



Blogging
& Biz

**STAR
WORKSHOP**

How to make a living from your creative + spiritual gifts

How to grow a super abundant biz super quickly

7 Ways to Get 20 000 Blog Readers

& How to not go bonkers as you do it!



♥ Leonie

LEONIEDAWSON.COM

HOW TO SHINE IN YOUR LIFE, ART + BIZ



The Blogging & Business Success Workshop

Leonie Dawson

www.LeonieDawson.com

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Welcome

to the Biz & Blogging Success Workshop!



Secret time:

I never thought I would one day grow up to say my job was a Goddess.

And not just a job – but a pretty amazingly abundant way I support my whole family. My love gets to be a stay at home parent with me, and study for his dream job. My daughter gets to grow up with both of us being around, living happy, easy lives. We get to move across the countryside to

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live here in tropical paradise – there's no other way we could have managed to live here.

And I get to be a mama AND a creative goddess. I get to go sit up the top of a beautiful, ancient tree everyday for a couple of hours and write and create my heart and soul out. It is utterly and exquisitely my dream come true. I get SO giddy whenever I think about my job and how much I adore it.

I am in love with being a Business Goddess

Becoming a business & blogging goddess has been so fascinating... I love thinking about it and dreaming and brainstorming and talking about it.

And I wish more than anything that I could meet you all for cupcakes so we could spend long hours doing just that.

In this ebook, we'll have a heart-to-heart here... and I'll try and infuse you with as much wisdom, stories and experience as I can about my own journey of becoming a Biz & Blogging goddess...

I so hope it helps you if you are feeling called to making your beautiful dreams into a lovely business that supports you.

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In this ebook wonderland you'll learn:

- 7 lessons to getting to 20 000 readers
- how to have a 1 million dollar idea
- how I doubled my income in a year
- my story of turning from a happy hobby hippy to a full time professional one
- 10 ways you can begin earning doblers with your gifts.

I'm SO excited to be sharing this with you, gorgeous soul!

Let the magic commence!!!!



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The Business Goddess Video Workshop

It's just over eight minutes long & is jam-packed with business gems (& was taped just next to my office tree!)

What you'll get out of this video-workshop:

- How I became a Business Goddess
- The moment it all changed: what happened when I got frustrated
- 10 ways to earn money online
- How profit = helping more people
- How to get started right NOW
- 4 reasons you should blog for your business.

(Click the image to watch the video online)



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How to have a
1 million
Dollar
Idea

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One thing I absolutely adore reading is the stories of how others do it.

How they run their businesses.

How they carve their passions and joys into a job.

How to get super profitable and abundant.

And being a Scorpio that I am, I have no qualms whatsoever about talking about a lot of things that other people can find squeamish – sex, death & money, namely. It's all sacred to me.

So I wanted to share the idea behind how my business currently makes money – and how my business strategy for the year has been based off one book and one dream.

A Book With A Question

I found a book when my daughter Ostara was six weeks old. It was in a musty secondhand bookstore – one of our usual haunts. Ostara was unsettled – at the time I only had about 20 minutes between feeds. So I sped through the aisles, making my way to the business section, pulling out a pile of books and handing them to my love. These. Mine. And then I sped out the front door, nestled into our warm car with Ostara and fed her again.

I read it when we got home, as she nursed and slept in my arms.



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Newborn mama & newborn baby

It was the book "[The One Minute Millionaire.](#)"

And actually – it's not even true that I read it all. I read half the book. There are two parts to the book – a novel about a woman who needs to become a millionaire, and the practical steps to use to become a one minute millionaire. And because stories ALWAYS inspire me more and make more sense to my brain, I read the novel, ditched the practical part. I won't recount the story to you here, because it isn't important.

What the story DID to me, however, is.

It struck up a question in my mind:

What would be my one million dollar idea?

And if I had to make one million dollars, how would I make it?

It wasn't just some hazy kind of idea for me. It wasn't just some kind of vague what-if-in-the-future question.

It was real, and it was a question I needed to answer.

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The Question I Needed To Answer

You see, my love and I had decided it was time to make The Change. For eight years, we'd been living in a cold alpine city away from our families and our beloved ocean and homelands. We were both working as public servants in the Australian Government. I'd been building my goddess business part-time for a couple of years and it was going really wonderfully.

But now was the time we had to make a giant leap of faith.

I didn't want to go back to work after my maternity leave finished. And my love didn't get to see Ostara for the five days a week that he worked. We didn't want to be so cold and isolated. We wanted to be together and warm and raising our daughter and having a good life.

