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# VANQUISH THE VILLAINS ON YOUR ENTREPRENEUR HERO'S JOURNEY

What's stopping you from reaching your  
business's happily ever after?





By the end of this session, you will

1. Understand what the hero's journey is
2. Be able to map your own
3. Discover how to overcome challenges in each major stage



# TAKE GOOD NOTES



**LET'S START WITH A STORY...**



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# 1. THE ORDINARY WORLD

## NORMAL LIFE

- Bella is a hairstylist who focuses on using natural ingredients and traditional techniques
- 10 years of experience
- Salon owner
- Steady stream of clients but has hit a financial plateau.
- Life is good, but not great, and has a secret yearning to make more money and help more people.



## 2. CALL TO ADVENTURE

### THE INCITING INCIDENT

- Bella has revitalized the hair of her clients by using her own Ayurvedic concoctions in the salon.
- Her star products are her *Svastha Scalp Massage Oil Blends* that are based on the three major constitutions in Ayurveda.
- One day, Bella got a call from a representative from Vata Dosh, one of the premier distributors of holistic beauty products.
- The Head of Product Discovery, Aiden, had gotten his hands on a few bottles and his entire product team was in love.
- Aiden wanted to meet Bella and was ready to place an order to distribute \$500,000 worth of her *Svastha Scalp Massage Oil Blends*.
- The catch? They needed the products to be in their warehouse in *3 weeks*.



# 3. REFUSAL OF THE CALL

## LIMITING BELIEFS SET IN

- Bella hung up the phone and started dancing around her apartment. After costs were deducted, she would have a \$200,000 profit. That money meant she could finally purchase her first home and get rid of the last dregs of student loan debt. Her future looked bright!
- Later that night, Bella's exuberance had transformed into panic and doubt.
  - How the heck am I going to make that much product?
  - Where am I going to source enough ingredients?
  - How will I up-level my label game so the brand looks professional?
- With a head swirling with worry, she cried herself to sleep, believing that she would have to turn down the offer of a lifetime.

# 4. MEETING THE MENTOR

## THE GUIDE

- With a heavy heart, Bella went into the salon the next morning still thinking about how she wasn't ready to handle such a large opportunity.
- As her first client, Monica, sat down in her chair, she started telling her all about the opportunity. Monica, a successful makeup artist who owned her own line of products called Face Forward, squashed Bella's fears.
- Between wash and finishing spray, she broke down exactly the steps Bella needed to take to get Svastha Scalp Massage Oil Blends to the distributor on time.
- Bella asked any and every question she could think of and recorded Monica's responses.
- Bella felt relieved and empowered! Monica was even kind enough to tell Bella to call her if she needed anything on her journey.







# 5. CROSSING THE THRESHOLD

LIFE IS ABOUT TO CHANGE

- Later that day, Bella told her stylists that she would be out for the next 3 weeks and asked her assistant to rearrange her appointments.
- She knew that this leap into her destiny was going to take all of her focus and her meeting with the distributor, Vata Dosha, was tomorrow.
- Walking out of the salon that evening, Bella knew that her whole world was about to change.



# 6. TESTS, ALLIES & ENEMIES

## GROWTH THROUGH ADVERSITY

- **At 8:30 AM the next morning, Bella met with Aiden and his entire product team. Vata Dosha was undergoing a huge rebrand to be more focused on authentic and women-owned labels and needed Bella's products to be ready for the launch party. Bella would have to complete 3 tasks:**
  - **1) Recipe testing and scaling with Vata Dosha master apothecaries and specialists**
  - **2) Brand messaging, strategy, and aesthetics with the marketing team**
  - **3) Final production oversight and approval.**



# 6. TESTS, ALLIES & ENEMIES

## SUCCESS + STAKES

- If she and the team could pull it off, not only would Bella get her house and be free from the clutches of Sally Mae, she would also be positioned for future revenue that would take her yearly income into the 7 figures.
- If they failed, Bella's products would never see the light of day and the opportunity of a lifetime would be gone. Needless to say, Bella's head was in the game.



# 6. TESTS, ALLIES & ENEMIES

## THE FIRST TEST

- Her first week was spent hovering over test tubes and allergy reports in a Vata Dosha apothecary lab for 12 hours per day.
- To create the original product, Bella had used her research and family traditions, no microscopes and centrifuges. This work was completely foreign to her, but she was a quick study.
- The head apothecary, Wilson, taught her the ropes and she used the advice from Monica to make sure in the end the product was true to her original vision.
- The entire time, she could feel the need to shirk away, but she mustered the courage to show up, stand up for her product, and create something that was even better than before.



