

A 'How To' Guide for Visionary Entrepreneurs



Everything you ever wanted to know about
transforming the world through
your own visionary ventures.

Created by the Visionary Network
for inspired creation
by visionaries everywhere!



Hi, I'm Soleira Green, co-founder of the Visionary Network and I'm a visionary entrepreneur. Yes, I'll

admit it ... I'm addicted to being a visionary entrepreneur and love every moment of it. It's a ZING to wake up in the morning with new ideas popping, knowing I'll be connecting with some of the most fabulous visionary people around the world. I've been a visionary entrepreneur for 14 years now and I, along with

other of our Visionary Network buddies, want to share our excitement, our expertise and our enchantment with this life choice. We plan to show you how to work in new paradigm, energetic ways to aliven your business, make it thrive and get your visions into the world with gusto and glee. Our own business is primarily a global training, coaching, events and publishing business, although I have to say that we'll take on anything that will transform the world and suits our passions. We like to be limitless in that respect. We host courses on Visionary Coach ~ Creator ~ Trainer as well as on The Art & Science of Being, based on our own unique body of work that we've developed over the last 14 years. But more importantly, through our business, we influence and transform the world, whether that's one person at a time, in groups or globally through writing, speaking, consciousness work and global visionary community creations. Check out our primary website for training, coaching, events and books at www.transformingourworld.com and also our on line, visionary WOW web magazine at www.wowingourworld.com To get in touch with me directly (I'd love to hear from you), email soleira@newvisionaries.net.



I'm Judi Richardson, creator of PONO Consultants International Inc. and a Visionary Network creator.

In PONO we're creating a space where everyone is, in some way, their own boss. Calling each of us to "know" what is our unique part. Inviting others in when the timing is right and out as well when the timing is right, each of us being ambassadors for our work - through associate and joint venture work. Even the name - PONO - a manifestation of harmony - no one can "own" that!!!

And we all need to contribute to it - contribute to the evolving harmony, even evolving what "harmony" is.... We are creating services, processes and products that evolve - each client assists in the design, the research and development and owns their part - open, transparent to all.... As much of our work is in "engagement" - citizen engagement, stakeholder engagement, customer/client engagement, employee engagement - AND creating organizational cultures that can vibrantly play in the playground of engagement - quite simply PONO is our research laboratory!! We play in the playground of cultivating our quality of awareness and alignment. It is clear we are to think and act differently in this world of work. We watch our energy level around projects and tasks, we question our traditional ways of working and often find them sound, other times

needing some work! We playfully bumble around at times in terms of our autonomy and creativity and collaboration, which requires precision in alignment of shared and individual values. You'll find our website at www.ponoconsultants.com and you can get in touch with me directly by email at judith@ponoconsultants.com.

Read on to see all we're offering you here to create your own zinging, vibrant, visionary business!

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From Soleira ...

Visionary Entrepreneurs ... What makes us different?

Visionary entrepreneurs are people of passion and vision who simply can't sit back and wait for the world to just turn out. They're propelled by an unseen force to go for it with gusto ... to co-create a vibrant new world. They're connected to creation and are zinging with ideas, creativity and innovation. It literally oozes out of their pores. They wake up in the middle of the night with more great ideas, rush to the computer to get down the next visionary possibilities and innovate constantly in terms of how they get things to transform. They do not consider the world's current business mode to be their modus operandi! That's too stifling for them. So they create, create, create ... and they collaborate with others in exciting new ways.

Visionary entrepreneurs stand for abundance for everyone and they run vibrant, thriving businesses in every aspect. Their primary focus is not about the money. They don't do what they do to make a million bucks! It's not about personal wealth for them. That's an insufficient motivator that can tend to distort choices and creation. Instead they do what they do because they can do no other. As we said, they're compelled by a silent urging, calling them towards complete fulfilment of all of their dreams for this world and beyond!

Visionary entrepreneurs are connected ... to people and to Life. They operate from vibrancy, vitality and vision for win/win/win's for all.

Visionary entrepreneurs are multi-streaming visionaries ... they don't just have one idea for a business or even two. They're constantly engaging in a stream of multi-faceted possibilities that enhance Life all around them.

Are you getting excited? Ready to stand up and leap into the joy of creating and running your own visionary business? Well here we go, into the dance of visionary creation.

