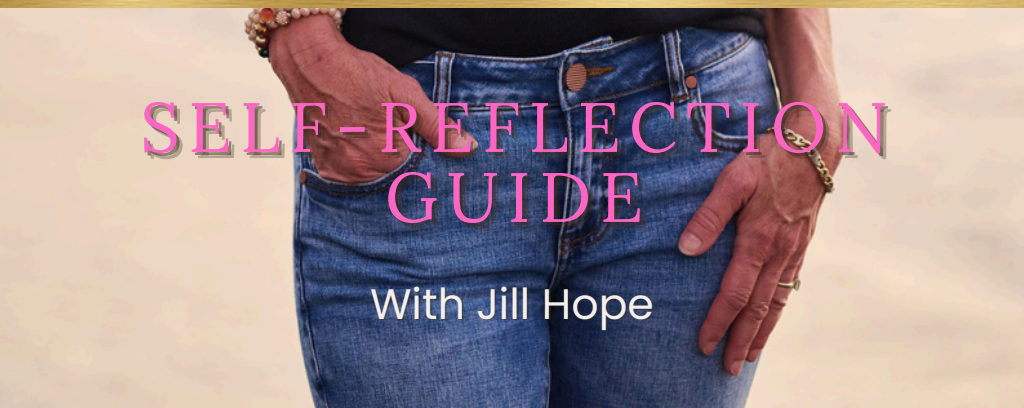




UNFILTERED

Unleash Your Most
Powerful Business Asset



SELF-REFLECTION GUIDE

With Jill Hope

INTRODUCTION

Step 1: The Great Unmasking

Your beliefs, aka your mindset, becomes the filter through which your voice flows.

If you believe you have to be a certain way, say things in a certain way, show up in a certain way...that will dictate what you choose to say, how you say it, and what decisions you make in your business, like what to post, what to charge, etc.

Essentially, your beliefs dictate your self-expression.

This creates a problem if the thoughts, feelings, and actions that would actually lead to the results you want go against deeper beliefs you have about yourself, about business, about success, and about life.

To make a change, therefore, means pulling yourself out of your habitual patterns of thinking and behavior and beliefs, taking **you outside your comfort zone**.

This is where so many heart-centered coaches and small business owners get stuck.

When you follow a strategy because you've been told it works, or offer a program because you think it will sell, but you do it against what is authentic and honoring for you, that is when you hit the income plateau.

That is when you start getting frustrated. That is when your business feels like a job. That is when your voice loses its power. And that is when your business no longer feels like a joyful, purposeful endeavor.



JILL HOPE
INTUITIVE BUSINESS MENTOR

This is the big WHY behind this course, and why it's so important to become aware of what thoughts you're listening to and following, in particular when it comes to creating a business that makes great money and doesn't burn you out in the process.

Because if you've got your marketing down, and your sales process, but your income still feels stuck, and the clients aren't coming with any consistency, the most likely culprit is your mindset, and in particular, the voices in your head.

Who Am I and Why This Matters

I'm Jill Hope.

For nearly two decades, I've helped women entrepreneurs to reclaim their voice, own their power, and step into a business that feels like freedom—not performance.

What I've seen, coached through, and nearly shut down my business as a result of, is this:

- The strategy doesn't work if *your* voice isn't online.
- You can't create ease from a nervous system still trying to *prove*.

And you can't scale your income if you're still shrinking or muting your voice.

I tried to build my business following all of the frameworks and formulas—the ones that the top coaches I worked with use and swear by to create results.

It wasn't until I stopped listening to others' advice and took the advice of my own inner guru that I felt true freedom in my business—the way I envisioned when I set off on my entrepreneurial journey.

The women I work with are done doing it the "right" way—and ready to do it *their* way.

We're setting a new standard.

I've designed this Unfiltered voice liberation experience to help you bring your most authentic voice back online. Not the filtered, people-pleasing one.

The one that allows you to create standout, high-converting content *without* censoring yourself, *without* overthinking every word, and *without* sounding like every other coach in the algorithm.

Let's get started.



SELF-REFLECTIONS

What do you want to be experiencing in your business? If you could have absolutely anything and all you had to do was write it down, what would it be?

Notes

What is your biggest complaint, frustration, concern, or doubt about your business right now? In other words, what is happening, or not happening that you are not happy about?

