



 Fire Up Your Message, Money and Meaning In The World

with Amy Ahlers and Lissa Rankin, MD



Love-Based Copy Templates from Visionary Ignition Switch 2015 Launch

Part of our mission is to serve other Visionaries to build their own inspired business with as much ease and grace as possible. So we want to share samples of emails we used for our very successful six-figure Visionary Ignition Switch 2015 launch. Below are two samples of invitations we used to invite Visionaries into our tribe, so we could then promote our VIS Live Course. Below please also find the full sales email sequence that we used to promote the VIS Course.

VISIONARY IGNITION SWITCH PREVIEW CALL WEBINAR ANNOUNCEMENT FROM AMY

Subject: Are you an Inspired Spiritual Visionary ready to grow your tribe?

Dear NAME,

You know your message and vision will positively impact the world. Maybe you already have a thriving private practice and you're ready to serve so many more souls or perhaps you have a growing audience that you're ready to expand? Do you have a book in your heart that you're ready to write or have already written so that you can shout your message from the rooftops?

You feel the signs, have answered the call and know in your heart you are a transformational leader. The signs are making themselves known.

Consider this email yet another synchronicity intended to wake you up to your purpose and inspire you to join the army of lightworkers that are currently serving the transformation of consciousness on this beautiful planet.

As an offering to spiritual visionaries I'm co-leading a free class with one of my dearest friends, the remarkable Lissa Rankin, New York Times Bestselling author, million dollar online business owner & fellow spiritual seeker called:

**Stop Being the World's Best Kept Secret:
10 Heart-Centered Ways To Attract Your Tribe & Grow Your Platform
with Lissa Rankin & Amy Ahlers**

GO HERE to register now.

This special webinar is for visionaries who long to stay in impeccable alignment with their souls while creating abundant livelihood, sharing their message with the world in a big way, and creating sustainable businesses that allow for personal happiness and peace.

During this special class you will:

- Discover a revolutionary way to approach building your tribe, using the beliefs of the “Karass” to help you magnetize your peaceful army to you
- Align with a spiritual way, rather than a “salesy way”, to attract your audience
- Uncover specific soul centered strategies to grow your platform
- Trust the divine flow of those you are called to serve, rather than being driven by the pressure of the Ego to force, push or coerce.
- PLUS a really AWESOME announcement, only shared with those who attend our webinar.

You'll leave this webinar (insert link) with a new-found belief and mission to build and serve your tribe through a spiritual business paradigm, one where you feel divinely guided on your path, with actionable steps and first-hand experience to help you THRIVE as an Inspired Spiritual Visionary.

If you're feeling a full body yes of impeccable alignment or your Inner Wisdom is whispering “check this out,” then please join us.

I can't wait to be with you!

With heart,
Amy

P.S. Here is that link again to register for this powerful, inspiring webinar. Lissa and I believe in bringing our spirituality into our businesses and our businesses into our spirituality.

VIS E-BOOK INVITATION FROM LISSA

Subject: A Free eBook I'm Gifting To Spiritual Visionaries: How To Uplift The World

Dear Name,

Do you consider yourself a visionary on a sacred mission? Do you feel called to service the same way some feel called to be healers or called to the priesthood, as a sort of spiritual calling? Do you long to share your purpose, your message, and your vision in a way that positively impacts the world?

If you've already claimed your visionary calling or perhaps you simply feel the desire to step more fully into your life's work, I invite you to read this free book I wrote as a sort of manifesto for those who have a fire in their belly about sacred activism and visionary business.

In ***HOW TO UPLIFT THE WORLD***, you'll discover:

- **Why Serving Your Sacred Purpose Creates Deep Fulfillment and a Life Rich With Meaning.** Many people live lives of quiet desperation, constantly grasping at the next shiny thing that they believe will lead to happiness- career advancement, more money, the perfect soulmate, a tropical vacation, the dream house...yet, that *hungry ghost* inside never seems to get enough. Yet when you find and fulfill your purpose, guided by a Divine compass, this changes everything. A deep peace and sense of purpose awaits you if you're brave enough to do what you must in order to BE who you must.
- **The Challenges of Visionary Living.** Visionary life isn't for the faint of heart. Once you've surrendered your gifts, talents, time, and energy, committing yourself to being an instrument of Divine service in the world, you may be asked to do things that sound crazy to your mind (and everyone who loves you.) Fulfilling your sacred purpose requires crazy courage, vigilant spiritual practice, and tools of fine discernment. This book will share about the shadow side of being a visionary that few people talk about.