Being Sure ... Do you want to be a visionary entrepreneur?

We'd love to see everyone in the world be a visionary entrepreneur, whether that's full time, part time, in their spare time or anytime. But maybe it's not for everyone. How can you know, without a shadow of a doubt, that this route's for you? Let's look at the upside and downside of running your own visionary business ...

The Upside of Running Your Own Visionary Business

- You're your own boss. No one tells you what to do. You're always tuning in to what's right to do next and following the flow of your own passions.
- You set your own hours, although with this much passion you can probably expect to work more than you would in a 9 to 5 job. But the good news is you love what you do, so time just flies by and there's often not enough hours in the day to get done all you're wanting to zing on through.
- You make up the rules. There is no set way to do something. You can get as inventive as you want. It's your company and your creation!
- You can be as inventive as you desire. There's no limit on creativity and no end to ideas popping through once you're in the visionary paradigm.
- People are naturally drawn to you, to your passions and visions. They seem to seek you out and want to come play! As a result, you meet fabulous people all over the world who are up for a far greater game.
- You source the reality and the environment you work in. You choose what kind of work you want to do, who you want to work with and where you're going to spend your time creating. It's more than just creating a nice office (although that's important too). It's about sourcing the complete reality in which your work shows up in the world.
- You're fulfilled ... and I mean really fulfilled. If you left this world tomorrow, you'd be completely happy with all you've contributed. And you're always up for more!

The Downside of Running Your Own Visionary Business

- You don't always know when the next money is going to come through, so you have to get really good at continuous creation, generating contacts and sourcing abundance for you and all you're up to. This can be a good thing as you quickly learn the magical art of abundancing!
- It's always up to you to turn things out. You're the source of it all. If you don't have the passion and energy for it, it simply won't happen. So you have to make your vitality and well-being a big factor for yourself in order to do the big work you have planned for the world.
- You have to learn to manage bigger energy fields ... holding expansive possibilities and collective energetics in a way that nourishes you and others who are involved. You never use your personal energy to do this,

but always work with limitless Life source energy to energise you, your business and everyone you touch.

So what do you think? On the upside and the downside, is it still calling you? The bigger question here is not about analysing the life style this will give you. It's really about this: **ARE YOU ABSOLUTELY COMPELLED TO MAKE A DIFFERENCE NOW THROUGH AN IDEA, PASSION OR VISION YOU HAVE?**

If you answered yes to this one, then it really doesn't matter what you think about it. The big zing has you in its thrall and you're about to step into the adventure of a lifetime creating amazing breakthroughs and transformation for the world!

Creating Your Own Adventure ... The Visionary Paradigm of Play

The visionary paradigm of play is an adventure for sure. It's not really like anything you've done before. Here's a look at some of the differences ...

Traditional Business Paradigm

In the old paradigm, everything is done with analytical forethought and planning. Numbers are forecasted and projected. There's a hierarchical leadership that everyone obeys. There's rigidity to the structure (it's worked before, so we'll keep doing it this way) and loads of rules to follow. Profit, at any cost, is the primary imperative and the driving force for being in business. Resources (people and the environment) get used up in the name of doing business.

Transitional Business Paradigm

In the transitional, in between paradigm, people are becoming more important and are better taken care of, although there's still a hierarchical employee / owner / management relationship in play. Employees learn good communication skills and even emotional intelligence and empathic listening and selling skills. Responsibility for the environment becomes more important and values are beginning to be defined. There's a softness to things as we search for more meaning, better employee productivity and how we might make a difference to the world inside the existing business paradigm ways.

Visionary Business Paradigm

In this vibrant, new paradigm, everyone is a player. Collaboration is the key. We find new, innovative ways to work together, to bring out the best in everyone, to have all ideas expressed and integrated where there's a rightness for it. The business is sourced in passion and vision. There's great energy when you walk in

the door or engage with their websites. There's vibrancy, vitality, realness, connection, innovation, collaboration and leaderful creation. The people involved live their integrity, authenticity and passions 24/7. It's not about living to a set of defined values. It's about living from the source of your passions and contributions. These businesses influence the way business is done in the world and contribute to their communities, societies and/or the world in noble, honourable and authentic ways. Contribution is their key motivator and abundance for all involved is their intention. The players love coming to work every day and the people they engage with are inspired, empowered and motivated to be better and contribute more as a result of their contact with the business. Employees, affiliates and allied players take an active creational role in evolving the business and will often have a share in the abundance generated by their collective efforts. They're not afraid to try something new, to work in the moment and in the flow of potentiality. They do not plan and do not forecast. Instead they tune in and energise the biggest movement that wants to happen next.

