

The Butterfly Approach to Being a Mindful Messenger

By Amanda Johnson, Founder of True to Intention

Have you ever witnessed the metamorphosis of a butterfly? No, I'm not talking about what they taught you in elementary school – Egg, Caterpillar, Chrysalis, Butterfly – but what actually happens *in-between* each of those stages.

I spent a few weeks watching this miracle of nature with my son when he was a toddler. (Check out my books *Upside-Down Mommy* for details.) The experience of witnessing these *in-between* phases not only changed my life, showing me where I was not allowing the natural process of Life to happen in my own, but it catalyzed a framework that now guides my approach to every relationship and dream I devote myself to – as a mommy, wife, friend, entrepreneur, author, speaker, coach, and truth-seeker/messenger.

I call it The Butterfly Approach, and the more I work with aspiring and struggling authors, speakers, coaches, and entrepreneurs, the more obvious it becomes to me that the magic of the butterfly's metamorphosis is one of the most beautiful metaphors for the magical growth and evolution of the Soul, the Soul's Purpose, and Life Itself.

Below you'll find the **7 Phases of The Butterfly Approach to Being a Mindful Messenger** with some of the core concepts of the approach/philosophy highlighted.

As you step into your own journey, and into this community, I'm certain you will find the understanding of these phases extremely valuable, maybe even life changing, as you move toward your dream.

Before you read on, I should warn you that this approach is deeply spiritual, but not religious. It's an approach – a set of principles – a paradigm – a new way of looking at our life experience that makes every possibility and every challenge a Divine Invitation and a Sacred Opportunity.

p.s. I use the words *The Wind* to allow you to insert your own particular path's Higher Power, Creator, God, Universe, etc., as I believe *The Wind* uses every path and every area of our lives to draw us toward our True Intention.

The Butterfly's Magic Egg

Magic Eggs MUST become butterflies. Inside of each egg is *everything* required to form a caterpillar – a creature that has and follows all of the natural instincts (knowings) required for it to ultimately become what it is destined to become.



I believe that:

- **Every person is born with a Magic Egg – a Divine Intention, Purpose, Gift, and/or Message...**
(i.e. writing, dance, speaking, science, entrepreneurship, music, parenting, art, money, caregiving, organizing, etc.)
- **Most people's Magic Eggs are buried during childhood, beneath traumas, tragedies, and limiting messages...**
(you know, those things you had no control over, but somehow seem to still have control over you and your life?)
- **Restlessness, Craving More, Divine Whispers, Dreams of Making a Difference, and the Deepest Desires of the Heart are the Magic Egg's Messages – Invitations – calling us back to our Divine Intention...**
(write a book, start that business, volunteer at that non-profit, get that degree/certification, etc.)

Those born to share a particular message with the world feel compelled to write, speak, and share it, even if they don't know why or what they are meant to share. This is why a lot of the people who cross my path say, "I've always wanted to write a book," but when asked about the message, they respond, "Oh, well. I don't know *what* I would write about."

Have you Uncovered, Clarified, and Activated Your True Intention?

Caterpillar Craze

Caterpillars are not born on cement; they are always born in the environment that will provide everything they need to grow and move through the rest of their destined phases. And OMG, do they move...with velocity!



I believe that:

- **Messengers are born into the environment that will most powerfully prepare them for their destiny...**
If you are objecting that you were born into a nightmare environment, didn't that also prepare you for this?
- **Clarity about Destiny activates the Soul's True Intention with Inspiration, Knowing, and Expectation...**
When you see all of those dots connect, you're going to be stunned, and in awe, and feel so loved. I promise.
- **Crazy Action sets the Magic of the Universe into motion – People, Resources, and Opportunities are Revealed...**
Yes, that's right. It's already there around you; you just can't see it yet because you don't know what you're looking for.

