


PRIORITIZING
YOUR
Desires



A Catalyst for Lasting Transformation

How to Blend Feminine & Masculine
Energies, Traits & Actions for a Successful Life

Stand for Your Worth and Dignity™ - Marla Diann - MBM & SMA Certified Coach
www.marladiann.com

For the ambitious woman creative entrepreneur, speaker, coach, author, lifestyle expert, advocate, or service professional seeking more fun, adventure, play and joy in her life.

An evergreen guide in developing your powerful feminine arts using The Creative Achievement Formula™

Prioritizing Your Desires and Manifesting Skills

Where do you crave more joy in your life? I am referring to a completely uplifted, renewed, and unconventional approach to life that begins with your femininity at its finest.

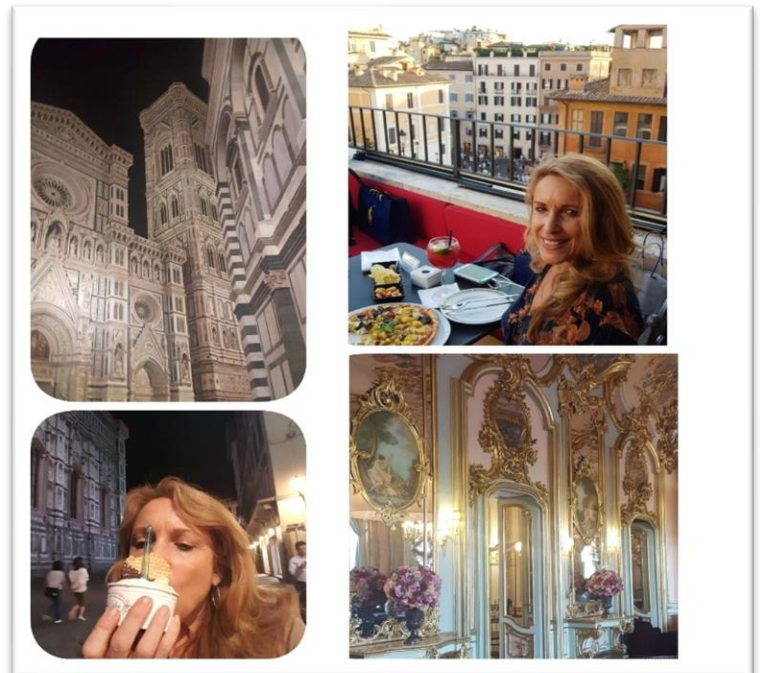
As my former coach, Gina DeVee, encourages in her book, *The Audacity to be Queen*, *“Where you are invigorated and vibrant because you are working with the way you are naturally designed. Prioritizing pleasure will open you up to receiving and give you that irresistible spark of inspiration and joy that is essential to manifesting your vision (desires and goals). If it takes you a moment to recall your last great encounter with pleasure, it’s because we’ve been taught to allow these experiences (fun, adventure, play) only IF our work is done (which is rarely is) and only IF there is enough time and money left over.”*

Feel familiar?

Let’s look at how to achieve your desires AND goals by leading with pleasure to be your new normal.

I know, my mind was swirling like crazy the first time I heard this. Talk about reprogramming your neural pathways! And, that is exactly we will be doing. Hang tight.

In a general sense, we are disconnected from our feminine wisdom of pleasure, which is our innate feminine art, and instead follow rules that don’t have any spiritual context.



“When we put our faith in human-made things and lack consciousness rather than embracing the abundance of the Infinite (quantum physics), we get stuck. We become convinced that we must work overly hard, maybe stay in a marriage we don’t like, and put off any notion of consistent fun for retirement, presuming we will live that long,” writes Gina.

Hitting home yet? Here is where I am going with this.

We live in a masculine world (no fault of anyone) that glorifies constant hard work. It's what we have come to rely on as the only way to get our needs met and get ahead in life.

