



# RETURN TO ENCHANTMENT

*Your Guide to Creating a Magical Livelihood*

*Kris Oster, Ph.D*

## Advance Praise

“What captured me most in reading Dr. Oster’s insightful and authentic exploration of how one might brand one’s gifts and strengths in her/his pursuit of a life of meaning and income is the enormous range of disciplines she taps to convey a vast web of enchantments: literature, mythology, fairy tales, stories, theories of psychology, Eastern meditation practices—the list goes on.

Underneath it all is a red thread of certainty: that the human imagination is boundless, ever-active, energetically intense and often unconscious in a person’s daily life. Her book is a mythically-inflected, beautifully ordered and coherent response to such sleepiness. I especially found her writing prompts to awaken the soul, most original and engaging.”

**DENNIS PATRICK SLATTERY, PH.D**

author of *Bridge Work: Essays on Mythology, Literature and Psychology*

“Kris’s teachings are like orgasmic vitamins for your soul. In *Return to Enchantment*, Kris teaches you how to weave mythical archetypes to create a truly arresting brand. This book is radically different than the often stale & recycled business/brand books on the market. I can barely wait to witness the creative bursts and utterly pleasurable brands birthed from *Return to Enchantment*. Warning: this book is highly addictive!”

**MELISSA CASSERA**

[www.melissacassera.com](http://www.melissacassera.com)

“Ideas and energy sparkle and pop, spangled like diamond-bright drops from the mermaid’s tail in Kris Oster’s new book, *Return to Enchantment*. Forgo your darkest fantasies of becoming the next Willy Loman as you work to bring your venture to life, buoyed by the possibility and lightness that Kris offers while you are emboldened by the deep dives she makes into the infinite depths of imagination. Delightful, genuinely enchanting, and beyond all, generous.”

**LEIGH MELANDER, PH.D**

[www.spillian.com](http://www.spillian.com)

“Reading the introduction to *Return to Enchantment* felt a long-awaited, deep sigh of relief. As a classic first-born-type A-overachiever type, whose addiction to ‘doing’ typically overshadows a desire for ‘being’... this book is the answer to my prayer. I have been hearing among my entrepreneur colleagues and within my own heart, a desire for creating abundant livelihood while simultaneously living a spiritually awake, self-care infused and magical life. These have been our questions: “How might I be successful and deeply fulfilled? Is it possible to achieve without sacrificing time, freedom, connection? I want to experience magic with my children, my partner, and in my work, but who has that?” Finally, (thank you Kris Oster!) appears the blueprint for self-discovery and success that is resonantly personal, nothing short of miraculous, and absolutely available.”

**MADDY VERTENTEN**  
[www.maddyv.com](http://www.maddyv.com)

“*Return to Enchantment* is a deliciously juicy and totally necessary business resource that no other you would have experienced on the ‘business development shelves of your local bookstore.

It will show you how to work with mythical archetypes to create a true-to-you brand. I didn’t even wait ‘til I’d finished the book before I started implementing what is being shared in these pages, it’s too good! Kris has a beautiful way of making this ancient wisdom totally on-point for women who are creating businesses in the 21st century. I love Kris, I love this book.”

**LISA LISTER**  
author of *Code Red: Know Your Flow, Unlock Your Super Powers + Create a Bloody Amazing Life*

## ***Return to Enchantment Resources***

Looking for some additional support along the way? We've put together a collection of companion audio meditations, bonus material and worksheets.

Visit **[mythicrhythm.com/RTE-Materials](https://mythicrhythm.com/RTE-Materials)** to download them now!



# **Return to Enchantment**

*Your Guide to Creating  
a Magical Livelihood*

Kris Seraphine-Oster, Ph.D

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# Introduction

## A Prelude...

*Let us remember that the most valuable resource in our business is not our clients or our brilliant ideas... it is ourselves. Pure, naked.*

*I invite you to enter the temple of desires + dreams. Wishes. Longings. Sadness. Joy. Empty spaces waiting to be filled.*

*In deep reverence bow to your Soul, your mirror self in the Otherworlds, who knows you so intimately. No secrets to hide.*

*Share your intentions with your Soul as you engage with this book. You'll be spending much more time together. Celebrating. Worshipping.*

## Welcome Magical Being!

Just knowing you're here with me to do this work NOW melts my heart open. I'm so grateful.

I felt the calling to write *Return to Enchantment* because much of the material in books and courses for entrepreneurs is trendy or ephemeral. I write to lend my art and my ideas to what I hope will be a far-reaching perspective that lives beyond me or you. The ancient myths, stories and fairytales from cultures all around the world are all alive within us. They breathe vibrantly through our brands as Inanna, Demeter, Dionysus, Psyche, Snow White and Yemaya.

Psychologist CG Jung was well aware of the magical function of the imagination. In his writings about the connections between psychology and alchemy, Jung equates *essence* or *quintessence* with

the imaginative faculties: “Imagination is therefore a concentrated extract of the life forces, both physical and psychic...”

While thinking about the primacy of imagination in my world, my daughter Saraphina’s innocent and engaging stories came to mind immediately. She has a deep inner knowing that she can be anything, or anyone, she wants to be.

As you work with your imagination now, as an adult, connect with your childhood dreams. What were your favorite stories? Enjoy games that you played over and over. Go back to the inner child within your heart. The operative word here is PLAY.

The imaginative faculty belongs to the heart.

What the eyes can’t see and the brain can’t wrap its head around, the heart knows to be true and real.

One thing I’ve heard nearly all of my clients say is that they wish the world was *really* magical like that of Harry Potter or Narnia or Snow White.

This perplexed me because I see magic and miracles happening around me all of the time—they are natural, everyday occurrences. We just don’t notice them.

One of the best definitions of magic comes straight from 20th century occultist Dion Fortune: “Magic is the art of causing changes to take place in consciousness in accordance with will.”

Magic has more to do with perception than concretization of thought, e.g., wave your magic wand and turn your ex-lover into a toad. Magic is imaginative, but not *imaginary*.

*Return to Enchantment* will help you become conscious of the archetypes in your imaginative psyche that live through you and your brand. You will begin to choose images, both textual and visual, that resonate most for you and your audience.

Using images and words based on the archetypal themes from our most beloved myths, helps our audiences tap into their own yearning to create something eternal.

Whether we are writing marketing copy for a sales page or writing a memoir, we can choose words and images that vibrate with the essence of an archetype to create something healing, beautiful and memorable. The magical essences carried by the stories and archetypes we use invite others into these mystical and enchanted spaces.

In essence, you are conjuring your own brand of sacred magic.

The central idea of my work is to bring spiritual and archetypal energies into the physical realm through our businesses and brands. The objective: bringing Heaven to Earth.

**Incarnate your brand.**

## What is an archetype?

*“By setting up a universe which tends to hold everything we do, see, and say in the sway of its cosmos, an archetype is best comparable with a God.”*

**–James Hillman**

Jung defines his collective unconscious as “[...] factors and motifs that arrange the psychic elements into certain images [...] in such a way that they can be recognized only from the effects they produce.” (CW 11:222).

An archetype contains mythological motifs or images that function on an invisible, unconscious level. Cultural and personal experiences transform archetypal ideas and images into external phenomena.

All the most powerful ideas in history go back to archetypes. This is particularly true of religious ideas, but the central concepts of science, philosophy, and ethics are no exception to this rule. In their present form they are variants of archetypal ideas, created by consciously applying and adapting these ideas to reality. For it is the function of consciousness not only to recognize and assimilate the external world through the gateway of the senses, but to translate into visible reality the world within us. (Jung, CW 8:342)

Archetypes are an invitation into possibility, they are not set in stone. They are the spark of a conversation, not the end of the line. Think of an archetype as the blueprint or skeletal structure that supports your diverse and beautiful outer persona.