Mindful Messengers who connect the dots of their past and listen and follow the Inspiration are Divinely Guided to exactly what they want and need. The quantum physicists say Clarity collapses all other possibilities. That's why the minute I found my Magic Egg and was given a vision of what was ahead – a series of bestselling books, working with a teacher from the movie *The Secret*, and a life of meaning and abundance – everything started to move toward that vision on my behalf. Within three months, the Teacher showed up and the Magic picked up velocity.

Are you craving Magic and Velocity?

Upside-Down Danger

Ah! The first, and maybe most important, overlooked phase of metamorphosis. If you haven't seen a caterpillar go upside-down, let me tell you – it's enough to take your breath away. They just do it. They don't fight the natural process. They relax into it quickly and easily. And they seem to be able to deeply trust that super thin silk string that connects them to the branch.



I believe that:

- **The Caterpillar Craze reminds us of the Divine Intention for Life – Ease, Fun, Synchronicity, Results, Abundance, etc.**
What if struggle, depression, confusion, failure, poverty are just lies we've bought into...and lived out? Notice I used 'we.' I'm still untangling and 'rewriting these lies to love' in my own life.
- **We go Upside-Down for a truly sacred reason, but the Upside-Down is where most people do the most damage to their dreams because they don't know how to trust and let go like the caterpillar does...**
"What the hell is my problem? Why can't I get my act together? What did I do wrong to deserve this?" Sound familiar? You're not alone. Every aspiring Messenger I've met asks themselves these questions.
- **The Upside-Down is our biggest and most Sacred Opportunity to learn how to trust the natural process of Life and go inward to find the keys to our own transformation and healing...**
Yep, if we don't let go, we delay our destiny. Trust me, I know!
- **The Divine Message of their Upside-Down holds all of their answers!**
When you see this, you will have a whole new appreciation of Life and the Divine Orchestration that happens even when we aren't even paying attention and, more surprisingly, even when we are feeling, speaking, and acting out the lies.

Once Mindful Messengers understand and learn to relax into the Upside-Down, they are able to let go of what's been holding them back, rewrite and heal their stories, and move with more ease and velocity through all of life's opportunities and challenges.

What if it were as simple as relaxing into it?

Committed Cocoon

The caterpillar has to create his own cocoon, and it doesn't look like an effortless task. He squirms, wriggles, and twists until the cocoon is formed, and then he stays there until the metamorphosis is complete. Actually, the caterpillar digests itself, releasing an enzyme that dissolves it into caterpillar soup; and magically, the soup is organized to manifest a beautiful creature.



I believe that:

- **Writing Heals: The Inspiration to Write is a Divine Invitation to Heal/Rewrite Old Stories**
Seriously, writing heals and integrates us IF we tell the whole, raw truth, and find a way to love ourselves through it.
- **New Life Structures and Practices Create the Safety Necessary for Writing and Transformation**
It's MORE than the book, the talk, or the curriculum. It's our life, our purpose, our Divine Invitation back to LOVE. And the writing and transformation process requires that we 'digest' our old stories, dissolve our old identities, and trust that Life knows how to re-organize, re-frame, and re-write our stories from goey soup to epic tales that will change the lives of all who read and hear them.
- **The Answers to Your Questions + The Love are Waiting for You in Your Cocoon and On the Pages of Your Unwritten Book**
I'm telling you. You can write yourself into the next level of your healing and your life like all of our Messengers do.

Mindful Messengers that know how to create sacred space and nurture themselves through the process learn how to heal and facilitate healing for others.

What if YOU could Transform Your Pain into Your Power + Heal Your Stories?

Wing Training

Butterflies break through their cocoon when they are good and ready, and not a second before. They develop wing strength as they push against the boundaries of their sacred space. *If you help them at all, you actually limit their ability to fly.* When they finally emerge, they spend quite a bit of time straightening and strengthening their wings before they are able to take flight.