We live in a productivity-obsessed culture where pleasure is seen as rare or infrequent behavior. There is a balance. Getting to that next. The unfortunate result can be living, to some degree, an underwhelming maybe mundane life.

I do know you have fun currently in your life. I know you love your life to some degree. But this is why you were curious enough to download the handout.

- ***To amp that up and tell the truth to yourself how much fun and adventure you really leave on the table for being practical and reasonable.***

Look, there are times being practical and calculating are necessary. But not in the feminine pleasure category!

I can't coach this unless I have been there, too. I was right there holding back from feminine fun, pleasure, and adventure because I had the mentality that I had to work hard long hours to even earn that until my lifestyle mentor came into my life.

I hired her in 2017 for what became the turning point of my life. Pleasure, fun, adventure, play, luxury, receiving good, and dignity became common words in my vocabulary and how I led my life.

Now it's your turn. I aspire for you to allow pleasure be the way you run your business and serve others more powerfully and joyfully. ***Prioritizing pleasure and joy is our mantra going forward. Are you in?***

Here's how it's done. It begins with deepening your spiritual connection with your higher power while having FAITH that following your desires will always lead you in the right direction.

How do you do that? Use my CREATIVE ACHIEVEMENT FORMULA! That's next up. But first, let's do this FUN assessment.

Take this action:

List at least **five pleasures (Desires)** you have put off more than a few years due to your mindset of money or time, thus neglected. Is it travel to Bali, Italy, South African safari? What about a 4-day retreat a Miraval Resort or Costa Rica? A pivot to a new business or

career? New home? New wardrobe? Renovated home or kitchen? Hot air Balloon ride over the majestic landscape of? You name it.

I know these feel like pure luxury as they should. We are here to help you break through any residue, old, outdated beliefs and absent wealth consciousness that may have stopped you from giving yourself these luxuries previously. **I am giving you permission to dream again beyond your comfort zone.**

Take a moment and list your top five pleasures you have put off longer than a few years. Hang onto those. You will need them for the next steps.

Masterful Blend of Masculine and Feminine

This may be the first time you have heard of the masterful blend of the masculine and feminine or it may be a different version of what you may have learned.

Either way what you are about to learn is deeply life changing and affirming for women entrepreneurs.

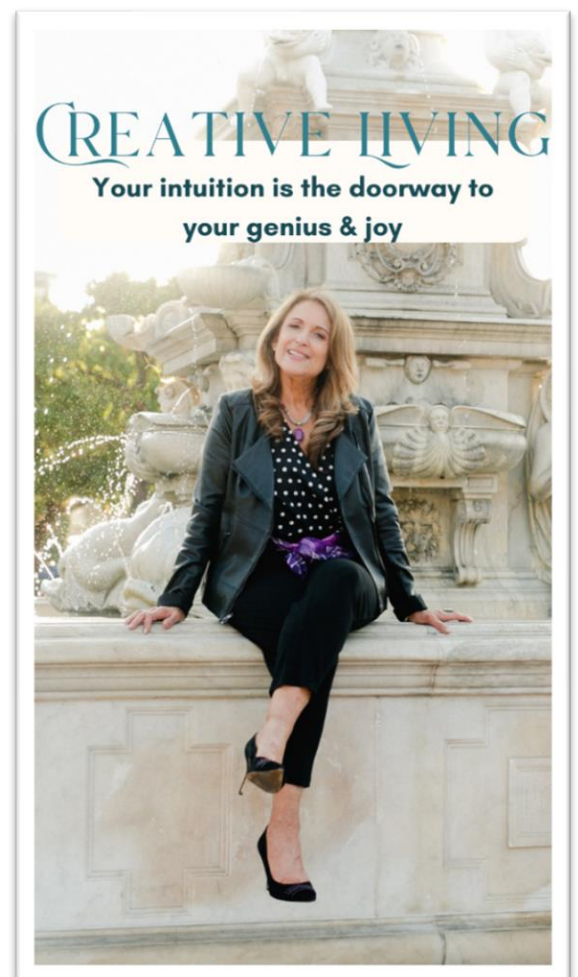
The two decades in coaching, I have been honored to mentor and guide creatives in many industries.

