

## S2: E181: Why Your Business Needs a Soul-Led Plan

Welcome back, everyone, to Make Your Message a Movement. This is your host, Tiffany Neuman, and I'm super excited to dive in with a special guest today. So Cailin Asher is an award-winning coach and business mentor for HeartLed Women Coaches who understand that alignment is the most effective and efficient business strategy there is. So Cailin and I have known each other for quite a while now and kind of been on the same trajectory in business. And Cailin helps women orient their business around their soul and craft a soul-led business plan rooted in clarity, integrity, and embodied leadership, her proprietary sacred self-alignment system. Cailin uses that to guide women to anchor their vision, voice, and values, and vibe so every author, decision, and growth strategy moves with coherence and power. She has supported over thousands of coaches over the last decade and really helps them build high-ticket businesses. And she scaled her own beyond a half a million dollars a year by honoring the calling of her soul and expressing it through aligned, profitable business assets. So I'm so excited to have you here today, Cailin.

Yeah, it's so good to be here with you, Tiffany. This is so fun. Thanks.

So yeah, like I wanted to have you on specifically because we have so much in common. So I also help women with their vision, voice, values, vibe in a slightly different way, obviously through the brand, but we have a lot of the same philosophies and really, you know, going in it with a soul focus. Like even now that I've integrated AI into my process, like it's always soul first. And I love that that's what you focus on in coaching because a lot of times, you know, so focused on just strategy and the business side and those things are important, but then people end up burning out and like forgetting like the deeper side of it. So can you just start by telling us a little bit more about your journey and yeah, how you got to be where you're at now?

Yeah, it's, I'll try to keep the story brief. It's a long and winding road. You know, I've always known since the time I was a kid, I mean, 10, 11 years old, like I always knew I wanted to have my own business, that I wanted to do something different, like not just get an office job. I started my first business in high school actually. And then as I was moving through college and graduating, I really felt like I started this quest to really figure out like, what is the work I'm meant to be doing on this planet? And I don't know why I felt like that was what I needed to find, right? Like there's so many people who are like, oh yeah, I'm happy with my job and things are going and things are fine. And I've had this like soul ache to bring forth work that felt meaningful to me and impactful for others. And that really felt like it capitalized on my gifts and my talents and my expertise and my lived experience and all of those things. That led me to a bunch of different things from yoga to copywriting to social media management, eventually to

coaching. I started my coaching business about 10 years ago. And that's really when I started feeling like, oh, okay, I really love holding space for women who are visionary, who are ambitious, who they themselves feel like they have important work to do. And so that's really when I started coming into this conversation of, okay, it's not just about strategy. There's deeper stuff under here, at least for the women I love working with. And I've been navigating that myself all this time. And there's been times where I've gone more to the soulful side, like when I was teaching yoga and then gone more to the strategy side when I was like scaling with ads and a funnel. And now I feel like as I cross over into my forties that I'm sort of landing in this place where I'm realizing that I can really weave both together and be stronger for it. That I don't have to just feed and nourish like that craving for personal development and spiritual growth or work with business coaches and join masterminds and do the strategy stuff. That there's this place where both can live simultaneously. And I'm happiest when I'm operating in that place. And I love holding that for my clients, that it's not just about like feeling connected to your soul and it's not just about all the business strategy all the time, but how can we channel that connection that we feel like deep within ourselves into tangible offers and strategies and business assets and client attraction systems and plans that actually move the needle forward in the 3D world that we live in. And that's, I mean, that's the work I've been doing for myself for a number of years. And what I've always sort of been doing with my clients but even more so in the last year, really, really bringing that to the forefront because I think for women, especially, we really crave to feel that connection to something that feels meaningful and that our work matters beyond just making lots of money, which is fun and beautiful and a wonderful side effect. But there's more to it than that for the women that I love working with.