So we decided to quit our jobs and move back across the countryside to our homelands in tropical paradise in North Queensland, Australia. My hometown is beautiful, but there aren't many jobs here – much less the kind of jobs we wanted. So we knew we would have to rely on my business. And don't get me wrong – I had a huge amount of faith and belief in my business, just as I do now. But I wanted to know how I could make my income easily – without having to push every month to make my goals.

I needed a Million Dollar Idea.



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♡ Goddess Leonie

What I Needed

Except right now? *I didn't really need a Million Dollars.* I worked out the sums of our mortgage and car and bills, and worked out we would need \$75 000 a year at least. \$100 000 a year to be able to put away savings and live comfortably. (Out of interest, when I talk to some of my lovely international friends about mortgages, they are often surprised at how expensive Australian mortgages are. Our home was \$265 000 & is one of the cheapest prices you could probably expect for a house anywhere in Australia. Interest sits at about 8% I think? I'm not fantastic at remembering interest rates, but it's something like that.)

Which is all a rather elaborated way of saying, I decided I needed to have a **One Hundred Thousand Dollar idea.**

Don't get me wrongsies – I totally think I could come up with a One Million Dollar idea. But for right now? The One Hundred Thousand Dollar idea is what I wanted to stretch myself too. I knew I had an intense year ahead of me – new mamahood with a baby and a move across the countryside. That's my energy parameters. Maybe next year it will be a Two Hundred Thousand Dollar idea? Who knows!

So it was to be a One Hundred Thousand Dollar idea.

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How to make it happen?

I started running numbers.

How many ways could I create one hundred thousand dollars?

I took stock of all the e-courses, meditations & workbooks I had created.

- I could sell 1000 copies of my workbook at \$9.95 to get almost \$10 000. Only \$90 000 to go!
- I could sell 200 meditations at \$49.95 each for another \$10 000.
- And then I could sell 800 of my e-courses. I could run 4 terms and get 200 students each term.

There's my \$100 000. I knew it could be done, I just knew it would be a stretch. It would mean a lot of hustle, a lot of marketing, a lot of energy and time.

I would need to have to convert sales as often as possible, drive traffic as much as I could, push, market, create and push.

And as I held my newborn daughter in my arms, and felt the mammoth task of mamahood in front of me, I knew I just didn't have that kind of energy and time.

I needed a better idea. A simpler idea.

One that was happier and more joyful and full of ease.

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The idea came in a dream, in the haze of milky hours between nighttime newborn feeds.

My dreamtime elders said to me:




*Give it all away.
Give everyone everything you've ever created and will create for \$99 for the whole year.
You only need a thousand goddesses to say yes.
You will offer them all you have to help them and support them on their journey.
And they will be happy to support you on yours.*

I woke up in a blaze of happy tears, and I wrote down on a piece of paper:

*1000 x \$99 = my \$100 000 idea
give them everything!!!!!!!*

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When the light of morning came, I looked back at that piece of paper, and I wondered at the possibility of it. I had 2000 people on my mailing list, and 750 RSS subscribers. I've always had a really amazing "conversion rate" with my tribe of goddesses... even though my numbers are relatively small by epic-business-proportions, my goddesses have always been incredibly receptive & supportive of my ideas & courses & projects. I'm very very grateful for it, and I try to give as much to them as I can from wherever I am.

Building the Idea

So with all these things beating in my heart and soul, I knew it was the right thing for me. And I knew with all my insides that my beautiful tribe of goddesses would love it too. For years they had been asking for a permanent private circle home, instead of just intermittent e-course circles where they could connect together.


So I set about building a mini-empire for goddesses to populate. My beautiful [Goddess Circle](#). I wanted to create a sanctuary for them, a space where I could pour all the love and guidance and inspiration I had, and they could take whatever they needed each moment, each day of their year.

I also decided to open up 10 premium memberships at \$1000 each – it included coaching & business-brainstorming & a custom painting. I wanted to offer something for goddesses who were wanting to have as much access to me as they needed.

So that's what I did. The [Goddess Circle](#) membership site opened its doors on 1 September 2010.

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How has the \$100 000 idea gone?

We have almost 1800 members. It is an incredible, ginormous, wild success of epic proportions.

And my \$1000 a head premium memberships were sold out within a month of opening them!

It's been a huge, ginormous, glorious success... of spirit and abundance and love and ease... and everything I could have ever wanted it to be.

I get to help people. I get to earn money easily. I get to create. I get to give it all away. And it all turns into this wonderful rainbow-scented circus of love.

I don't need to hustle. I don't need to push. I don't really need to market that much anymore.