It's time to make joy and intuition as your inner GPS for life and business decisions rather than lean on your logic and reason, first.

You'll not only be following what is most authentic to you and for you, but you will live the beautiful life meant just for you.

You will come to learn that following your joy, a higher-self trait not just an emotion, and desires, a feminine trait, is a life and business success strategy.

In this guide, you will find my trademark teachings to help you begin the path to living more often in your powerful feminine unapologetically while using the very important masculine qualities to support and serve you.



My private and group women entrepreneur clients are succeeding well beyond their expectations using this.

You will see this is an art, yet natural skill we have always had. Unfortunately, it typically was not taught to us, no fault of anyone, because it was not the collective consciousness for decades.

It is now the standard in which we, as savvy, creative, brilliant woman live and work to keep our dignity and well-being strong. I am excited for you in how this will shift your perspective, habits, mindset, and behaviors that result in making money with joy, self-respect, and boundaries.

Turn pending burnout into a quality life by implementing the masterful blend of masculine and feminine

To nurture our feminine power and live in that more often, we must learn to honor our desires and use them as fuel to achieve our goals. Without desires, we live and operate from our masculine energy far too much leaving us burned out more often and lacking connection to our intuition, enjoyment, and creativity.

This is a whole new paradigm to operate in for the modern woman. However, it has been a feminine art for centuries! It's time to recapture our natural power and dignity by doing a masterful blend of both.

To our credit and no one's fault, we have not been taught nor modeled the behavior to honor and act on our desires. Instead, we have been focused on "goals and goal-setting" only, which is the masculine way to operate in life.

The ideal approach to achieving our dreams, desires, and goals is to have a *masterful blend of masculine and feminine* so that we operate out of our most natural state of intuition, creativity, and joy *without the burnout*.

Creative Achievement Formula

Let's start here. Desires is the feminine where goals are the masculine = Results, which is your intended transformation. **Desires + Goals = Transformation & Result.** *Achieving your desires are meant to transform you.* You will better understand this in the next few pages.

Using this formula, I created out of my own burnout to breakthrough transformation, I want you to think of a long-held desire you have put off or neglected for whatever reason and begin to journal what it looks like, feels like, and all the details AS IF it's already complete.

Include the result you want from achieving that desire. Personal transformation? A life makeover? More happiness? Higher revenues without the burnout? An up-leveled business that represents the new you? More adventure? More pleasure in life?

By using *your desire as the lead inspiration* while defining your goals (actions), you now have an achievement formula that is inspired by your heart, passion, and dreams, rather than just the goal(s) – the intellect, logic, linear, and functional.

Make sense?

When we use our desires to fuel our goals, we now have a powerful feminine energy leading the way instead of a linear, masculine goal. And, when our desires are fueling our way, we don't get discouraged or burned out along the way to completing the goals. See how that can work?

Achieving a desire is not a one and done experience. Achieving your desires are meant to transform you.

They are meant for your evolution. They have a multi-faceted purpose.

In my life, the result I wanted from honoring my desire to live and work in Florence, Italy as a month-long stay in 2017, was a renewed approach to my life, making money with joy, and a recovery of my dreams.



After nine years operating my business, I was numb. I was lost in March 2017. I wasn't connected to my heart for several years. It was time for a major breakthrough.

I hired my women's empowerment mentor to help me recover my dreams and make money with joy. After a 4-hour private, in-person intensive session, I was set free to live

my desires. She validated my desire to live and work in Italy. No one had done that for me, especially myself.