- **How to Cultivate the 10 Attributes of a Successful Visionary.** This book includes tips for implementing what it takes emotionally, psychologically and spiritually in order to step into your greatness with grace and have a lasting impact on your tribe and the planet.
- **A Quiz Intended To Help Your Recognize Whether You Truly Are A Visionary.** When you read this checklist, you'll see right away whether visionary life is calling forth your greatness.
- **How To Avoid the Most Common Setback Visionaries Face.** You see it time and time again. Visionaries are on the right track, and then this one small thing interferes and they go off the rails. Simple awareness of this potential cul-de-sac can help you avoid easy-to-avoid setbacks.
- **The One Thing You MUST Do To Find & Fulfill Your Calling.** Most visionaries miss this key thing, and it hinders their capacity to do what they're here to do.
- **A Call To Action.** Once you know what sacred purpose is calling you, you're likely to be called into inspired action. But how can you tell if these actions stem from your ego or your soul? This book will help you discern the difference so you can step up and accept your mission with grace, ease, grit, passion, and nonattachment.
- **The Wake Up Call Epiphany Everyone Forgets When They're Trying To Find & Fulfill Their Calling.** People get so caught up in an idea of what being a visionary must be that they fail to recognize the simple thing that can make ANYONE find and fulfill their purpose. Without this one thing, you can have millions of fans but still fail to fulfill your purpose, and with this one gem in your heart, any job, even the humblest, most mundane task, has the potential to become your calling.

Go here to access your very own copy of this book for FREE.

If you know other visionaries that you think will benefit from this manifesto for visionaries, please feel free to share this invitation.

Warmly,
Lissa

VIS 2015 LIVE LAUNCH SALES SEQUENCE

Delivery of Preview Call Replay (Those who saw offer on webinar)

SUBJECT: >>> Special Announcement - Fire Up Your Message, Money and Meaning in the World!

Hello Visionary Name,

We just ended our special webinar, ***Stop Being the World's Best Kept Secret: 10 Heart-Centered Ways To Attract Your Tribe & Grow Your Platform*** and we are feeling filled with a peaceful reminder of why we love gathering visionaries together.

We went for nearly 2 hours because we get so inspired to share as much as we can with you. We wanted nothing left on the table in helping you to see the inner-workings behind a spiritual, soul-inspired Visionary business. We shared about how it really is possible to magnetize your peaceful army to you, using the spiritual approach to business, rather than the “salesy” pressure-filled way.

YES, you can be spiritual AND have a THRIVING business that blesses you with incredible abundance and livelihood beyond what you can imagine.

And... we have a very special opportunity for inspired visionaries ready to receive LIVE support and guidance to help you step even further into your visionary calling and fire up your message, money and meaning in the world.

>>We invite you to join us for *Visionary Ignition Switch: Fire Up your Message, Money and Meaning in the World.*

**There is a super cool BONUS available for a limited time.
Go here to check it out!**



In case you didn't have time to watch the full webinar, we wanted to make sure and give you another opportunity to watch and really soak in the soul centered strategies and guidance we shared to help you grow and expand your platform.

>>LISTEN TO THE FULL RECORDING HERE

It's time for you to feel divinely guided on your path, with actionable steps and first-hand experience to help you THRIVE as an Inspired Spiritual Visionary.

With big, big love,



Amy

Lissa

Amy Ahlers & Lissa Rankin
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support@visionaryignitionswitch.com

Delivery of Preview Call Replay (Those who did not see offer on webinar)

SUBJECT: >>> Here's your recording! Stop Being the Best Kept Secret

Hello Visionary Name,

We just ended our special webinar, ***Stop Being the World's Best Kept Secret: 10 Heart-Centered Ways To Attract Your Tribe & Grow Your Platform*** and we are feeling filled with a peaceful reminder of why we love gathering visionaries together.