If you're going to choose to be a visionary entrepreneur or if you already are one and want to step up the game, here are some loose guidelines (we don't work to rules) to help to launch your adventure ...

- 1. Know what you want to do. Get your vision powerfully in front of you.** If you don't have a vision, then start by expanding yourself from the centre point out as big as you can get (big as the cosmos) and then call the energy of your potentiality to you. Let the energy flow towards you and fill you up. Now deep breath, take a dive inside and open up the floodgates of passion within. Let the energy of potentiality mix with the vitality of passion to create a whirl of possibilities within you. Don't try to think what that might be. Just let the energies play for a bit and then ask yourself 'If I could do anything at all that would light me up and fulfil me, what would that be?' Write down your answer(s) and then see which ones have real energy for you. Do any of them call you into action? The litmus test for visionary creation is whether you can sit still long enough to dive into the next thing that wants to happen through you. If you don't know what your vision is, then find a visionary coach who can help you unleash that within you. If you do know your vision and you've got the energy for it, then ask 'What's the first brilliant thing for me to do to move this into reality?' and take action on that immediately. Don't wait. Don't plan. Just set it in motion. You'll be amazed how fast things move once you've taken that very first step.

2. **Talk to people about it. Share it with friends (who'll get it). Write about it. Create a blog or a website for it.** Get the vision to move into reality right now. Don't worry about getting it exactly right and perfect before you start. That's not the way adventurers work. Dive in with gusto and glee and start creating now. Call the energy of the vision to you and then let it flow through you. Let it give you words, phrases and names. Put your hands on the keyboard or pen to paper and let the energy, ideas and inspiration flow. You'll be amazed at the brilliance that will come through you for it.
3. **Try it out on some friends (again only on people who you know will 'get' it).** The last thing you want as you start your adventure is to have critics or nay-sayers get in the way of your game. So for example, if you're going to run a training course, don't spend weeks getting it all ready. Pick a title or theme and invite good friends to come play for a half day. Let them ask you questions that pull 'the good stuff' out of you. Interactive creation is always so much fun and carries loads more inspiration within it. Or if you're going to write a book, don't follow the traditional publishing route right away. Make it more spontaneous and fun. Create a blog or a website. Offer it as a free ebook for a while. Get it self-published if you want it in print. And then later, once you've got it where you want it and have an audience built up for it, you can look into the traditional publishing route if that feels right to.
4. **If you find yourself getting stuck on anything, stop, call the energy of your vision, passion, potential and contribution to you. Then tune in to it and ask 'What's the right next step for me?'** We often find that getting stuck is simply a pointer towards the next big idea. Whatever you do, do not judge yourself for it ... or anything else for that matter. Judging yourself is a no go'er for sure. It stops you dead in your tracks and you lose the energy to keep on zinging forward. Assume that everything that happens to you is your vision getting you to get the next step forward. If you follow this simple guideline, you'll be amazed how fast and wondrously things will move.
5. **Dare, be bold, courageous and adventuresome, always willing to try something new.** Don't listen to what anyone from the traditional or transitional paradigm tell you to do. Their advice is coming from a kind and caring place, but it will most likely take you in a non-visionary direction. If your own efforts in this area fail, get yourself a visionary coach, someone who really gets you, is aligned with your visionary creation and shares your passion for it moving into the world. But always, always, always follow your own sense of what's right for you and

this visionary adventure. You're the captain of this ship and it's your creation, so trust yourself to KNOW what's right to do and then dive in and go for it.

6. **Find others who share your passion and vision and want to play in new paradigm ways.** Everything's loads more fun when you've got buddies co-creating things with you. So set yourself up a network of resonant friends who will empower and inspire you, then invent new ways to play together.