I write the best posts I can to help as many goddesses as possible. I create [podcasts](#) & [videos](#) & [posters](#) & [meditations](#) & [ebooks](#), and set them free into the world like sparkling birds.


And I just create. I pour out all the wisdom that's in my heart into things like the [Business Goddess](#) e-course and the [2012 Creating your Goddess Year workbook, planner & calendar](#) and the [Creating with Kids workshop](#).

And I give them all to my goddess circle members. Just keep on sending an abundant supply of love, resources + inspiration to them.

As they support me abundantly, I support them abundantly.

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It's the dreamiest win-win.

It's all worked out to be so easy. SO joyful. And so so stunningly splendid that I still blink my eyes in amazement whenever I think of it.

Where the idea has led...

Sitting here, on a Monday afternoon, inside the little wooden hut that houses our local library, the monsoonal tropical rain is pouring outside.

My daughter is nestled up in her bed in our little cottage a couple of streets away. My love is with her. While she sleeps, he studies for his dream job as a psychologist.

Yesterday was my daughter's birthday. We got to celebrate it on our old wooden verandah, surrounded by all the ones we love. It's the reason we're here.

She's the reason we wanted to be here in tropical paradise, living this easy, spacious, time-filled life together.

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And as all mamas know, a woman needs to fill her cup.

I get to live the best of both worlds.

I get to be at home with my daughter each day.

AND I get time to myself. I get to have my dream “job”. I get to have this wild, glorious, fabulous hobby/passion/thriving business.

Each day I come here – sometimes to the library, sometimes to my [Creative Caravan](#), sometimes up an ancient fig tree – and open my laptop and pour out everything that needs to come out. I come here to reconnect with myself and feel like a creative goddess again.

We don't have to worry about money which is a miracle in itself.


We are taken care of. Our daughter is taken care of. And we get to be together.

We are blessed. Beyond blessed. And my goddess, how we are grateful.

Creating

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I so hope all this talk of money and strategy and marketing hasn't scared you, dearest.

Because it's not really about that. It's all just a vehicle, a vessel – one that lets me do this thing I adore, and serve women – and earn a beautiful living from it too. And that's all business ever is – *one person offering their gift to the world for anyone who needs it.*

I want to share with you the story of my miracles. I want to be as starkly honest and helpful and open-booked as I can about my dream come true.

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Why do I tell this story?

*Because I so want it to help *you*.*

One book's story so many months ago helped me profoundly. It got me started asking one question. And it led me down one amazing journey that has been such a gift to me, my love and my daughter, and I dearly hope, to all the goddess tribe who surround here too.

I know this can be your dream-come-true too.

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Leonie's Guide To Making A Free, Non Sucky Website For Your Dream like, TODAY

Hello beautiful,

You have a wonderful idea. A business dream. And you don't have a website.

Or you've got one that you made and you don't like it.

Or you've got one that someone else made for you and you have no idea how to edit it.

I see it way, way too much.

And you know what?

I really, really, really want to see you living your beautiful dream. I want to see what beautiful gifts you have to offer the world.



The landing page of one of my first websites! 2005! Adorable Retro!

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So I'm going to give you the simplest instructions in the world to get you a website made. Today.

It's free. It's ding dang easy. It will get you started. It will not look like crap.

(Meanwhile – this is totally not a sponsored post. This is a Leonie Sponsored Post Because She Wants To See Your Beautiful Gifts Being Shared With The World.)

This is exactly what I did years ago, and it was perfect.

It's not WordPress, but guess what? WordPress is hard and fiddly (and I'm saying that as a goddess geek who has been fiddling around with websites for years). Wait until you are making a buttload of money, and then you'll be rich and famous and will hire someone to do WordPress for you.

But today?

Today, let's make MAGIC happen dearest.