We went for nearly 2 hours because we get so inspired to share as much as we can with you. We wanted nothing left on the table in helping you to see the inner-workings behind a spiritual, soul-inspired Visionary business. We shared about how it really is

possible to magnetize your peaceful army to you, using the spiritual approach to business, rather than the “salesy” pressure-filled way.

YES, you can be spiritual AND have a THRIVING business that blesses you with incredible abundance and livelihood beyond what you can imagine.

We wanted to make sure and send you the recording right away so you can tune in. For those who watch the webinar, there is a special “surprise” for YOU!

>>LISTEN TO THE FULL RECORDING HERE

It's time for you to feel divinely guided on your path, with actionable steps and first-hand experience to help you THRIVE as an Inspired Spiritual Visionary.

With big, big love,



Amy Lissa

Amy Ahlers & Lissa Rankin
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Full Offer - Benefits to you - Mention Fast Action Bonus

SUBJECT: Are You In The Arena?

Dear Name,

In her new book *Rising Strong*, spiritual visionary master Brené Brown opens a courageous can of worms by talking about what so many of us avoid discussing- how to FAIL and still muster up the moxie to get back up and try again. In her last book *Daring*

Greatly, she quotes Teddy Roosevelt, talking about “the man in the arena” who “at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while *daring greatly*.” In her new book, she dives deeper.

“A lot of cheap seats in the arena are filled with people who never venture onto the floor. They just hurl mean-spirited criticisms and put-downs from a safe distance. The problem is, when we stop caring what people think and stop feeling hurt by cruelty, we lose our ability to connect. But when we’re defined by what people think, we lose the courage to be vulnerable. Therefore, we need to be selective about the feedback we let into our lives. For me, if you’re not in the arena getting your ass kicked, I’m not interested in your feedback.”

This is part of why we created our business course for visionaries, **Visionary Ignition Switch: Fire Up your Message, Money and Meaning in the World**. We know how hard it can be to put yourself out there, be vulnerable, take emotional and financial risks, and GO FOR IT. We get it when Roosevelt says, “The credit belongs to the man who is *actually in the arena* [italics ours], whose face is marred by dust and sweat and blood.”

We know it’s scary to get in that arena - because we’ve done it. We’ve fallen. We’ve gotten bloody and blown it big time. We’ve lost money we couldn’t afford to lose, wound up in six figure debt, and lost relationships we didn’t want to lose - all because we dared greatly.

And you know what? We’d do it all again. It was worth it. But we wish we’d known then what we know now, and that’s part of what motivated us to create Visionary Ignition Switch for other brave souls in the arena. We want to make it *so much easier for you* than it was for us!

Find out more about Visionary Ignition Switch [here](#).

Here's what we're going to show you how to do, step by step, in this practical business course for spiritually-minded visionaries who are brave enough to get into the arena:

- **Build Your Platform:** How to Build Your List, Rock Social Media, & Attract The Tribe That Will Help You Amplify Your Message
- **Become A Networking God or Goddess:** How To Become BFF's & Business Partners With Your Heroes & Sheroes PLUS the Skinny on Rocking Affiliates, Masterminds, and Joint Venture Partnerships
- **Score the Book Deal & Bring Your Book to Life:** How To Get The Right Agent, Score A Killer Book Deal, & Decide Between Self-Publishing, e-Publishing, and Traditional Publishing
- **Launch Your Book To The Stratosphere:** How To Optimize Your Chances Of A Bestseller, Make Money During Your Launch & Help Your Message Reach The Most Readers

- **Rock The Mic:** Tips For Clarifying What You Want To Say, Overcoming Stage Fright, Attracting Paid Speaking Gigs, & Selling From The Stage
- **Build your Online Empire:** Market and Fill Your Teleclasses, Leave People Begging To Pay You For Your Next Offering, & Get Some Kick Ass Press
- **Monetize Your Following:** Monetize Your Blog, Affiliate Power & Get Superstar Sponsorship
- **Think Platinum & Make It Happen:** Get Out Of Your Own Way, Send Your Inner Mean Girl To Time Out, Eliminate Limiting, Self-Sabotaging Beliefs & Finally Bring Your Vision To Life
- **And More!**

Ready? Join us here NOW!

>>>It gets even better! Because we know how much FEAR can creep in when you're in the arena, we are including a **SPECIAL FAST ACTION BONUS WHEN YOU ENROLL BY 9/13 – “The Release Your Fear” Kit!**

GO HERE and check out what's included in your kit if you say YES to joining us by September 13th.