I believe that:

- **Sharing Your Story on Paper is the One of the Most Courageous Acts of Your Life**
which is surprising, because we've usually already overcome some pretty scary stuff, right?
- **Developing Your Wing Strength – Your Personal Capacity for Authenticity, Vulnerability, and Love – is a MUST if You Really Want to Facilitate Permanent Change in Your Life and Others'**
The first time is the hardest. It gets easier, but richer. I'm still in awe every time it happens in my own life.
- **Polish and Practice Make Your Writing, Speaking, and Sharing Perfectly Imperfect**
Don't shoot for Perfect. It ain't happening. And besides, transformation happens faster in and through imperfection.

Messengers tend to hold on to their manuscripts, drag their feet on launching their speaking and coaching careers, and delay their destiny because of subconscious fears and lies that can be uncovered and rewritten with support.

What if YOU could overcome those fears and Polish and Launch Your Message quickly and powerfully?

more on the next page...

Wind Riding

As we watched the first butterfly get ready to take flight, I noticed something. He didn't jump until The Wind picked up a little bit, and then he floated more than he flapped.



I believe that:

- **Mindful Messaging is a Spiritual Path – a Sacred Opportunity to Develop a Deeper Relationship with The Wind**
You won't take the chances you need to take until you learn to Trust The Wind, but you won't Trust until you give The Wind a chance to catch you.
- **It Is Possible to Transform Powerfully and Responsibly as a Writer, Speaker, and Coach**
My version of this Possibility is born of the Divine Orchestration of my life – truth-seeker + educator + self-image coach + mommy + master writing instructor + editor + transformational facilitator + wounded healer + determined self-lover.
- **Most Messengers Never Intended to Start a Business and Require a More Intuitive and Mindful Way to Grow Powerful, Profitable Brands and Businesses WITHOUT Compromise**
Keeping it real. If you're like most of the people who cross my path, you've already invested in your dream and you may be feeling like you've been lied to, cheated, or ignored. You're as concerned about the way business is done in this industry as I am. Who wants to make big money if it means delivering crappy results to the people we want to help? Trust me, I get it. I lived in this thinking and held my business back for years over it. Now I know it doesn't have to be that way.

Messengers are usually really good at what they do, but struggle to understand and learn the habits required for success. They tend to sign up for programs to learn other people's formulas for success, when what they really need is to learn how to pause to plan, listen for The Wind, and find their own way to float more than flap.

**What if YOU could Develop Curriculum, Events, and Experiences that Facilitate Predictable Transformation?
And...Grow a Powerful, Profitable Brand and Business without Compromise?**

Rabble Impact

Have you ever watched a rabble of butterflies float along together, or even play amongst the flowers together? They fly, they land, they love, they leave eggs, and they play some more.



I believe that:

- **The Divine Intention for All of Us is a Life of Purpose, Power, Prosperity, and Play**
I know it can be hard to imagine that Work can be Play, but it is possible! And OMG, it's awesome fun!
- **Transformation and Mindful Messaging can be Fun and Playful**
I'll give you a minute to pick your jaw up. Yes, you read that right. Transformation, Healing, and Mindful Messaging are not the easy paths. They are the roads less taken, and it feels lonely...unless you have people on the journey with you. At True to Intention, we have more fun 'working through our crap' and 'doing the ugly cry' than most ever get on this path.
- **Community is NOT an Option If You Want to Stay on the Path**
Ummmm, if you haven't gotten this by now, writing a book, growing a heart-centered business, and leaving the world better than we found it IS NOT FOR THE FAINT OF HEART. It will require you to face your fears, learn to love your imperfections, and lean into feelings that you may have spent your whole life avoiding. That's why we need community to remind us that there's a breakthrough on the other side of the F-U...because we all get there. You will be tempted to quit, sell out, take the easy road, abandon your message for something that's 'easier to monetize.' And, at every turn, in this space, we have people who remind us of our Divine Intention and hold the sacred space when we can't.

Mindful Messaging is full of highs and lows, flows and ebbs, magic and upside-downs. All of it's necessary, and all of it's better together.

Can YOU Imagine a Life Full of Purpose, Power, Prosperity, Play – and so much LOVE?