# 6. TESTS, ALLIES & ENEMIES

## THE SECOND TEST

- The second week had fewer lab coats but more laptops.
- Bella sat with the marketing team to develop the story of Svastha Scalp Massage Oil Blends.
- Pulling from the confidence she had gained in week one, Bella made sure the story felt authentic and that the images the team chose were representative of a diverse group of people.
- During the meetings, she remembered the StoryBrand framework Monica had told her about and used it to ensure the core of her message was clear and resonated in the head, heart, and gut of her ideal client.
- She stepped into her role as the label owner, despite not having any marketing experience.



# 6. TESTS, ALLIES & ENEMIES

## THE THIRD TEST

- Exhausted, Bella rolled into the third week with enough under-eye makeup to repaint the Golden Gate bridge.
- Everything was going smoothly until the packaging arrived and it was all cracked! Someone had ordered the wrong grade of plastic and now Bella had beautiful products without anything to put them in.
- Luckily, she remembered that Monica told her to call if she needed anything. Monica had connections with a local glass bottle manufacturer that she used for the foundations for Face Forward. The manufacturer was able to send over beautiful glass bottles that were excess from another line.
- Ever grateful for Monica's guidance, Bella had made the deadline! Not only was she in for a huge payday, she also felt that she leveled up in confidence and business acumen over those 3 short weeks.



# 7. APPROACH

## ALIGNING WITH PURPOSE

- **Giddy with excitement as she slipped into a brand new Valentino dress (yes, she was splurging already), Bella could barely believe she was about to step into a launch party for her product.**
- **As she arrived and smiled a bit sheepishly for the cameras, she quickly found her new Vata Dosha product friends and walked in.**
- **After an hour or so of mixing and mingling, Bella was surprised when she was told that they were ready for her in the press room. Although she had poured over the marketing plan, she had never seen that she would need to speak to journalists on launch party night.**





## 8. ORDEAL

### CHOICEPOINT

- Before she could give it a second thought, she was whisked into a room full of flashing lights, microphones, and judgmental faces.
- Taking a moment to gather herself, Bella reflected on all of the courage, competence, and clarity she had gained over the last three weeks. Leaning on her newfound skills, she straightened her back and took the questions head-on, sounding like the future Ayurvedic beauty queen she was.
- After answering questions for the longest 20 minutes of her life, Bella was gratefully ushered off stage by the PR folks. With so much adrenaline pumping through her veins, she didn't even remember what she said.



# 9. REWARD

## IT'S PAY-OFF TIME!

- As she slowly walked back to the party, Bella was so caught up in her thoughts that she almost ran right into Priti, the CEO of Vata Dosha, who was walking towards her.
- Priti greeted her and said that she had just finished being amazing by Bella's performance at the press conference. So amazed in fact that she asked if Bella would like not only be the face for Svastha Scalp Massage Oil Blends but also grow her product line and become a spokesperson for Vata Dosha.
- Not believing her ears, Bella tried to give as cool sounding of a yes as possible while feeling like she might just pass out. She was being recognized for the greatness she always felt was inside of her. This was the best moment of her life.



# 10. THE ROAD BACK

## REINTEGRATING INTO THE NOW NOT- SO-ORDINARY WORLD

- The week after the launch party, Bella floated into the salon and told all of the stylists the great news.
- While some were jealous and left to find a space elsewhere, most were thrilled.
- She promoted her main stylist to salon manager and threw a party to thank everyone for their support.
- She also started a mentorship program to help each of them grow their own businesses and realize their dreams.



# 11. THE RESURRECTION

## USING THE WISDOM GAINED

- While Bella felt odd shedding her identity as a salon owner and stepping into a great role, she realized that her 3 weeks experience at Vata Dosha had changed her so much that she could never go back.
- She had transformed into an empire builder and was ready to take on whatever was next.