We are also blessed to be amazing person magnets who have attracted relationships with visionary leaders in the world of books, Internet marketing, and publishing. So we created **power packs** including exclusive interviews with people like:

- Hay House's CEO, **Reid Tracy**
- Internet mogul and master of continuity income, **Ryan Lee**
- Superstar author, speaker and teacher of *The Secret*, **Lisa Nichols**
- Bestselling author and Crazy Sexy master tribe builder, **Kris Carr**
- Rockstar powerhouses of writing amazing book proposals, **Danielle LaPorte** and **Linda Sivertsen**
- And More!

Go here to see our complete package of bonus expert calls and all the details.

Whether you participate in this program or not, know that we stand here in the arena with you, cheering you on, admiring your courage, rising strong with you, grateful to serve the same vision with you of a more loving world.

Arm in arm with you in the arena,



Amy

Lissa

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Fast Action Bonus Ending

Subject: >>Last Day To Receive The “Release Your Fear” BONUS Kit When You Register For Visionary Ignition Switch

Hi Name,

If you've been on the fence about signing up for Visionary Ignition Switch, we just wanted to send you a reminder that today is the last day to qualify for the **FAST ACTION BONUS**. The “Release Your Fear” Kit expires **TONIGHT** at Midnight EST.

When you say YES to our live 8-week Course, *Visionary Ignition Switch: Fire Up your Message, Money and Meaning in the World*, by midnight tonight, you'll get these fear-healing BONUS gifts!

- **The Fear Cure Virtual Workshop with Lissa Rankin.** Come into right relationship with uncertainty so that instead of being something to avoid, uncertainty becomes almost seductive, as it draws you, from a place of playful curiosity, into the realm of discovery and possibility.
- **Your copy of Lissa's soon to be published book, *The Anatomy of a Calling*, delivered to your doorstep when it's released in January 2016.** In this galvanizing book, Lissa describes her entire spiritual journey for the first time, beginning with what she calls her "perfect storm" and recounting every step of the "hero's journey" that landed her smack dab in the center of her purpose. The book uses Lissa's story as the vehicle, but really - it's all about you and YOUR calling, and it's meant to guide, facilitate, and comfort you, no matter where you are on your spiritual and professional journey.

- **Your copy of Amy's bestselling book, Reform Your Inner Mean Girl, delivered to your doorstep.** Amy co-authored this life changing book with Christine Arylo, which is based on the internationally acclaimed Inner Mean Girl Reform School program that has helped over 30,000 people around the world love their inner critics into new jobs. (Don't worry guys, you'll love this book that is power packed with super power tools for everyone!)
- **The Fear Cure Meditation pack featuring five beautifully recorded meditations to dissolve unnecessary fear and increase your trust.** Lissa's hypnotic, soothing voice is accompanied by stunning piano from Karen Drucker.

All these gifts are YOURS, when you choose to answer your Visionary calling and embrace your purpose on this planet in a way that contributes to a greater shift in human consciousness, while creating a sustainable business that supports your personal happiness and peace.

>>GO HERE to enroll by midnight tonight and receive these BONUS offerings.

With love,



Amy Lissa

Amy Ahlers & Lissa Rankin
Co-Creators of Visionary Ignition Switch
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Address Objections/FAQ/Live Q&A announcement

Subject: Got Questions? We're Here To Help (Plus, Last Day To Register For Visionary Ignition Switch)

Dear Name,

Tomorrow is the last day before the live class begins to register for ***Visionary Ignition Switch: Fire Up Your Message, Money & Meaning in the World*** ([link to title](#)) - our 8 Week Course for Inspired Visionaries. We've noticed that many of you are sending us emails, asking questions about the program, so we're responding to your questions in two ways. We've included answers to Frequently Asked Questions here, below our signatures at the bottom of this email.

We've also scheduled a live Q&A call, so you can ask Lissa & Amy any questions that the FAQ's don't answer. You're also free to email our team at support@visionaryignitionswitch.com or call 1-855-693-4788 if you need additional assistance.

If you know you're ready to get off the fence, you can register for Visionary Ignition Switch here. If not, read on to learn more about getting your questions answered.

