



SOUL PURPOSE  
INSTITUTE

The Enlightened Entrepreneur™ Coaching Program

Information Package

**W**hile there are many useful business and professional training programs, most of them focus on thinking and doing, such as time management systems, activity tracking tools, etc. An astonishing few address the real heart and soul of your personal and professional progress.

*At the Soul Purpose Institute, we help you expand your business or career, maximize your productivity and effectiveness, magnify your value creation, and multiply your income while reducing your effort.* We pierce through superficial strategies and short-term fixes to transform your life by accessing the highest realm of creative potential. We help you develop the essence of *who you are*, which dramatically and sustainably impacts *what you do*.

*With the guidance of personal mentoring and experiential education, you are empowered to discover, develop, manifest, and monetize your Soul Purpose, or that which you were born to be and do.* By living proven principles and disciplines, limitations are transcended, complications are simplified, fear is overcome, relationships are strengthened, and new insights infuse your life and business. On a deeper level, you experience enhanced peace, balance, wisdom, assurance, and fulfillment.

*"I was able to uncover my Soul Purpose and take bold moves in my business. My company made the INC 500 list and I am a New York Times bestseller. I wouldn't have been able to handle the road to get there without the inner strength and connectivity to my Creator that was opened up in my coaching with Steve. I would have paid ten times or really much more."*

**-Garrett Gunderson,**  
*Entrepreneur & Best-Selling  
Author*

*"Your coaching and the Enlightened Entrepreneur program continues to be one of the most profitable business and life decisions I have made. Thank you for being such a HUGE contribution to my life. It is an honor to be your student."*

*-Chau Lai, Financial Advisor*

*"The Enlightened Entrepreneur course is outstanding. My life has become more enjoyable and I am contributing more to the people I work with in our business. Steve D'Annunzio has not only put together a great course, but his coaching and involvement is priceless. I recommend this course to anyone who wants to increase the quality of their life, as well as their business!"*

*-Walt Cardinet, Chairman of the Board,  
Pacific Advisors*





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# Overview of Program Features & Benefits

## Features

- One year of education and personal mentoring.
- Three two-day events per year with a group of like-minded enlightened leaders.
- One hour-long mentoring call per month with Steve D'Annunzio, including Q & A.
- Written course curriculum and four workbooks with 32 lessons to deepen experiential wisdom.
- Audio CDs and downloadable MP3s of all course material.

## Benefits

- Learn how to identify and deliver the greatest, highest, and most magnificent version of you.
- Identify, systematize, and monetize your deepest passions and greatest strengths.
- Implement a system that helps one create a steady stream of ideal clients.
- Experience a level of inner peace that you never knew existed, while also being far more productive.

# Resolving the Prosperity Paradox

Today's entrepreneur is faced with a new challenge: the Prosperity Paradox, which is choosing to live life as an either/or instead of as a both/and: either greater profit or inner peace, either higher love or more money.

The Enlightened Entrepreneur™ coaching program has been painstakingly crafted to help you resolve this paradox. This is done by discovering, cultivating, and manifesting your Soul Purpose.

You know you're stuck in the paradox when you hit the "Wall of Indifference," as manifest by one or more of the following conditions:

- The value proposition that worked yesterday is being treated with indifference in today's marketplace.
- You struggle with indifference towards your spouse and/or children while only being invigorated by your business.
- You are profitable but do not like who you have become.
- You feel indifference towards a career that no longer feeds your soul.

Inner peace and personal prosperity are only attainable together by doing work you love, with people you love, and by being one with self-love. These can only be attained by turning inward and looking beyond surface level habits and actions, such as time management strategies, activity tracking tools, etc.

You must focus less on doing and more on being. As you transform who you are, what you do and how you do it naturally follow. This is the essence of the Enlightened Entrepreneur™ program: Guiding you to become the highest, most prosperous, most fulfilled version of you.

## What is Soul Purpose?

Soul Purpose is your unique series of talents, passions, interests, attitudes, and values that form the most magnificent version of you. When these qualities are intentionally acknowledged and cultivated, they coalesce into a specific mission in service to the world. You are liberated to live the masterpiece life.

*“Finding my Soul Purpose under Steve’s guidance felt like coming home. I spent a lot of years wandering in a wilderness of mediocrity, going down misleading paths and pursuing misguided goals, and I was often confused, frustrated, and fearful. After discovering my Soul Purpose I found peace, joy, confidence, and fulfillment. Everything just feels right, like all of the puzzle pieces of my life are now in place, working together.”*

*-Stephen Palmer, Marketing Consultant & Writer*

These qualities already exist within you in a basic raw form. For most people they need to be clearly discovered, then nourished, then studied and refined. Soul Purpose is like gold: Although it may be hidden deep within an individual, when painstakingly sought for and carefully mined, it makes for fabulous wealth, health, happiness, fulfillment, and success.