Stereotypes are not archetypes. A stereotype is not a sustaining, life-giving image. It's stuck and concretized. Stereotypes are oversimplified and exaggerated images that have no healing potential or depth.

For example, if you say “I am Aphrodite” and feel a surge of delight in your own sensuality you invite that archetype to infuse your being.

However a woman who acts and dresses like a sex kitten and is called a “slut” is caught in a stereotype, especially if she believes them.

From the archetypal psychological perspective, (a branch of depth psychology founded by James Hillman), each mythological figure represents a piece of the human psyche: for example, Yemaya is known as a nurturer, gift-giver (in particular the gift of child-bearing fertility) and the preserver of family harmony. But this is superficial. To reach the depths of who and what she is, we must allow her image to come to life. She is not just mother, mermaid or ocean, womb or tomb; she is multidimensional. According to Hillman, the human psyche is also a whole that contains multiplicities.

Archetypal images have a life of their own and can be addressed on their own terms.

The emotional and visceral energy behind archetypal images is what makes them so potent when we tap into them with our branding. When archetypes are encountered the numinous is experienced.

We each carry personal stories within us, alongside the collective stories that have been passed down through the ages. As you read through the chapters of this book, you will dip into the stories from the past and reflect on how you live and breathe these stories through your present experiences.

I'd like to tell you a true story from my personal past that reflects through into my own business and brand:

*I sank down to the bottom effortlessly. Floating down.*

*The crystal clear water and the silence felt calming. No confusion or chaos.*

*As I sat at the bottom of the deep end of our pool in Encino, California, I wasn't afraid.*

*My dog Spokane stuck his snout into the pool, but he didn't jump in. I saw him running around the perimeter and could hear his barking, which sounded miles away.*

*It seemed like I sat there for an eternity.*

*"No one knows I'm in the pool. And I can't swim," I thought to myself. I searched myself for any twinge of fear or panic but nothing was there.*

*Last night there was a all-nighter that kept me up into the wee hours.*

*Another rock n' roll party has taken over my house at 2 o'clock in the afternoon. I came out here to get some peace and quiet. Why am I the old fuddy duddy at age four? It doesn't seem fair. I hate these parties; they keep me up all night.*

*Under the water there's a crystalline silence. The beating of my heart has slowed down to almost zero. I don't need to breathe or even think. Stay down here forever in my own quiet, glistening world.*

*But, there is a problem. I do need to rise eventually to get air.*

*Spokane was sticking his nose in the water. He was pointing to the steps. There was a metal ladder that I could jump up, grab onto and pull myself out.*

*What a great dog. He saved my life.*

*I jumped numerous times to reach the bottom rung of the ladder. Now, I speculate that there may have been invisible helping hands pushing me upwards to the air I needed to stay alive.*

*I emerged from the bottom and went to my room to dry off.*

*No one ever knew that it happened.*

This story may sound tragic or sad to you. But it laid out the map for the rest of my life, and what I later turned into a branding triumph: embodying the mermaid archetype visually and textually.

My current love of mermaids, being near or in the water and the ability to sink deeply into silence is reflected in that childhood experience. As you do your own inner work as outlined in this book, you will find the clarity to begin to develop your own unique and enchanted brand.

## Archetypal Branding

In this book we will explore seven archetypal approaches to branding your business. We'll bring in the elements of magic, mysticism, mythology and marketing and branding ingenuity—through stories, memories, embodied experience and the seven chakras.

Each chapter provides a lens that will illuminate different aspects of yourself. You can read the chapters in the order that I present them or you can meander through, allowing your passions, interests and intuition to lead the journey. Each chapter stands on its own, yet there is a reason for the particular chapter organization I devised.

While reading *Myths of Light: Eastern Metaphors of the Eternal* from the *Collected Works of Joseph Campbell*, I came upon a section of the book where he describes each of the seven major chakras and which archetypes and stories they connect to. I'd never put myth and the chakras together before; I became entranced with his ideas.

I'm emphasizing the manifesting path (heaven to earth) rather than the liberating path (earth to heaven) through my own personal preference and experience, so the first chapter of this book begins with the crown chakra at the top of the head, the seventh chakra called *Sahasrara* (thousand-petaled lotus) in Sanskrit.

Here there is complete bliss and no separation between the soul and source of all. I associate the theme of Sovereignty with this chakra and will bring in archetypes that support the functions of self-rulership in **Chapter 1: Rules of Enchantment**.

**Chapter 2: Memoir Mirror** is based on the sixth chakra, known as *Ajna* (command) and located at the brow. Here we encounter the archetypes that support wisdom and vision.

*Visuddha* (purifying one) located at the throat is the fifth major chakra and is associated with communication, messages and music, art and dance. **Chapter 3: Midrash Movement** focuses on how to communicate your truth and grants you that permission slip to rewrite your story, your way.

**Chapter 4: The Waters of Aphrodite** will flow you through the fourth chakra, *Anahata* (unstruck), the central chakra at the heart of the body. This is the place where the Divine reaches down to devotee and the devotee reaches upward. In Esoteric Sacred Magic, the heart center is where we directly access our magical imagination via the astral realm.

The astral realm is multi-vibrational and contains the thought forms and images before they are manifested on the physical plane. Here we can use the imagination to mold these thoughts and images into what we truly desire to manifest in the outer world. Our inner world is rich with treasures of the heart, mind and body. If we wish to mold the outer world to match the inner world, the astral realm is the spiritual plane that allows us to do this.

Later in this introductory chapter, I'll walk you through my methods of working with the figures and images in the astral realm.

Our next stop on the manifesting path is **Chapter 5: Shining Your Light** featuring the third chakra, called *Manipura* (city of the shining jewel) located at the solar plexus. Whatever you digest mentally, emotionally and physically contributes to the health of your ego; if your third chakra is in a weakened state you will suffer from sluggish energy and low self-esteem. If it's overactive you'll want to control everything at any cost.

When the energy is balanced and strong in the third chakra, we are warriors of light. We value ourselves and our contributions without trying to conquer others.

In **Chapter 6: Engaging the Trickster**, the second, pelvic or sacral, chakra named *Svadisthana* (sweetness) rules change, movement and sexuality. It may come as a surprise to some that I don't associate Aphrodite with *just* the second chakra. She is also the epitome of self-love and self-pleasure so I've placed her at the fourth chakra, the heart.

This chapter centers around Trickster, who doesn't want to be in complete control of her bodily urges. Here the impulse is to CREATE and INNOVATE. If we just stick to routines and only do what people expect from us, we eventually grow bored and our marketing reflects this. It's good to shake things up now and then... although some of the entrepreneurs I profile in this chapter have made it the norm to be unusual and even shocking in their brands.

We finally land at the first chakra in **Chapter 7: The Spiral Journey Home**, where we end and begin with the foundation of our identity and the seed of our gifts. This is the domain of *Muladhara* (root base), which houses the *kundalini*, the coiled, sleeping serpent also known as *Shakti*.

In this chapter we'll explore the world of Paulo Coelho's character Santiago in *The Alchemist* as a way of mapping your own journey as an entrepreneur using fresh eyes.

Once you complete the full introduction you can choose to begin at any of the chakras, even go through the chapters in reverse if that's what feels right to you.

