

*Companion
Guide*



AUTHORITY ACTIVATION

The Invisible Lever That Turns Expertise Into Money



WITH JILL HOPE

Welcome to Authority Activation: The Invisible Lever That Turns Expertise Into Money

You're about to discover where you've been abandoning your authority—and learn how to reclaim it so you can finally trust your voice, command your worth, and lead with certainty.

Before you start, I invite you to make a commitment to yourself. A commitment to:

- Complete each exercise as prompted in the training
- Be brutally honest with yourself
- Complete all exercises fully, even when they're uncomfortable
- Avoid the urge to judge yourself for the patterns you discover
- Avoid rushing through or skipping exercises—this is deep work and each exercise builds on the previous ones
- Take action on what you learn
- Give yourself permission to trust your voice more deeply from this day forward
- Keep this companion guide handy for future reference

I'm excited to see what unfolds for you!

Warmly,



Questions?

Reach out to us at jill@ishinewealth.com

The Self-Abandonment Inventory

Where Are You Abandoning Your Authority?

Rate yourself in each area on a scale of 1-10:

1 = I constantly abandon myself. I'm always looking for external validation.

10 = I rarely abandon myself. I trust my voice and my knowing.

Signs Of Self-Abandonment In Pricing:

Rating

- _____ Justifying your price before anyone asks
- _____ Adding disclaimers: "I know it's a lot, but..."
- _____ Immediately offering payment plans without being asked
- _____ Lowering your price when you sense hesitation
- _____ Comparing yourself to what others charge
- _____ Feeling like you need to "earn" the right to charge premium prices

Total your ratings and enter your score here: _____

Specific example of when I abandoned myself in pricing:

The Self-Abandonment Inventory - *Con't*

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Signs Of Self-Abandonment In Content Creation:

Rating

____ Editing out the bold parts of your message

____ Adding softening language: "This is just my opinion, but..."

____ Watering down your truth to make it more palatable

____ Deleting posts that don't get immediate engagement

____ Copying the tone/style of other coaches instead of sounding like you

____ Checking what competitors are saying before posting your own take

Total your ratings and enter your score here: _____

Specific example of when I abandoned myself in content creation:

The Self-Abandonment Inventory - *Con't*

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Signs Of Self-Abandonment In Sales:

Rating

- _____ Oversharing about your process to "prove" it works
- _____ Keeping talking to fill silence instead of letting your offer land
- _____ Downplaying your results to seem humble
- _____ Asking "Does that make sense?" repeatedly
- _____ Speaking to fill any pauses after the offer is made instead of holding space for their decision
- _____ Speaking more than listening

Total your ratings and enter your score here: _____

Specific example of when I abandoned myself in sales:

The Self-Abandonment Inventory - *Con't*

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Signs Of Self-Abandonment In Boundaries:

Rating

_____ Saying yes when you mean no or no when you mean yes

_____ Over-explaining your boundaries as if you need permission to have them

_____ Making exceptions "just this once" that become the new norm

_____ Feeling guilty for having standards

_____ Responding to client texts at all hours

_____ Giving more than you're contracted for to prove your value

Total your ratings and enter your score here: _____

Specific example of when I abandoned myself in boundaries:

The Self-Abandonment Inventory - *Con't*

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Signs Of Self-Abandonment In Decision-Making:

Rating

- _____ Changing your strategy after seeing what a competitor does
- _____ Asking 10 people for their opinion before making a decision
- _____ Implementing someone else's system even when it doesn't fit your natural energy
- _____ Habitually second-guessing decisions you've already made
- _____ Waiting for external validation before moving forward
- _____ Abandoning your own knowing in favor of the "expert's" advice

Total your ratings and enter your score here: _____

Specific example of when I abandoned myself in decision-making:

Your #1 Self-Abandonment Pattern

Look at your scores above. Which area did you score lowest in?

My #1 self-abandonment pattern is in:

- Pricing Conversations
- Content Creation
- Sales Conversations
- Boundary-Setting
- Strategic Decision-Making

This is the pattern costing me the most because:

The Cost of Self-Abandonment

How Much is the Authority Override Costing You?

In Money:

How much revenue am I losing per month because of this pattern?

(Example: If you're underpricing by \$2K per client and you book 3 clients/month, that's \$6K/month = \$72K/year)

In Energy:

How is this pattern draining my energy?

(Example: Overgiving leaves me exhausted, resenting clients, burning out)

In Self-Trust:

How is this pattern eroding my self-trust? In other words, what negative beliefs am I reinforcing about myself?

(Example: Every time I justify my price, I reinforce that I can't trust my worth)

The Cost of Self-Abandonment - *Con't*

How Much is the Authority Override Costing You?

In Opportunities:

What opportunities am I missing because of this pattern?

(Example: More premium clients who would pay well seeing me if I didn't keep diluting my voice)

THE TOTAL COST:

If I don't shift this pattern, in one year I will have lost:

Money: \$ _____

Energy:

Self-Trust:

Opportunities:

The Authority Reclamation Process

Select one of your authority leaks, and answer the prompts below. Follow this practice for each of your authority leaks. This will help you to choose differently when you encounter the situation that provokes the override in real time.