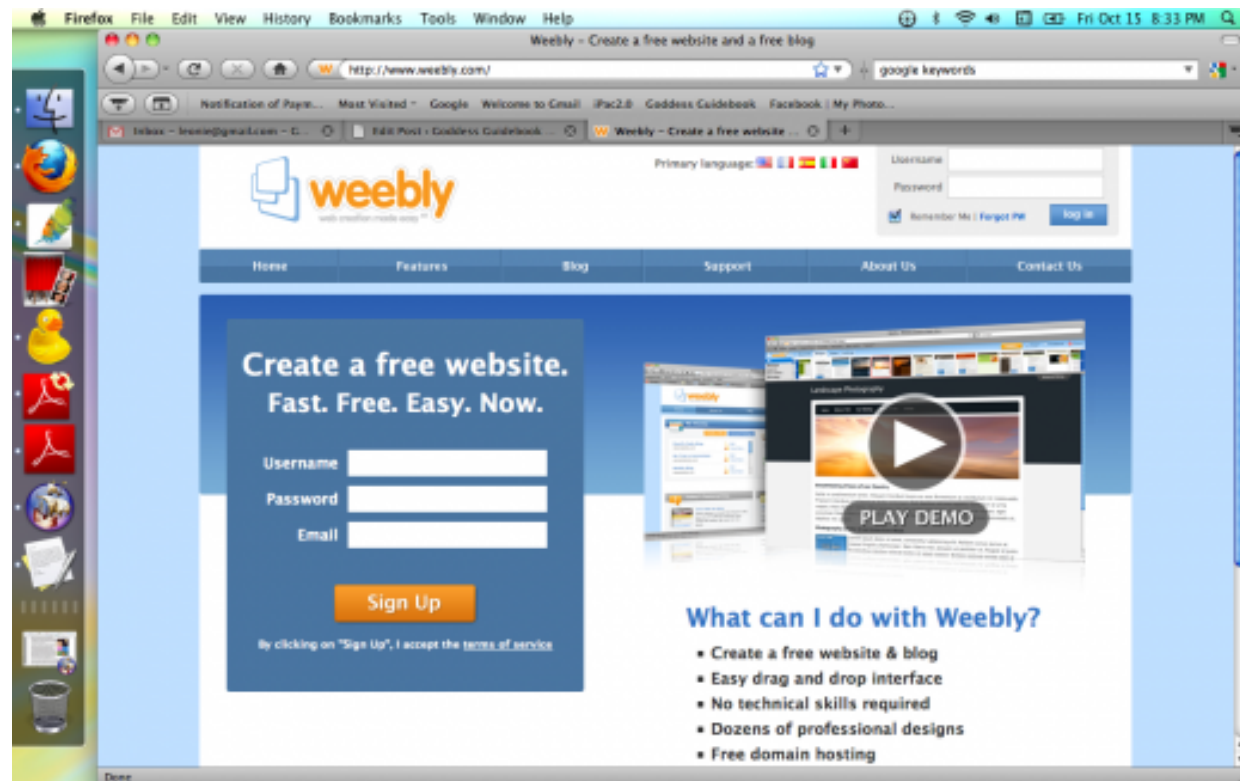
Let's get you a beautiful website.

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1. Go to www.weebly.com TODAY.

2. Sign up for a free account. TODAY.




3. Choose a template. TODAY.

4. Make these pages:

- **BLOG** as your homepage.

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- 
- An **ABOUT** page with a smiling picture of you.
 - A **SHOP** page with your goodies. (Or if you don't have your goodies and services ready yet, don't put it up yet. Put it up when it's ready.)
 - A **CONTACT ME** page. (TODAY)

5. PUBLISH. TODAY.

6. Start telling people where to find you! TODAY.

Go now, dearest heart.

The world needs your beautiful gifts.

subliminalmessage=doittoday

(tee hee... did I make my point? I'm so subtle like that.)

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7

Ways To Get

20 000

Blog Readers

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She gives & she receives...
she receives & she gives...
all in perfect balance

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Blogging has been the centrepin of my business since the very beginning... it's where I started seven years ago as a fun lil hobby, and it's now the engine that my business runs on. It's the place my tribe gathers. It's where goddesses get to know me and fall in love with me.

And I'm very grateful to have all the wonderful readers I have.

I'm *so* passionate about blogging, and wanted to share with you the seven most important things that have helped my blog soar.



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1. Pour your heart out.

This is the important thing.

The one that the rest doesn't matter if you don't do this.

Photograph if you love to photograph. Video blog. Write exceptional articles as much as you can.

Don't hold back. Write the very best you can.

Make yourself cry with your own writing.

I know I've done my job when I read back over something I've read and I get goosebumps and a happy smile and an *ooooooh!!!*

Think of the most inspiring blog you know.

How could you make your own blog more inspiring?


What would The Most Perfect Blog In The World To You look like?

Why don't you make it?

Everything is going to be okay.



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2. Keep in contact.

Hey ho, mailing list central! A lot of people don't want to subscribe by RSS. They want to get newsletters from you.


If you haven't got one, go get a free one from www.mailchimp.com.

If you have got one, and you're stuck about what to send out to it, try:

- Re-publishing your favourite blog posts & adding what services you offer
- Creating a free email e-course
- Only sending out to announce courses
- Writing love letters to your readers like they are your dearest & best friends
- Hard selling, just to see what works for you
- Soft selling, just to see what works for you
- Sending newsletters once a month
- Sending newsletters once a week
- Create something magical that can be forwarded on and on and on. Posters. Downloads. PDFs. Meditations.
- **If it's not working, try something new.**

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Have you gotten the picture yet?

