



Create a Magical Business

*Supporting Healers Transform their Gifts into a Successful
and Nourishing Healing Business*

An Interview with Sara Estelle Turner

How long have you been doing what you do and how did you get to create your own successful healing business?

To answer this question, it is probably easier if I share with you a defining period of my life that brought me to where I am today, supporting healers like you transform their sacred gifts into a successful healing business.

This defining period of my life happened in my early 40s. I was pretty much the sole earner in my family, in a full time job teaching students and business people in my local town to speak English. I was also teaching Tai Chi and doing several other “jobs” just to pay the bills. We managed but I was run ragged in the process and just keeping up with paying for basics in life was exhausting.

My family and I had had a dream for a long time to relocate to France and had even looked at properties there but were always held back by the fact that we had no idea how we would sustain ourselves financially whilst there. I had been “following” a specific mentor for a while who specialised in helping people set up online businesses and one day I applied to speak to a member of her team. This was in Autumn of 2011.

On the day of the call, the member of her sales team I was due to speak to was unable to call me so this mentor herself did ... and this is where the magic began. We explored what was going on for me and for the first time in a long time, I felt acknowledged as a healer AND a business woman. Despite what were for me at the time, HUGE monthly payments I decided to go ahead with the mentoring programme, committed myself to the process on all levels and began putting into practice what I was being taught.

I realised very quickly that one of the main factors for my struggle in earning enough money to support myself and my family through my healing business was that my prices were way too low. So with the encouragement and guidance of my mentor and the group I was part of, I tripled them. It was very scary but I knew in my heart it was the only way to keep my promise to my soul and the nature kingdom, begin to recover my own energies and allow our dream of relocation to “come true”

What happened next was truly magical - I began to attract completely different clients who were absolutely ready to invest in my services and ready to what it takes to move forwards with their businesses. These healers were ready and willing and as a result obtained the results they needed to transform their lives and businesses through their commitment, passion and desire to share their gifts with a wider audience.

Since then, my family and I have moved to France and my business supported us all the way and continues to 100% since our move in 2015. Our Practitioner Diploma in Flower and Vibrational Essences now has over 65 Graduates, and my Create a Magical Business programmes are supporting healers world-wide embrace their sacred gifts and learn the tools to become empowered change-makers in the world.

Who are your Clients exactly?

My clients are passionate Healers who are ready to be of service and no longer willing to hide their light. I help them to create nourishing and aligned businesses so that they can become empowered change-makers in the world.

Healers often struggle with owning their self-worth and therefore with making money from their sacred gifts. These healers are actively looking for a way to turn their passion into income so that they can be of EXCEPTIONAL service and have the space and time to live their dream life.

As a healer, you have unique gifts to share with the world and you deserve to be able to birth them easily and gracefully and earn a comfortable living in the process.

NB - I use the word “Healer” as an umbrella term to describe therapists, magical souls and heart-centered business owners who are here to help step into their own feminine leadership, raise their own vibration and be part of the healing of our beautiful planet.

How are you different from other Business Mentors?

What separates my services from other coaching businesses is that I merge the wisdom of nature and sacred rituals with practical action and because of this, my clients receive new “feminine” ways of reclaiming their sovereignty and running their own successful and nourishing healing businesses.

My passion is to support Healers Bloom into their true, authentic selves by Creating a Magical Business that works WITH nature and our beautiful planet. When we work alongside nature in all aspects of our lives, then we

are always totally supported and aligned. The struggle ends and the flow begins.

What type of healers do you work best with and what is expected of me?

I have worked with many different healers and here are just some of them

Flower Essence Practitioners

Crystal Healers

Reiki Masters and Practitioners

Angelic Healers

Animal Communicators

Aromatherapists

Artists

Beauty Therapists

Chiropractors

EFT Practitioners and Trainers

Flower Essence Practitioners

Grief Counsellors

Homeopaths

Massage Therapists

Meditation Teachers

Nutritionists

Parent Coaches

Priestesses

Shamanic Practitioners

Tarot and other Card Reading Experts

Yoga Instructors

The Create a Magical Business programmes were created for healers who found themselves in the exact same position I was in in 2011 - they know

they are gifted, they know they have a soul mission to share their gifts with the world and yes the traditional “therapist model” is not working for them and they are ready to change and move forwards positively.

Being an action taker myself, I work well with healers who are ready to move forwards quickly and positively. Another superpower of mine is to HOLD SACRED SPACE for others and I am often told that just by entering the Sacred Spaces I set up in my courses, shifts begin and the magic happens.