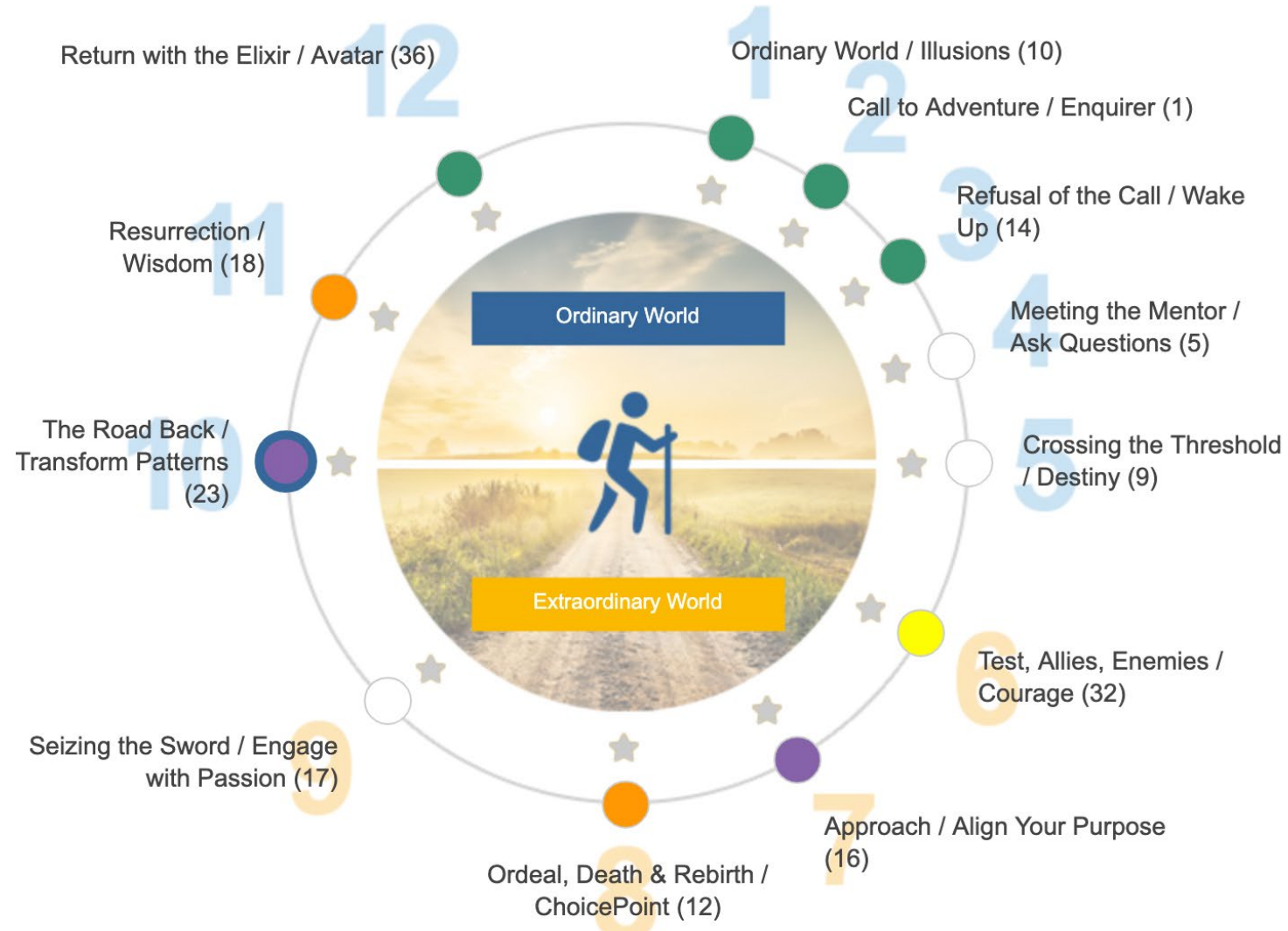


# 12. RETURN WITH THE **ELIXIR**

**THE END OF ONE STORY & THE  
BEGINNING OF ANOTHER**

- A few months later, Bella found herself debt-free, sitting in her brand new home with a view of the ocean.
- If it weren't for the journey, she would never have reached such a beautiful destination. She would also not have been able to help so many people.

# THE HERO'S JOURNEY



A woman with dark hair, wearing a vibrant, multi-colored sash (red, blue, yellow, and grey), is smiling warmly at the camera. She is standing in a grocery store aisle, with shelves of various products visible in the background. To her right, there are promotional signs, one of which displays a price of \$1.49. The scene is brightly lit, typical of a retail environment.