## How is Soul Purpose Discovered & Lived?

*“This is the first time in my career that I truly understand my purpose in this world. Needless to say, my life and practice has changed so dramatically that words cannot possibly do justice. Blessings and opportunities are all around me. It’s difficult to comprehend why all of these things are finally appearing, but I’m grateful nonetheless.”*

*-Bryan Maun, Financial Advisor*

There are three realms of potential: physical, mental, and spiritual. Each bears its own rules and generates specific results.

In the physical realm, the body rules. People living from this realm are dominated by animal instincts, which hypnotically compel them to run after and fulfill physical sensory desires and avoid perceived physical dangers. The mind rules in the mental realm. Thoughts are involuntarily pushed into your screen of consciousness in a mostly chaotic way, plaguing you with fear, doubt, and worry. In the spiritual realm, the spirit, or the soul, rules. You are endowed with creative insights that serve all.

You are not the body, and neither are you the mind. You are a spirit inside of a body that has a mind. You are the aware being that perceives your thoughts.

Soul Purpose is unleashed by transcending the physical and mental realms (the ego-self) and learning to create from the spiritual realm (the Higher Self). The spiritual realm is accessed through a series of disciplines, which are explained and demonstrated throughout the Enlightened Entrepreneur™ course.

The spiritual realm holds the highest possibility for you to be, which in turn enhances your ability to think, do, achieve, and acquire. It is a higher state of being, which leads to higher thinking, which inspires new feelings, words, and behavior. This new behavior leads to new, improved results.

According to modern physics, ninety-four percent of available energy exists in the un-manifest, non-linear world—we cannot see or touch it, but we know it's there and that it has real impact on our

## What Do We Mean By “Spiritual”?

The word “spirit” comes from the Latin word spiritus, which translates as “life force energy.” Thus, to be spiritual means to be aware enough to only give your life force energy to positive choices, thoughts, words, and actions, or that which promotes and inspires life and light.

The Soul Purpose Institute is not affiliated with and does not promote any specific religion. It has been painstakingly designed to augment—but never interfere with—the student’s current religious beliefs (if any). All viewpoints based in truth, knowledge, peace and love are respected and honored, and everyone can achieve similar results with the program regardless of religious beliefs.

lives. Living from the spiritual realm allows you to access unseen energy and dormant power and manifest them in tangible forms to better your life and those whom you serve. You're able to shed negativity and embrace positivity, and replace fear with love.

In short, you transcend the ego-self and become the Higher Self, thus awakening your Soul Purpose. When the clouds of ego-doubt no longer block the inner sun of Soul Purpose, it radiantly shines forth, unimpeded. This releases the most brilliant version of you.

*"With my employees, I am often frustrated with performance levels and in the past, would react with a temper. Now, I am learning to be inquisitive and provide clear and decisive direction and clear and decisive consequences. The approach is the difference between reacting (the old way) to a circumstance and creating (the new way) with clarity and solutions."*

**-Matthew Schwam**, CEO Holiday Image

This possibility is here right now, waiting for the perfect conditions and timing so it can emerge. What prevents it from emerging is false, fear-based beliefs that have become deeply rooted habits you've been previously unable to break through.

Only by nurturing a love-driven perspective on the world can we truly create the most bountiful life imaginable for ourselves, our loved ones, and all others. The program helps participants identify unseen issues in which energy is unknowingly wasted, so it can be systematically re-captured, collected, and then applied in a practical way.

Having unlearned the obstacles of fear, false beliefs, and mistaken self-identity, the true and infinitely powerful You is set free to serve the world with your sensational Soul Purpose.

## The Age of Wisdom

The world is shifting from the Information Age to the Age of Wisdom. Wisdom is the new currency, and it now requires entrepreneurs to create a competitive edge that is radical and overt. In prosperity economics terms it is called “marginal utility,” and Soul Purpose provides the ultimate marginal utility.

The Law of Market Indifference will always reveal whether you are on your Soul Purpose or not.