The result during my month-long stay in Florence and coming back home to my old life? *I fell back in love with life.* I felt my heart for the first time in years. I reignited my creative spirit. I developed a new brand for my business. Changed how I ran my business and *only offered what brought me joy so I could coach even better.* I honored that Italian desire after 20 long years! It transformed me. Prior, I neglected it and made excuses why I couldn't live my freedom lifestyle. It was a huge mindset shift where I gave myself permission to live my desires without the guilt!



The impact of the transformation was not about the goals to generate the money to travel, acquire clients in my coaching business, plan the accommodations and flights, find a pet-sitter for my dog, and pay my bills while away, although those were important.

It is your desires (travel the world, buy a home, buy a luxury car, renovate your home, start of non-profit for a global cause, etc.) that become your motivation to complete your goals. That is what happened to me as it can for you!

Example, as a goal you want consistent \$10,000, \$20,000, \$50,000++ month revenues. Define what actions need to happen to achieve that goal, *but allow your desire* (separate from the goals) to inspire completing the goals. See how inspiring that is and that you are living from your natural asset of feminine energy?

Your next action on your own is to research costs and time frame to plan out the desire. If it's a trip to Italy, Japan, Australia, France, etc., research dates, flight costs, hotel, or villa accommodations (or Airbnb), updating of passport, and more to bring you closer energetically and tangibly to this desire. **To give you concrete examples of living in a masterful blend of masculine and feminine as an empowered woman entrepreneur, read the following pairings:**

Masculine: Take 100% responsibility for your life.

Feminine: Commit to integrating fun, play, creativity, desires, and receiving the good in your daily life as you take responsibility. Giving is the masculine. *Receiving is a feminine art.*

Masculine: Work weekdays late and weekends.

Feminine: Self-care. Take time off to enjoy the beauty for my surroundings and my family.

Masculine: Be responsible. Check on your bank accounts, income, and budget often.

Feminine: Go travel! Allow yourself to explore, have adventure, fun, experience new cultures & people, spend time in a European city for more than a week. Transformational travel changes you forever.

Masculine: Be practical, linear, function, systemize.

Feminine: Dream. Imagine. Vision. Daily. Trust your desires with your intuition, take action on your desires and intuition to support you in achieving your goals (money, clients, sales, systems, strategies).

Masculine: Laser focus on business.

Feminine: Use my intuition for guidance in my business by asking questions and listening.

Masculine: Massive action – do whatever it takes to make it happen, hustle, grind.

Feminine: Ask you intuition for guidance first. Take inspired action where you take care of yourself along the way to the goal by taking breaks, meditation, fun, play, being in nature rather than leave all that till you hit your goal. That equals burnout and diluted joy.

Masculine: Live your values for an integrated, congruent, happy life.

Feminine: *How good will you allow your life to get?* Be in the mode of discovery and receiving the good rather than making it happen. Let go and let God.

Masculine: Give my time, attention, and love to my family

Feminine: Be open to receive gifts and help when offered, and ask for help if I need it

Masculine: Be practical, linear, function, systemize.

Feminine: Dream. Imagine. Vision. Daily. Trust your desires with your intuition, take action on your desires and intuition to support you in achieving your goals (money, clients, sales, systems, strategies).

Masculine: Keep my competitive edge

Feminine: Collaborate with others and work as a team for better outcomes

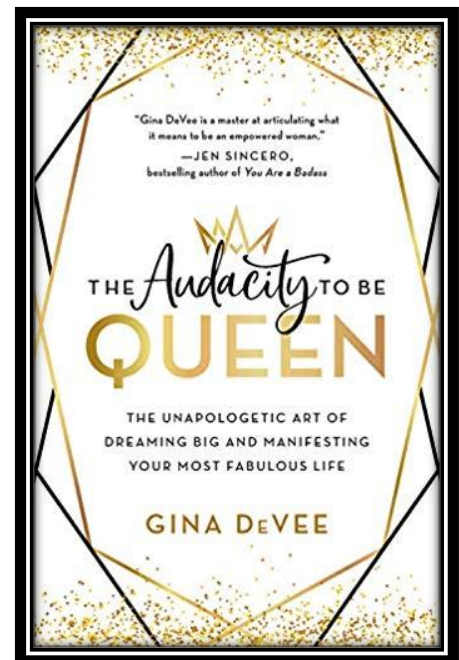
From my former mentor/coach, Gina DeVee, quoted from her book, **"The Audacity to Be Queen,"** here is a list of traits to help you understand even more how to lead with the feminine and inspired action:

Feminine Power: Intuitive, visionary, creative, expansive, feeling, emotion, spontaneous, playful, collaborative, beautiful, spiritual, dynamic, circular, vulnerable, nurturer, community gathering, *receiving*.

Masculine: Doing, thinking, protection, *giving*, practical, predictable, logical, results-oriented, linear, goal setting, functional, systems, structure, strategy, sturdy, provider, independent.

Let's have you stand for your worth and dignity. Study this handout. This change in your behavior and mindset will require repetition over time until it's a new normal. Be kind and patient with yourself.

Want to see examples of clients and how they began understanding the process? Below is how two of my private clients applied this to their lives.



Client 1: Masculine	Feminine
Making assumptions instead of asking.	Being grateful.
Pushing myself to cook at the end of the day.	Singing in the shower.
Critiquing and adjusting the lettering for my affirmation assignment.	Resting, going on walks, and taking breaks.
Looking into how to make new calligraphy offerings possible.	Dreaming of new calligraphy offerings.
Staying up late to create, finalize, and publish my new website.	Allowing myself to be catered to while shopping.
Scheduling office social media content to auto-post.	Reflecting on and receiving unearned love of Jesus.
Scheduling candidates for a position for interviews and preparing paperwork.	Letting someone carry my things for me.
Thinking days ahead into how I'm going to accomplish a project.	Letting someone help with set-up of my area at an outreach event.
Multitasking while attending meetings.	Keeping the exclamation points I want to keep in an email.
Asking someone out to lunch and planning the logistics.	Being grateful for the massage gift card I was given and intending to use it.
Researching options and planning logistics for a staff retreat.	Making myself laugh.
Reviewing reports at work.	Enjoying casual conversations and bonding.
Looking into different sources for an upcoming stationery project.	Asking for help with reversing out of this weird spot in front of our house.

Client 2:

Masculine: Take 100% responsibility for my life!

Feminine: I am committed to having fun and I am open to receive all the amazing blessing my life to offer me.

Masculine: Keep my competitive edge

Feminine: collaborate with others and work as a team for better outcomes

Masculine: Keep working, 24/7

Feminine: take time off to enjoy the beauty for my surroundings

Masculine: Keep laser focus on business

Feminine: tap into my intuition, my gut feelings

Masculine: Keep giving to my family

Feminine: receive gifts and help when offered, and ask for help if I need it

Your assignment: Ready to give it a whirl? Study this handout. This change in behavior and mindset will require repetition over time until it's a new normal. Be kind and patient with yourself.

