

# THE PROSPEROUS HEALER™

AN E-ZINE FOR WELLNESS PROFESSIONALS



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Dear Friend,

I think my mind is still on vacation. What a fantastic time we had! It's so rejuvenating to be out in nature (even with the mosquitoes) and to partake in outdoor activities. The highlight of our time at Killarney Provincial Park was paddling on Bell Lake to the trailhead of Silver Peak (the highest mountain in the park), hiking to the summit, back, and then paddling back to the access point of the lake. By the end of the day, Marty and I were quite exhausted from this excursion, but it was so worth it. What a view!

Since I was still at this elevated place in my mind when writing the feature article for this issue of The Prosperous Healer™, "birds" and "flying" are metaphors that captured my imagination. This issue's article is about articulating a message that will magnetize the people who belong to your "flock" or market and inspire them to "fly" with you.

May this article help you express your own unique flight call and attract all those who your offerings will bless!

Love and Success,

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## What's Your Flight Call? by Mary C. Davis

If you and I were ornithologists (bird specialists), we'd be able to identify the distinct "flight calls" that some species of birds use immediately before and during flight. These calls alert birds to their flock's impending journey and help them fly in a coordinated fashion, ensuring that they're all going in the same direction at a similar pace. Like these birds, you and your business also have a unique flight call to attract your flock (i.e., market) and galvanize it into moving toward a specific destination.

As a spiritually-oriented entrepreneur, your flight call is one of the cornerstones of marketing your business in an inspired way. Essentially, it's a message that:

- \* comes from your heart, not just your head;
- \* captures a magnetic vision that draws like-minded people;
- \* expresses your authentic gifts and their value to your vision and the people you serve; and
- \* invites those people to get to know you and experience your offerings.

## The Elements of Your Flight Call

Your flight call comprises four specific components: your mission, purpose, vocation and invitation. In this context, your mission is your reason for being on this planet at this particular time, and it identifies how you're connected with others on this journey. Your mission is, ultimately, your higher purpose and, therefore, the higher purpose of your business.

Your purpose flows from your mission. It's basically an intended or desired result, aim or goal. Your purpose connects you with the Divine and conveys a clear vision of the type of world you want to help create. It's a compelling picture of a richly-imagined future, and it has the power to ignite passion in yourself and others.

Your vocation is the specific type of work the Divine is calling you to do and your own unique way of doing it. It unites your passion with your inherent talents to add value to the lives of those you serve and fulfil your mission and purpose.

Finally, your invitation is a "call to action" that inspires those who share your vision to join your "cause", so to speak, and to get to know you and experience your gifts and talents.

## Articulating Your Call

Putting the four elements of your flight call into words -- your mission, purpose, vocation and invitation -- is an empowering process that will connect you to the deeper meaning of your work. For your "flock" or prospective customers, it will clarify what you have to offer and the value to their individual lives, while inspiring them to "fly with you" toward a larger collective vision.

To provide you with an example, here's my flight call:

"Can you imagine a world in which you and everyone you know are fully conscious and living in harmony, balance and wholeness...a world where money flows freely to all, circulating through an economy based on wellness, love, joy and service?"

As a Coach and Prosperity Guide, it's my mission and purpose to make this vision a reality. And I'm passionate about supporting those who share the same dream -- healers, holistic practitioners or any people who consider themselves spiritually-oriented wellness professionals. That's why I coach and teach these individuals how to use the law of attraction and practical business-building strategies in ways consistent with spiritual values and inner wisdom. The result is that they create financially successful, fulfilling wellness businesses with ease.

If you're a spiritually-oriented wellness professional who wants to help people, the world and our economy to heal, while building a thriving and satisfying practice, I invite you to join me on this journey by subscribing to my free e-zine, The Prosperous Healer™, at [www.anamturas.com](http://www.anamturas.com)."

To help you articulate your own flight call, consider answering these questions:

- \* **Mission:** What's my reason for being on earth at this particular time? How does this relate to other people's reasons for existence?
- \* **Purpose:** Based on this mission, what type of world am I passionate about helping to create? What would this look and feel like?
- \* **Vocation:** What are my most natural gifts? How do I use them in my business to serve my mission and purpose? Who are the people who are attracted to this same vision? How do I use my authentic talents to add value to their lives? What's the biggest benefit they receive from my offerings?
- \* **Invitation:** What do I want to inspire my "flock" to do? How can they start getting to know me and experiencing what I have to offer them?

Articulating your flight call will give clarity and focus to your marketing tools and activities, while igniting your passion for and commitment to your business. A well-crafted call will connect you with your flock, let them know who you are and what you offer, and inspire them to fly with you to a "higher" destination.

Entrepreneur, Coach and Prosperity Guide Mary C. Davis is the creator of The Prosperous Healer Program™, a menu of coaching and learning services designed to help spiritually-oriented wellness professionals build prosperous, fulfilling practices with ease. These services integrate law of attraction principles and practical business-building strategies in ways consistent with spiritual values and inner wisdom. To find out more about these services, visit [www.anamturas.com](http://www.anamturas.com) and/or contact Mary at [info@anamturas.com](mailto:info@anamturas.com).

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## Do You Need Help Expressing Your Flight Call?

I can help you articulate your own unique call, discern what marketing approaches are most natural for you and how to use them to serve your market and inspire purchases of your offerings. The Prosperous Healer™ One-on-One or Group Coaching Programs will help you fulfil these goals and more! For further information, please visit the One-on-One Coaching page and Group Coaching page at my website.

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