There's not **one way** of doing your mailing list send-outs.

If it's not profitable or bringing you joy, why don't you try something else?

I think I've gone through about a bazillion incarnations of what I do with email newsletters. Some days I think of chucking it in... and then I remember...

If it's not working, try something new.

So many of my goddess readers prefer newsletters to RSS... so I just need to connect with them where they are.



3. Forums

I used to hang out in forums a lot, and this is where I got my start in blogging. I would find communities of people who loved and adored the same thing I did – they were soul sisters.

And I'd turn up. Share my gifts. Be true. Share my story. I'd dive in – not as a strategy – but because it lit me up.

They were the formation of my tribe. They were the first ones to buy my artwork. The ones who told me they adored my writing. The ones who encouraged everything I did.

Years later, many of my readers (and dearest friends) are still goddesses from those early days in forums.



(Me & my best friend Sone... we met on a forum!)

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4. Guest blog

Peeps talk about this a lot. And so I'd dutifully write down on my To Do List, month after month: *Write a guest blog.*

And month after month, I didn't do it. It just didn't sing to me.

I've increased my tribe of gorgeous goddesses by 20% in *one month* thanks to one thing:

I started writing articles for other blogs.

Goddesses need to find out about you dearest.

You need to show up and glow your light in different places so goddesses can find you!!!



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5. Hang on Twitter and Facebook.

50% of my traffic comes from Twitter and Facebook.

Let me repeat that:

50% of my traffic comes from Twitter and Facebook.



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People are hanging out there.

You need to go there and **show up** for them to see you and hear your gifts.

Imagine them as the busy cafes in the village... you go there to hang out, meet beautiful souls & **share about what you do**.

Go. Play. Talk about what you do and why you love it.

Love other people.

It's also way too easy to lose sight of your business (and soul) goals when you are there though.

You need to be strategic + filled with intention when you use social media to share about what you do.

It needs to be done in a way that fills you up, energises you + entralls your customers.

You need to make Social Media Sacred for you.

Don't know how that's even possible?

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WATCH THE
“HOW TO MAKE SOCIAL MEDIA SACRED”
VIDEO NOW ::



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6.) 2 Wordpress Plugins To Dramatically Increase Your Readers

On a technical level, I've tried out a bazillion different WordPress plugins to see what ones have the most amount of impact for creating new readers.

Two years & over 50 widgets later, I've narrowed it down to two:

- The [What Would Seth Godin Do plugin](#).

If you've only just started coming to my site, you'll get a little message at the top of my post that says something like:

Hola gorgeous goddess! If you're new here & want regular goddess goodness in your life, you may like to subscribe by RSS or get my posts by email. Thank you for being you dearest heart!

It's a simple lil reminder for people to subscribe by RSS, and it only appears for the first five visits.


- The [Digg Digg plugin](#).

I use this one for my Facebook & Twitter & Stumbleupon share buttons.

A note on *Facebook like/share buttons*: personally, I'm not a fan of just the Facebook "Like" button. If people reallllly like it and find it beautiful or helpful, they'd want to share it along to show and help the peoples they love. So I heart the Facebook "Share" instead.

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And the biggest lesson to getting 20 000 readers:

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7. Your path will be utterly different from mine.

All of these points may be absolutely not right for you.

And that's perfectly okay.

Find the way that works and sings to you.

I've tried commenting on other blogs – people recommend it all the time. It's not for me.

You might not like doing any of these things.

What you WILL do is keep finding what works for you.

What makes you happy, what lights you up, and what lights other people up as well.

You'll find your path. For what works for you today.

And that will be the right one.

Most of all, I want you to know that I believe in you, and the power of your gifts and your story.

You have so much to share with the world, and I really want to wave rainbow encrusted pom poms & bounce about in a crinkly short skirt chanting your name.

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Yes you CAN do it.

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How Do I Get Stuff DONE if I am a Mama?

I practice a lot of discipline and relationship-management and time-management to get my stuff done and be a mama. What works for us right now is that I nurse my daughter to sleep for her once-daily nap whenever she's ready. (We're not on any kind of schedule. I'm just not a schedules kinda girl. Sometimes I wonder if I should, but I just don't, really. She's happy and settled, and so are we. All good!)