Is there any kind of healer that does not work well in your programmes?

I am very selective in who I work with and will always inform healers if I feel that they are *not* ready or suited to my programmes and will always guide you towards the programme that I feel is most suitable for you.

My programmes are NOT for you if :

- Your focus right now is on gaining qualifications to offer your modality
- You are engaged in multiple other training programmes and are not ready to commit to a transformative process or unwilling to give sole focus to working with my programme
- You are looking for a “yang” energy mentor who is results driven and believe that *gentle, yin energy* does not have a place in a successful business
- You are looking for a business only based programme and not looking to work at a soul level to magnetise your business towards you

- You'd rather figure things out on your own and at your own pace
- You're uncomfortable addressing the real blocks to your success.
- You're unmotivated to make a lasting change and aren't willing to do the work just yet

My wish is to get you out there doing the work you are here to do and I would not wish to waste your time or investment in one of my programmes if it was not right for you (or me).

What is Create a Magical Business and what does it include?

Creating a successful and nourishing healing business is a merging of diving deep with your own self-worth, being ready and willing to do the inner work that is needed to raise your vibration AND following practical, tried and tested steps that create the structure and container for your business.

Here are some of the core aspects of all my programmes for healers who wish to grow their healing business:

- **Discover and Explore your own Unique Sacred Gifts** and begin to position yourself as an Expert in your Field. You are so much more than the label of your modality. I hold the space for you to follow the steps laid out to find YOUR UNIQUE Sacred Gift that no one else has. Once you know this, you become like a magnet to those that need you, you learn what will motivate clients to work with you and how to price your offerings so that you attract the right kind of clients AND begin to support yourself from your healing business.
- **Heal your relationship with money.** There is an energy that I refer to as the "Starving Artist" syndrome. So many unhelpful and "un"sacred energies have been put in place over the years to prevent healers, artists, creators of all kinds from earning money from their

gifts and what they love. Being creative and earning good money have become tricky areas for healers and one of my biggest passions is to do what I can to dismantle this. Discovering your Sacred Money Archetypes and diving deep with them is a BIG part of any work with me. Doing this work myself (and then training to become a Sacred Money Archetype Coach) was a big game changer for me and what I pass on in my programmes is foundational for any healer and switches the lights on big time for all programme participants

- **Find resonant words and marketing messages** so that potential clients are magically attracted to you and approach you to find out more, rather than you being in chasing mode. These words and messages are intricately woven in to your Sacred Money Archetypes.
- **Engage in instructive and empowering “market research”** with past, current and perhaps future clients. The programme shows you ways to discover what your clients really, really want - and this is so much more than a “reflexology” treatment or a relaxing “massage”. (And by the way I LOVE both of these modalities - but leading with this modality and “label” does not make for an abundant and full practice).
- Learn how to **“package”** your gifts and move away from the therapist model of single sessions (which are so hard to earn an income from and do not encourage client commitment) and towards attracting people to your business who wish to work with you over a period of time. It is a win/win for both sides.
- **Work and plan in a “feminine” ways.** All Create a Magical Business programmes are woven around working with the lunar and seasonal calendar (a nature based way of working that flows and allows for rest and ease). We hold New Moon Alignment sessions each New Moon and work with the energies present (astrologically, seasonally) to align and focus and them implement.

- Begin gentle and effective ways to **automate your healing business**. Automation is such a Feminine tool for helping you move forwards - allowing you to focus on what you need to be present for and allowing systems and other people to do the heavy lifting for you. It's such a game changer and even in early stages gives a taste of the freedom that is available.
- **Become Visible to your Clients and Raise your Game**. Your clients need to be able to find you. We examine multiple ways to get out there, be seen (in ways that are aligned with your Sacred Money Archetype) and stop hiding behind your desk or modality label.

These are the basic steps of Create a Magical Business that I have co-created with nature and from my own experience after working with many healers since 2013 to help them find their courage, and their path to supporting themselves from their own Healing Business.

In addition to the categories above, you will learn many other things to manage clients more easily, make your time work for YOU, work smarter not harder and Have More Clients without feeling like you are chasing them or selling to them.

My more “advanced” programmes also contain guidance on feminine ways of “selling” your services, running online trainings/giving talks locally and attracting a team to support you so that you can work smarter (not harder), still serve many clients and retain balance within yourself and your personal life.

Does this really work?

I so understand this question and is one of the questions I asked my first business mentor as I had great difficulty understanding how someone like

me (a Flower Essence Practitioner) could earn enough money to sustain herself, her family and a relocation abroad.

