

# THE INTUITION-LED BUSINESS

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NAVIGATING BUSINESS IN  
UNCHARTED WATERS

CHRISTIE TURLEY

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*Dedicated to my cherished sweetheart, Jared,  
and our two miracle daughters.*



*The intuitive mind is a sacred gift, and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift.*

—Albert Einstein



## PRAISE

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### WHAT PEOPLE ARE SAYING ABOUT *THE INTUITION-LED BUSINESS*

“Instinct vs Intuition... What an awesome differentiation! I absolutely love the concepts taught in this book! Christie has tapped into some very personal experiences to express how business leaders need to follow the intuition they have been blessed with as a means of directing their business. She reminded me that too often we have a tendency to operate by our EGO (Edging God Out).

I am a man of faith and firmly believe that exercising our ability to follow our intuition, or God's will for us is something too many leaders do without. As a result, many lose track of what really matters most in their lives. Following our intuition will lead us down a path that will lead to the best possible outcomes in our lives, and our business. GREAT READ!!!”

— **Todd Westra, CEO & Founder of Mokuteki Leadership Consulting**

“Intuition is an entrepreneur's super power! It's important for entrepreneurs to recognize how their intuition can not only help

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their bottom lines, but more importantly, help them find joy, passion, and fulfillment in their businesses.

In her book, *The Intuition-Led Business*, Christie Turley unveils a step-by-step process to support entrepreneurs in accessing their intuition and tapping in to this hidden super power. Be sure to add this book to your library!"

—Michael Taylor, speaker & author of *The New Face of Entrepreneurship*

"Have you ever wanted to 'follow your gut' when it comes to business? If so, this book is for you! It highlights the power of tapping into your intuition through beautiful, relatable analogies, and Christie's emphasis on self-care and gratitude as foundational to connecting with your intuition inspires action.

This book also validates that the roller coaster of the entrepreneurial journey is OH SO REAL...and you are not alone with those doubtful second-guessing thoughts. Seeing numerous examples of limiting beliefs written in the book as if they had been pulled right from my own thought pattern helped remind me that self-doubt only leads to failure if you let it take hold. If you are wondering if the entrepreneurial journey is for you, or considering letting go of a business you have, read this book BEFORE you make your decision."

— Tammy Barlette, CEO & Co-Founder of Athena's Voice

"This book is the missing piece of the success puzzle that most spend their life searching for or get painfully found when it's already too late. This should be required reading for



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entrepreneurs, business owners, or employees at every level to connect with what makes us all special, our gift.

Use this book to chart your path towards your greatness with a fuel that never runs low and always guarantees success."

— **George Bryant, Serial Entrepreneur**

"How did Christie know me so well and know exactly what I needed to hear? I am a successful career woman who loves her family and embraces my relationship with God/Source. I am also a recovering perfectionist who still needs messages of guidance and encouragement to trust and build my intuition. It was so exciting to get this affirmation from someone who has been there.

This book was so easy to read because it felt not only as though Christie was speaking directly to me but that she was so being Divinely inspired with her message. A message that was real, informative, loving and empowering. I cannot recommend this book enough."

— **Karith Foster, CEO of INVERSITY™ and author of *You Can Be Perfect or You Can Be Happy***

*"The Intuition-Led Business* takes what a lot of leaders know to be true but puts a language, a process and a way to lead a business in the present era. Christie really hits the salient points of not only the 'how to' but also tapping into one of the greatest growth advantages business leaders have for growing their businesses.

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I'm in the process of growing my team because as I've used my intuition, the business is growing! I'm living proof!"

— **David McGlennen, President of Impact Leadership and Founder of Emerging Leader Inner Circle**

"Much of the book hinges on the idea that business and marketing (and life) aren't cookie cutter processes. By challenging 'group think' and exposing the weak points in the hyper-systemization of business, Christie Turley has successfully created a 'one-size-fits-all' solution to find YOUR UNIQUE SYSTEM toward self mastery. Christie's thought provoking insights and analogies provide the framework for anyone to develop their intuition.

This book shows you how to move inward. You'll take leaps toward accessing your higher self so you can share your unique talents with the world and live according to your highest purpose. I recommend this book for anyone looking to synchronize their business efforts with their overall happiness and satisfaction in life."