Yeah, absolutely. And I love that you said, you felt like it was like a quest or a soul ache to do deep and meaningful work. And I really feel like those of us that are called, especially to the online space, but everybody for the longest time is like, freedom is like what everybody wants. And I think that is true. There is some sense of freedom when you have your own business and things like that. But I always go back to the purpose piece. And I think some of us are just deeply called to do that. And I'm the same way. Like I couldn't explain why, but even when I was in corporate, it was like this deeper sense of why I was doing it and the purpose. And then when I came into entrepreneurship, it was very similar. So I love that you said that. I'm guessing because I know my audience pretty well that they're all feeling that too. And I think until very recently too, with the bro marketing and all of that, it was so focused on strategy. And there's always been some more spiritual coaches, but it was like you said, one or the other, it wasn't both and. And so I love that you're doing that on the coaching side. And that's what I aim to do in the branding side. It's just so beautiful. So speaking of that, which ties right in, you talk about alignment before strategy always. And so I'd love to talk more about that because I think so many times, I get a lot of clients that are like, I've tried so many things and I've wasted money.

And I'm like, okay, let's stop that. And a lot of the times it's the shiny object syndrome. Like people are like, oh, this worked for me. And so this is what you should do too. And that's just one example. But oftentimes we grasp onto all these strategies instead of getting that alignment first. So I'd love to hear like your version of that. Yeah, so for me, and I wanna talk about this in some really practical grounded ways so that we're not just being like talking all these like energetic terms. So for me, what alignment is and what it feels like in my body is like this focused energy. I really feel it through like that central channel, like up and down my center. And I feel really alive. I feel really excited, really expansive. This is when I'm in this place, this is when like the downloads are coming through. I feel my most creative. But creative in a focused sort of way of like I see the mission, I know the way, like here we go guys. Like I feel like the unfolding is inevitable. Like, yes, this is going to work. This new offer that's getting birthed is the thing and I'm so ready for it. And my right people are gonna show up and I'm gonna share it with the world and it's all gonna go. That's for me, that's the place of alignment. And that feels really, really beautiful. It's not always that loud, so to speak, but when we're talking about like business alignment, that's what it feels like, a real charge of creative focused energy. And the thing is, because we're not taught to practice alignment sustainably, we'll have a moment where it like arrives for us and we'll feel amazing for a day, a week, maybe a little longer. And then all of a sudden we wake up one morning and it's gone. And we're left questioning, like that thing that felt so good yesterday, suddenly everything that felt good about it, I'm now doubting about it. And everything that felt like it was working, I'm questioning if it actually will work. And all of that faith and belief is replaced with doubt and worry and fear. And so when I work with my clients and this is really like why I started way back in the day studying yoga was because I wanted tools and practices to come into alignment intentionally and hold it comfortably and sustainably, not like with like a death grip, but like hold it in my body as long as I could. Also knowing that until we're an enlightened being, when and if that ever happens, like it's not a forever thing and it's going to come and go and we're gonna have seasons and ebbs and flows of it. But if I can be there more and more often, I'm going to be my most creative and I also believe magnetic self. Like the emails that I write from that place are going to be received differently and responded to differently than the emails I'm writing. I'm like, I hope someone reads this. Like no one actually wants this in their inbox. Like, right, we all have those like weird places we go to. And so when I'm working with my clients and what I actually just do for myself is every morning I start my day with a meditation practice. And in some days this is little, it's like three minutes of breathing with my eyes closed. Other days it's like setting up with like a weighted blanket and an eye pillow and like going deep for like 20, 30 minutes, like listening to something really beautiful and relaxing and giving myself permission to really just like release anything I'm carrying that's not mine. Like all of those like worries, doubts and fears, just letting them melt away, remembering the mission, remembering the vision, remembering all the things that made me feel really, really excited and doing my best to like work myself into that