I trusted and the process absolutely worked for me - and you can see the results of others who have worked with me by reading the Testimonials document I have also sent you.

What results can I expect?

- Find your unique magical power that will enable your clients to find you with more ease
- Find your own special niche so you can stop under-charging and find self-worth and pride in yourself as an empowered healer
- Become visible to your potential clients so you can finally serve others and take care of yourself and those you love
- Become best friends with money and begin to see money as an energy that flows through you from Source (as opposed to an external “thing” that you really wish did not exist)
- Charge in amounts and ways that support and nourish you and create maximum transformation for your client
- Create packages and programmes so that your clients stay longer and get better results
- Learn how to handle day to day business tasks and clients (and therefore your time) more efficiently and in more “feminine” ways so that you can focus on what you are expert at and have time for your life
- Create new aligned goals for your business at each New Moon to keep pulling yourself into your future as opposed to feeling stuck or pushing hard
- Stay accountable to your goals and achieve them
- Learn the proven steps I have used (and continue to) so that you can get moving straight away

- Learn through experience how to work and rest at the most aligned lunar times for you and apportion your business “tasks” to appropriate phases of the moon
- Use the seasons and their portals (Equinox and Solstices) to fire up your soul, gain clarity and align

How quickly can I expect results?

This will depend on how long you have been working with your healing business and whether it is in seed, bud form or in full flower. That said, most clients see results within the first couple of months in the form of new opportunities, new clients and a general and much welcome sense of hope and the path forwards becoming clear. Participants who stay longer find themselves with more aligned clients (and therefore increased income), more traction and more referrals

How can I move forwards in the fastest and most easeful way?

Do all of your weekly tasks and research. Show up for your coaching calls and submit accountability. Be totally focused on your programme for the time period you are with us. Please understand that the new way of working is not a “quick fix” and that just like nature, a business has a seed time, a bud time and a fruit time. We cannot force an apple seed to become fruit overnight. It takes time. My course participants who apply the steps, stay present for themselves and within the group successfully grow their healing businesses in much less time than had they continued on their own and in many, many cases, birth businesses that would not have seen daylight due to belief that it was not possible to sustain oneself from a healing business.

Can you tell me a little more about the Create a Magical Business Programmes for healers who are just starting out with their business ?

You currently have 2 different programmes and 4 different options to choose from, depending on how quickly you want to see results, how much 1:1 support with me you wish for or based on your budget level and at what stage you are with your business

OPTION ONE

Empowered Healer “Seed” Programme

This is our 9 month programme for healers with businesses at any stage who wish to dip in their toes and begin their journey. This is a gentle way to begin your transformation into being a healing business owner, gives you consistent and loving group support and most importantly the emotional support and physical steps to get you going on your journey.

Our “Seed” Programme supports you to

- Focus on your unique soul offering
- Do the Inner Work
- Re-Write your Money Story
- Find the words and confidence to share what you do
- Do research with potential clients
- Create your first package
- Receive money from your first clients

This programme includes:

18 weeks of materials, a library of resource materials, monthly live group call, weekly group accountability, New Moon live goal setting call and oodles of support around the edges for 9 months - the time it takes to birth new life into the world

£90 per month for 9 months and then ongoing support package at £49 per month for as long as you need it
Or Pay In Full for £697 (and save £113)

Our Seed Programme comes with 4 special bonuses (with a value of £500) as outlined below :

Bonus One - A set of 3 MoonFlower Essences to support you (and posted to your home) on your Magical Business Journey. All 3 essences are chosen to support YOU as a unique soul and consist of:

- An essence to support your Top Sacred Money Archetype
- An essence to support self-worth and self-belief
- An essence to support bold, empowered, feminine action

Value £60 minimum

Bonus Two - Clearing Money Clutter. We all know that before we invite IN the new, we need to make space by clearing out the old. It's no different with money and your business. **Value £97**

Bonus Three - an opportunity to join our Manifesting with the Moon 29 day online journey. This often provides a big missing piece to manifesting with ease - by showing you how to align your personality and energy system to the natural rhythms of the moon. **Value £197**

Bonus Four - Chakra Clearing for Co-Creating Magically - 8 video trainings that walk you through each of the 7 main chakras (plus an overview), clearing old beliefs and using ritual (and dance!) to invite in the new **Value £147**

Empowered Healer Seed Programme - FAST TRACK

Created for healers who wish for more 1:1 support and focus

All of the above PLUS

9 x 1:1 meetings with Sara Estelle (30 minutes in duration) - one each month. Meetings are recorded and focused specifically on your needs for each month.