— **Jason Schultz, Founder & CEO, Collective Age Media**

"Christie Turley's book is a sweet whisper from the Universe on how to receive inspiration for new abundance to enter your life. Intuition is a sacred gift that we all have and Christie offers practical steps to develop and master your intuition quickly, so you can improve your life, relationships and finances."

— **Julie Ann Cairns, bestselling author of *The Abundance Code* and director of the documentary, *The Abundance Code*, as seen on Gaia**

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**THE MINDSET OF UPLEVELING ..... ERROR! BOOKMARK NOT  
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**FILLING YOUR CUP WITH SELF-CARE.....ERROR! BOOKMARK  
NOT DEFINED.**

**THE INTUITION-LED BUSINESS ..... ERROR! BOOKMARK NOT  
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## INTRODUCTION

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### THE ROAD NOT TAKEN

If this book has made it into your hands, you are at a crossroads. You have a magnificent choice to make: to continue working as you have in the past, or to upgrade your business and life into something far more glorious than you can imagine. Your decision is to keep moving on your path by default, or to create your new path: your path of destiny.

My purpose for this book is to create an easy to understand process for opening up one's intuition in the shortest amount of time possible, so that entrepreneurs who really want to make a bold impact in the world can do that—and fast.

I have done a great amount of research while diving into this topic of opening up my intuition and honing my spiritual senses in the last few years. It hasn't been easy to learn; that is why I desire to make it easier for you. I know that there's *nothing else* I could have studied that would have been as important in helping my own business grow—and my clients' businesses grow.

Intuition is that secret weapon that propels business success even faster than one can imagine.

If you've been in a dark place in your life or business, feeling chained or defeated in your business—and sensing that things are no longer working the way they used to, that is the Universe giving you a wake-up call.

Life's journeys can bring us to new and uncharted waters and they can also leave us treading water. Learning to tap into your intuition and strengthening it as you would a muscle is the prescription. The answers you're seeking are found in the stillness—by seeing the unseen, exploring what's beneath the surface and noticing what isn't there.

The following Robert Frost poem makes me emotional every time I read it because I know its truth: that small decisions can lead to great diversions from your path. Small things become big things.

“The Road Not Taken” by Robert Frost

*Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;*

*Then took the other, as just as fair,  
And having perhaps the better claim,  
Because it was grassy and wanted wear;  
Though as for that the passing there  
Had worn them really about the same,*

*And both that morning equally lay*

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*In leaves no step had trodden black.  
Oh, I kept the first for another day!  
Yet knowing how way leads on to way,  
I doubted if I should ever come back.*

*I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I—  
I took the one less traveled by,  
And that has made all the difference.*

Frost stands at the fork in the road and reflects on what he desires. When we're so busy "doing" and achieving, we tend to forget to check and see if what we're headed toward what we truly desire. We can be lured by shiny objects that seem to carry promise for our future, but really lack meaning and lead to dead ends of wasted time. We tend to put our trust in friends, colleagues, experts or information outside of us, instead of relying on what we have inside of us—our own inner voice. When we do this, we give away our power.

Your inner voice speaks softly and lovingly. It doesn't sound like your mom or dad saying, "you *should* do this" or "this is working for everyone else" or "this is the only way." There's a huge difference between "instinct" and "intuition." Your instincts are rooted in survival, conditioning, generational patterns and safety. Intuition isn't the voice that originates from the ego that says "this is the way we've always done (or believed)". The best definition of ego I've heard is from Dr. Wayne Dyer who explained that E.G.O. stands for Edging God Out. And that sums it up: Instinct is without a god and Intuition is with God.

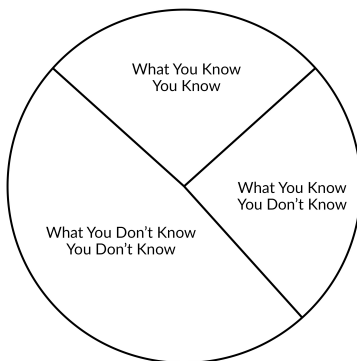
Intuition is a voice that sounds like a loving, much wiser version of yourself, one that has a divine spark to her words, a pin prick of truth—and she’s so quiet, you could miss her. “Intuition” can go by many names: the still small voice, the Spirit, the Holy Ghost, God speaking to you, the Higher Self and more. Choose the meaning that is most aligned to you, but for purposes of this book, I will refer to it as intuition.