The first seven chapters describing the chakras and their associated archetypes comprise the first section of the book, **A Mythological Journey Through the Seven Chakras**. The next section, **The Dark Side of Entrepreneurship**, features shadow work and the three taboo topics money, sex and power.

The **Resources and Recommended Reading** section will help you find more practical + inspirational support for you and your business. Don't skip it!

# Soul Work Is Alchemical

## Gathering your *prima materia*

*"If you went in search of it, you would not find the boundaries of the soul, though you traveled every road-so deep is its measure [logos]."*

**-Heraclitus**

To dive into the depths, is to enter the realm of the soul.

When we talk about work, career and livelihood, we are talking about Soul in action in the world.

Hillman, like Jung before him, postulates that if "psyche is image [...] then why not go on to say, 'images are souls,' and our job with them is to meet them on that soul level" ("Inquiry" 81).

To brand with psyche at the forefront, is to bring into visibility your very Soul. Big stuff.

We often wait for someone or something to give us permission to follow *our* own true path. It's easier to follow someone else's example than to find out what lies within our hearts and follow that truth. This often stems from situations where we were made to feel ashamed of who we are or embarrassed about our beliefs.

Many of us were told as children to be seen and not heard, our voices completely choked off.

From adolescence through early adulthood, society pushes us out into the world with no rituals of self-hood or fortification. We long to be accepted, acknowledged, to love and be loved. We become human pretzels bending to match the desires of those around us. We lose our way, our path, our light and our voice.

It's no surprise that we follow the rules, disappear into the woodwork and are afraid to outshine others. It's my intention that the work

you do in this book will help you formulate your own rules and allow your light to radiate your unique personality.

In each chapter I will demonstrate ways to begin working with your own materials by showing you how other entrepreneurs work with theirs. You are welcome to play with the same stories if they resonate with you—you can also reinterpret and revise them with your own palette of experiences. But I imagine, you'll find the most power in working with your own *prima materia*.

I visualize my roles throughout this book as:

*Cosmic Cheerleader;*

*Synthesizing Oracle;*

*Mer Mistress of Play;*

*and Center Holder.*

Even though I'm not sitting next to you as you read this, my intention is that *Return to Enchantment* will feel like a companion and guide along this stretch of your journey as an entrepreneur.

This process will take you into the *depths* of your soul.

As pleasurable as it can be, you will need **time** to go deep and then to integrate your insights through taking action and implementing what you learn. I know you're a powerhouse entrepreneur with an extremely busy schedule, possibly a family to care for and your own programs to run. For this immersive experience, you can set aside as much, or as little, time as you need to put towards it.

I promise you the rewards will outweigh the time you spend reading the book and engaging in its meditations, writing prompts and branding explorations.

Here are my tips and *suggestions* for how to best sail through each chapter:

1. Have a *Return to Enchantment* date day or night each week, when you can set aside 2-3 hours to dip into your stories, reflect on their significance and find ways to create

the material for your Mythic Brand (more on the MB in Chapter 1). Think of it as “Romancing your brand.”

2. Keep a morning ritual as consistently as possible over the next few months. One of my methods for staying connected to my inner world is through Imaginative Play (known throughout the other modules as IP). I spend about 20-30 minutes in IP each morning downloading ideas and information. Often full blog posts will just pour through me afterwards. You may already have a similar practice in place, in which case keep doing what works for you.
3. Decide how long you will take for each chapter ahead of time. Try setting a goal of 10-14 days for each one, to allow yourself ample exploration time. However, if you think to yourself, “I’m getting soooo much out of working with the Trickster archetype (Chapter 6) right now that I have to stay with this!” Then stay with it! I’m here to advocate YOUR best process.
4. Keep in mind that the world, the brand, you’re (re)creating is *play*. In other words, allow the new Mythic Brand time to morph, transform and take root before going out and getting a new logo, website design, new business name, etc. Often in our excitement at novel ideas we jump into the, “This is it!” mindset. While a-ha moments are essential to fuel your work, it’s best to allow ample time to feel into the stability of your new brand before handing over your life savings to that website designer/developer. This New World may become the brand behind your external brand—the invisible source that is weaving into your life and business—that begins to radiate through your current brand. Your process and how you’ll decide to work with your Mythic Brand will be unique from anyone else’s.
5. Do this work with a partner for accountability and support. It’s so much easier to do this work with a living, breathing witness who can mirror your desire for growth.

Should I share my experiences with others?

This is a hard one to answer. Some of the most well-meaning people say the most awful things from time to time—things that hurt our confidence or fill us with self-doubt. You'll be diving into NEW and vulnerable territory as you read this book. I think it's fine to share your process, ideas and insights with others as long as they are 100% supportive of your dreams, vision and goals.

What if there's no wayyy in hell I can spend 2-3 hours every week on branding and marketing play?

My theory is that the playing will help you flow with your creative and day-to-day work and be **more productive**. Even if you can only do 15 minutes per day, try it out and see.

How do I fit *everything* in and still maintain a sense of play?

Play first. Why is that? From the research that I've done, rewards systems do not work well. "*I'll play after I get my work done.*"

We all know that almost never happens.

Think of play as another approach to work. You come at problems in a new way. Notice the patterns: circular, reverse, zig zag, sideways. Turn things upside down. Do the opposite of what you'd normally do.

What's the difference between play and vacation mind?

For our purposes they are not mutually exclusive and yet they are distinct.

***Vacation mind*** = vacate, release, emptying.

***Play*** = presence, engaging oneself, tending to.

Play first. Work later. Innovate more.

Your Mythic Brand will come to you in stages as you read this book. It is not a linear process; think of the journey as twisting, winding and serpentine.

You'll play within the themes of the seven different chapters and have a framework to mix and match your stories to various brand attributes that I will introduce.

There will be times when you feel elated that the exercises are clicking, followed by stretches of time when everything is murky and makes absolutely no fucking sense! This is the alchemical process in action. And it is absolutely perfect!

You'll find yourself (and your Mythic Brand) in the myth of Inanna, the tale of Psyche and Eros, in Tolkein's *Lord of the Rings* and JK Rowling's *Harry Potter* series... even *The Little Mermaid*.

Like Santiago winding his way through the world in *The Alchemist*, we will be on a journey to find our own deepest treasure.

**You** are that pot of gold, known in the Celtic world as the cauldron of Annwn.

Click your heels because like Dorothy from the *Wizard of Oz*, you're about to take the ultimate journey that leads *home*, to the center of your heart.

## My Definition of Brand

Of course, I want to begin by telling a story.

*How I became a mermaid.*

In 2011, I called my photographer and dear friend Rachel Sarah Thurston, of r.s.thurston photography, to ask her to photograph me as a mermaid. She just laughed. She had been obsessed with mermaids for two weeks before I even called her. We knew we were meant to work on this project together. Gave us both the goosebumps. I was so excited to begin and Rachel matched my energy and desire to manifest the vision.

More than just being photographed, I wanted to BE a mermaid. And I knew it would take more than a tail (don't have one since I'm not a fish) and long, glorious locks (which I do have).

I ordered a purple, sparkly mermaid's tail from eBay and about four months later, in February 2012, Rachel photographed me in the Watsu pool I trained in as well as on Hendry's beach in Santa Barbara.

So, what does this have to do with BRANDING?

In my mind... everything.

Branding is creating an image, then breathing life into it through expert implementation (in words, photos/images, design and color), with help from an amazing photographer like Rachel, for example. We shared a vision of what was possible with the Mermaid.