Once she's asleep, I kiss her cute lil forehead, pull some clothes on (you know... the kind you can be seen in public in), toss my laptop & everything I need in my Mobile Office (my canvas rucksack) & head across the back lot into town. We live only one street away from the centre of our little town, and I have a couple of different places I usually go to get work done: the top of an ancient fig tree in a little park (it could be like Swiss Family Robinson up there! Oh my goshness, so dreamy!), or the town library, or one of the little cafes for a cupcake or hot chocolate. I'm writing this in our car in the parking lot of our library. It's pouring with monsoonal rain, but I kinda feel like being outside anyways. The car facing the library's tropical gardens is a nice in-between.

Then I have two hours to create my next product or e-course or write blog posts or guest posts. I don't have internet access and this is el fantastico for productivity. No distractions... only the white page & [wild donkeys to ride](#).

Then when two hours is up, I head home again, and hang out with my daughter while my love studies. We make art & eat & play with the dogs and nestle up on a mattress on the floor. I usually have a couple of loose projects we can "work on" together (this week we are making & painting Thank You cards, doing a big painting & making a video together for a mini-workshop). And I make sure we rest as much as possible. I've only got a limited amount of energy per day, and if I run around like a headless chook, I soon lose the rest of me too.

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How?

I just did it.

I think that's how all mamas get stuff done.


Once she's asleep at night, I jump on my laptop and do another couple of hours of work – this time with internet access. Weee! This is when I publish blog posts, answer emails, hang out in the Goddess Circle to answer questions, and post stuff to Facebook & Twitter.

Having said all that... whilst I'm grateful my love is at home, I've also done this business while taking care of Ostara on my own. I had six weeks of maternity leave, then dove back into my work schedule whilst being a full time mama. Up until she was five months old, I was at home by myself without any helpers.

Oh and I did it with Ostara in my arms. I always held her when she napped, she wasn't put down for a nap on her own, and I always went to bed at 6pm with her during this time. (Kinda bonkerdoodles now I think about it, but that's cool, that's just where I was at.)

So, babe in arms. Still running a massively busy business.

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One of the keys to it was this: my love gave me an iPod Touch when Ostara was a week old. I protested at first. I said “But! I’m supposed to be looking in her eyes 24/7! Even when she’s got them closed! Even when we’re breastfeeding 15 hours a day! It’s supposed to be ALL NATURAL, honey!”

And he said

“I’m cool with you being all natural, but you’ve gotta stay sane too ya know. A bit of balance is a good thing for a mama.”

Damn he’s hot. I mean wise. I mean hot.

Anywaysies, that lil iPod Touch became my Business Workstation for all those months. I wrote 1100 word blog posts with one finger as I breastfed my daughter to sleep, and as she slept for hours on me.

It was what I had to do, so I just did it.

In a world that had become suddenly so ensconced with mamahood, to keep writing and doing this beautiful business of mine **was my outlet and my joy and my sense of normal.**

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Here's the things I've learned about getting stuff done as a mama

- I do *not* stay up at night to get more done. I've experimented, and 9:30 is my conk-out time. If I go to bed any later, I am exhausted the next day, it's harder to write (and function), and I crash and burn a lot more.
- I don't try & do work on the laptop while she's awake. I could while she was a little button, but not now she's super active. She now knows the art of pressing keys on the laptop, and it's totally adorable and everything, but doesn't result in much work being done. Unless you count my brain saying "ark! arch! productivity! make stuff happen! but not happening!" It's SO much better if I just accept the hours I have with my daughter as being just that: hang out time with her. Stuff can get done when her eyelids are closed.
- I don't spend as much time anymore on stuff that doesn't make much impact. I've got a big vision of what I want to do. I've got big goals. And I try to only concentrate on stuff that's going to get me there.
- For me now, getting time out everyday serves two purposes: I get my work done. And it's my happy time. My sane time. When I don't get it, my anxiety returns from its happy cave where I wish it would stay. I feel like getting time to myself everyday is pretty much essential to my mental health. I used to think I would be 24/7 attachment mama, but for this particular constellation of cells, I work best when I have time to integrate on my own each day. And I will move mountains to make sure that happens. A happy mama is as important as a happy baby.
- What will happen if Chris goes back to work? I'll work it out. We'll work it out. I'd get someone in my family to help with regular babysitting. Work will get done in naps. I'll get better (again) at doing things even faster. I'll use a Virtual Assistant a lot more.

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Q: How on earth do I charge for my stuff?

Go read this [post on Sacred Pricing](#) I wrote a couple of years ago sweetness. It remains one of my most popular to date.

Q: What if I don't know what I want to do when I grow up?

Career Counselling Goddess to ze rescuuuuueeee!!!


I remember making this video bonkeradoodles ago in our Canberra backyard... long before Lil Mermaid was even dreamed of!!!

And yet, it all still sings utterly true!

Click the image to watch the video online!