We all have three types of knowledge (see Figure 1):

- **What You Know You Know**: the English language,  $1+1=2$ , the sky is blue, etc.
- **What You Know You Don’t Know**: fluency in Latin, the exact number of people on the planet at any given time, your soul purpose, etc.
- **What You Don’t Know You Don’t Know**: most of the mysteries of the Universe, what others see in us that we don’t, what’s in our “blind spot,” hidden subconscious beliefs. This represents the largest chunk of knowledge.

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**Figure 1:**





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The point of opening and strengthening your intuition is to confirm what you know and see what's in your blind spot (what you don't know you don't know) from your higher wisdom, so that you can live your most fulfilled life.

When you miss hearing that intuitive voice, you can end up feeling unfulfilled in life, and stuck in the constant hamster wheel of striving. In *Ferris Bueller's Day Off*, Matthew Broderick's character says: "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it."

When you do "look around once in a while" and become great at listening to your intuition and acting upon it, you feel "in the flow" of your life and synchronicities happen. Best of all, work doesn't feel like work.

L.P. Jacks said, "A master in the art of living draws no sharp distinction between his work and his play; his labor and his leisure; his mind and his body; his education and his recreation. He hardly knows which is which. He simply pursues his vision of excellence through whatever he is doing, and leaves others to determine whether he is working or playing. To himself, he always appears to be doing both."

Maybe you love what you're doing and if that's the case, *bravo!* Perhaps you feel that it can be better than it already is. That's when opening up your intuition and listening to it can help you bring so much more fulfillment.

Learning the language of your intuition is like learning any skill and I'm so excited for you to discover this amazing power inside you.

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Your only obstacle is yourself—your subconscious beliefs, your thoughts, your attitude, your relationship with your intuition and your actions.

Join me as we journey together to open up the greatest depths of yourself, your most innovative business plans and a renewed enthusiasm for your life and business.

## ONE

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### WHAT'S IN YOUR HIGHEST GOOD?

**A**re you addicted to being busy (or do you even brag about how busy you are)? Did anyone ever tell you that you're an overachiever and you took it as a *compliment*? Perhaps you take pride in being a perfectionist and you think that's a *good* thing?

As entrepreneurs, we're born leaders and high performers. We're not wired like everyone else. We can act like the Energizer Bunny and we keep going and going and going.

Sooner or later, some of us learn the hard way that we cannot continue down this path and expect fulfillment and happiness. The Universe slaps us with a proverbial 2" by 4" as a way to tell us to sloooooow down or head down another path.

If you haven't had a loving slap from the Universe in a while, then consider this your very gentle wake-up call since this book has made it into your hands.

We must learn to harness the power of silence—or be compelled to create inner stillness by the invisible forces of the Universe.

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Life taught me the hard way how to slow down. A few years ago, my husband and I had been struggling to start a family for seven years. We experienced a major emotional rollercoaster of ups and downs. We tried everything from Western and Eastern medicine—acupuncture, naturopaths, IV therapy, endocrinologists, fertility specialists—except the one thing that would ultimately be the success.

Through fervent prayer and a lot of willful resistance, we finally decided to invest in a very invasive procedure. I experienced a roller coaster of physical symptoms—and my husband and I felt alternating emotions of excitement and disappointment.

After seven years and all the financial investment, I didn't get pregnant and our hearts were broken. It felt like death: the end of a family line and the end of hope for the future.

To make matters worse, the doctor told me it was *my fault* because I was so stressed. I spiraled into a depression that lasted for weeks, vacillating from defeat to anger, hopelessness and punishing, and then back and forth, rinse, repeat. My husband was going through a similar situation and we didn't know how to help each other.

I later learned that the stress created from going through infertility was, according to the psychological and medical professions, equal to the stress intensity experienced by cancer patients. That really surprised me. When I discovered this, I finally allowed myself compassion. I gave myself time to heal, to reflect, and to discover the power of silence.

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One day, still reeling from the sense of defeat and loss, I followed a hunch, which turned out to be my intuition, guiding me to the ideal doctor with a highly advanced and unconventional approach to infertility.

Shortly after that, our first daughter was born. She was a miracle born from the power of intuition. We named her Grace because on the other side of chaos and struggle, exists a very sweet victory and lesson that can enrich our lives if we let it. As Napoleon Hill describes, “Every adversity, every failure, every heartache carries with it the seed of an equal or greater benefit.”

### **How Most Entrepreneurs Operate**

Most entrepreneurs are doing business using only two eyes, instead of four eyes. When we magnify our vision by putting on new eyeglass frames, we see our business in a new way.