But the side of branding I want to talk about is its healing potential. I believed for many years, especially after working for \*the man\* for so long, that branding was about choosing the right color, words, images, attitude and emotions. But branding is psychological too. These are all obvious, on-the-surface reasons for why branding is important.

Not until after the mermaid shoot did I realize that I was not only breathing into my future mermaid-inspired memoir or great photos for my website... something deeper was trying to emerge, to become embodied.

I showed up for my shoot with unmanicured toenails and fingernails; I hadn't even shaved my legs! (I was, after all, going to hide them inside my phony tail.) My stomach was bloated from premenstrual water retention and a night of gorging on Rusty's Pizza.

It still blows my mind that I would eat half a pizza the night before a photo shoot. What was I thinking?!

In fact, my lack of adornment or desire to look and feel my best was a reflection of my vulnerability around self-image and my lack of self-love; the two feelings that hit me when I feel exposed and uncomfortable. Rachel, however, assured me I looked gorgeous, bless her heart. One of my other dearest friends Lisa Beck was also on hand to help me hop around the sand in my tail! During the shoot she smiled and encouraged me. I was so blessed to have Lisa there. If only we could "beam in" our best friends every time we feel insecure!

After seeing the photos and watching the slideshow Rachel created I had tears in my eyes. This was me! But, not me. We had co-created an archetypal representation of the energy that had been in my life, living under the surface since I was a child.

Becoming the mermaid I encountered in my visionary work, was healing for me. It empowered me. And, branding myself as a mermaid has made me begin to look *archetypally* at myself and at this image that has haunted my consciousness.

# Methods of Inner Work

## About Imaginative Play

Imaginative Play (IP) is adapted from Jung's process of dialoguing with our unconscious selves, called Active Imagination (AI). AI is primarily a psychological practice that involves intense engagement with the figures of your inner life. One of the differences between Imaginative Play and Active Imagination is that in IP we consciously choose which being we want to work with. In AI you allow the voices to come spontaneously, without setting any intention of who you are speaking to. AI also requires that you meet with a particular being (or set of them) each day at the same time, for months or years. IP is the perfect way to get your feet wet in this practice and get nearly the same benefits.

IP allows parts of you that have been denied, repressed or forgotten to have a voice. The practice involves relaxing deeply and emptying your mind, except for a specific intention. The voices of your unconscious bubble up to be heard and seen by your conscious mind.

The imagination is the sacred space where the Divine inhabits us.

The archetypal power of a goddess or god would short circuit our nervous systems if we had direct contact with them. For example when Zeus revealed himself in all his glory to Semele, mortal mother of Dionysus, she exploded from his intense brilliance.

Archetypal images (in the form of deities and inner world beings) reach us in the middle ground, in the realm of imagination, or *mundus imaginalis*, a term coined by the French philosopher and Islamicist Henry Corbin. This intermediate world is located between the empirical and intellectual, abstract realms.

[...] the world of the image, the *mundus imaginalis*: a world that is ontologically as real as the world of the senses and

that of the intellect. This world requires its own faculty of perception, namely, imaginative power, a faculty with a cognitive function, a *noetic* value which is as real as that of sense perception or intellectual intuition. We must be careful not to confuse it with the imagination identified by so-called modern man with “fantasy,” and which, according to him, is nothing but an outpour of “imaginings.” (Corbin 5)

IP builds a bridge to *mundus imaginalis* that allows us to meet these archetypal forces with ease and safety.

## **Benefits of Imaginative Play**

- Reduces overwhelm, exhaustion, burnout
- Reduces feelings of being disconnected or alienated
- Increases confidence in your decisions
- Increases creativity, you play a more active role than in traditional meditation
- Transforms your business, alchemical integration

**My personal morning ritual involves connecting and dialoguing with my inner figures for 20 minutes. I find my day runs a lot smoother if I do this. I'd love for you to try IP at least 5 times after reading this chapter.**

You choose who you would like to work with during this time. You can work with your Muse, Angels, Guides, Mermaids. I'll also mention that in this early stage of our process, it's super beneficial to begin connecting with your Inner Mentor or Guru (*guru* means “one who dispels the darkness”). Try connecting with this source at least once or twice during this first two weeks. Make contact so that when you need the advice and guidance of your Inner Guru it will flow to you easily.

## **Exploration: Connect with your Inner Guru through Imaginative Play**

1. Close your eyes and begin to slow down your breath. Take deep and gentle breaths all the way into your belly. Send your consciousness deep into the core of your body. I often set it inside the bowl of my pelvis, visualized as a transmutational cauldron or a chalice of sparkling water.
2. Ask your Inner Guru to come forward for your initial dive into IP.
3. Greet your inner world being and ask what they'd like to share with you in this moment. Like any good conversation, don't start by interrogating your inner friend with dozens of questions. They'll close down just like a person would. Be a good listener, just like a good friend would be.
4. When it feels right, begin to ask questions or for advice that you need in your projects, business and life. You can ask for more clarification if it is needed and you may also disagree or question the advice if something doesn't feel right to you. You have the right to your own point of view. Your inner world being will find an appropriate solution in cooperation with you. This is a collaboration, not a one-way conversation.
5. Write down the entire interaction in your journal or on your computer as it is happening. Often I'll write the inner world being's initial/s then a ":" and what they said, followed by my initial and my response. It looks a bit like a script with who said what intermixed with my feelings and sensations during the encounter.

## **Embodiment Practices + Explorations**

Each chapter will have prompts, meditations, chakra breathing exercises and a body prayer at the end. These will help you deepen into the archetypal theme of the chapter and put its concepts into practice.

### **How to Practice Imaginative Play**

Begin by slowing down your breath. If you use a regimen to center your mind and relax your body, do this now. I recommend learning the **Fourfold Breath** combined with **Chakra Breathing** for this purpose.

### **How to Do the Fourfold Breath**

Settle into your inner space of silence. Breathe in deeply and slowly for four counts, hold for four, breathe out slowly and gently for four counts and hold for another four counts. Keep repeating this pattern for about 2 minutes (or longer if it feels right). The Fourfold Breath has a spiralic effect on your body, mind and soul. You'll find yourself relaxed and as centered as a deeply-rooted tree.

### **How to Do Chakra Breathing**

I incorporated chakra work into the first seven chapters of this branding book because it is one of the easiest and fastest ways to transform your inner and outer worlds.

I begin with the seventh chakra in Chapter 1 and work my way down to the root chakra in Chapter 7. This brings heaven to earth, to focus on the manifesting path of the Divine Will as it works through your brand.

Each chapter will outline the instructions for breathing into each chakra. I like to feel the breath coming in to nourish and purify

each chakra. When holding the breath, see the chakra growing in size and radiance. On the exhale, breathe its colorful energy into your aura to cleanse and replenish your etheric field.

Endeavor to do the chakra work as often as you can throughout the course of reading this book. In the morning is ideal and whenever you need a relaxed energy boost.

## **Active Reading**

Reading is transformative, especially when we consciously interact with the material. If you're just reading passively for diversion and entertainment, you might learn a few things but you won't be transformed.

Read to experience transformation! It rocks.

Practice each meditation, chakra breathing and body prayer at least once and see how it feels. If it feels right, practice more.

Bring your imagination into it. If you're trying on your Sovereignty shoes for the first time, do the Triumph body prayer in Chapter 1 as if you are a Queen or King. Being present to the archetype will feel potent and palpable.

Be what it is that you imagine in your heart.

It's time to embark on a new journey to the center of your heart and imagination.

And as with all journeys, we begin by crossing the threshold, turning the page.