Marketing, Advertising and Social Networking ... A Visionary View

We don't tend to do anything in traditional ways. It doesn't matter if it worked for all businesses last century or if it's in the textbooks of how to run a good business. This is the 21st century and your job is to invent it all anew now. Things are different now. We're completely globally connected ... internet and more! Technology is wowing us every day with more capacity to create and get our brilliant ideas out there into the world. People are more aware, energetically and environmentally, with a radar for untruth and falseness.

We've tried advertising. It's never worked for us ... a complete waste of money. We've done some of the traditional marketing techniques and again, a complete waste of money ... and yes we even paid the big city experts tons of money to do it brilliantly right and mail it to thousands ... and it still didn't work.

What does work for us is internet communication (websites, blogs, ezines, web magazines, ebooks, etc.) and word of mouth. We treat people with extreme care. We give them more than they expected to receive. A happy customer is like a shining star for us and generates much of our new business. Today, success can swirl on a dime when someone tells someone who tells someone and when others pass on your messages to their friends and networks recommending you to them.

Create ezines and email mailings. Write things that people will want to hear. Distinguish your work from others. **Make yourself unique and compelling.** People will connect with you and when they do, establish a good relationship with them immediately. It always pays off in the long run.

Set up a network, a database of all those people who contact you. At the very least, add them to a group in your address book (no more than 49 per group though as apparently over that number makes you a spammer). And don't forget

to add the unsubscribe line on the bottom as in some countries that's a legal requirement.

Send your network messages every once in a while about what you're up to. Make it interesting and exciting so they'll want to read it. But also keep it concise and brief as no one wants to spend loads of time on things these days.

Create a website for what you're up to. We highly recommend www.weebly.com for creating your own free websites. This company is awesome and their product is the best we've used so far. Almost all of our websites (and we now have over 10) are created in Weebly. It's all drag and drop, easy to use technology, costs you nothing or next to nothing even if you upgrade to Weebly Pro and the real benefit is that you get to update your own websites the instant you make a change to something. Awesome! We love Weebly.

And to set the ambience in your website, search for great images on the net that give your site pizzazz ... like www.123rf.com or www.dreamstime.com or www.fotosearch.com Purchasing images is a really inexpensive way of zinging up your communications to the world.

Social networking works for some, but hasn't quite got the pizzazz factor yet for us. Yes, we're on Facebook, we tweet on Twitter and some of us are on LinkedIn. But none of that is producing new business for us at this point even though we're offering some pretty neat things through all of them. We think the real social networking happens when someone tells someone about you and points them to you. Of course we do have friends who are having some success in these areas, so play away and find what works for you. If it flows, if it feels good, if it fits what you're up to and it's calling new people to you, then go for it with gusto!

Offering FREE teleconferences is a great way to get your message out there and to introduce new people to your work. Try www.freeconferencecall.com or if you want to pay monthly for better audio control, try www.maestro.com or <http://welcometothecall.com> You can record calls and add them to your website as promotional tools.

One of the things that's just worked a charm for us is a week long series of global teleconferences on a variety of visionary subjects. See www.visioningtheworld.com for details. This was a collaborative effort by Visionary Network players in five countries, bringing our collective strengths and networks to the party. We're now hosting a regular Visioning the World ezine, a free monthly teleconference on a visionary subject (like Visionary Entrepreneurs Jan. 2010) and have even just launched a visionary web magazine called WOW at www.wowingourworld.com We're also now in planning for a globally co-ordinated visionary event in Feb. 2010 to source a brilliantly

connected world where every person is seen. These collaborative efforts are paying off much more than previous efforts, increasing our new contacts by 600%.

And finally, here's an energetic tip that's probably more important than any other recommendation we have for visionary entrepreneurs. *Every day zing your business, your offerings, call your people to you, intend abundance for you and them all the way around. Energise your courses and events. Call new clients to you that you can make a difference with.* The way to do this is to first seek an ecstatic, exhilarating relationship with something you love (anything at all ... it's just about getting in the zing). Next expand your energy and connect to consciousness, to the wondrous soup that surrounds us and fills up the space we live in. Now energise what you're up to and put it out there, calling the right players to you for it. Energise abundance for you, them and for all. The key to energising abundance is to do it for all and then the magic really kicks in.