Notes

For you to be having the experience in your business that you've just described above, what would you have to be believing for that to show up?

Notes

8 Most Common Voices of Self-Sabotage for Heart-Centered Coaches

Voice #1: The Voice of Shoulds and Shouldn'ts

Notes

Voice #2: The Voice of Safety

Notes

Voice #3: The Voice of Unworthiness

Notes

Voice #4: The Voice of Procrastination

Notes

8 Most Common Voices of Self-Sabotage for Heart-Centered Coaches - Continued

Voice #5: Voice of Perfectionism

Notes

Voice #6: The Voice of Distraction

Notes

Voice #7: The Voice of Self-Doubt

Notes

Voice #8: The Voice of Self-Criticism

Notes

SELF-REFLECTIONS

Which of these voices is getting in the way of you being able to fully share your talents and gifts with others while earning the money you desire to take the trips you want to take, to afford that amazing school for your child, to create your luxury dream home, to hire that personal chef to cook for you? In other words, which of these voices are stopping you from creating a business that supports and nurtures YOU?

Notes

Which of these voices are stopping you from creating a business that supports and nurtures YOU?

Notes

Step 1 Actions

Step 1: Review your last 1–3 pieces of content, they could be posts, emails, videos, etc. Then, highlight or list out where you are muting based on what you now know are the self-sabotaging voices that are censoring your posts and muting your truth.

Where in your posts are you being apologetic, over-explaining, minimizing your gifts, or softening your leadership?

Get clear on where and how you are doing this. You can't change it if you aren't aware of how and where you're doing it.

Notes

Step 2: Go through the self-reflection questions on the next page, in addition to those we already covered if you haven't had a chance to journal on them.

Answering these questions will help you see more specifically what you can shift to unleash more of your authentic voice.

Don't skip either of these steps! They are essential for moving you from content that is polished to content that converts.

Step 1 Actions - Continued

SELF-REFLECTIONS

What is in the way of you expressing yourself, completely unfiltered, and 100% you?

Notes

What are you not saying due to fear, that you keep feeling the nudge to talk about?

Notes

What would change in your marketing if you stopped trying to sound like a "successful coach" and started sounding like... you?

Notes

My Takeaways

Notes

INTRODUCTION

Step 2: The Magnetic Reveal

When you hide yourself or you try to operate from behind a mask of being the perfect person, all pulled together, doing everything right, being a people pleaser, not ruffling any feathers or being controversial, you don't SHINE for your ideal clients as the unique person you are.

Instead, you look like everyone else. You simply aren't magnetic when you aren't fully being YOU.

BEING PERFECT DOESN'T EQUAL BEING MAGNETIC

"Perfect" doesn't stand out. "Perfect" doesn't become an icon or a legend. Perfect sabotages dreams. Perfect might get "A's" in school and promotions in the work force.

But it doesn't make you visible to those who want YOUR brand of coaching genius.

Your ideal clients want your authentic presence not your perfection. They want your leadership, not your followership. They want your genius. They want to hear YOUR voice. They want what's real.

When you are fully aligned with your authenticity, and you allow that to flow through you and be seen, YOU align yourself to those ideal clients who are attracted to THAT energy.

Writing Content for Inspiration vs Activation

Writing to **inspire** comes from that place inside that needs to be accepted and approved of.



Writing to **activate**, on the other hand, comes from being the truest you...and not needing anyone's permission to say what you, as the expert knows needs to be said in order to help the person create the change they desire in their life.

And that is the highest service we can give. To activate someone who deeply desires change to do something about it.

5 Voices of Your Authentic, Magnetic Self

Voice #1: The Voice of Desire

Energy, Passion, Direction, Commitment, Vision

"I want what I want, and that's enough."

Notes

Voice #2: The Voice of Intuition

Insight, Clarity, Awareness

"I trust and act on my knowing even when it's not logical."

Notes

Voice #3: The Voice of Self-Acceptance

Inner Self-Worth, Self-Acceptance, Valuing Self

"I know I'm okay no matter what."

Notes

5 Voices of Your Authentic, Magnetic Self - Continued

Voice #4: The Voice of Self-Trust

Certainty, Faith, Surrender, Gratitude

"I can show up and let it be easy."

