



The Hidden Secret to EXPONENTIAL PROFITS

Video Series Workbook

Christie Turley
Founder, BoldImpact42

SETTING THE COURSE

Imagine you are sailing a ship and plotting your course to get to Prosperity Land. All you have to do is align your ship to the destination, using your map, your compass, the sun, the stars and good ol' navigational skills.

On the way to Prosperity Land, you realize the Map Maker put Prosperity Land on the map where he thought it was. That's where HIS Prosperity Land is, but it's not where YOURS is. So you throw the map overboard. It's no good to you anymore.

Then you start to rely on the sun, the stars and your whims. You trust you'll be led to YOUR Prosperity Land. Your Prosperity Land has the material rewards you seek, of course, but Prosperity is more than that. It includes the life you've imagined – the people you love, the activities you love to do, your ideal life – all that fulfills you from the inside out.

You only need to ALIGN to it and let it pull you towards it.

“When you're IN alignment,
you have the Midas touch.
When you're OUT of alignment,
you feel something is missing.”

Marketing and branding strategist Christie Turley has sparked innovation in a wide variety of multimillion-dollar companies around the world. She started her branding & marketing career over two decades ago and launched her company, BoldImpact42, when she was 24 at the birth of the internet. Since then, she's helped transform thousands of businesses and sold \$3 billion dollars in products and services (that's Billion with a “B”).



BOLDIMPACT 42

BoldImpact42

1392 W Turf Farm Way

Suite 1-333

Payson, UT 84651 USA

<https://BoldImpact42.com>

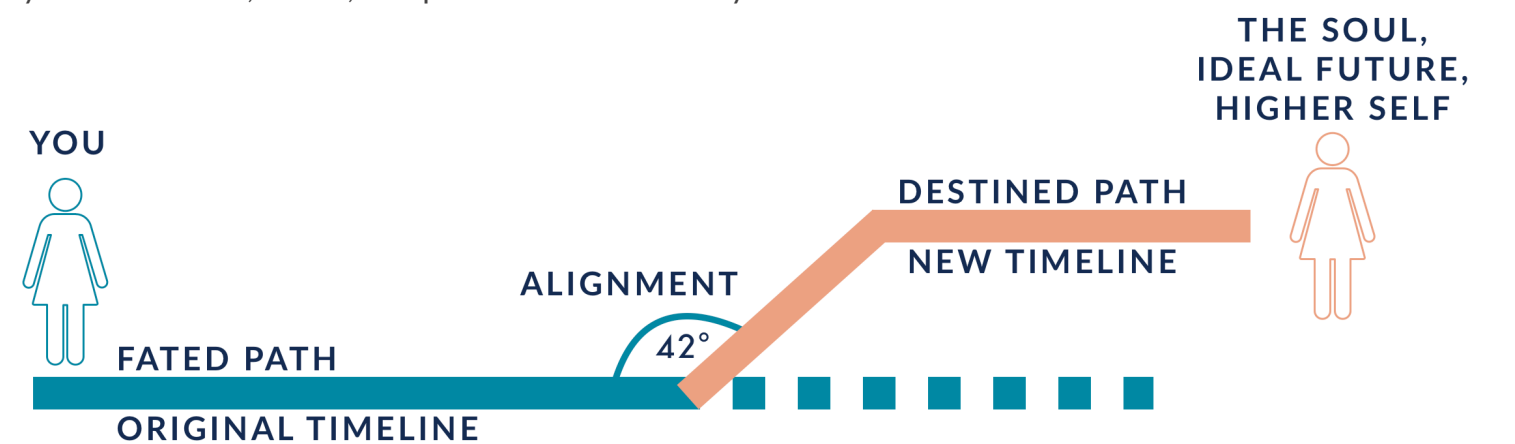
<https://ChristieTurley.com>

What is Alignment?

Alignment is Precision. After a storm, a rainbow is visible to you when you're in alignment with the sun and water droplets at precisely 42°. If you're at 39°, the rainbow is not visible. At 51°, the rainbow fades quickly from view. No two observers will ever see the same rainbow because two observers cannot occupy the same exact space — the 42° alignment is unique to the observer. Likewise, your 42° is your soul's unique energetic blueprint. When you're aligned, you're living in integrity with who you are, your purpose and truest gifts — and all of your creations, your business, and your message have bolder impact.