# 1. THE ORDINARY WORLD

Just ordinary, everyday me



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# 1. THE ORDINARY WORLD

## OVERVIEW

- The beginning of the story
- Our comfort zone
- All seems well, although there may be a nagging feeling that it could be better. May notice uneasiness or discomfort.

## VILLAINS

- Staying so busy you can't see new opportunities
- Dealing with illusion not reality
- Letting ego and ignorance run the show



# 1. THE ORDINARY WORLD

## MOMENTUM MOVERS

- Awareness of self, goals, and environment
- Breaking of negative thought patterns
- Take control of your ego

## JOURNEY JOURNAL QUESTION

**Where am I on/off track right now? What is holding me back?**





# TAKE CONTROL OF YOUR EGO

*“The ego does not have permission to assume any kind of position, whether I am conscious or unconscious of its actions. The ego no longer has the authority, permission, allowance, freedom, liberty, indulgence, authorization, freehand, or license to make me sick or attached to the past. It does not have permission to push or pull my body out of alignment.*

*The ego only has permission to support me in unconditional loving. The ego no longer has the authority to judge anything or anyone, including myself. It no longer has permission to force me into hiding or fear. It no longer has permission to run exercises of shame and humiliation against me to justify its position. The ego is no longer allowed to hold its own agendas or secrets.*

*I accept and acknowledge my responsibility for my creation of all levels. My inner state of being and ego are my creations, and they are not in charge. The authority in me is loving. I choose loving in each situation and circumstance.”*



A woman in a dark business suit is running through a lush green vineyard. She has her arms outstretched to the sides, and her expression is one of excitement and determination. The background shows rows of grapevines and a wooden signpost on the left. The overall scene is bright and vibrant, suggesting a sense of adventure and freedom.

## 2. CALL TO ADVENTURE

**I'm going on an adventure!**



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## 2. CALL TO ADVENTURE

### OVERVIEW

- **Something shakes up the situation and tears the illusion of normal from us.**
- **Internal or external**
- **Forces us to face the beginnings of change, and to make a choice.**

### VILLAINS

- **Not being open and curious**
- **Not listening and paying attention**
- **Under developed skills**



## 2. CALL TO ADVENTURE

### MOMENTUM MOVERS

- Proactively get out of your own bubble. Network with those who have and know more than you.
- Adopt the mindset the opportunity surrounds you

### JOURNEY JOURNAL QUESTION

**What internal or external call is pulling me to make a change?**

# No

## 3. REFUSAL OF THE CALL



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# 3. REFUSAL OF THE CALL

## OVERVIEW

- Deep resistance to change and intentional ignorance
- An opportunity for rebirth
- The call doesn't go away, it just gets louder

## VILLAINS

- Fear and doubt
- “Should”
- Excuses

A woman wearing a white knit sweater is holding a large, wide-brimmed tan hat. In front of her is a bouquet of flowers, including pink roses, orange gerberas, and a large chrysanthemum. The background is a plain, light-colored wall.

## WHAT ARE EXCUSES?

*Excuses are tools for the incompetent. They build monuments of nothingness. Those who excel at excuses seldom excel at anything else. Excuses suspend progress.*



# 3. REFUSAL OF THE CALL

## MOMENTUM MOVERS

- Free form writing to clear old thought patterns
- Pros and cons list

## JOURNEY JOURNAL QUESTION

**What decision would I make if I fully believed in myself and my capabilities?**



# 4. MEETING WITH THE MENTOR



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# 4. MEETING WITH THE MENTOR

## OVERVIEW

- Guide to help you reach your personal and professional goal. They've been there before and can help.
- Inner wisdom

## VILLAINS

- Not sharing challenges with others
- Perfectionism
- Insecurity and embarrassment



# 4. MEETING WITH THE MENTOR

## MOMENTUM MOVERS

- Ask questions
- Get clarity by crafting your ideal scene
- Find a guide you can trust

## JOURNEY JOURNAL QUESTION

What support do I need to reach my goals?

NETFLIX

# 5. CROSSING THE THRESHOLD



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# 5. CROSSING THE THRESHOLD

## OVERVIEW

- Committed to leaving your comfort zone
- Leaving the ordinary world and entering into the extraordinary world
- Moving from our old patterns into new patterns better aligned with our goals and dreams.