place before I come to my computer. So that ideally I'm holding that. And some days the moment I stand up off my cushion, it's like drops out immediately. I'm like, and now I'm a normal human again. And then other times it's like, it really works. I'm like, okay, whew, I feel really good. Let me bring my best self into what my project is at hand. So for me, alignment becomes like a really practical and efficient thing because I know I'm not gonna be like pulling the creativity out of myself and like forcing myself to do the things that when I'm feeling excited and aligned, I just want to do naturally. And so that's become something that I realized is not a selfish thing of like, oh, I wanna take a half hour a day for myself to like sit in quiet or go for a midday walk to reset before the afternoon. These are actually really, really important moments. And from like that midday walk I just mentioned, I get my best ideas. I walk with my phone simply so I can record audio messages to myself. So I'm like, oh my gosh, this idea and that idea and this idea, and it becomes the baseline. Like I designed a whole program that way of just like downloading into my phone as I let it pour through, not by sitting at my computer, forcing myself to work on it.

Yeah, such a good reminder because I think, especially as like, you and I are both mothers too and there's just a lot happening, regardless if you are a mother or have small children at home or not, there's a lot that we're all balancing and especially with the world right now. And 100%, I feel like, when we do have days we wake up, like at the beginning of the call today, I was like, oh, I don't feel that great, Caitlin. I'm sorry if my energy's a little off, but I'm not going to reschedule, but I had my morning practice, I did my meditation. And so I can still show up and feel great despite that. Now, of course, if you're like really on your death bed or something, don't force yourself. But I think it's so important and we forget that that space is like imperative. If you don't have it, it can be so easily get off kilter and then you can get in a loop without even realizing it. So I love, and I love that you share that really grounded way to describe alignment because to your point, like we can talk about it and then they're like, well, what does that really mean? It kind of sounds out there, but I think everybody's experienced that on some level when you're really excited. And then I love the idea of that being more sustainable for people. So love that so much. And so based on all of that, you have what you call the sacred self alignment system. So let's talk a little bit about that. One of my favorite things to do is help clients create their IP and their systems and their frameworks. So I always love hearing a good system and what's part of it.

Yes, I do too. And I'm always encouraging my ladies. I'm like, let's make it proprietary. Let's design your methodology. Like, let's get this out there because we have these things within us. And sometimes I think we struggle with, oh, well, is it really mine? It's, you know, and the thing is, is everything's been shared before in what, in a way, shape or form. But you hit a point when you yourself are an expert because you're distilling all these various bits of information into

something new and sharing it in a new way. So for me, the sacred self alignment system was one of those things that was like a download. I think I was in meditation and I really was feeling into these different points, sort of similar to chakra centers in the body. And I was feeling like my vision. I'm like, oh, like picturing everything. Like, what is this? To use a word you use all the time. Like, what is the legacy I want to leave behind? And I was really feeling that energy up, like in my third eye, like right in the center of my skull. Like, this is where my vision feels like it lives to me. And then my awareness was sort of dropping down and I was feeling my throat and I'm like, oh, this is my voice. This is what I'm meant to speak. This is the message I'm meant to share. I'm like, oh, and look how they're connected. My vision, I can picture it and then my voice, it can speak out. And then I dropped further down to my heart. I'm like, oh, this is my values. These are where, this is the things I love, the priorities I hold, the healthy boundaries I set, the things that like also, when we are really clear on our values, that's what attracts. That's a huge attraction point for our ideal clients because we want to be a values match for them. And so communicating, and again, oh, I can communicate that through my voice. And then further still dropping down to, I work with women, so I call it the womb space and our deep low belly. It's like, oh, this is our vibe. This is like our essence. This is where we feel really juicy. And I'm just like, oh, this is me when we feel our most embodied. And it's different for all of us. All of these things are very distinct and different. And so when I was feeling this on an energetic level, and then I was like, oh, all of these also, and I created a whole framework around this, around how these four pieces interconnect and overlap to become a soul-centered business. plan because our vision becomes our mission statement and our voice becomes our messaging and our values become like the structures and systems of our business and our vibe is like it's sort of like our brand right it's like the essence and the energy of everything and it can like it brings cohesion to all of the pieces and i'm like oh all of these when we work with them intentionally we get our soul aligned offer we understand exactly who our ideal clients are and we become so much more decisive in what we're available for and what we're not what is a right strategy for us and what isn't instead of as you mentioned earlier feeling swayed by oh what's the answer outside of me i hope this next shiny thing is going to solve all my business problems for me we become very centered and very clear on you know what everyone's telling me that i need to post instagram reels every day and that's the only way i'm going to reach my ideal clients and then suddenly they'll have this download of like i like longer form transmissions so i'm going to start a sub stack instead or i'm going to start a podcast or i'm going to focus on podcast guesting i thought i should start a podcast but i really love podcast guesting and so the strategy begins to morph and mold and change as we really understand who we are at our essence and and it requires the way i teach it three pieces where we need to be in daily devotion which is like the meditation practice of like sitting with these things sitting with ourselves and allowing i have a belief in something bigger than ourselves allowing that source energy to like be with us and support us and then from there we get to that refinement level where it's that self-knowledge