## **Once upon a time...**

# Chapter 1: The Rules of Enchantment

*"There's nothing you can do that's more important than being fulfilled. You become a sign, you become a signal, transparent to transcendence; in this way you will find, live, and become a realization of your own personal myth."*

**–Joseph Campbell**

When it comes to being fulfilled as an entrepreneur we need to begin at SOVEREIGNTY.

Before we dive into the qualities of the Sovereign, I want to clarify its function: this archetype is the vision holder and boundary setter for its Queendom or Kingdom. The king or queen makes the final decisions in all matters that are related to the vision and safety of the realm.

Let's be clear: the Sovereign is not a manager. Sovereigns do not manage people or enforce boundaries. That is a manager's job.

There are many managers but only ONE sovereign.

As the Sovereign of your realm, keep this in mind. When you begin to micromanage and do everything in your business out of guilt or habit, STOP. Focus on the growth and nourishment of your vision. If you neglect this aspect of your business, get ready for burnout. Your business' growth will be stunted too. Your actions will not be inspired by the vision your business holds; you'll just be going through the motions of acting like an entrepreneur. (Or what you've been told an entrepreneur "should" be doing.)

Being an entrepreneur is another ballgame altogether.

Many of us are confronted with is the need to wear many hats in our businesses. Without the income to hire a project manager or virtual assistant we have to take on the roles and tasks of many

people. I deal with this by creating a regularly scheduled day for visioning the future of my business and reflecting on important decisions. Monday is ruled by the moon and is perfect for visioning and reflecting, I set aside that day to do this aspect of my work. I am Sovereign on Mondays. I take no clients on this day. It's mine.

Choose a day and time to act as the Sovereign of your realm. Protect this space and be in it consistently. This will help you feel connected to the Soul of your business and help prevent overwhelm.

### **“Should I follow the rules or follow my heart?”**

This is a question I've asked myself many times throughout my life.

Give yourself permission to be sovereign over your own life and business. I know this sounds totally cray-cray, but we often wait for someone to give us permission... to set our own rates, working hours and decide how often to send our newsletter.

I certainly don't think of myself as a rule breaker kind of a gal. I like to follow trusted and tried wisdom. The mystic priestess within allows me to enjoy conversing with spiritual guides to help me through this labyrinth of entrepreneurship. My guides are mostly elemental in nature—fae and mer in particular—but I've had breakthroughs come from my Angels, Nemetona, Yemaya and Morgen. (Nemetona is the Goddess of Sacred Groves, Yemaya is the Mother of Unconditional Love and is the ocean itself. Morgen is the Sovereign Lady of Avalon.)

I create my own rituals, rules and regulations in accordance with my body's and the Earth's energies. I would love for you to do the same. Being an entrepreneur shouldn't mean having to work yourself into ill health and exhaustion.

After leaving my corporate life in 2011, I found that I became frustrated with the self-employment systems I put in place. I felt like a prisoner in my self-made cell of continuous blogging, networking, marketing and emailing. I was physically, emotionally and spiritually spent.

And I wasn't seeing immediate results that I expected from all of my hard work.

But there was a hell of a lot going on under the surface.

At some point, without realizing it, my numbers doubled on Twitter and Facebook and my newsletter list tripled.

The moolah was increasing too. My gross revenue increased 400% from 2012 to 2013!

Every offering needed many, many hours of marketing work: running campaigns, drafting the "perfect" sales page, planning and writing three or more corresponding blog posts and at least one dedicated email, two or three videos, four or more short Tweetables...

**The list goes on and on.**

**Exhausting.**

And when our results (sales, likes, tweets, signups) don't match our expectations, we tend to throw it all back on ourselves:

*"What did I do wrong?"*

*"I didn't start promoting soon enough."*

*"I can't do this right."*

*"I'm terrible at marketing/promoting."*

*"No one has money/can afford to pay."*

*"No one wants what I have to offer."*

*"My sales page was off."*

*"I looked like a jackass in my videos."*

All of these stories in our minds are exactly that, **stories**. It's time to stop beating ourselves up over things we have absolutely 0% control over, such as how many people sign up for our eCourses.

There's one thing we have 100% control over: **we can always tell a new story.**

**Your brand contains a story: a narrative that has multiple themes and usually more than one core message. It can be complex or it can be simple.**

Your brand and your marketing reflect the stories you love and consciously or unconsciously live by. Becoming more conscious of the archetypal energy behind everything you experience not only brings more meaning to what you do, but also helps others **CONNECT** to that meaning. They will hire you and buy your products and services based on feeling a resonance with *you* (which is to say, your brand.)

Yes, it's time to **kneel at the altar of You.** More specifically, a sovereign, sassy and playful you.

We are given plenty of opportunities to consider how to “improve” ourselves, our marketing and our sales. But there is no such thing as perfecting the Soul.

You emerged from your mother's womb whole and spectacular, filled with limitless possibilities. **You are perfection.**

You are as vast as the widest and deepest sea. Just the thought of our big-ness makes us all the more humble.

The fact that there is only one of you in all of space and time makes your brand rare and exquisite.

Take a deep breath right now and celebrate *that!*

When you pray and/or meditate as you're working through this chapter, kneel. Place your forehead on the ground. Feel your spaces open wide to celebration.

Every time you celebrate and honor your being, you empty out the old and allow in the new. Cultivate deep humility at the altar of your Soul. Let the Sovereign of you, in whatever form, show itself.

## Your Mythic Brand

Let's define **brand**.

First and foremost, branding reflects personal clarity. Knowing your role in the world and how you and your company function in this role is the backbone of your brand. Your *why* is the heartbeat. The colors, fonts and iconography are the skin.

Your brand is represented by your behavior: how you promote yourself. How you interact on social media and in Facebook groups leaves an indelible impression. Messaging and projects that are consistent with your brand build trust. (And help to increase your newsletter list and bank account. In my world, money is sacred too.)

Behavior, messaging, your why, your style—all of these create an emotional bond with your audience. It's *that* bond that compels them to open your emails and purchase what you have to offer.

Your dream clients and customers do not make purchases just based on rational decisions. They buy from you because endorphins are released when they read your sales page and are tantalized by its story.

You want to leave a legacy. Tell a story that moves, inspires and heals.

Go beyond making the world a better place. Create a new one.

*That*, my friend, is a Mythic Brand.

## What is your Mythic Brand model?

Some examples:

- **God/dess-Like Celebrity** (examples: Lady Gaga, Tony Robbins, Oprah, Angelina Jolie) : Personal mojo, expert

status, author/ity: who you are stands at the forefront of your brand.

- **Behind-the-Scenes Biz Mogul** (examples: Virgin, Apple, Microsoft, E!) : Your business stands on its own and is not specifically focused on your personality. Can operate without you, yet reflects your personal values.
- **Weaving-the-Web Systems Wizard** (examples: B-School, Blue Ocean Strategy) : Your core message and offering is made into its own proprietary system or suite of products and services.

Each of these categories has areas of overlap. The idea is to start building your realm with a solid foundation based on the brand archetype you long to express.

Set your timer for **15 minutes** for this section:

- Create a name and description for the kind of brand you are developing... and focus more on what is stirring inside you rather than what you think your brand should be or do.
- It can be wildly creative or exuberantly quiet. This is a direct expression of your Soul.
- What is longing to be expressed through you and your business?

Congratulations! You're done with this initial deep dive.

## The Queen Archetype: Inanna

*“If you’re the Queen, why are you acting like the scullery maid?”*

This is what Inanna asked me when I was engaged in an imaginative dialogue with her one afternoon.