When you're aligned to your soul's 42°, something else special happens. The road you were headed towards — the path of Fate — diverges and creates a new path — the path of Destiny, which is aligned to your soul (your ideal future self and higher self). This Alignment accelerates you toward your soul purpose and mission. When aligned, you no longer feel like anything is missing or just out of reach. Instead, you feel fulfilled, whole, complete and in love with your life and business.



ALIGNMENT QUIZ

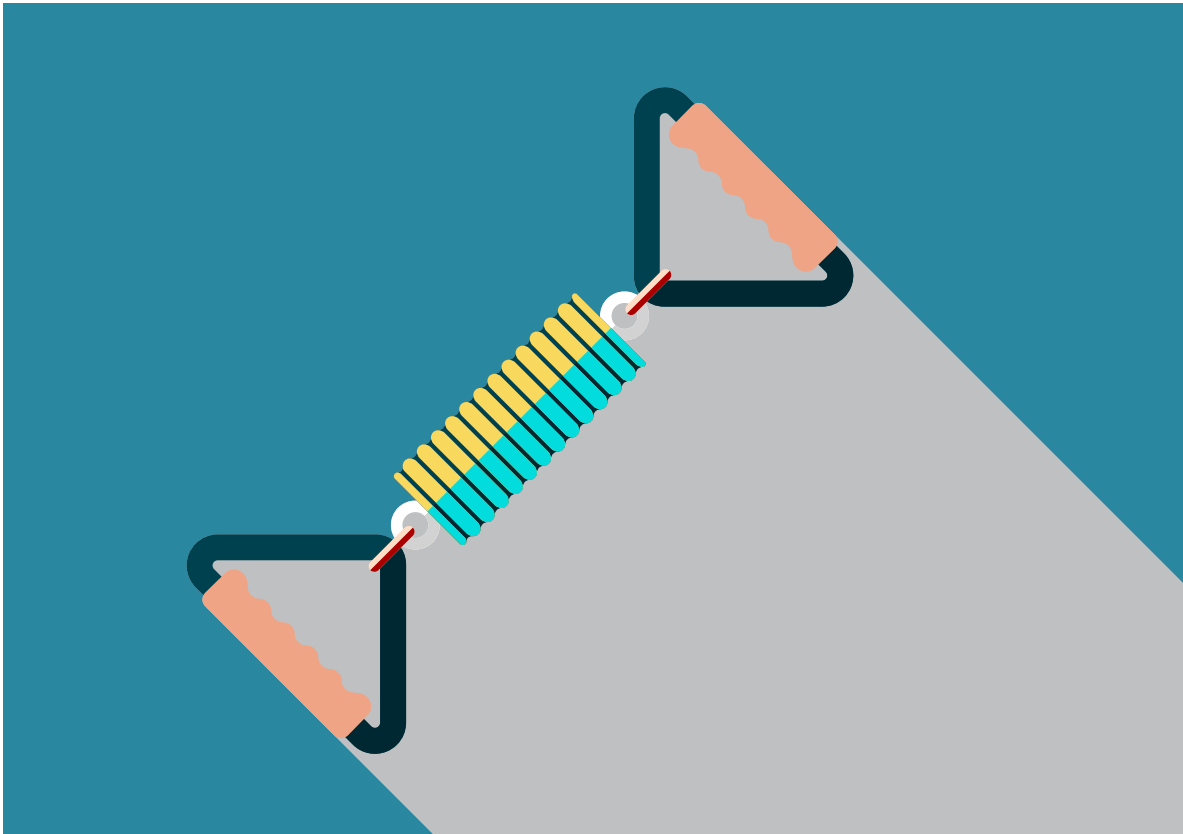
Take this Quick Self-Assessment

Answer Yes or No to the following questions:

1. Are you feeling dissatisfied with your life, relationships or business?
2. Do you wish your life, relationship or business were more meaningful or fulfilling?
3. Are you afraid of standing in your truth, for fear of rejection, shaming or criticism from others?
4. Are you bored with old friends or colleagues that you once found stimulating?
5. Are the social or other activities you used to enjoy seem less interesting?
6. Are you feeling spending time without purpose isn't as fun as it once was?
7. Do you feel like your strategies for business, life and relationships have stopped working the way that they used to?
8. Do you feel you are in a transition stage, like something important is coming?
9. Are you looking for something new, but not certain what that may be?
10. Have you recently reached goals and not felt the satisfaction you expected?
11. Are you wondering what you could create that would make you really happy?
12. Do you know what your path is, but want to experience it in a more meaningful or concrete way?