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Q: How do you work out if something is profitable for you or not ?

Here's the questions I ask myself:

1. Does it make me happy or do I feel drained or angry while I'm making it?
2. I have a clear idea of how much money I need to make per month. And if I do the figures and realise that I can't possibly make the money I need to with the time I put in to a project, then I don't do it.

I have fun side-projects to work on when I have the time. But when I need to make the money, I go where the money is.

For me right now, what is profitable is creating e-courses & meditation kits & workbooks that I can help as many people as possible with. They are to a big extent passive income – as in, I don't have to recreate each one whenever anyone has to buy it.

Being a new mama, I don't have much time – that's the thing that is in major deficit for me. So I only do a very very limited amount of [custom artwork](#) & [coaching](#) now. And I'm not currently planning any live events until Ostara is a wee bit older.


My aim is to help as many goddesses as possible, so creating e-products is a great fit for that.

And as to what will be profitable?

The tribe of goddesses decides on that. I create things based on what I get asked for a lot, or what I'm getting a soul-nudging to create.

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And I try to put the same amount of marketing in as I can with each.

But always some products will ring the bell, others won't as much. That's okay. You can always create more.

Some of my e-courses are always more popular than others. My [Divine Dreaming meditation kit](#) has been bought over 500 times... but my [Chakra Healing Goddess meditation kit](#) has been bought maybe 40 times?


So... in summing up...

I just go where the money & energy flows, really. I like to make my money easily and happily.

And having my membership program the [Goddess Circle](#) seems to be working perfectly for that, so that's what I'm doing.

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Q: What is your writing process – how often do you write – when do you decide that what you write is good enough to post – when do you decide that what you wrote is ready to post?

Everyday.


I just try to pour out whatever is inside me.

And I let it sit on my desktop for a couple of days.

I know if it's good enough to post whether it brings me to tears or makes me get goosebumps when I read it again.

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Q: How do you decipher what to post on your blog – what areas of your life do you keep private ?

My gut.

I just go with where my gut tells me.

It hasn't failed me yet.

I'm totally okay with [telling the world I'm six weeks pregnant](#). I'm totally okay with crying on [video because of a miscarriage scare](#). I'm totally okay with sharing (semi-nekkid) [birth photos & our birth story](#).

I'm okay with those things because it lit me up and I knew it was the right thing to do.


There are many other things that I don't share simply because my gut says not to. And that's cool with me.

And my love (who is very hot) is much more private than me, so I usually ask his permission before I write something about him or post too many photos of him. Because oh my goshness, it would be a 24/7 tsunami of Chris hotness if I didn't.

The End.

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Q: How do I know what I can offer my readers that they would buy from me? How do I figure out what that is?

1. What do they ask you about a lot?
2. What are you feeling called to making?
3. Why don't you just TRY IT OUT and SEE?

Q: How do I cope with the fear of putting my stuff out there?


[Read this post](#). From when I felt exactly the same way.

Q: Also are there any resources you recommend on the technical aspects of offering e-courses and ebooks? I do have fear about the technical bits and then I freeze up.

I'm trying to pour as much wisdom & technical know-how about ebooks & ecourses into ze [Business Goddess e-course](#), so hopefully this should help!

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Q: How do I deal with people's criticism?

Ignore anyone's advice/criticism/judgements unless they are genuinely happier than you.

I haven't been in a circumstance yet when someone criticising me is actually happier than me.

SO I WIN. YAY!

That's my two second answer.

Want my forever long story that has a bit of swearing in it?

I got judged & bullied when I was a kid. When I was 15, I got so fed up with being bullied for being me, I informed my parents that I was either going to send myself to boarding school or go and be an exchange student. I ended up choosing to go to a [wonderful little country boarding school](#) where I very happily spent the next two years swimming in quiet waters. Yay! No bullying!

But here's the thing I learned.

It's a very special motto:


FUKEM.

If you say it quickly enough, you'll hear my sacred saying.

The thing is...

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I really bloody LOVE being Leonie. I make me happy. I like my quirks and my silliness and who I am. I dig that my brain doesn't work like many other people's.

And I don't want to be like anyone else. Especially boring people who judge me.

I LOVE my little life.

And I have a blatant disregard for anyone who doesn't love me. I think "ummm... well aren't you a bit daft then! I'm awesome! Okay then! I'm off to keep dancing!"

If people don't get it, it's cool by me. Because what I am and what I do makes me totally happppppy.

So...


FUKEM.

And I get to hang out with people who DO get it and get me (nearly most of the time) and they are the kind of peeps I want to hang out with.