and this is where the sacred self-alignment system comes in it's like okay well what is my expression of the divine what are the unique pieces i'm meant to steward and then the final piece is that sacred structure it's like okay now that i feel connected to something bigger than me i feel the unique expression i'm meant to bring through what does that look like in offer form what does that look like in marketing what does that look like in client attraction and we get to really get specific and bring tangible stuff through that when we're just going right to that of like what's the offer i need to create to make me money it's like there's no context there's no grounding for that but when we go through this journey starting it essentially just like understanding ourselves and then bringing that through into our business it creates a whole different business ecosystem yeah absolutely i think that's the biggest thing that i see is people starting with the offer first like oh this is what i should do a course on this without doing any of that foundational work and and then they wonder why it's it's not working you know it's so interesting and and people don't know what they don't know necessarily but i think um doing that soul level work whether it's you know through the branding or um you know to get to that offer is just so important and so that's the sacred self-alignment system and then you also talk about soul-led business plans specifically so what do you see as those um like the top keys or the the way to create a soul-led business plan yeah so i have a really beautiful visual for this it's sort of an overlapping venn diagram of four circles that show you how vision voice values and vibe when they all like touch and intersect with each other how we get our mission for the business we get our offers for the business we get our client attraction and we get the structure of the business and so when we're first connecting i think that the biggest thing where people get stuck is they're kind of one extreme or the other they're like all soulful and they're like this feels great i sit and i have all these like downloads and it feels amazing but they have no way of organizing that into something that actually works in the world or there's the people who are just like i'm going to start a membership and then that doesn't work i'm going to do a course and that doesn't you know like and they're just churning through all of these things but not making much progress and so the way i approach it with the soul-led business plan is first we want to really understand the next level identity that you are stepping into because for me that's when i look back i'm like oh yeah there was all of these like identity deaths along the way of like oh okay i'm not the woman that i was when i started my first business right out of college like i have lived many lives in one lifetime and so being really conscientious of what you're leaving behind and what you're stepping into and also what are some of the pieces you want to bring through so always starting like with yourself like who am i you know who am i here to be what is the work i want to do that really big broad stuff i think is always a really beautiful place to start of what is the vision what is the mission what's the movement you are here to leave that's a question i ask my clients a lot because they're not here none i don't think the women that i work with are here to like start a business that's the expression that works because we need money to exist on this planet but they're really here to lead movements their movements