YOUR RESULTS

Add up all the Yes answers above. If you answered "Yes" to ANY of these questions, you can really benefit from a Realignment. The more you answered Yes, the more that's true! Think of this as going to the Chiropractor, but instead of aligning your back, it's **you** who will move into alignment with your Soul.



Realignment is a Practice

Realignment isn't one and done. It's a daily practice, much like a meditation or yoga practice. It's like going to the gym daily to help your body to take form; it's the same thing with helping your spirit to take form. One never gets perfect at being their authentic selves; it's a constant daily ritual to get back into realignment and connection with yourself. When we're in connection with ourselves, we're in connection with others -- our teams and our customers.

Here's the challenge – most of us are not in connection with our souls (and not in alignment) because we don't know who we TRULY are, at the soul level. This is the way the earthly experience is designed with a veil of forgetfulness, so we cannot see our own true greatness. We're fooled into thinking that what we see on the outside is who we are (our results, friends, achievements, titles, awards, money, status, success, failure or mistakes).

More often than not, we've mixed up who we THINK we are (or who we think others expect us to be) with who we TRULY are. And yes, we've had clients come to us who are successful entrepreneurs making 6-, 7- and 8-figures who are not as happy as you'd think and feel like there's still something missing!

Soul Alignment is about living in integrity with who you are, your purpose and giving your truest gifts to make the world a better place. When your soul is aligned to your personal 42°, you feel fulfilled, whole, complete and in love with your life and business.

HOW DO YOU ALIGN (AND STAY THAT WAY)?

In many ways, it's like waking up to your true self. Once you wake up and shed what is NOT you, and find out what IS YOU at the core level, at the DNA level, you're on the path to Soul Alignment.

However, we're human and we have distractions. The wind comes in to blow our sails and we end up off-course. We also have heavy anchors – a lifetime of habits, mindsets, thoughts and beliefs that pull us back into old patterns. We can forget what we woke up to, as if it's a fading dream. So the goal is to get aligned to our soul at our personal 42° and stay that way by constantly correcting course. That's why it's a practice!



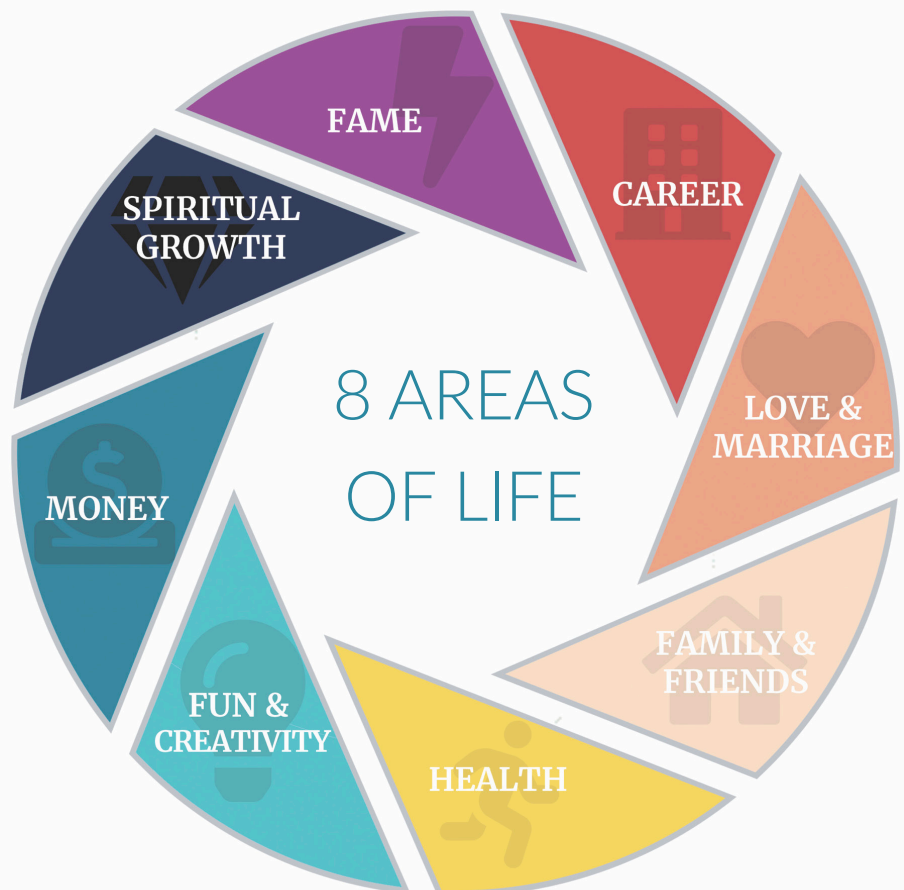
WHO YOU ARE (NOT)