Time management systems, goal setting, networking, referral gathering and marketing are all important, but they do not provide

### The Law of Market Indifference:

Free markets are indifferent to any value proposition that is ordinary and does not overtly provide marginal utility. While ordinary offers are commoditized indifferently, extraordinary offers are highly prized and eminently referable.

you with marginal utility. If you are working outside of your Soul Purpose profile, none of those activities can help you permanently take your life and business to the next level. Focusing on these strategies while in the wrong Soul Purpose profile is like driving faster in the wrong direction—it only increases frustration and disappointment. These activities are the primary focus of most other coaching programs, making them common and conventional.

Common sense is obsolete, as is conventional wisdom. You must use extraordinary sense and wisdom. This will radically transform the conversations you are having with clients for you to customize extraordinary value propositions specifically for them. Extraordinary profit and fulfillment will then return back to you. When people discover and commit to live their Soul Purpose, they minimize wasting energy.



When an entrepreneur gives precious energy to fear, doubt, worry, hatred, impatience, frustration, or any negativity, you waste the most precious gift you have. By recapturing this lost-opportunity energy, you now have a new source of power as new fuel for your business.

# Program Description

The Enlightened Entrepreneur™ is a multi-year coaching program organized into three semesters per year. This information package outlines the first year of the course. Subsequent years are detailed as students complete year one.

Each semester is organized into a systematic, coherent approach to breaking through barriers in your personal and professional life.

## Semester 1: Prosperity Dynamics

### *Sections:*

1. Discover Your Soul Purpose Profile
2. Identify Specific Ego Traps
3. Create Personalized Spiritual Disciplines
4. Integrate Spiritual Practices Into Daily Life
5. Learn Extraordinary Wisdom Principles
6. Awaken & Utilize the Three Extraordinary Senses
7. Recreate a New Value Proposition to Thrive in the Marketplace

*"I feel like a completely new person. I've maintained a healthy sense of balance and perspective. Every aspect of my life has been enhanced. When my mind starts to race and that voice of worry starts creeping in I'm able to peacefully surrender it to God. I don't give into the fear like I used to. Discovering the spiritual nature of life beyond the body and the mind has made all the difference in my life."*

*-Andy Rosenbaum, Financial Advisor & Author of The Wealth Swing Coach*

In this semester, we determine where you are stuck personally and professionally and give you the exact spiritual disciplines needed to step through the doorway of greater peace, prosperity, and happiness. Using our diagnostic tool, the Stairway of Selves, we reveal hidden personal issues and soul errors to be corrected throughout the course. Different steps on the stairway of selves contain different versions of you. The higher you go up the stairway, the greater the levels of power you access.

Furthermore, you are guided to discover your unique Soul Purpose profile, which enables us to custom craft a powerful value proposition to accelerate your business. We then help you to radicalize your offer so that it is seen by others as distinctive and highly valuable.

This stage is all about addition by subtraction. If you had been walking around your life with twenty pounds in a backpack, think of how it would feel to take it off. By subtracting the first layer of ego-limitations from your life you will become far more productive in all seven domains of human concern.

## Semester 2: Ultimate Stewardship

### *Sections:*

1. Understand the Importance of Stewardship (Stewardship v. Ownership)
2. Prosperity Economics
3. Recapture Lost Opportunity Energy
4. Renewing & Rejuvenating Time
5. Rebuilding & Recapitalizing on Relationships
6. Empowering & Increasing Resources
7. Earning & Utilizing More Money

The purpose of this semester is to raise your awareness of your five areas of stewardship: energy, time, relationships, resources, and money. Then, through specific tools and techniques, we identify the areas in which you are leaking lost opportunity energy, and teach you to recapture it so the energy can be directed towards the spiritual disciplines, then transferred into your everyday efforts.





There is a quickening feeling of lightness as spiritual momentum begins to build. You will clearly identify people, conditions, and temptations that drain your precious energy and human life value, and learn to align only with that which feeds and increases your energy, light, and love.

Your level of value creation becomes a cause that initiates a more abundant effect. Aligning with your Higher Self enhances your ability to communicate clearly, ask the right questions, and assuage the fears of others about taking action for their own highest good. Goals are seen more clearly, action steps for success are efficiently outlined, and energy is properly monitored, conserved and utilized.

## Semester 3: Intentional Influence

### *Sections:*

1. Understand Value to Clients at the Level of Being
2. Understand Value to Clients at a Logical Level
3. Learn & Practice Critical Factor Analysis (Leveraging Energy)
4. The Dynamics of Power Versus Force
5. Prosperity Dynamic Distinctions
6. Re-craft & Tailor Value Proposition to Four Market Personas
7. Attract More Tier-One Clients Effortlessly

By the time students enter this semester, the ego has been dissolved and students are living and creating from the spiritual realm. Now is the time for exponential personal and professional growth.