Eight thousand years ago in ancient Mesopotamia, the myth of Inanna was widely known and 3,000-4,000 years ago the myth was written down in cuneiform on tablets by female priestesses.

A quickie lesson on the myth of Inanna’s descent.

Inanna, whose name means “The Lady of Heaven,” hears a call from the Underworld, which is ruled by her sister Queen Ereshkigal. To get to her sister in the deepest bowels of the earth, Inanna must pass through seven gates. At each gate she gives up a piece of the queenly raiment that symbolizes her status as royalty and a woman of society.

*From the “great above” she set her mind toward the “great below,”*

*The goddess, from the “great above” she set her mind toward the “great below,”*

*Inanna, from the “great above” she set her mind toward the “great below.”*

*My lady abandoned heaven, abandoned earth,*

*To the nether world she descended...*

Her crown is the first object she gives up.

When she reaches the underworld, she is completely naked and stripped of her all titles. Her sister, on the floor writhing in pain, “fixes” her eye upon Inanna, which kills her. Inanna’s lifeless body is placed on a meat hook to rot.

Ereshkigal's husband has just died; she is in mourning and possibly in labor with a child. Some scholars say that she is actually getting ready to rebirth Inanna.

Ninshibur, Inanna's faithful lady-in-waiting, knows something has gone wrong; Inanna had told Ninsibur to get help for her if she failed to return within three days. To gather help, Ninshibur runs to the various Sky Gods, but they refuse to rescue Inanna, for her *hubris* was too great in their judgmental eyes. Only the god of wisdom and water, Enki, shows compassion for the plight of Inanna, sending his emissaries to the underworld to rescue her.

The two creatures sent by Enki as emissaries reach out to Ereshkigal by showing her compassion. Each time Ereshkigal moans out in pain, the creatures echo her. This makes her feel acknowledged. Her heart softens and she releases the body of Inanna.

Inanna is restored by Enki's creatures who give her the food and water of life. She returns to the upper world to take her place as queen again.

Your *Return to Enchantment* journey begins at the very source of self-rulership: your divinely bestowed Sovereignty works from the top down. As you open your crown chakra and your life to bringing in Divine Source, you align with the Cosmos, the earth and your Soul star. The Soul star—your undying essence—is the queen or king.

As we embark on a descent into the body itself, infusing every cell with the radiance of the life force, we ally with our Shadow living in the Underworld. We embrace and kiss that aspect of self that is suffering in physical or emotional pain, raging with anger and resentful for being unacknowledged and forgotten. The kiss, the silvery light of the Cosmos, enters the crown chakra and flows its way down, down, down. The light glows in our darkest spaces, warming the ice and allowing its gentle glow to permeate them.

Like Inanna's descent into the Underworld to meet her dark, Shadow sister Ereshkigal, you'll meet your own innermost core self, the shadow sibling that you may have been neglecting for years.

Our sovereignty is ancient. The archetypal queen is an archaic part of ourselves that we access through the body and through visioning. The crown chakra (the 7th major chakra located at the top of the head) is the living energetic symbol of our birthright to rule over ourselves. But, from the time we are born we are conditioned to doubt our inner authority and take on the laws of external forces that do not serve our growth or fulfillment.

As we grow older and wiser we begin to identify and cast off the shackles of outworn rules, dead stories and sabotaging behaviors—re-learning how to listen to our intuition and the wisdom of our bodies.

## Myth of Sovereignty: The Loathsome Lady

This retelling is a story from Arthurian legends about the marriage of Sir Gawain to Lady Ragnell.

Arthur is hunting in the forest when a man, Sir Gromer, steps out of the shadows and threatens to have Arthur's head unless he can come back in one year and one day with the correct answer to one question:

“Tell me what it is that women desire most, above all else.”

On his travels Arthur searches for the answer, and with only one month left, King Arthur meets a woman covered in jewels and gold. She is disfigured and ugly.

She reveals her name, Lady Ragnell, and tells him that she is the only one who can help him find the answer to the riddle. However in return for this information Arthur must agree to give her something she wants.

He agrees.

“Grant me the knight Sir Gawain to wed. Either I marry him, or you must lose your head.”

She continues, “...now I will divulge what women desire above all else. Some men say we desire to be beautiful, or that we desire men's attention, or that we desire to be well wed. These men do not know the truth. What we desire above everything else is to have sovereignty, to rule our lives as we see fit, and not be beholden to another. Go forth, King Arthur, for your life is spared.”

Arthur returns to Camelot with the bride-to-be. Sir Gawain must take one for the team.

Of course Gawain, a noble knight, doesn't even hesitate. He vows to marry the hideous creature without flinching.

Arthur wants them to marry at a time when no one will show up to see Lady Ragnell's ugliness. She refuses. They must be wed in the open for ALL to see.

In the post-wedding boudoir, she asks Gawain to kiss her and when he turns around he sees a beautiful young woman standing before him!

She tells him that she was under a curse placed by Sir Gromer, her brother: she is ugly by day and her beautiful self at night.

As her husband Gawain will have to choose: does he want her beautiful by day and ugly at night, or monstrous by day and glorious at night?

He turns to her and says, "To have you beautiful at night and no more, would grieve my heart. And if I desire to have you fair during the day, then I'm sure I could not bear the night. I put the choice in your own hands. Whatever you choose, to be beautiful by day or by night, as your husband that choice will be my own."

Poof! The curse is broken.

Lady Ragnell remains beautiful day and night... and they live happily ever after.

Because Sir Gawain was willing to allow his wife her sovereignty, BEAUTY was restored.

## Case Study, Danielle LaPorte

*"A mythical bird that never dies, the phoenix flies far ahead to the front, always scanning the landscape and distant space. It represents our capacity for vision, for collecting sensory information about our environment and the events unfolding within it. The phoenix, with its great beauty, creates intense excitement and deathless inspiration."*

**-Master Lam Kam Chuen, *The Feng Shui Handbook***

Like the Phoenix who rises from the ashes of its own death, Danielle rose from the corpse of her own company, severed her biz partnership (and I believe her love partnership as well) and recreated herself from zero.

After working one-on-one with hundreds of clients, she released *The Fire Starter Sessions* in 2010 to rave reviews and thousands of sales. The stuff of entrepreneurial legend.

Danielle is the quintessential Phoenix. She burned her old branding (White Hot Truth) and went straight into her white-hot essence: [DanielleLaPorte.com](http://DanielleLaPorte.com).

All of a sudden everyone wanted to brand their own name. Yes, including me.

Over the past four years, she has redesigned her website at least three times by my count.

Her redesign, which launched December 4, 2013 (one day before her self-published version of *The Desire Map* was released), was the most stripped down she version to date. Lots of white space. The way she likes it.

Ms. LaPorte's writing has a definitive mystic flavor, and is deeply poetic. Mystics have come from every religious tradition—Rumi from the Sufi, Azriel of Gerona from Kaballah, Hildegard von Bingen from Christianity, to cite just a few examples.

We are looking at a High Priestess of entrepreneurship. Who else can tell us to create Stop Doing lists, or to sit in a hot tub instead of in front of the computer, and get away with it?

The High Priestess manifests by being, not doing and especially not by overdoing. She's able to go after what she desires by feeling through her heart, not by over-analyzing in her head.

Danielle released *The Desire Map* after a month long pre-launch of onboarding affiliates and releasing riveting teaser videos. Her look in the videos was much softer than ever. It reminded me of the soft-focus filter of moonbeams.