## VILLAINS

- Lack of belief in your ability to scale
- Energy misalignment
- Lack of willpower, weak “why”



# 5. CROSSING THE THRESHOLD

## MOMENTUM MOVERS

- Hone in on your “why”
- Surround yourself with motivating images
- Create a WOOP Plan
- Plan a simple marketing funnel

## JOURNEY JOURNAL QUESTION

What am I afraid will throw me off track?



# THE HERO'S JOURNEY



## 6. TESTS, ALLIES, ENEMIES

This was a test, folks and you all failed.

VEEP HBO



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# 6. TESTS, ALLIES, ENEMIES

## OVERVIEW

- Now in uncharted territory, we encounter tests, allies and enemies in the form of experiences, resources and inner reservoirs of power and strength.
- Your transformation is caused by your participation.

## VILLAINS

- Lack of endurance
- Fear





# 6. TESTS, ALLIES, ENEMIES

## MOMENTUM MOVERS

- Cultivate your council. Key members: Marketing, Finance, Operations
- Daily affirmations
- Do it afraid

## JOURNEY JOURNAL QUESTION

**What are my top 3 personal and professional priorities?**



# 7. APPROACH



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# 7. APPROACH

## OVERVIEW

- **Wield your newfound allies, skills and wisdom**
- **Prepared and ready for upcoming challenges**
- **Can feel yourself rising to your greatness**

## VILLAINS

- **Avoiding challenges**
- **Not realizing or accepting your wisdom**
- **Lack of insight**



# 7. APPROACH

## MOMENTUM MOVERS

- Write down your wins from the past 6 months
- Create a before and after to see progress
- Clarify and create team roles

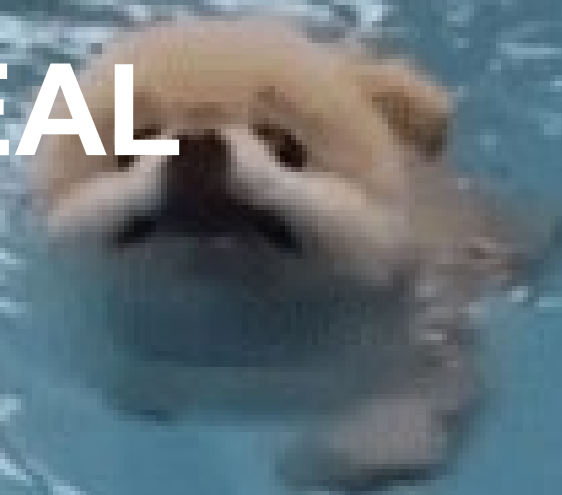
## JOURNEY JOURNAL QUESTION

**Because of what I've been through, what am I now more prepared to handle?**



**\*struggles\***

## 8. ORDEAL



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# 8. ORDEAL

## OVERVIEW

- Face the foundational fear or unresolved grief hidden within the desire or goal that inspired our journey
- Confronting your nemesis, often yourself

## VILLAINS

- Avoiding the messy bits
- Lack of forgiveness of ourselves and others
- Ourselves



# 8. ORDEAL

## MOMENTUM MOVERS

- Forgiveness and light
- Meditation
- Create your obituary

## JOURNEY JOURNAL QUESTION

**Do I want to continue on the current path or do I want to change?**







# RECALIBRATE

## Get Grounded

### Chant “Ani-Hu” (Sounds like “On-Eye-Hue”)

- Hu is Sanskrit and is an ancient name for God/Universe/Spirit, and the Ani in Ani-Hu brings in the quality of empathy.
- Chanting Hu or Ani-Hu will help clear blockages and open you up for greater awareness and trust.
- You can do this daily or even multiple times per day.

# 9. SEIZING THE SWORD/THE REWARD



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# 9. SEIZING THE SWORD/ REWARD

## OVERVIEW

- Take full possession of the treasures gained by facing your own shadow
- A stage of power, responsibility and a recognition of the greatness that was always already within you
- Celebration and anxiety

## VILLAINS

- Imposter Syndrome
- Lack of accountability
- Need to possess and control



# 9. SEIZING THE SWORD/ REWARD

## MOMENTUM MOVERS

- Put plan into action. It's go time.
- Express gratitude and remain humble
- Put your reward to use

## JOURNEY JOURNAL QUESTION

Am I prepared to sacrifice for what I want to achieve? Am I willing to truly commit my money and time?