Prior to transcending the ego, the focus of business is on what the entrepreneur or professional can gain for him or herself. Now, students learn to focus on the needs of potential clients to create more intentional value in the marketplace. With this newfound focus, business systems and strategies and marketing messages are taken to a whole new level. It becomes much easier to attract new clients—and the right ones. Entrepreneurs learn to pull with love and concern, rather than push with fear and greed.





*"I found it fascinating to reflect back over the past year and realize all that I have accomplished with your help. In particular, your presentation on Soul Purpose at the July 2008 Transformational Leadership Council meeting had a profound effect on me. The presentation took what I loved about your book "The Prosperity Paradigm" and hard-wired it into me.*

*It was that presentation and the soul searching it inspired that led me down the path I am currently on where my sense of purpose and meaning in life has never been clearer or more compelling. The distinctions that have emerged from the SPI course have allowed me to gain so much clarity about my new work and how to bring it to the marketplace. I know that the dramatically improved financial results I am experiencing right now are a direct result of what I have learned from you about focusing on delivering value. I look forward to co-creating for many years to come!*

**Robert MacPhee**, CEO Heartset Inc.

# Program Components & Outline

The Enlightened Entrepreneur™ course consists of personal mentoring, periodic workshops, and core curricula to support your journey and augment your studies. Each participant receives one hour-long mentor call per month. Workshops bring together every participant in your group to engage in a two-day intensive experience. Workshops include lectures, peer discussions, and activities designed to deepen your learning. The curriculum includes four workbooks with 32 lessons, audio CDs, and downloadable MP3s.

## Components

### *The Snapshot*

This is a mentoring profile that is completed online and used throughout your Soul Purpose Institute experience. This helps mentors to gain an understanding of your personal and spiritual path throughout life. You will identify your level of awareness, your limitations, and where you can have a breakthrough in Soul Purpose. The Snapshot allows you to plot a course to achieve the intimate, rewarding, and infinitely meaningful connection to your Higher Power and your best self. It acts as a guide for your mentors to custom tailor your education throughout this process. It also acts as a barometer, allowing you to measure your progress throughout the program.

### *Soul Purpose Intensive Workshops*

These are two-day symposiums unlike any you've ever experienced. Most seminars focus on learning concepts that you are missing to acquire something material or tangible thing. These workshops are precisely the opposite. Together, we embark upon a journey of unlearning, relinquishing, surrendering and non-attaching from beliefs, control issues, and old habits that are counterproductive and destructive. We begin by revealing the overarching foundational philosophy of lasting power and joy given to us by the greatest beings in history. We deepen that power with comprehensive, interactive discussions of natural laws, spiritual disciplines, and the spiritual formula for deepening joy and expanding health and wealth.

### *Personal Mentor Meetings*

These are a series of one-on-one conversations with your mentor and mentoring advisor via telephone. In these sessions, we address your specific wants and needs, identify issues, overcome barriers in the way of your personal progress, and create trust for you to fully submit to the process. The sessions personalize your experience by encouraging you to see your greatness through the power of your communication, questions, and highly customized path to your Soul Purpose. The mentor plays the following role:

- Helps you to see your own greatness
- Helps you identify important ego obstacles and issues
- Assists you to challenge the ego

- Re-contextualizes problems as opportunities
- Helps you forgive the past
- Catalyzes your greatest future possibility into the now
- Asks self-realization questions
- Helps you to observe yourself more compassionately
- Activates your spiritual will and inspires you
- Reveals the purpose of Earth School
- Deepens your experiential understanding of natural laws
- Helps you see where you are on the Stairway of Selves
- Tailors the disciplines to expedite attaining the next step
- Creates trust and understanding
- Teaches you how to identify your Soul Purpose marketplace
- Is an example of how to love all, serve all

The mentoring team is made up of your Lead Mentor (Steve D'Annunzio), a Mentoring Advisor, and the entire team at The Soul Purpose Institute. The Mentor leads your program and customizes your experience. The Mentoring Advisor assists the Mentor in capturing notes from each meeting, and follows up with details regarding your meetings. Your Mentor Advisor also meets with you to create accountability, answer questions, deal with breakdowns, or to offer any needed support.