Seated on a leather couch, she beckons us to enter a world where we can accept our desires and live by their power and purity. Think Rita Hayworth with a touch of Bjork. Pure, stripped down glamour alongside avant garde artistry.

What Danielle models so beautifully is how to bridge the gap between you and your livelihood, so they more than overlap. They become one and the same. Unity. The two flames become one.

I see Danielle LaPorte as not only a model of the successful female entrepreneur, but as a sacred teacher. Who knew that I could be my happy mystical self and still have affluence?

Danielle says:

“Authenticity is risky business, for sure. I think you need to know the rules in order to break them, otherwise it just gets flaky. You can write in your own voice, but you need to be a decent writer. You can hammer out an unconventional business plan, but you better know the key components that go into a traditional plan...

“I think that mere rebellion and anger are slippery slopes in terms of blogging. Personally, I'm not a fan of many diarists or activist bloggers. I feel I owe it to my audience to refine my crap, and think it through into something instructional and/or inspiring.

**Authentic + responsible = useful. I like useful.”** (May 2010  
interview with Jen Loudon)

*(Danielle’s case study first appeared on **Rebelle Society.**)*

## The Rules of Enchantment

- Act like the Sovereign of your realm, not the scullery maid. (You, and you alone, are responsible for every decision you make; you can build a council of any size to help you, i.e., a gang or a sidekick.)
- Make your own laws (work hours, types of projects undertaken, vacation length + frequency.)
- Name + define your realm. (Name its essence, define its topography and boundary lines.)

**When you create your Mythic Brand, use these guiding questions to steer you back to your soul:**

1. Who is your **Inanna**... what are you reaching for and what is your guiding star?
2. Who is your **Ereshkigal** or your version of the **Sky Gods**... a challenger or nemesis who brings out the best in you?
3. Who is your **Ninshibur**... supporters who will go to the ends of the earth to help you thrive?
4. What is your Mythic Brand's origin story?

Just about every story has the backstory, how it came to be. Think of Theogeny, Genesis, Rangi + Papa, Yggdrasil (World Tree), and Enuma Elish to name some of the hundreds, perhaps thousands, of creation myths.

**Create your own brief brand Cosmology in 5-10 sentences.**

- How was your brand born?
- What were the circumstances that brought it into being?

These make great stories for the “about” pages of your website.

The visioning and creating we do in *Return to Enchantment is Soul* play. And as I'm sure you've heard before, success as an entrepreneur is an inside job.

Sales and marketing do not have to feel sleazy, gross, or manipulative. You have something amazing to offer the world. You need to tell people about it. If you don't, you risk robbing someone of that magical genius that only you can share with them. We each have a unique gift and when we hold back, we hold others back. I know this sounds harsh, but it's true. Withholding your inner power, in the form of your gifts, puts you out of alignment and projects a weak template. When you model empowerment and are fully self-expressed, guess what? You give everyone else permission to do the same.

## Primacy of Play

The best way to re-center is to allow yourself more time for meandering in the inner imaginative and outer physical spaces, without attachment to any outcome.

It's so easy to fill ourselves with all kinds of stuff, thoughts and objects.

**Spaciousness leaves room for play. Do not rush to fill your spaces, internal + external.**

The term *reverie* originally meant “wild conduct, frolic,” from Old French *reverie* “revelry, raving, delirium,” from *resver* “to dream, wander, rave,” of uncertain origin (also the root of rave). Meaning “daydream,” is first attested in the 1650s.

Daydreaming is the backbone of **vacation mind** and the essential ingredient for producing any work of genius.

## Practice Daydreaming

For the next two weeks, schedule daydreaming time into your calendar. For some of your daydream sessions plan to be in an enclosed space, like your bedroom or a garden. For other daydream sessions visit public parks, coffee houses, art galleries, the beach or a forest. Wander about as if in a dream. (Just look both ways before crossing the street!)

Take along your journal because you will have plenty of ah-ha moments and prosperous ideas will flow effortlessly to you.

Vacation mind is how your brain functions when you are worry and stress free, relaxed, sipping on mojitos on the beach in Cancun. Vacation mind applied at work can profoundly improve productivity.

*“So what does it look like when you apply vacation mind to work?  
You let go of the anxiety. You aren’t worried about getting it all  
done, or doing the right thing right now, or all the things you have  
to do later. You are immersed in enjoying whatever you’ve chosen  
to do right now.”*

**–Leo Babauta, “The Practice of Work Mind & Vacation Mind,  
Simultaneously”**

## **Stop Multitasking Mania**

One morning per week choose only one priority task and spend the day completing it. Do not multi-task for a whole day. Almost every person I know who does this ends up finishing their one priority by lunchtime or before and then can decide to tackle any other tasks... or take the rest of the day off!

The other benefit to working this way is that you can complete the loop on a task or project and close the door. Clean energy. No leaks. Having too many unfinished projects at once depletes you. Worry and anxiety are two of the main culprits of entrepreneur burnout.

## Interview, Karen Tate

*You're a Goddess Advocate, Author, Radio Show Hostess and Tour Director... you focus on the Sacred Feminine and her place in contemporary and ancient herstory.*

*Even though you are a lover of the many faces of Goddess, I believe you have a special affinity for the Egyptian Goddess Isis. Can you tell us how Her sovereignty and Queendom have inspired your life and work?*

I grew up in a Catholic family in the Bible Belt of New Orleans, LA. My grandma had several garden and indoor altars to Mary, mother of Jesus and in Catholic school is was typical we would ceremoniously place wreaths on the head of Mary on her holy days. Couple that with my unique interest in foreign lands, particularly Egypt.

I can remember as a young girl, one of the most culturally fulfilling activities of my life was when a visiting exhibit of the King Tut exhibit came to New Orleans. I stood in line more than four hours with my brown bag lunch to see the exhibit. I suspect Isis was there on my shoulder for a long time, waiting for the perfect moment to awaken me to Her.

At first I was interested in Isis because she felt like such an accessible Goddess. During her life she was many things—lover, wife, widow, queen and single mother. She'd been betrayed by her husband and sister, so knew pain and grief. I felt she could understand one's hopes, fears and desires and answer our prayers. She was the loving mother so many of us might not have had in our own mortal mothers. In fact, Isis and her son, Horus, were the images Christianity co-opted when the church tried to sweep away Goddess from the world and replace her with with Mary and Jesus.

Later, when Isis as deity morphed into Isis as ideal or archetype,

I realized she personified so many qualities I held dear. She was a leader. Her symbol is the throne. It was she who gave the pharaoh the right to rule, using the laws of another Goddess, Maat, or truth and justice. We've heard the saying the power behind the throne—well, she was the throne with all the power and responsibility it entailed. She and her husband Osiris, archetypes of partnership, were said to create civilization and man and woman to love each other. This was so very different than patriarchal Christianity that marginalized women and conditioned females to be in service to men, ashamed of their sexuality and told that due to Eve's sin, all women deserved to suffer.

I guess you might say I saw Isis as a strong, caring, sharing, leader—an early feminist. She was independent. Sovereign. She was an example of woman standing on her own two feet and following her passion and vision. I saw her story as an example of how women's roles might have been different had patriarchy not been so successful sweeping the Great Mother and her many stories and myths from the world stage and therefore our psyches and cultures. The early years of my Goddess path were spent learning about Isis, visiting her sacred sites, and leading public rituals in her honor. I even dedicated my first book to her and the Egyptian God, Thoth.

I've felt Isis as deity, archetype and ideal, embrace me in her golden wings, for about thirty years now. I can't think of a better place to be.