of change movement of growth paradigm shifts and so that's the place i love starting with my clients like what is the movement you are here to lead and who do you need to be to lead that movement and then we distill it down into okay what are the words that you need to be speaking to call in your right people what do these people look like what do they need to hear and then we kind of get more more and more granular into like the offers and those the structure of the way things are coming together so that it really crystallizes for most of the women i work with the expression they like best is a small group program they maybe have some clients they work with one-on-one at a higher level but their main offer becomes sort of intimate space where they're gathering a lot of the women i work with also work with women where they're gathering women like in sisterhood in this place where they're not just relying on you the the coach the mentor the guide but also have this community around them and so that often becomes the baseline offer expression but then there's you know iterations in a bunch of different directions because it's all different for each and every one of us and i love leaving room even inside my own programs for the women to find their unique expression even if we are grounding it in some like tried and true things that can anchor us along the way love that so much and of course i love that you brought up the movement piece since we are on the make your message of movement podcast and that's you know everything i'm about is that is why we're in business and i know some people are in it just for the money but those are not like your clients or my clients but absolutely i feel like we're all called to that and and i just want to take a moment too and say sometimes you know people hear that and they're like well i don't necessarily need to reach millions of people and when and i'm guessing it's the same for you Cailin when i talk about you know making your message and movement it's very much of like that could be hundreds it could be thousands it could be millions of people it doesn't mean it has to be this massive movement but a movement enough where you're creating a ripple effect in the world so i love love love that you brought that up because um you know running a business is one thing but you'll be so much happier and you're going to make so much more of an impact if you're really leading a movement so so good so as we start to wrap up here today um i'd love to just talk because we are both mothers and some of some of the women in my audience are and some are not but i know that's the other thing that you talk about also is balancing um running a business and being a mom and i i love that because i you know do do it on a daily basis so i'd love to hear how that you know that fits in and how that maybe informed the work that you're doing today mm-hmm yeah that's a great question and i think it's so such a privilege to be able to like let your work and your schedule move and change with the seasons of life and so that's something that i've always really um taken advantage of i guess is a good way to put it honestly because when my first daughter was born she's 11 now um i had just stepped into coaching i was sort of struggling to like figure out like all the stuff i just heard like get clarity on like who who i want to work with and who am i and like in this new season i'm stepping into motherhood and all of these things but i also knew i didn't want to be working like

60 hours a week trying to get this business going and so at that time what felt really good and what made sense was um it kind of dropped in out of nowhere again one of those downloads when i was probably like sitting with my daughter like rocking her or something um it was a three-day work week and i'm like you know it would feel amazing to work just three days a week have four-day weekends with my little baby be super present um you know have that time with my husband i had no clue if it was going to work i was like i don't know like this is a brand new business how can i pause like if part of me was like how would this possibly work and then i'm like but this is what feels right and true for me and in that first year that was my first six-figure year in business was working fewer hours um and really having those like solid boundaries of like i'm not checking my emails and i'm not being super responsive i'm not like oh that person i you know they said they'd get back to me on thursday but now it's friday at 10 p.m and i see their email came in and i'll respond to them it was like no i'm sleeping or i'm not sleeping because i'm a baby um so that was during that season of life when my girls were little i had a three-day work week that felt amazing um they're nine and eleven now so they're in school so i work during school hours and i try to keep my Mondays pretty clear of calls and my Fridays so they can also be sort of catch all days for appointments or errands but i really love that i'm able to get them on the bus in the morning and off the bus in the afternoon and my schedule is flexible enough if i can if there's a party or an activity at school i can volunteer and go in and be with them for part of the day and that's always been a really important value of mine to go back to values and it was really interesting the more i talked about in the beginning because i don't have a three-day work week really anymore when i the more i talked about my three-day work week the more i attracted women who were like this is amazing and i wanted to achieve that balance for myself and like all of these really beautiful aligned clients came through simply by me sharing a choice i made for me and my family and being transparent about it and so that was a really beautiful lesson early on that i could make a choice that seemed a little or very counterintuitive and a little selfish in some ways and i actually was at um this like event years ago my daughter was just a baby and i shared it was like oh i have a you know a three-day work week and this is my schedule and they were like why do you only work part-time i'm like well first of all when you have a business you're kind of always on you know you're always like there's part of your brain that's always going second of all i have a brand new baby and third of all like this is my choice this is my schedule that works for me and i don't view it as part-time this is my full-time this is all the available time i have for my business and it was really mind-blowing it was also interesting it was a a small it was like kind of an intense like one day mastermind type experience and it was like six women and all the other women as they talked about their businesses they all cried because they were so burnt out and here i am the new mom the brand new baby like not sleeping at night i'm like i actually feel pretty good things are kind of flowing going and i i feel pretty pretty good right now and um that was such a beautiful validating moment that you can make a choice that really works for you even if it seems like it

