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SOURCE

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VIBRATIONAL ALIGNMENT in Their Business



Dina Marais
Rozlyn Warren • Michele Parad
Nilzara Rivera • Loria Raiola-Trapp
Adriana Monique Alvarez • Therese Skelly

SOUL PURPOSE PUBLISHING

The Mystic's Ultimate Quest

by Michele Parad

I. The Quest for Purpose

It was in 2018 that I finally decided to start a healing practice. My first website, **Sanctuary Roots**, offered ThetaHealing, DNA activation and Reiki. I was IN LOVE with it. I was going to take my 7+ years of certifications and accumulated occult knowledge and finally share my gifts.

I loved everything about the website process. I enjoyed thinking about the name and the brand. I reveled in the design, thinking where we could incorporate the four elements (fire, air, earth, water) to represent alchemy and transformation. I delighted in putting the words together on the page that transmitted an experience of love and healing.

To me it didn't matter that I spent \$3000 on the website, or whether it was practical for making edits, or whether I was really going to make money from it. I was in LOVE.

That's why in 2020, when I scrapped the website and the business name and started anew, the "death" of it was particularly painful.

I was attached to what I had created, not just for the time I put in, but because it was beautiful and felt like a piece of my heart.

My breakup with Sanctuary Roots was like the boyfriend I was fond of, but had evolved away from. It was also particularly painful because at the time, I wanted to prove to the world (and more so to my practical father) that I could make it as a healer.

My idealistic nature led me to take more spiritual classes, thinking that would solve my cash flow problem. But sadly, it did not help me replace the full-time tech salary I had at the time.

While trying to analyze why it was not working out, I realized that the people I did attract were a very specific type of persona, which I later identified as the lightworker entrepreneur. These are old souls that incarnate into this life to disrupt systems and help make massive transformational shifts for humanity. However, in hindsight, my website and my services did not really communicate to them directly.

I also knew that I had my own unique way of working with clients outside of any modality I had acquired, but I had a difficult time describing or selling it in any significant way. I let my healing business retire to the background, while I figured out where to direct my attention next. My quest for purpose, which I comprehended later, came with continuous cycles of death and rebirth.

My second business idea was focused on building a community membership for lightworker entrepreneurs. I called it the Human Impact Accelerator.

I figured that if I couldn't successfully form a business from the healing lens, I could instead, put my 12+ years of venture and marketing background towards an impactful cause and serve the same audience. It didn't occur to me yet that I could combine my two skill sets - intuition and strategy, spirituality and science.

Back when I had worked at tech startups, I saw major gaps in the support and ecosystem available to founders, to make it possible for them to survive. I knew that I wanted to help change the system in some way. I decided that a community membership could be a first step in helping entrepreneurs reach the right resources in time.

"How are you going to make money?" asked several of my wise and successful acquaintances who I had introduced the idea to. They had a point, but I didn't want to listen.

I knew I was heading in the right direction. And, if I had the right mentors (and financial backing) to encourage me to modify my business model, rather than abandon it completely, I might have gotten it more on track.

The community I yearned to create ultimately represented fostering freedom for individuals from the competitive and political minefields I experienced in the business setting.

I remember constantly being made to feel small by former managers trying to squash or diminish my talents, and ultimately preventing me from really unleashing my creativity on the world. It made me want to help other talented individuals to reach their potential by breaking out of the mold and finding their place in the world, be it through entrepreneurial leadership or another form.

But HOW was I going to help these entrepreneurs in a way that was more impactful than other, similar communities?

Eventually, Shiva, the god of destruction, came along to help move me forward and I went into a deep depression with the realization of another ending. Little by little and over time, through my own healing process, I was able to release the emotions and complete the underlying belief work around "failure" and "closure."

I now only see my failures as key insights that actually led to my success, and closure as simply the beginning of something new.

I was a master at starting over. I had moved 11 times in my life, across different countries at different stages. I had done this to go after various pursuits, and while I wouldn't take any of it back, I never really knew what it felt like to stay in one place long enough or to see something through.

It was by going through the continuous cycles of change, that I later understood that I had acquired an ability to help others release their grief and entanglements with their former life or vision, so they could move forward.

There was a period when I felt stuck. I was disconnected with myself and Source. But I came to understand how to get myself and others out of this "stuckness" so they could once again re-engage their "joie de vivre" and receive the next set of clues and experiences that were waiting for them along their path.

II. The Quest for Prosperity... and Egotistic Pursuits

When I had previously worked with various spiritual teachers, I had only gotten relatively vague insights into my career path. The very first astrologer I went to told me that I would be a healer, facilitator and educator. Back then I didn't quite know the shape or form that my business would take. Was I going to facilitate events? What was I going to teach about?

I decided I needed to seek help for myself. I set out to find a mentor to assist me in designing a business that could truly survive and thrive, and which was related to my passions.

I embarked on a mastermind program with a multi-millionaire shaman business coach. I never knew that such a career path existed and the prospect excited me. I figured that I might be able to replicate her business model and create coaching programs. I was eager to observe what made her rise to her success. What was her secret? Was she more connected and plugged in? Did she have strategies to download more "prosperity codes"? I figured that she had access to higher vibrational beings, which was in part, the key to her wealth creation.