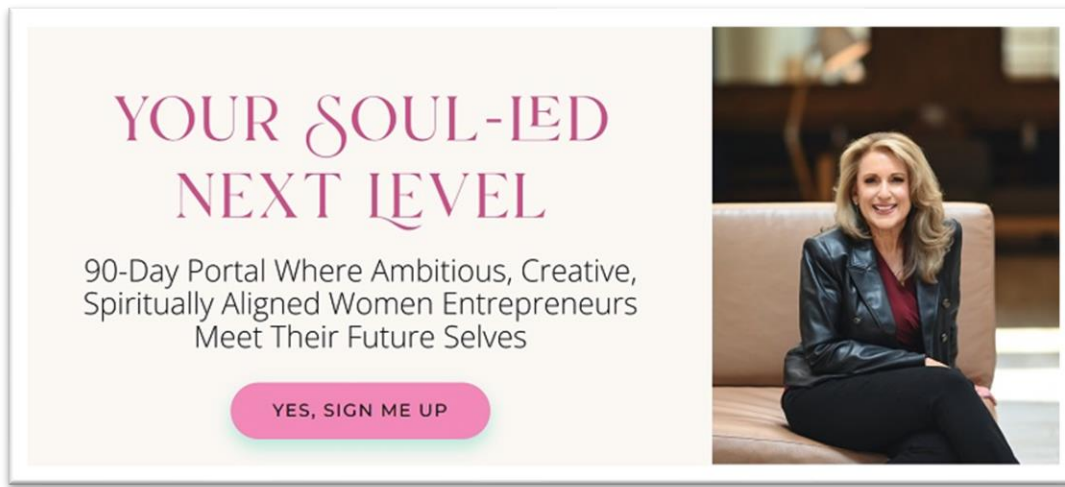
Observe your actions daily from a new consciousness where you identify your masculine and feminine actions. Commit to this for the next two weeks. Jot down your observations and share with Marla at support@marladiann.com

Blessings,



Inspired to achieve this for yourself? All my women clients over the last 10 years have benefited greatly on many levels. Let's begin a conversation. Please use my Calendly link to find a convenient day and time. I am Pacific time. <https://calendly.com/successcoach-marladiann/connection>

Second option to learn how to live and work in a blend of Feminine and Masculine...



All women deserve to have a healthy and vibrant relationship with financial abundance. For the creative, spiritual, ambitious woman who is being intuitively led to a new phase of her life, a new identity, an evolved version, the portal of transformation is for you.

Reinvention takes courage. If you're in an ideation season of your life, **the portal of transformation is for you.**

I am inviting you to learn to lead from your frequency, not force.

Your next clients aren't necessarily waiting for another email... they're waiting for a match. An energetic match. They may not know that, but they can feel it.

So can you.

How the portal program works:

During the 90-day experience you will be redefining your success metrics in order to lead from your intuition, desires, and regulated emotions so that you are "client attractive" in your energy.

Regulating your nervous system as a business and success strategy is no gimmick or trend. It's very real in how we are wired.

You'll discover a hidden gem inside you during - **Your Soul-Led Next Level Portal.**

It is where Ambitious, Creative, Spiritually Aligned Women Entrepreneurs and Professional Meet Their Future Selves (New identity – next chapter)

You're being asked to lead like **Her**. The version of you who already lives in **overflow**.

The blend of the masculine and feminine energies and actions are the answer to a soul-led next level and new identity embodiment.

What does that mean?

We must consciously balance the amount of time we spend in masculine driven, head space mode and catch the symptoms of stress and dysregulation of your nervous system and then drop into your body, heart, intuition, and lean back to receive in order to stop the manic pushing mode.

Instead use inspired action from your intuitive, ease, and regulated mode.

The Soul-Led Next Level Portal Program is a space and training from my two decades of transforming lives. The essence and design of this came through during my recent new identity discovery.

I am now Redefined. Reimagined. Liberated. Your turn is next.

Depending on when you see this info will depend on whether it is open for enrollment or the next one is coming up. Either way, connect with me should you have an interest.

A scheduled call is our time to connect and see if this is a fit for us. Please use this link to find a time - <https://calendly.com/successcoach-marladiann/connection>

Would love to have you join me at my podcast, Follow Your Joy. It is an entrepreneurial resource for creatives where they share their challenge to victory story through the lens of listening to their intuition. Remarkable stories of resilience, hope, and faith.

Episode 74: Tuscany Dreams Come True shares my Sept 2024 trip to Italy as I illuminate the Creative Achievement Formula of prioritizing desires to live a fulfilling life.

Listen in on Spotify. Apple. Amazon Music. iHeart. YouTube (@marladiann)