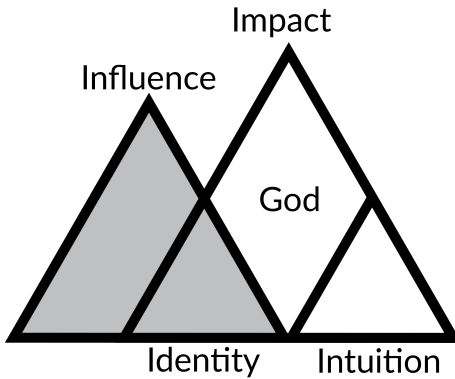
Figure 2 represents how most entrepreneurs do business only using the two eyes, or the letter I's (see what I did there?):

**Identity:** driven by the entrepreneur's background, the team and the brand identity.

**Influence:** achieved with an attractive brand identity, persuasive brand positioning and proper promotion.

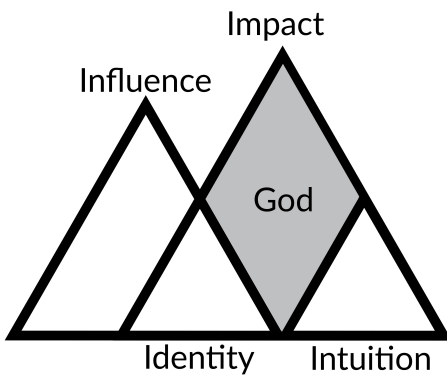
In Figure 2, Identity is at the foundation of the mountain and Influence is at the peak of the mountain.

Figure 2:



As we connect to ourselves, God and the unseen, represented by the diamond in Figure 3, through alignment to our personal  $42^\circ$  (discussed more fully in a later chapter), we access a deeper and more meaningful purpose in business and life.

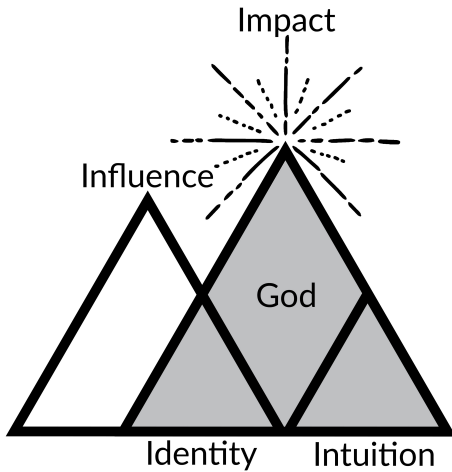
Figure 3:



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When we do this, our triangle moves to the right. We include God, our Higher Self and receive magnified information to help us lead with Intuition into the unknown.

Figure 4:



In this new triangle, Identity (now both your Brand Identity and your true Soul Identity) and Intuition are at the foundation. At the peak, is something even better than Influence. It's Impact! Something else happens, too—a spark lights up your entire soul and purpose. We move from a sole desire to leave a mark and achieve influence, status and income to a desire to create something greater than oneself. In the process, we create a tremendous ripple effect because we're shining even brighter than before—in complete alignment with our soul identity, spiritual gifts, purpose—and all that we're meant to become.

To achieve Impact, navigate uncharted waters and accomplish something that may have never been done before, we must learn to **C.H.A.R.T.** a course. This acronym stands for:

- **Connect** with God, yourself, who you are, your purpose and others.
- **Humble** yourself as in asking, “How can I be a good steward of my gifts, business, team and customers?” and then...
- **Allow** the answers that come, recognize them when they do and stay open-minded about the implications.
- **Recalibrate** your beliefs, thoughts, and behaviors to be in alignment with the answers you’ve received.
- **Turn** your ship and take guided action.

What we tend to do is the opposite of sitting in the stillness. After all, we’re entrepreneurs and wired very differently. We’re made like warriors—seeking to meet the challenge and slay it head-on. When we get stressed out, we have the tendency to grind it out, work our fingers to the bone and get to the bottom of the to-do pile.

As fast as we’re trying to work, we get confused easily as the brain goes into fight mode and doesn’t work as quickly as when it’s calm. We’re not as creative when we’re stressed. We can feel like we have dozens of arms reaching to pull us in multiple directions. Sooner or later, flight mode sets in. Personally, I just want to go binge-watch something sometimes and tell everyone to go to you-know-where. (Maybe you can relate?)