**LIVE Q&A CALL WITH AMY & LISSA!
TOMORROW, SEPT 16TH AT 12PM PST | 3PM EST**

>>CLICK HERE TO JOIN VIA WEBCAST<<

>>JOIN VIA PHONE<<

425.440.5100 Pin 212663#

While we'd love to have you join us LIVE so you can ask any questions that come up, we know that due to time zones and such, it can be difficult to tune in if you are sleeping :). So you can GO HERE and submit your questions in advance. We'll do our very best to answer them during the call and we'll send you the recording when we're done.

Hope you'll join us LIVE on the line tomorrow!

With love,



Amy

Lissa

Amy Ahlers & Lissa Rankin
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Frequently Asked Questions:

What will I learn?

You will learn the tested and true techniques and strategies we've personally used and learned to get our visions out in the world in a big way while being true to ourselves.

What if I don't feel like I know my life purpose or calling?

Many people find that going through a program like this helps them crystallize their vision. After all, our Inner Critics love to make sure we never get in the arena and serve our sacred purpose. Sometimes it takes being among a group of visionaries like what this Course provides, in order to spark your visionary mission. That is exactly why we joined forces with Martha Beck and created the Find Your Calling program. You can check that program out here.

How does this course differ from other business courses out there?

Unlike some business courses aimed at entrepreneurs - or even women entrepreneurs, this course is specifically designed not so much for those who want to sell designer dresses, silk diaper bags, or bathroom decorating services (not to judge those whose passion is fashion or decorating!), but for those who feel a pressing calling to be of service and participate in healing people, animals, nature, and dysfunctional systems. The trials and challenges spiritual entrepreneurs face are very different than those who are selling products or non-healing services, and this course is specifically designed to address those very issues. We believe in bringing spirituality into your business and your business into your spirituality.

How do I know if this course is for me?

We trust you to trust your intuition, and we hope to attract people who get a "Full Body YES" on this course when they feel into it. If you're not getting a YES or a NO, take this opportunity to practice one of the tools we teach in this course. Make the whole thing an offering to the Divine, ask for inner guidance or external Signs from the Universe, and pay close attention to see if you the Universe helps you decide. Remember, if you're getting a "Full Body MAYBE," keep in mind that you have one whole year to request a refund. So if you're not sure, try it. And if you don't genuinely benefit from it, we'll give you your money back

How will I be held accountable to stay on track and keep going?

We've built this LIVE 8-week course to make sure you have plenty of support every single week. You'll receive 7 LIVE group coaching, mentorship and Q&A calls with Lissa, Amy or Bruce Cryer (Lissa's amazing CEO who has decades of CEO experience), to help keep you on track, accountable to your goals and moving forward.

PLUS, you'll receive access to a powerful community of like-minded spiritual visionaries so you can feel supported on your journey. You'll have access to our online private Facebook group ongoing, long after the 8 Week Course ends, so you always have a way to connect with other inspired visionaries for support, motivation and inspiration.

Why do you cover so much in VIS Course?

Visionary Ignition Switch is a complete, soup to nuts comprehensive program that includes much more than most programs do. We could teach a separate course on each module and sell it for upwards of \$500 per module. But instead we decided to hold nothing back and give it all to you here. It's just how we roll.

You will have lifetime access to the content so you can come back to modules that might not be relevant right now when they are relevant. (i.e. You'll want to listen to the book launch module before you launch your book or make sure to listen to the speaking module before you hit the stage.)

How will I connect with other VIS students?

You'll connect with other students through our VIS student and graduate Facebook group and on the live calls. Who knows? Maybe your next JV partner or mastermind buddy is waiting for you!

What if I can't make the live calls?

Most students are unable to make all of the live calls and they report great results.

All calls are recorded so that you can easily listen to them online or download them to your mobile device. You'll also have the opportunity to submit your questions before the calls if you can't make them live.

What's the difference between the live class and the homestudy course?

For the first time in over 3 years we are offering Visionary Ignition Switch as a live course. This means you'll be walking through the course over an 8-week time frame with all of the other VIS students. You'll be held in a learning container to support you on your journey.

Each week you'll receive a LIVE coaching, mentoring and Q and A call with either Lissa, Amy or Bruce. The experience of a live course carries a vibration that will carry you along.