Notes

Voice #5: The Voice of Money

Support, Generosity, Expansion

"My voice is valuable—and I get to be paid for it."

Notes

Step 2 Actions

Step 1: Audit your last 3–5 pieces of content, they could be posts, emails, videos, etc. Then, highlight where you're being inspiring vs saying what you know they need to hear to take the next step.

Notes

Step 2: What haven't you said that you are feeling nudged to say right now? Write it and post it today – no censoring or watering it down! Tag me when you post it.

Notes

Step 3: Go through the self-reflection questions for Day 2 on the next page to get more clear on what your authentic voice is guiding you to do.

Don't skip these steps! They are essential for moving you from content that is polished to content that converts.

SELF-REFLECTIONS

What do you REALLY want that you haven't let yourself have? Why do you want it? What is your VISION for your business (and life!)? Write out your vision.

Notes

What have you been feeling intuitively that you have NOT been acting on? What do you know is your next move?

Notes

SELF-REFLECTIONS

If you trusted beyond a shadow of a doubt that you would be successful in pursuit of your goal/dream, what step would you take now? 2) What do you need to trust most in order to take this step? Be specific.

Notes

Where are you saying Yes when you mean No, and No when you mean yes?

Notes

What are you doing in your business right now that is draining you? What decision would your most authentic self make regarding this situation?

Notes

My Takeaways

Notes

INTRODUCTION

Step 3: The Liberation Blueprint

It's time to turn your truth into a way of showing up, not just something you say when you feel brave.

My goal is for you to walk away with a blueprint that can anchor you into your authentic voice so you can continue liberating that voice—and using it.

Without pressure to go "big" or be performative. Just embodied in a way that builds momentum. This is where you stop performing and start getting paid for being all of you.

So let's look at what voice liberation actually looks like in business.

Most people think "liberating your voice" = showing up more often, speaking louder, being visible. They think it's about posting 5 times a day on every social platform out there.

It's not that doing these things is wrong or bad. But for most heart-centered entrepreneurs I know, we don't want to be everywhere all the time. We have other things in life that are important in addition to our business.

The good news? You don't have to show up everywhere when your authentic voice is in charge. True voice liberation often shows up in quiet moments:

- When you don't feel the need to explain yourself
- When you stop editing your truth to sound more "coach-like"



- When you say the bold thing in your content—even if only one person claps
- When you walk away from something misaligned without second-guessing
- When you change the rules and create new rules that are aligned with who you are and how you want to operate in your business

Voice liberation is giving yourself permission to do it your way. It's small, daily, powerful acts of self-trust.

Anchoring Into Your Authentic Voice

To do this effectively requires anchoring yourself in the 5 elements of your authentic voice: Desire, Intuition, Self-Acceptance, Trust, and Receiving Money.

We don't filter our voice because we fear being visible. We filter it because we fear being seen in our truth.

SELF-REFLECTIONS

Where do you still soften, shrink, or hide? Be specific.

Notes

What do you not say in your content that you actually believe?

Notes

What's the opinion you hold but are afraid to share?

Notes

What are you tired of pretending in your brand or business?

Notes

Anchoring Into Your Authentic Voice - Continued

SELF-REFLECTIONS

What do you want to be known for?

Notes

What do you wish you could say and be fully received and accepted for saying?

Notes

What would be different in your business if you fully let your authentic voice lead?

Notes

Anchoring Into Your Authentic Voice - Continued

SELF-REFLECTIONS

Voice of Desire – “What do I *really* want to say?”

Notes

Voice of Intuition – “What do I know in my body is true?”

Notes

Voice of Self-Acceptance – “What part of me am I willing to bring back home?”

Notes

Anchoring Into Your Authentic Voice - Continued

SELF-REFLECTIONS

Voice of Trust – “Can I let my voice land without rushing to prove it?”

Notes

Voice of Receiving Money – “My words create wealth. I receive by being ME.”

Notes

Anchor this: “My authentic expression is the pathway to clients, opportunities, and money. I don’t have to perform for it—I naturally receive it.”

Anchoring Into Your Authentic Voice - Continued

SELF-REFLECTIONS

Write one short declaration for each of the 5 elements of your authentic voice, starting with these prompts:

Voice of Desire: 'I want...'

Voice of Intuition: 'I know...'