# 10. THE ROAD BACK



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# 10. THE ROAD BACK

## OVERVIEW

- Re-create your Ordinary World using the skills, wisdom and new treasures you've gathered
- Return to a widened comfort zone

## VILLAINS

- Getting lost in the adventure and losing track of your goal
- Old patterns
- Worry



### The ultimate goal

Visualizing your best future and capturing it on paper can help to make dreams a reality

How would you like your life to be in one, five, or 10 years? Do you find yourself daydreaming about future success or are you more consumed by future anxieties? Journaling is not just a powerful way to process your feelings in the present, but it can even help you to create the future of your dreams. Research has found that writing about your best possible future self can help to improve your happiness, but can it also make your dreams and goals become a reality? Possibly. A study by psychology professor Gail Matthews at Dominican University of California discovered that those who wrote down their goals accomplished more than those who didn't.

Many athletes use visualization techniques to improve their performance. They see themselves crossing the finish line, and create a vivid scene using all the senses. They hear the roar of the crowd and the feel of their feet on the running track.

The principle of imagining or dreaming about your future may subtly affect your thinking in ways you may not consciously be aware of and help your dreams become a reality. In one research study, people interacted with their future self via a virtual reality game. Researchers found that those people were more likely to put money into an "interest-based retirement account than those that interact with their future self. Writing is a great way to ruminate on your future self as letting go of the anxieties that can get in the way of your goals. Here are a few exercises to try...

How do you feel about the future?

Write down the things that feel hard to resist...

throwing it in the trash, can be a symbolic way to let go of anything you don't want.

#### Your best possible future self

Take 20 to 30 minutes or longer to imagine your best possible future self. Visualize yourself and use all of the five senses in your description. You could answer the questions below, and anything else that brings the scene to life.

- What do you have with you?
- What is your job?
- Where do you live?
- What do you do for fun?
- What are the personality strengths or character traits that will help you reach your goals?

#### Listen to your mind

Has completing these exercises helped you feel more positive about the future? Do you find yourself thinking of new ideas or establishing new goals that will make your dreams a reality? In the days after completing the exercise, notice how it may have affected your thinking. You might find that instead of falling back on old habits like "I can't" or "It's not possible for me," you may create a little mental space that opens up the possibility that your dreams can become a reality.

As you go about your day, notice if these exercises help you think differently about your future.



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# 10. THE ROAD BACK

## MOMENTUM MOVERS

- Self-Observation
- Intentionally create new habits
- Set new goals based on deeper self-awareness

## JOURNEY JOURNAL QUESTION

What will I leave behind or release to reach my goal?



# THE HERO'S JOURNEY







11. RESURRECTION

I'M BAAAAAACK!

# 11. RESURRECTION

## OVERVIEW

- You may find yourself severely tested once more
- It will begin to look like you've achieved all you desired, when out of nowhere you again meet with crisis or challenge.

## VILLAINS

- Victimhood
- Lack of a plan



# 11. RESURRECTION

## MOMENTUM MOVERS

- Brainstorming
- Physical movement
- Reliance on your mentor or council

## JOURNEY JOURNAL QUESTION

**What else must break for me to achieve my breakthrough?**



**STRETCH BREAK!**

**Simple movement shifts energy**



# 12. RETURN

A man in brown patterned shorts is walking away from the camera on a pebble beach. In the background, there is a swimming pool, palm trees, and a mountain range under a clear blue sky. The text "12. RETURN" is overlaid in the center of the image.

# 12. RETURN

## OVERVIEW

- You have truly become the change we wished to experience
- Bear the power to transform the world in the very ways you have just been transformed

## VILLAINS

- Lack of acceptance
- Lack of gratitude



# 12. RETURN

## MOMENTUM MOVERS

- Mentoring and guiding others
- Reinvesting in yourself and your business
- Release old grudges and resentment

## JOURNEY JOURNAL QUESTION

**How can I change the world now that I've changed myself?**



# WHERE ARE YOU STRUGGLING ON YOUR JOURNEY?





# GET EVEN MORE RECALIBRATION STRATEGIES

Download the Recalibration Guide

[www.flourishmarketing.co/recalibrate](http://www.flourishmarketing.co/recalibrate)





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