(Also, as an aside... you know what happens quite often when you think someone doesn't get it or doesn't love you? They often come to their senses much later. Like I've had a number of people I lost contact with who I thought just didn't adore me anymore... and they've found me later on and said "Leonie, I really need to tell you how much a blessing you were in my life... thank you for everything... even when I didn't get it....")

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And I totally believe that all of life is like that. We all see each other's beauty eventually. Just give it time.

And in the meantime, carry on having a freaking amazing time being you.

Because you are magnificent and beautiful
and incredible and filled with the good
stuff. The magic stuff.

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The #1 Way To Create More Stuff

Ride wild donkeys.



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The #1 Way To Earn More Money

In all these years of business, there is one secret superpower I have for growing my business.

Four little words, possum:

Meet and Grow Rich.

You need a powerful support posse of beautiful souls who are also in business. That you trust, that you can be totally honest & vulnerable with, that you can ask questions of, that you can learn from as you watch them grow.

I realized very quickly in my business that there was a very big hole where I knew no other business owners.

I signed up straight away for a private, paid online business group with 100 other business owners & learned so deeply & quickly about how to make my own business bloom.

Ever since, I've continued being in different styles of paid online groups, and have recently started a face-to-face group.

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6 Reasons Mastermind Groups Will Earn You More Money

1. You can ask questions on all areas of business without having to pay others or wasting hours searching google!
2. You can brainstorm together to solve business problems
3. You can map out business strategies
4. You can work out the best technical solutions for your business
5. You can rant & grumble & get understanding & support when stuff goes haywire
6. And most of all – you WILL earn more money because **you surround yourself with people of the same mindset.**

It's why, as soon as I opened the Goddess Circle, I created a built-in business mastermind group free with all memberships. When we meet, and help each other grow, we become rich – in soul, friendships and business.



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Hurrah!

We made it!

That was HUGE. And glorious. And wonderful!

I so, so, so hope it was helpful to you dearest, and answered any questions you might have had!

Doing the Biz & Blogging Goddess Workshop 101 was SUCH a precious experience... I so hope it has given you power and wisdom and magic for you to spread your wings & share your story & gifts with the world.

I'm wishing you the biggest of big dreams-come-true.

I know it's coming for you, dearest.

love,

♥ Leonie



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Want to dive deeper?

There's a lot of info we covered, and so much more to talk about.

The [Business Goddess e-course](#) takes off where this ends.

If you are serious about becoming incredibly successful with your biz and blog, and want to do it in the fastest time possible, it's important to set yourself up for success.

For step by step marketing instructions so you don't waste time and money searching for the right system, the place to head to is my Business Goddess e-course, my signature program for entrepreneurs.

You'll also get a built in Business Mastermind group through the Goddess Circle.

[Jump in to be a part!](#)

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Become a
**BUSINESS
GODDESS**

THE E-COURSE
A COMPLETE GUIDE

How to make money online ★ 100+ Ways to Market

Magic Money Kit ★ How to stay sane & happy!

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About Leonie Dawson

Leonie Dawson is an author, blogger, retreat leader, globe-trotter, visual artist, mama, and vessel of wild creativity & cosmic prosperity for the 20,000 Goddesses who orbit around her virtual altar each month. Leonie's strategic musings & practical wisdom have been featured in two books (the latest being an Amazon bestseller), as well as on Problogger, Tiny Buddha, spirituality magazines like Goddess, Spellcraft, Life Images and Spheres, and in three of SARK's best-selling books on creative fulfillment & freedom.

Purposeful, passionate & unendingly prolific, Leonie published her first book at 22, held her first art show at 23, began leading women's circles at 23, created her first retreat at 25, launched the Goddess Circle — a subscription-based women's community for creatives of every color — at 27, and has guided 3,000 women through transformational Circle experiences over the past 3 years.



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She's also released 5 e-courses — including her signature workshop for entrepreneurs, Become A Business Goddess — 4 meditation kits and 2 workbooks into the digital ether, building a multiple six-figure business in the process.

Leonie has walked labyrinths in the moonlight, wept atop mountains in the middle of a storm, danced with a baby in an old cow shed as a Filipino tribal chief sang, and once married herself in a public commitment ceremony — witnessed by goddess maidens of honor that she'd met on the Internet.

No stranger to praise, applause & offerings of gratitude, Leonie has been called an “illuminated creator,” “inspiring, wise and oh-so-talented,” a “healer, guide and sacred teacher” — and she's here to help you bring your soul-stirring dream into reality, and become the shining light you were born to be.

Swirl into her world at LeonieDawson.com, watch [her unique TV show](#), or play together jubilantly at [Twitter](#) or [Facebook](#).

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