Voice of Self-Acceptance: 'I own...'

Voice of Trust: 'I allow...'

Voice of Money: 'I receive...'

The 3-Part Weekly Liberation Blueprint

SELF-REFLECTIONS

Step 1: Voice I'm committed to strengthening this week in my business (choose one: Desire, Trust, etc.)

Step 2: One truth I will speak/write/share about publicly or privately this week (no censoring)

Step 3: One action I will take to align my business with my real voice this week (e.g., update a bio, post the thing I want to say without overediting it or watering it down, say no, revisit pricing, record a reel unscripted)

Make it easy. One small action is enough.

The win is forward motion + alignment + felt power. See and feel these things to make them stick.

Voice Integration Self-Audit

Rate yourself on a scale from 1–5 (1 means not at all, 5 means you've mastered it) on how well your authentic voice shows up in 5 key areas:

Content: You post what you want to say based on what your ideal client most needs to hear, no watering it down or being "relatable" or "acceptable", you post to activate, not inspire so your client is empowered to take the next step

Rating:

Sales Conversations: You don't change the offer or the price based on a perception of what the client will say yes to, you don't skip out on making an offer (unless the client isn't aligned)

Rating:

Offer Structure/Pricing: You make offers regularly, you offer the thing you know will get them the result, not the thing you think they will buy, you price based on the transformation not what you think they will pay

Rating:

Boundaries (time, energy, client behavior): You work when, how often, and with whom you want. You set boundaries that work for you and allow you to live the lifestyle you want)

Rating:

Visibility: How you show up / how often, in what platform and format, you show up consistently

Rating:

Where's your biggest gap?

Where's your biggest opportunity?

Step 3 Actions

Step 1: Anchor into your authentic voice daily using the processes we shared here. The more you practice these anchoring processes, the more solid and confident you will feel in using your authentic voice in your business.

Step 2: Follow the 3-part Weekly Liberation Blueprint consistently, starting today!

Step 3: Write one piece of content or message you've wanted to post but haven't. As you write it, follow the processes shared today to anchor yourself in your 5 voices: Desire, Intuition, Self-Acceptance, Trust, and Receiving Money.

Write without editing or polishing. Just share your truth as it relates to your ideal client.

This will help you feel what it's like to be witnessed in your unfiltered voice—no perfection, no approval-seeking, no filters.

Tag me when you post it!

Don't any of these steps! They are essential for moving you from content that is polished to content that converts.

My Takeaways

Notes

If this experience activated something in you...



It's because your voice is already evolving faster than your business can hold.

Now that you've liberated your authentic voice, it's time to unleash it throughout your business and **let it get you paid.**

Paid Richly is the space where your unfiltered voice becomes your best business strategy.

It's where your offers, positioning, pricing ensure that you're paid well, respected, and finally feel free in your business.

Your next level doesn't come from doing more. It comes from infusing your true voice into all that you do.

The voice inside you already knows you can't keep building from outdated energy—and if you're ready to stop watching other coaches embody what you know is possible for you—

Then **Paid Richly** isn't just a next step. **It's where your future self is waiting.**

➡ **The recalibration begins here →**
<https://ishinewealth.com/paid-well>

Email me for your special pricing link as a thank you for participating in this program:

jill@ishinewealth.com

Your Voice Is What Your Business Has Been Waiting for

I'm passionate about helping women like you to own your true voice, position yourself in your power and value, rewrite the rules, and speak from the magnetic soul of your brand...

...so sales feel easy, you attract the clients who are waiting for you in your next level of power, and your business feels like freedom your rich self knows you deserve.

Love,



About Jill Hope Intuitive Business Coach, Founder of I Shine®

After leaving a 22-year corporate career to pursue my passion for coaching, I thought success would come easily.

Instead, I found myself stuck in the trap of trying to follow everyone else's path—overgiving, undercharging, and feeling like I had to prove my worth to succeed.

It wasn't until I stopped outsourcing my power and started trusting my own value that everything changed.

I began attracting soulmate clients, selling high-ticket programs, and building a spacious, freedom-filled business that actually felt like me—one that allowed me to make a bigger impact AND be fully present for my life.

Now, I help other women coaches do the same: Own their worth, raise their rates, and build wildly aligned businesses that pay them richly—without the hustle.