£197 for 9 months and then ongoing support package at £97 per month (that includes 1 x 30 minute 1:1 with Sara Estelle) for as long as you need it

OPTION TWO

Empowered Healer Programme - “Bud” Programme

A year long programme for healers who are ready to commit at higher levels and already have an existing business.

At this phase of the journey your seeds have taken root are ready to grow. You are inspired and feel ready to water your seeds with loving, positive and nature based steps towards more clients and more income, allowing you to serve more people, spread your message widely and live the life you dream of.

Our “Bud” Programme supports you in Creating Magical Alignment and Magical Sales

- ***Grow your mailing list with aligned clients***
- ***Create your first opt-in to your website***
- ***Gently continue to automate your business, freeing up your time to focus on your magic***
- ***Call in potential clients to your business***
- ***“Sell” from the Heart***
- ***Close more Sales in authentic, loving and gentle ways***

Your focus is consistency - consistent monthly income and consistent action, which always leads to better outcomes

- 36 modules (3 per month with a rest and digestion week)

- 1 Retreat in Bordeaux in 2020** (Retreat 2 day workshop and pre-materials are included - your transport to the retreat centre PLUS accommodation whilst here are not included)
- Monthly Get it Done Mornings - to focus you on implementation**
- 1 x 1:1 Alignment with Sara at the beginning of your year**
- 3 x Live Group Meetings with Sara per month**
- Weekly accountability via our forum**

Our Bud Programme comes with the 3 special bonuses as outlined for our Seed Programmes PLUS access to all 16 SEED modules (which include a deep Sacred Money Archetype deep dive) PLUS

Special Bonus for our Bud Programme

Align with your Sky Team and find out the Signature of your Soul at the time of your birth (Value £297)

The most powerful thing you can do to empower your life and business is make sure you are aligned with your purpose...the reason your soul incarnated in your body at this particular time. So many healers struggle with difficulties around bringing in the amount of money they would like to bring in and feeling excited and joyful about their work.

Knowing what your soul came here to do, and aligning with that purpose, can make all the difference in the world when it comes to creating a nourishing business and having a happy and healthy personal life.

Most people only understand the basics of their sun sign which is only the fuel you burn toward your dreams. There are 7 more essential

astrological components for you to connect with, especially your Inner Venus and Mars. Each archetype impacts how you manifest anything in your life and business!

This 6 module course comes as a Bonus with your Bud Programme!

Our Empowered Healer Bud Programme is £249 per month for 12 months

(Or you can Pay in Full and save £375)

Empowered Healer Bud Programme - VIP OPTION

Created for healers who wish for more 1:1 support and focus

All of the above PLUS

12 x 1:1 meetings with Sara Estelle (45 minutes in duration) - one each month. Meetings are recorded and focused specifically on your needs for each month.

Our Empowered Healer Bud VIP Programme is £349 per month for 12 months

(Or you can Pay in Full and save £375)

Summary of your Different Options

<u>Programme</u>	<u>Your Investment</u>
Seed 9 months	9 payments of £90
Seed 9 months Fast Track	9 payments of £197
Bud 1 year	12 payments of £249
Bud 1 year VIP	12 payments of £349

*1:1 Programmes are also available and can be tailored to individuals.
Starting investments begin at £500 per month.*

I am in a really busy phase of my life and don't have a lot of time. How much time do I need?

If you can dedicate one hour per week in a strategic and focused way to your healing business, you will be able to take a step per week and /or learn a new way forward per week. This approach will take you longer than if dedicate yourself whole-heartedly ; but if you don't ever start, you will never follow your soul dream, and serve the clients who need your help. I always feel that it is so much better to try rather than never give myself the chance to succeed.

I don't have a family myself but know many successful healing entrepreneurs that do - or who also work full-time other jobs in the meantime. This is how I began myself - continuing to work full-time and then as my income increased, I let go one by one of the other ways that were bringing in income... until I reached the place where my business supported us totally. There are always ways to find balance in all areas of life and the nature kingdom is a wonderful teacher or this. A good question to ask

yourself - how much do you really want this? If you want it a lot, you will find time for it.

I'm ready to join you - what is my next step?

One of the common characteristics of successful business owners (and that includes healers) is that they take action. Healers have the added advantage of knowing and understanding their intuition and so if this feels right to you, let's have a chat and confirm the details.

During our call, I can answer any remaining questions and if the lights are green, we will get you started.

I look forward to speaking to you

Sending magical wishes

Sara Estelle