The mentor felt incredibly ethereal and galactic. I was mostly attracted to her because it seemed that she was standing in her power. But in the process of being mesmerized by her, I also gave my own power away.

After a month into the program, and unfortunately, too late in the process, it occurred to me that by doing so much light-work (getting intense energy downloads) at such an accelerated pace, we would also attract an equal amount of shadow work.

I was painfully learning about the Law of Polarity, that everything has an equal opposite: the more light, the more dark. I ascertained that there was actually no "short-cut" to heaven (as I desperately wanted) and no way to escape quickly from the challenges of this dimension to reach a higher plane of existence, where everything is joyful.

I'll spare you the details of being face to face with one fear after another or experiencing the equivalent of being electrocuted when introduced to various methods for the purpose of "jumping timelines" to receive more money. In hindsight, I understood that these were artificial creations channeled through her ego.

Ultimately, I was still left with a lot of questions, not knowing which approach to take next, or what I could adapt, that would have some meaningful significance to my business. But one thing was sure: I no longer aspired to become an overnight success. I knew that the way to progress within myself, or to reach abundance, is slowly, patiently, gracefully, gently, step by step.

I continued on my quest to learn different ways I could bring about prosperity while also using my skills and gifts. I took courses on alchemy, astrology and strategy, in search of more answers to how I was to design my business.

My subconscious led me to continue to attract similar “high frequency” ego-centric guides and coaches until I finally released the underlying trauma that made me attract mentors who hurt me to various degrees.

Through encountering various types of mentors, I was beginning to embody discernment at a deep, core level. And while I was disappointed that some teachers did not meet the virtuous standards I esteemed them to have, I still gained many insights through studying with them. I carefully observed what they did in their containers, integrating the approach and methods I felt were helpful, and omitting what I felt was wrong or counterproductive.

When it came to sales and marketing, I found that many coaches were mimicking old paradigms, psychological maneuvers and shadow language, to entice people to sign up for their programs.

Whether they realized it or not, some of them were shining a spotlight on individuals’ insecurities with the hope of swooping in and having you pay them to save you.

It was pretty commonplace for the entire coaching industry to play out a savior-victim scenario with their prospective clients.

One particularly savvy coach I came across, invented an energy technology that he would blast during the discovery call, claiming that this alone, as well as Voxer support, was worth me paying him \$20,000. But through my past experimentation (and burnout) of relying on external frequencies to feel good, I knew it was neither a sustainable nor reliable way to get to the answers I was seeking.

Other spiritual coaches I encountered were proponents of using spells, vigils, symbols, incantations or rituals to boost their viewership, followers and enrollments. While this form of manifestation has a place, and certainly works to a certain degree, it felt rather contrived. I instinctively knew that there was a more innately beautiful and authentic way to attract clients.

So, I asked myself: if the current sales and marketing tactics feel outdated and manipulative, and some of the spiritual practices don't feel quite right, then IS there a new way that is authentic and actually empowers people? I needed to discover this rather than follow the process of breaking people down. Was there a way to preserve the purity of the process?

At this point, I had exhausted my resources and I knew there was no one really to turn to. There was no one to show me exactly how to package my offer or show me the ideal way to market or message it. Not in a way that really took my unique talents and style into account. I was going to have to innovate.

The cumulation of all my frustrating experiences ultimately allowed me to identify a real opportunity. I discovered that there was a need, and a way, to help others articulate and formulate how their business aligned with their Ikigai - the Japanese concept of purpose at the intersection of what you love, what you are good at, what the world needs, and what you can be recompensed for.

III. The Quest for Source...and a New Model of Co-creation

To channel something new, I needed to strengthen my own inner compass and my connection to my Higher Self. I practiced getting into deep meditation and asking myself questions, trusting the answers, even if they didn't make sense initially. I learned how to humble myself and tap into Divine Will (rather than my will) so that I could truly co- create with the universe and allow things to naturally take their course.

I began to study the Gene Keys, a philosophy and map, based on the I Ching and Astrology. That is where I became aware that I was designed to surrender so that a mythic story could move through me. I had no idea what that meant at first. It was a scary concept to someone who liked being in control as much as possible.

In the process of learning to surrender, I experienced so much resistance and stress. My ancestors and their genetic patterns DID NOT like or appreciate this new and unfamiliar territory of trust. And it was hard to trust myself when the fruits of my labor were not yet visible, especially when I was going into debt.

My body screamed at me and sounded off the alarms. I was incredibly impatient at this point in the journey because I yearned to be ten steps ahead of where I was. That impatience turned into deep emotions of frustration that got stuck in my body, until I worked to transmute them.

I spent over a year incubating my ideas. I sat in the discomfort of not knowing whether it was truly going to succeed, and this gave me continuous heartburn. At one point, I had a rare disorder, but I continued to show my calm and collected nature on the outside, while masking and repressing my anxiety on the inside.