Step 1: Name the Pattern

Select an area, like pricing or content creation, and describe what you do.

Step 1 Example: “When someone asks about pricing, I immediately start explaining everything included.”

Your Answer

My pattern of behavior is:

Step 2: Examine the Belief and the Action

When you engage in this pattern, what are you believing? What belief is driving this behavior?

Is the belief true? What else might be true? What would be true if you trusted yourself completely?

The Authority Reclamation Process - *Con't*

Step 2 Example: “I’m believing that I have to explain everything in detail and prove that it’s worth it so they won’t think the price is too high and say yes to the offer.”

“It’s not necessarily true because even if I am able to justify the price to their satisfaction, it doesn’t mean they won’t still think it’s too much. And it doesn’t guarantee that they’ll buy. In fact, they may feel “sold to” or like they don’t trust me if I feel I have to justify the price.”

“If I trusted myself completely, I would feel so confident in the value that my confidence will be conveyed through how I carry myself, the things I choose to say, and the right people will say yes. I will also be more present to the prospective client’s needs and desires because I won’t be so focused on proving myself and instead will be focused on serving them.”

Your Answer

What I believe in this situation:

Is it true....and what else might be true:

What would be true if I trusted myself completely?

The Authority Reclamation Process - *Con't*

Step 3: Activate Your Authority

If you fully trusted myself in this situation, what would you do differently? (Don't think about what you "should" do or what would be "right." What does your inner knowing say?)

Next, write your new authority-based action as a commitment.

Your Answer

If I fully trusted myself in this situation, I would:

The next time this situation arises, I will:

Something to remember: Activating your authority is not about becoming someone new. It's about removing the behaviors that dilute your leadership.

Your Authority Statement

Write your personal authority statement for a given area, like pricing, content creation, sales, boundaries, etc. Include what you no longer do, what you now do instead, and what you now trust. Write one for every area where you want to choose differently.

Tip: Your Authority Statement should be aspirational, but something you want to rise into.

Ex. “When it comes to pricing, I no longer justify my price. Instead, I state it clearly. Because I trust the value of the transformation I provide.”

My Authority Statement

Before and After Visioning Statement

Create a clear picture of the authority shift you're committing to.

BEFORE (Operating from the Authority Override)

How I showed up:

What I believed:

The results I got:

AFTER (Operating from Authority)

How I'll show up:

What I now know to be true:

The results I'll create:

Homework / Integration

The 24-Hour Authority Challenge

Taking immediate action when you learn something new creates the change. Let's anchor this work with a specific commitment.

Within the next 24 hours, choose one moment where you will practice authority. Authority is built through evidence. And evidence comes through action.

Examples of actions:

Post your unfiltered opinion

State the price on your offer without justifying it

Make a decision without polling others or seeking validation

Hold a boundary without over-explaining

The one specific action I will take to practice my authority:

When I will do it: _____

How I'll know I did it from authority:

What might feel uncomfortable about this:

Why I'm doing it anyway:

Your Expertise vs. Your Authority

A Quick Reality Check

Reflect on the following questions:

Where in your business are people already:

- Asking for your advice
- Implementing what you share
- Trusting your guidance

Where have you already helped someone shift something meaningful?

Where have you already said something that landed?

Homework / Integration

#1: Authority Messaging Practice

Review your last several pieces of content. And then choose one to rewrite.

Goal: Remove softening language, speak from authority, and use buyer signals.

My Rewrite Using Authority Language

Homework / Integration - *Con't*

#2: Authority Decision

Based on everything you've learned through this program, write a new post, email, or video script based on what you already know to be true. And say it cleanly. No disclaimers. No softening. No explanation.

Keep this question in mind as you do: "What would I say if I wasn't trying to be liked?"

My New Authority Post

Congratulations!

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

If this experience activated something in you, you don't need another strategy. You need a space to unfilter your voice, reclaim your energy, and uplevel your standards—so your business stops reflecting the version of you you've outgrown and starts attracting the clients who are waiting for you in your next level of power.

That's what Quiet Power is for.

A 6-week recalibration for women who are done performing and ready to lead from full presence, deep self-trust, and unapologetic identity.

Your next level doesn't come from doing more. It comes from becoming more YOU.

If 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 **Quiet Power** isn't just a next step. **It's where your future self is waiting.**

➔ **The recalibration begins here →**
<https://ishinewealth.com/quiet-power>

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

Now that you've liberated your authentic voice, it's time to lead with it.

Quiet Power is the space where this becomes your new normal—where your voice becomes your business strategy.

And where visibility, pricing, offers, sales, client attraction, boundaries and content all become extensions of your real voice.

This is what gets you paid, respected, and finally at peace in your business.

I'm passionate about helping women like you to own your true voice, stand in your power and value, rewrite the rules, and speak from the magnetic soul of your brand—so your business feels like freedom your highest 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.