### *The Monthly Mentor Call*

This is conducted on a once a month basis. It is hosted by the creator of the course, Steve D'Annunzio. It offers students direct access to ask personal questions and receive answers from Steve. Furthermore, it deals with the three critical R's of internalization: Repetition, Reiteration, and Realization. This ignites the fuel to persist on the Sacred Path and ascend up the Stairway of Selves. It brings your Soul Purpose to the surface through education designed to identify and remove fallacies, limitations and obstacles due to old views or falsehood previously unrecognized before this important content.

### *Soul Purpose M.A.P.*

This is an online audio course to deepen experiential learning. The lessons offer an extremely powerful level of support by keeping the student engaged in the work in between symposiums and mentor calls. They include 32 lessons and a written assignment containing tutorials specific to overcome spiritual traps, reinforce key insights, reiterate the spiritual disciplines, or whatever topic is relevant to each stage. The audios offer the course in its totality and reinforce the principles and models on a 24/7/365 basis. All of these tools are designed to offer support, and to accelerate and nurture your Soul Purpose throughout the process.

### *Course Workbooks*

These are designed to keep the mind focused on spiritual work during the phases in between calls, retreats, or listening to the recorded material. They interactively require one to think about spiritual solutions to problems

that challenge the ego-thinking mind. The workbook text and questions take you through a process of discovery and internalization. They contain specific exercises your mentoring team refers to so each student concentrates on increased awareness and self-actualization.

### *Additional Content*

We periodically supply students with additional content on an as-needed basis to facilitate the re-patterning process. These include, but are limited to, meditation CDs, music for healing CDs, pattern-interrupt bracelets, reality statements, and DVDs.

### *The Awakened Spirit Retreat (Optional)*

This is a sacred gathering in nature with other like-minded souls. The power of intentionally doing your spiritual disciplines with a group of fellow seekers in a breathtaking natural setting can be life altering. It helps you unplug from the distractions and busy-ness of life to return to the primal energy and divine spark of life as it was in the beginning. Coming together as a Soul Group you experience profound shifts—feeling the wind as the sacred breath of God on your face, only the stars shining above calling your Soul Purpose to the surface as you remove all fear, doubt, and worry. Imagine awakening with a sacred sound exercises, hiking to a point where meditation calls you to a feeling of calm and oneness, having group discussions with other awakened spirits over a weekend at a carefully chosen location. At retreats chefs prepare healthy meals, participants go on hikes, and together we experience yoga, guided meditations, sacred music and drumming, and powerful group discussions.



## Program Cost

The first year of the program costs \$5,990 if paid in full up front. Students also have the option of paying \$1,747 per quarter, for a total of \$6,988.

## Commitment of Understanding

To begin The Soul Purpose Institute Level I course, you will be asked to commit fully to your spiritual education and growth, just as your personal mentors have done. The first requirement of this commitment is that you complete The Application included with the introduction packet for The Snapshot.

If accepted into the program, your commitment ensures that you will attend all scheduled meetings with your mentors, or give 24 hours notice in the event that you cannot attend a scheduled meeting.

Other commitments of The Soul Purpose Institute program are outlined in the Terms and Agreements section of The Snapshot.

We would love to be able to guarantee that at the end of the course you will have absolutely discovered your Soul Purpose and be living it, but this is just not so. This is because the hidden variable is you. What you bring to the table will determine all results. These results are directly proportionate to your commitments in the following areas:

- Commitment to the spiritual disciplines
- Intensity of aspiration
- Ability to communicate openly and authentically
- Dedication to focus on the materials as often as possible without upsetting your life balance in other important areas (family, business, etc)
- Willingness to persist when the ego inevitably begins to experience strain
- Receptivity to being held responsible for personal progress
- Openness to being held accountable
- Discipline to do all action steps to the best of one's ability
- Devotion to God and to understanding one's Divine Life Value

What we can promise is that this year will be one of the most powerful and rewarding experiences of your life. If you give yourself permission, you will truly experience a deeper connection to God, deepen your own appreciation of self, and more easily move beyond fear doubt and worry forever.

Let the journey begin...



# How to Get Started

If you're ready to start on your Soul Purpose journey, [click here now](#). You'll be invited to fill out a brief form, after which you will be contacted by an Institute associate to complete the registration process.

# How to Connect

- Join our [social network](#).
- Subscribe to our [blog RSS feed](#), or have new blog articles delivered straight to your [email inbox](#).
- Join our [mailing list](#).
- Join the [Soul Purpose Institute](#) on Facebook.
- Enjoy our [YouTube videos](#).
- Connect with [Steve D'Annunzio](#) on Facebook.
- Connect with [Steve D'Annunzio](#) on Twitter.
- Connect with [Steve D'Annunzio](#) on LinkedIn.