Is there harm in defining your identity in a title? Is that limiting in any way? I believe it is. As humans, our brains love shortcuts to understand what's outside of ourselves. Naming, labeling or titling something is an easy way to understand it. These names, titles and boxes limit our capacity and purpose on earth.

Be careful what you hang your identity on.

You are NOT your:

- Accomplishments
- Knowledge
- Relationships
- Groups you belong to
- Title
- Identity
- Personality
- Appearance
- Money and possessions
- Business
- Products or services
- Results
- Mistakes
- Successes
- Failures



What if you're meant for more? What if you're an entrepreneur, author, speaker, philanthropist, changemaker — AND even more? In the 8 areas of life, you can be many things to different people, so who are you at your core? This is what I help entrepreneurs discover, so they can REALIGN “who they are” with their unique purpose, REINVENT their marketing and REPOSITION their message -- and live the life and serve the people they're meant to, while creating a huge impact, even higher profits, increased visibility and happier employees & happier customers.

BECOMING THE MASTER OF YOUR MESSAGE

Understanding who you are at the DNA level and REALIGNing is the first step.

We could go even deeper into this subject as there are many nuances including connecting who you are with your purpose, your message, your tone of voice, your positioning — and then looking at all of this through the lens of your brand and your brand's mission.

Becoming a master of these nuances empowers you to **influence more people and help transform more lives for the better.**

Christie Turley's

PURPOSEFUL PROFITS
CATALYST

If you'd like to speed up that learning curve, I've been helping entrepreneurs (for 20 years!) to REALIGN their purpose with their brand, REINVENT their marketing and REPOSITION their message to deliver:

- + More impact
- + Even higher profits
- + Increased visibility
- + Happier employees & customers

Learn more about how I can help you by visiting:

<https://christieturley.com/purposeful-profits-catalyst/>

Or by contacting me privately here:

<https://christieturley.com/contact>



LET'S CHAT

Marketing & branding strategist Christie Turley has sparked innovation in a wide variety of multimillion-dollar companies around the world. From supporting international campaigns to catering to conscious enterprises, her clients all seek the same thing: a breakthrough. And Christie delivers. Her superpower is crafting the brand positioning that leads to massive results, like one client who grew from zero to \$15 million in under a year. She started her digital marketing career over two decades ago and launched her company, BoldImpact42, when she was 24 at the birth of the internet. Since then, she's helped transform thousands of businesses and sold \$3 billion dollars in products and services (that's Billion with a "B").

A sought-after expert speaker, Christie Turley has shared the stage with Reid Tracy, CEO of Hay House, bestselling author Mastin Kipp and marketing legend Dan Kennedy. She is the author of *The Intuition Led Business* and the host of the Mind Muse Podcast. She lives in the Rocky Mountains with her husband of 18 years and their two children.

Catalyzing the World's Most Impactful Entrepreneurs to Change the Way Business Is Played

Learn more about how my team and I can help you by contacting me
privately here: <https://ChristieTurley.com/contact>

A handwritten signature in white ink that reads "Christie Turley". The signature is written in a cursive, flowing style with a large initial 'C' and 'T'.