So that's it for me (Soleira) on my recommendations for visionary entrepreneurs. I hope you've found something of value in here to light up your way forward and take you to the next levels with it all. For me the key to everything is '*Will what I'm about to do make this a greater world?*' If the answer is yes, then I'm up for it and I hope you will be too as you unleash your visionary passions into the world.

From Judi ...

Visionary Entrepreneurs ... Create, create, create...

Whether showing up inside of formal organizational systems, transforming the world within a traditional "job" or those starting enterprises of their own, the visionary entrepreneurs I am privileged to work and collaborate with can't "not" create. They know intuitively how to tap into the creative and innovative ideas floating in consciousness.

A visionary entrepreneur is all about creative services and products, people, performance and potential. Rather than being just about money, visionary entrepreneurs embrace prosperity as abundance for all.

Visionary entrepreneurs don't see the world through the lens of lack - we see everything as an opportunity to evolve and create and are eager to play and never to fix as nothing is broken.

We always seek the greatest leverage, encouraging and teaching people to focus on what is important to them and fully harnessing the power of relationships. Above all, we constantly attempt to walk our talk and are always willing to put ourselves on the line behind our convictions, while always being respectful of others' views. It is not about being "right," it is about being in alignment with the evolution calling us forth.

Visionary entrepreneurs are often involved in many things at once. We know about the power of leverage and collaboration - as much as we know our part in the initiatives waiting for our attention. For instance, I was asked to come work for a home where abused women can go with their children when leaving a relationship. When I visited the home I was surprised at the outside - it seemed to me that a woman and her children, after making a courageous trip like that first one - should be greeted by a welcome home with a lovely and warm garden. I imagined what the garden could look like and perhaps the women living in the house could take solace and find inspiration in cultivating the blooms. A few days later I am sitting in my hair dresser's chair after reading a magazine and seeing an article on domestic violence. I started to share my vision with my hairdresser in vivid colors and essences. She finished my hair and sat beside me to share with me that her salon was involved in a challenge to create a sustainable community project. We had a great time brainstorming how her salon could take this on - who could donate plants, earth, fertilizer, tools, and advice. And you guessed it - that same home now has a beautiful garden with benches and waterfall and both those working and living there share in the joy of the garden. My part was to dream and imagine and to share that dream and that was it - the salon did the rest.

In the organization I lead as a visionary entrepreneur, our business is regarded in the industry as unique. **People sometimes can't put their finger on what we do specifically that's different, but association with us generates outrageous success, both in traditional measures and in how it feels to everyone.** We leave people feeling good, mostly about themselves, but glad that they have come to know us. We have a dynamic network of colleagues and associates throughout the world that both pushes us to new levels of learning and seeks knowledge from us on how to do what we do. We share all information openly, knowing that it is not the information that makes us unique. We are known as strategists, integrating vision into day to day practices.

A New Currency & Playground

We have chosen a new currency, which is the "quality of relationships in our lives." We have unleashed a powerful phenomenon in the business world, having discovered how to provide business leaders access to a path for transforming themselves in ways that preserve their dignity and self-respect and inspire both themselves and their people. This enables them to get ahead of change, instead of being the "unconscious obstacle," and to create a self-sustaining health and vigor that lives on long past their time, creating a conscious organization. It is at the point where the leader has "consciously" put this process in motion and feels fully supported from within that our services shift from a "fully-engaged" mode to more of a supporting role.

Visionary entrepreneurs collaborate for energetic flow and momentum through energetic alignment and inspired action. We work with what calls our passion - connecting to those who are also passionate to contribute - to those who will feed the energy.

Visionary entrepreneurs know that that focus is a key to emerging creation - simply observing can derail. How do we create sustainable momentum in our focus and creation? **The playground - life is a playground and everyone and everything is a potential playmate. This, in no way, indicates a frivolity about life - just the opposite - we apply a lighthearted touch when a more serious and worried approach could prove to be an obstacle.** As we are aware of our energy - when something seems heavy, it is a signal to take a deep breath and step away. When we have a need to be productive and an idea has not yet crystallized, we turn to incremental steps to insure we are moving in alignment and achievement. And when the ideas crystallize - -watch out - clarity with velocity!!

May all your ventures be inspired, abundant, playful, creative, leaderful and fulfilling for you in every way!