***How does being a Sovereign Goddess woman show up in your professional life? How do you make critical decisions?***

I think as we gain wisdom we learn it's a dance where sometimes you lead and other times you follow, depending on what the circumstances call for. We learn to trust our own judgment and vision or know when to ask for guidance. I think Isis, along with Sekhmet, the lion-headed Egyptian Goddess, have taught me tenacity, strength and determination.

I understand about going with the flow, listening and not trying to push a boulder uphill because that's a sure sign maybe I'm going down the wrong path. I've learned the challenges in life are

really gifts that have steeled me, taught me, helped define me. I learned about the liberation of surrender and forgiveness. One of the most important things I believe has come from my Goddess knowledge is how our desire for perfection can be a detriment to getting anything done. We have to have the confidence to learn as we go and not be fearful we won't achieve perfection. I also have learned to like myself and be in my own skin and not look for the approval of others for my validation or self worth. As I've gotten older, moved into my Queen phase of life, I don't let people back me into corners and instead speak up, even if it's not politically correct.

***Isis is often invoked by women who feel like they're juggling too much, career, family, personal needs and spirituality. She is an archetypal figure AND she is ever present in a very tangible way.***

***Do you find that by honoring her place in your life and work that she empowers you to seek more balance, within and without?***

I'm a serious multi-tasker. I simultaneously work full time, take care of a husband and my two feline daughters, run my radio show of eight years, have written four books and give talks, teach classes and lead sacred journeys—one coming up next year is rto sacred sites of Turkey.

I think the many roles of a Goddess show a woman the many things she can be, sometimes simultaneously, sometimes at different phases of her life. That said, it is important not to overextend oneself. The ancient Egyptians were ever-fearful of imbalance which leads to chaos. So I guess from that perspective, we see how being out of balance can lead us to a lack of harmony and more stress which might lead to health issues and a depletion of our creativity and energy.

Goddess as Nature or Mother Earth also teaches us the importance of balance. If we have imbalance in eco-systems, we see loss of life and unhealthy conditions arising.

We, our lives and bodies are a microcosm of the macrocosm.

### *What does Sovereignty mean to you as an Entrepreneur?*

I guess it means being the Captain of my own ship. I don't have to defer to anyone, please anyone, meet some male boss' expectations, but it also means all the responsibility is on my shoulders so I'd better marshal all my talent, vision, energy and magic to get the job done and done well.

I don't have anyone but myself to blame for failure—or success!

I have the responsibility for how things are done, for the people I work with or who work with me. In a way it's like being a responsible Mother or Queen archetype. I think it also means as women we have to work harder to empower other women and not compete.

As we have a responsibility to change the world, we want to replace the status quo with a new normal that works for the most of us—particularly women who have been disadvantaged and undervalued for way too long. I think it's also about bringing new ways of doing things into the world and workplace—ideals of collaboration, partnership and negotiation.

## **Practice: Media Cleanse + Sabbatical**

Stay off of other people's blogs, no matter how good they are. Take time away from social media. Work from your bathtub, the beach, your backyard, your soft, comfy bed. Daydream a lot.

I know that we all need to promote our offerings and that many of us are leading Facebook groups and our own workshops/courses. Do the best that you can to stop any habits of over-consumption; media and others' ideas and rules are great for them, but ultimately can push you off your center.

Decide how often and how long you desire to stay off of social media, blogs and the computer.

Create a media cleanse and sabbatical that feels awesome to you and schedule it into your calendar today.

## **Planning Your Social Media, Blog, Online Cleanse + Sabbatical**

1. How long will your media sabbatical/cleanse be? You can take half days, whole days, weeks or months. You decide.
2. Choose the dates and mark them in your calendar.
3. What and whom do you plan to avoid, ignore and release over that time? Make a list and your own set of rules to follow.

Ideas: No social media, except to check in once daily to respond to friends, family, current clients and potential clients; check email no more than twice per day; turn off the cell phone for part of the day; turn on invisibility mode in Skype and let clients know they can contact you after lunchtime.

4. Prepare for your sabbatical by setting up marketing with Hootsuite. Inform anyone who may need to reach you during this period (family, friends and clients) that you'll get back to them at the time you've set aside for appointments. Put an autoresponder in place.

## Exploration: Connect with Your Favorite Stories

*"... stories are somehow alive, conscious and responsive to human emotions and wishes."*

–**Christopher Vogler**, *The Writer's Journey: Mythic Structure for Writers*

**Step 1: Immerse yourself.** Watch movies, read books (yes, even children's illustrated books you once loved), listen to your favorite songs. Pay attention to the parts that are meaningful for you. Take notes.

**Step 2: Study your notes.** Then answer these inquiries:

- What do you see of your own life reflected in the characters and plots?
- Did you connect with certain themes? How can these themes be expressed more in your life + work?
- What did the characters you loved in these stories desire in the beginning? How was their desire fulfilled?

**Step 3: Imagine.** Take a current or past business conundrum and write down the bare bones facts—who, what, where. Now, write a story about it using one of your favorite characters. How would they solve the problem? Be creative and make shit up! Have fun with it and throw away ideas of reality and practicality.

**Step 4: Reflect.** Can you apply a similar approach to problems that come up in the future?

## **Meditation + Breathwork**

**Focus:** Chakra 7, Crown Chakra

**Sanskrit:** Sahasrara, Thousandfold, thousand petaled lotus

**Associations:** Consciousness, Divinity, Sovereignty, Heaven, Cosmos, Violet Ray, Angelic Realm and Ascended Self.

**Planet:** Uranus

**Day of the Week:** Saturday

**Archetypes:** Inanna, Isis, Shiva, Zeus, Queen/King, Empress/Emperor, Archangels (particularly Michael)

For the next week or two, tend to the Starry Universal Realms and the intelligence of the Mythic Cosmos through your **7th chakra, located at the crown.**

Step 1: Begin by breathing white-violet colored light from the Cosmos into the center of the 1,000 petaled lotus at the top of your head.

Step 2: As you hold your breath for four counts after the inhale, see the light and energy from this chakra expanding and growing.

Step 3: When you exhale, breathe the violet-white light out of the petals and into your aura, which surrounds your entire body.

Step 4: Hold your breath for four counts visualizing the violet-colored light infusing your aura and bathing every cell of your body.

Repeat the pattern beginning with step 1 at least three more times.

For the final exhale, to end the practice, move the light and energy down your body and into the heart of Gaia (Earth Mother Goddess) with your breath. This will ground you for the Imaginative Play (IP) practice to follow.

## **Spend time in Imaginative Play**

For the duration of your work in this chapter dialogue with a favorite character that you identified during your explorations with your personal mythology.

What messages are they sending you?

How do you feel during and after the practice?

What synchronicities show up in the outer world that match the feeling or essence of the communication with your inner world beings?

## **Body Prayer**

This simple body prayer movement sequence will help you embody the energy of Sovereignty.

First close your eyes and imagine a radiant crown on the top of your head. Hold your spine even straighter, head even higher. Keep your face soft. Drop your shoulders. Relax all the muscles in your body. Being confident and strong does not mean you have to be tense.

You are holding the stance of the Queen or King, Empress or Emperor.

If there is a difficult conversation you need to have with someone or if you need the strength to make a difficult decision, bring the situation into your mind and pretend you are the Sovereign of the realm. Your role is to protect the vision and integrity of the land.

Make your decision or pronouncements in your mind and see how it feels.

Have that difficult conversation in your mind, see it resolved and visualize the other person feeling peaceful and happy.

When you are ready to move into action, open your eyes feeling empowered, triumphant, wise and calm.