I created a new website and poured my energy into page after page, trusting that the language and illustrations that came through were going to speak to my lightworker entrepreneur soulmate clients. This time I was a little more descriptive and clear about the type of people I was desiring to serve, which came down to: Multi-passionate and impact-driven individuals from the corporate world, who had a spiritual inclination. I held their avatar image, and that clarity allowed me to imagine them whenever I created content.

After a period of reflection, the S.E.L.L. Method (Source, Expand, Liberate and Light Up) came to me, extracted from an amalgamation of my spiritual studies.

I began to use S.E.L.L to manifest from my Higher Self. This method is all about the new paradigm of sales that has little to do with outbound outreach, “objection handling,” or convincing. Rather, it is all about the inner journey of becoming our best selves, i.e. Self Actualization. It involves imbuing the qualities of an intuitive and feminine exploration process.

The following is a breakdown and summary of the acronym:

Source

is developing that relationship with Source energy, and getting clear insights without any interference patterns. When you use Source, you are less likely to create something from the ego or mimic those around you.

Expand

is about increasing our capacity to hold the vision we sourced, because it is often much bigger than our small self would have ever imagined. When you Expand your capacity, you are able to receive more gracefully. You are less likely to burn out (as I did) and you can integrate energetic upgrades.

Liberate

is releasing all the limiting beliefs, the energetic imprints in our subconscious that deter us, and the neurosis from our field so that we can actually move forward. When you Liberate yourself, you are more likely to have the stamina to continue toward your vision.

Light Up

is about implementing strategies that give us more joy, a sense of awe and freedom, to increase our vibration and help us attract the resources in alignment with our vision. When you Light Up, your magnetic field becomes more vibrant, as does your ability to magnetize what you want.

Throughout my spiritual journey, I experienced modalities that addressed one, two or at a maximum of three of the above pillars of Self Actualization, but rarely did I experience activating all four.

You can choose anywhere in the S.E.L.L. method to begin your journey. However, working with at least two of the concepts together is beneficial. From my experience, focusing only on one of them for a prolonged period can cause an imbalance. For example, if you prioritize only Liberate, you can get consumed by shadow work and fall into the trap of perpetual healing. Or, if you focus only on Light Up, you may be a magnet for situations that haven't yet been Liberated from your subconscious.

There are several exercises you can do to start experimenting with S.E.L.L. For example, if you don't yet know your Light Up strategy, you can use this short meditation:

Imagine you are a ball of light and you are expanding that light to the size of the room, now the size of your city, now the size of the state, country, neighboring countries, globe, galaxy, past the stars and other galaxies, until you reach a bright white light. Imagine a golden bridge suddenly appearing and as you move across it, you see a gold road that takes you to a gold temple.

At the gate of the temple is your guardian. What does he/she/it look like?

Inside the temple you see 3 key objects; they could be anything that gives you a clue about your light up strategy. What do they look like? Feel? Taste? Touch? Ask any clarifying questions you have while inside the temple.

Take note of what you saw and draw the objects in your journal and then look up their symbolism. Repeat this exercise as many times as you need to, to refine your insights. Make a mental note if any of the objects you saw also appear around you in life. Go out and explore anything that you got hints about, even if it's a little out of your comfort zone, you may be surprised!

Choosing the entrepreneurial route can be incredibly stressful, especially when you are jumping into the unknown and being constantly tried and tested. But when you discover unique strategies for operating at a higher conscious level, you can become more resilient to anything that comes in your path.

All of the so-called failures I had, and the painful experiences I went through as I was exploring what the highest expression of myself could be, contributed to profound realizations. I know that the same breakthroughs can happen for you if you don't give up. Success can be measured by the struggles you were able to surmount, the lessons you learned, and who you were able to help along the way. Everything else, such as luxuries and beautiful adventures, is available and will come to you in surprising ways. Whether your goals are to make global contributions or quietly lead a movement to bring about enormous impact, the key is found in Source

Continue to be motivated by staying true to yourself and being in alignment with Source. As a like-minded spirit, I would love to connect with you to help you Expand, Liberate and Light Up.

Enjoy your journey!

MICHELE PARAD



Michele Parad is an intuitive guide for conscious leaders, author and speaker. She is known for Your Brilliance Archetype guides and the Sell Your Brilliance™ program. Michelle developed the S.E.L.L method, a spiritual philosophy which has helped empower her clients to build businesses that align with their path towards Self Actualization. She has 15+ years of deep expertise in start-up marketing and is an advanced healer and mindset trainer with certifications in 6+ spiritual modalities.

Michele has an academic background in public policy (BA, University of Chicago and MS London School of Economics), and while she never became a public servant, she channeled her interest in social equity to work with businesses that help progress humanity. She is the founder of S.E.L.L. Ventures co., an incubator for startups that help regenerate the earth, enhance our well-being, cultivate peace and democratize prosperity. Her mission is to help current and aspiring entrepreneurs to rise above their limiting beliefs and social conventions, opt-out of outdated paradigms of conducting business and co-create and co-elevate a new world.

Michele feels she is a global citizen, having lived in 11+ countries, she loves interacting with and learning from people from all walks of life, cultures, religions and norms.

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