It seems like we’re trying to run a short high-powered sprint, but doing it all day long. That sort of energy is not meant for the marathon of a workday. Drinking coffee or diet soda can seem like a good idea, but it often makes it worse. It feels really



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invigorating and energizing at first, and then the energy starts to wane and your energy crashes suddenly.

I'm here to tell you that when the temptation to work like this comes—and it will sooner or later when there's a huge deadline or many events converging at once—don't engage in this old school trap. Instead, change your paradigm and tap into a different kind of energy. This change feels like “I am enough; I have enough.”

Ask your intuition, “what needs to get done today and what can wait?” Ask it, “what's in my highest good to complete for myself or others? What's in my highest good to cancel or reschedule? What's in my highest good to work on next? Is this seeming chaos happening for a reason so I can choose a different way?” Instead of working from a pre-determined to-do list, it's a constant check-in with your intuition all-day long.

I know productivity experts say, “Eat that frog,” the proverbial frog that is the most unpleasant task on your list for the day. They say this because supposedly, you feel better when the difficulties are behind you and you feel like you can do anything. I disagree. When I start the day with projects that light me up, feed my soul and give me joy, nothing really looks like a frog after that. It's so much easier to work on tasks or projects that may have appeared unpleasant before because I'm on a roll! This is what works for me. Ask yourself what works for you. Stop using other people's productivity hacks and tips; start listening to what works best for you by asking your intuition.

If nothing lights you up, ask yourself, Why?” Ask yourself, “what would light me up?” Keep asking yourself “What” questions until

you get to the bottom of the onion layers and have a huge “a-ha” moment.

### **Case Study: Sara**

For example, Sara expressed she didn’t want to offer one-on-one services to her clients anymore. It didn’t light her up. Instead of suggesting replacement strategies, I asked, “Why?” She told me because she feels that she is meant to be a “leader of many” as opposed to just helping some people one-on-one. I asked why again. She answered because she loves to speak on stage, on webinars and wants to make a big difference.

I asked, “Why do you think you can make a big difference with people on stage?” Well, she realized she couldn’t go as deep as she needed to make a big difference. She realized that she needs that one-on-one time to help the clients make a deep and lasting change in their lives and uncover what’s blocking them. I asked what needed to change with her one-on-one work so it can light her up again? We discovered she was getting burned out with certain types of clients and not feeling compensated well enough.

Through more discovery and asking her intuition the right questions, she found that she’s a leader of many AND she’s a transformational one-on-one coach. She’s both—not one or the other. Her investment levels for one-on-one coaching have been increased, so she can go as deep as she wants with clients and feel well compensated, too.

When she pushed back on raising her prices a little, I kept asking why. It turns out she had some proverbial weeds in her garden about not feeling worthy enough to charge higher prices. She now uses her work to spread her message to a wider group and to

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help her identify the cream of the crop ideal clients for her one-on-one work. She loves helping people with businesses (as I do). If she can help them transform, the business owner or entrepreneur has a significant ripple effect going out into the world, transforming the lives of their family, their team, and their customers. She's making a huge change in the world, even when she's working one-on-one with someone because they are the leaders that touch hundreds of thousands of lives.

Sometimes it isn't the big moves that change the world. It can be the simple adjustments that can make a huge impact.

CHRISTIE TURLEY

## ABOUT THE AUTHOR



Brand catalyst Christie Turley sparks innovation in entrepreneurs around the world. Her superpower is crafting the brand positioning and messaging that leads to massive results, like one client who grew from zero to \$15 million in under a year. She launched her career while juggling college classes and by age 24, she had grown two businesses by more than \$30 Million. Since then, she's started eight businesses, including her award-winning marketing and branding firm, [BoldImpact42.com](http://BoldImpact42.com). Her clients include conscious entrepreneurs and transformational life, money and business authors and speakers. An expert speaker, Christie Turley has shared the stage with publisher Reid Tracy, CEO of Hay House, marketing legend Dan Kennedy and many several *New York Times* bestselling authors. She lives in the Rocky Mountains with her husband of 18 years and their two children who came miraculously after many years of intending. She can be found speaking and consulting at [ChristieTurley.com](http://ChristieTurley.com), podcasting at [IntuitionLedBusiness.com](http://IntuitionLedBusiness.com) as well as helping entrepreneurs launch, innovate, and amplify their business at [BoldImpact42.com](http://BoldImpact42.com).