them envision what's possible. Not through hype or manipulation, but by honestly describing the transformation or benefit you've experienced.

Step 5: Let Them Choose Offer without attachment. Give them space to say yes or no freely. Trust that the right people will recognize what they need.

Step 6: Celebrate the Sharing Regardless of the outcome, celebrate that you shared something you believe in with genuine care. This is success in spiritual sales.

Real Examples:

Selling a service: "I just had the most beautiful conversation with a client who finally felt safe in her body for the first time in years. If you've been struggling with anxiety that feels bigger than your thoughts, this work might resonate with you."

Sharing an idea: "I've been experimenting with starting my day without checking email, and it's completely changed my relationship with work. If you're feeling overwhelmed by digital noise, you might want to try it."

Making a recommendation: "This book literally changed how I think about money. If you've ever felt weird about earning or wanting more, it might shift something for you too."

Spiritual Sales Mantras:

Before any sales conversation or marketing share, remind yourself:

- "I am serving, not selling"
- "I trust the right people to recognize what they need"
- "My sharing creates possibility for others"
- "I offer from abundance, not desperation"
- "I honor their choice, whatever it is"

The Joy Meter:

After you practice spiritual sales today, check in:

- How did it feel in your body?
- What was different from previous sales experiences?
- Where did you feel contracted or expansive?
- What would you do differently next time?

Integration Questions:

- What would change if you always sold from service instead of scarcity?
- How would your business be different if you trusted people to choose what's right for them?
- What becomes possible when selling feels joyful instead of fearful?

The Sacred Sales Commitment:

Write this and put it somewhere visible:

"I commit to sharing my gifts from a place of service, not scarcity. I trust that the people who are meant to work with me will recognize what they need. I honor both my need to serve and their right to choose. I sell from love, not fear."

Remember: **When you approach sales as sacred service, everything changes.** You stop trying to convince people and start connecting with souls. You stop pushing your agenda and start serving their highest good.

And somehow, paradoxically, this approach leads to more sales—but also to more satisfaction, more alignment, and more joy in the entire process.

The key insight: Spiritual sales isn't about being less effective at selling. It's about being more effective through alignment, authenticity, and service.

Next up: Chapter 14, where we'll explore how money intertwines with identity and what happens when you're ready to be yourself regardless of your bank balance.