might not make sense of like how would i make more money if i choose to work fewer hours and yet that's exactly what happened my i think it was i think the previous year i made like 25 30 thousand dollars and then jumped to over a hundred thousand that year that i stepped into my three-day work week and really just like focused on running the business the way i wanted with the clients that worked and it was yeah it's it's been that was a great lesson early on i'm so glad that i just leaned into that because it's given me permission time and again to continue to make choices that felt right and true for me even when on paper someone might say that's a mistake yeah i love that and i think it goes back to you know the whole concept of the soul-led business because oftentimes we do look outside ourselves or you know what other people are doing or you know getting joining masterminds or joining programs and and getting told what to do because it works for other people and it's like no you really you know things always will work out better when you turn inside rather than look outside i fully believe that um in business and in life really so i love i love that you utilized that and um you know as whether you're a parent or not i think giving yourself that space and following what you're called to is so important and and it feels like we're in a time right now where that's that permission is there a little bit more i don't know if you feel that way but i feel like you know the last 10 years or so it was so focused on the hustle and the thing so no it makes sense that people were like wait what you're only working three hours a week or not three hours a week three days a week um that's next level maybe that's the next the next iteration for me it's funny though i talked about this i love my work and so i think it's you know it's different for everyone like especially when i had young children that totally makes sense but like you said now i do the same thing i don't really take calls Mondays or Fridays i work when my daughters at work and it feels perfect because i love working like i don't want to be doing anything else like yeah i like to play hooky and go to the beach in the summer but but why you know so anyways i think there's also the opposite where it's like oh you can just lay on the beach and sip margaritas and i'm like but i don't want it i would be bored doing that all the time i i hear you on that like my i i feel probably in some ways most like myself when i'm working on or around my business of like feeling in because it's an expression of me and so i feel so um yeah like that alignment piece like i feel i it's an expression of my alignment the more i get to engage with my work and that is really nourishing them that really and I also notice the shift when i'm like pushing it a little too far when i'm like oh let me just like eek out one more thing and I can feel the energy constricting and i'm like oh i should really step away like I should really i've used i've used the tank today yes absolutely well amazing thank you for sharing today Cailin I know the audience loved that we are all about you know soul over strategy or as you would say soul with strategy I always believe integration not necessarily even balance so where's the best place I think it's either Instagram or Substack for people to connect with you yeah either of those places Instagram obviously for like fun short form pretty much daily Cailin dot asher over there and on Substack longer transmissions that are more like on a weekly basis under the self-led woman oh I love that all right and then you

also have a new video class called the self-led business shift do you want to tell us a little bit about that and we'll make sure to drop that in the show notes for everyone as well yeah absolutely so this is a little 20 minute training I put together that just goes deeper into the sacred self-alignment system that I talked to you through those different energetic points in the body and then also shares a visual of the soul centered business plan framework and I walk you through all the pieces of that so if you are a visual person like I am and you want some of those reference points it's a really beautiful extension and sort of deepening of some of those concepts we touched on today amazing so definitely everyone go check that out like I said all of her links will be listed in the show notes and as we wrap up today Cailin I always love to ask everyone at the end of the show what does legacy mean for you in business so for me personally the legacy I would love to leave behind for my daughters and beyond is one of more than anything being a way shower being really an integrity and embodied on my own path and in so doing giving other women permission to find that in themselves because I honestly truly truly feel if we had more like awake well-resourced women who are operating from their zone of magic the world would be a it would be transformed it would be a vastly different place and that is a world that I would be really excited for my children and grandchildren great-grandchildren and so on and so forth to to live in and experience beautiful I couldn't have said it better and fully fully agree I do believe that vision is also very possible so that is exciting so thank you for sharing that Cailin and thank you again for being on the Make Your Message A Movement podcast and we'll see you all next week.