Our Homestudy course is currently unavailable, but we may re-release it in the future. When we do the course will include all of the content, but none of the live calls or mentorship .

GO HERE to hop off the fence and join us!

Provide testimonials/tell a story/case study/Q&A reminder (morning of)

SUBJECT: >>>Enrollment Closes Tonight + LIVE Q&A Today!

Dear name,

Because we know that some of you are last minute deciders, we just want to offer you a gentle nudge so you're making a conscious decision about whether Visionary Ignition Switch is right for you.

Tonight at Midnight EST, enrollment closes for our LIVE 8 Week Course *Visionary Ignition Switch: Fire Up your Message, Money and Meaning in the World*.

>>And to give you the opportunity to ask your burning questions about our Visionary Ignition Switch Course, we're holding a **LIVE Q&A call in just a few hours, at 12pm PST | 3pm EST.**

You can join via webcast here: <http://iteleseminar.com/74502444>

You can join via phone here: 425.440.5100 pin: 212663#

Finally, we know that it can be really helpful sometimes to hear about a personal experience from someone who has taken the leap of faith before you, so we wanted to share a special experience with you from one of our Visionary Ignition Switch graduates, Chris Grosso, whose life and Visionary path took off in amazing ways after taking VIS.

"People delivering more than they've promised is rare in this day and age, but to say that Amy Ahlers and Dr. Lissa Rankin did so in their Visionary Ignition Switch program would be an understatement. Covering topics from building your platform to networking, book publishing and launches, publicity, marketing and much, much more, Amy & Lissa provided wonderfully insightful content through personal anecdotes, highlighting both what did and did not work for them through several years of trial and error. Thanks to the tools I learned in VIS, I signed with a very reputable agent in the literary field who has since sold three of my books to major publishing houses, including **Beyond Words/Atria** (imprint of Simon & Schuster), **Sounds True** and **Llewellyn Worldwide**. These books have also earned endorsements from Academy-award winning actor **Jeff Bridges**, skateboarding legend **Tony Hawk**, and spiritual teachers such as **Ram Dass**, **Ken Wilber**, **Jack Kornfield**, **Tara Brach**, **Sharon Salzberg**, **Lama Surya Das**, **Marci Shimoff** and many more. I'm very grateful to Amy and Lissa for making this educational experience one filled with joy, lightheartedness, warmth and unconditional support. I'm still using what I learned from this course several years later and highly recommend VIS to anyone looking to take their dreams, goals and visions to the next level!"
— **Chris Grosso, author of *Indie Spiritualist, Everything Mind and Going In To Find Our Way Out* (2017)**

REGISTER FOR VISIONARY IGNITION SWITCH NOW

If you are feeling a FULL BODY YES, JOIN US and get started building your platform and magnetizing your tribe the moment you sign up. If you're feeling a strong "maybe", know that you're not alone. Join us on our Q&A Call today at 12pm PST|3pm EST to get your questions answered.

Join via webcast here: <http://iteleseminar.com/74502444>

Join via phone here: 425.440.5100 pin: 212663#

Committed to you shining bright,



Amy Lissa

Amy Ahlers & Lissa Rankin
Co-Creators of Visionary Ignition Switch
www.VisionaryIgnitionSwitch.com
1.855.693.4788
support@visionaryignitionsswitch.com

Cart Closing - last chance offer!

SUBJECT: Enrollment for Visionary Ignition Switch Closes At Midnight

Dear Name,

One of the most common questions interviewers ask Lissa is, "How did you finally decide to take a leap of faith and quit your job as a doctor?"

Lissa always says, "***When the pain of staying put exceeds your fear of the unknown, you leap.***"

Or as Anaïs Nin says, "***And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom.***"

Or as Martin Luther King, Jr. puts it, "***Faith is taking the first step even when you don't see the whole staircase.***"

Today is decision day for those of you who are ready to leap and blossom and who sense that Visionary Ignition Switch is the aligned next step for you on the staircase of your visionary journey. Tonight at Midnight EST is the **final opportunity for you to join us for our live 8 Week Course, *Visionary Ignition Switch: Fire Up your Message, Money and Meaning in the World.***

>>Go here to join us

Trusting your decision and wishing you all the best on your visionary path,



Amy Lissa

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