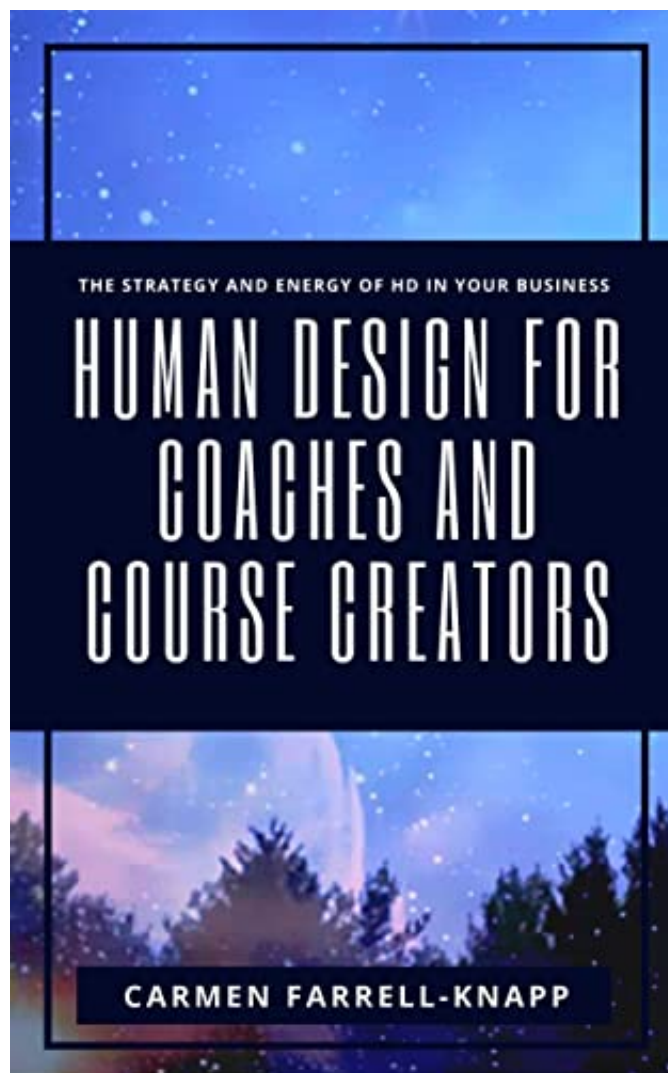


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Human Design for Coaches and Course
Creators: The Strategy and Energy of HD in
Your Business (Human Design for Spiritual
Entrepreneurs Book 1)

by
Robert L. Phillips



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Synopsis

If you're a coach or course creator who struggles to attract clients and cash consistently, you're in the right place. Who knew marketing yourself would be so hard? You're amazing at what you do, have an awesome product, and can help people solve a problem. So, where are they? If your content is falling on deaf ears, or you're having trouble getting your audience to actually purchase something from you, chances are there is an energetic misalignment rather than something you're doing "wrong." This book walks you through how to apply the fundamental tools of Human design to your business: Strategy and Authority. Then we talk about the dynamics of your energy type and some strategies for Goal Setting, Advertising, Business Models, and Money. It will give you insight into the decision-making superpower unique to you and help you use it to make tweaks in your business, messaging, and marketing so you can consistently attract, nurture and convert your dream clients.

Look inside the book

HUMAN DESIGN FOR COACHES AND COURSE CREATORS THE STRATEGY AND ENERGY OF HD IN YOUR BUSINESS CARMEN FARRELL-KNAPP Copyright © 2022 by Janet Carmen Farrell-Knapp Cover Images by Jennifer Nahwegahbow Cover Design by Miacello All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without written permission from the author, except for the use of brief quotations in a book review.

CONTENTS Introduction Strategy and Authority All Types Book One REFLECTORS Introduction to being a Reflector Authority for Reflectors Authority for Reflectors Reflector Goals Business Models for Reflectors Advertizing for Reflectors Money in your Business Book Two Manifestors Introduction being a Manifestor Authority for Manifestors Authority for Manifestors Manifestor Goals Business Models for Manifestors Advertizing for Manifestors Money in your Business Book Three Projectors Introduction to being a Projector Authority for Projectors Authority for Projectors Projector Goals Business Models for Projectors Advertizing for Projectors Money in your Business Book Four Generators and Manifesting Generators Introduction to being a Generator or MG Authority for Generators and MG's Authority for Generators and MG's Generator Goals Business Models for Generators Advertizing for Generators Money in your Business About the Author INTRODUCTION Let's Get Started! If you are brand new to Human Design, you will need to get your chart or body graph. Many places online offer free charts, but one of my favorites is . When I first came to Human Design, I was curious but skeptical. I was in the camp of reading my horoscope on January 1 for fun but not putting any weight or thought behind it. Human Design combines and expands on concepts of Astrology, Chakras, Quantum Physics, the Kabbala, and the I Ching. While none were new to me, they aren't exactly mainstream science. We in the western world are conditioned to think of science as the holy grail of truth. So, if you're struggling like I was, try to suspend judgment until you've dug into working with Strategy and Authority for a few weeks. In what feels like another lifetime, I used to teach Anatomy and Physiology. I've always been fascinated by the human body and spent over a decade as a massage therapist. I found that there is more to the story than science explains. There is an energy or aura that surrounds people. It is a fact. It may be anecdotal, but it is true nonetheless. Being in people's auras all the time made me curious. I couldn't deny that energy existed, but all the energy healing courses I took didn't satisfy my mind with how they explained the science behind their methods. But they worked. And some of them have been working for thousands of years. So what if I don't quite agree with their claim to "science?" Maybe we just don't have the tools to measure and explain it yet. Besides, it doesn't matter what we believe. Everyone is an energetic, emotional, physical, and spiritual being. You can't just opt out because you don't believe it. Energy is operating behind the scenes, influencing your behavior and how you are best positioned to thrive in the world. If you want to use your natural energy consciously, Human Design is the most comprehensive explanation of the energetic dynamics at play that I have ever experienced. And, I've tried a lot. Human Design is the closest thing I've found to Spiritual Anatomy. It is a roadmap for your individualized energy and a method to use and leverage it so you can live your passion, purpose, and prosperity. So, here's the skinny on how Human Design explains how it works. Your soul has a purpose and a curriculum for the lessons and gifts you bring into the physical realm. It picks the time of your birth that has the optimal energetic environment to experience what you need in this lifetime. Or, maybe it's random, and the purpose of life is that you just have to learn how to deal with your energy and

optimize it, but I prefer to think that my soul chose this path. The neutrino stream determines the energetic environment, which is the particles traveling through space from the stars and planets that collide with your physical body and leave an energetic imprint. When you first enter the world, the neutrinos set the energetic tone you experience through life. When you're born, your energy is born. The neutrino stream is constantly changing and shifting. As you go through life, you are affected by it and other people's energy, but your baseline energy is determined at birth. From here on, it will be helpful if you have your body graph handy so you have a visual reference. Depending on what the neutrinos are activating, it will affect your Definition in your chart (the colored in sections.) The definition will show you how energy moves in your body and establish a Strategy and Authority that will be your best response to your environment and a method for making decisions that will align with your energetic patterns. To make sense of your chart, you will need to understand all the shapes, numbers, symbols, and lines mean, so let's do a quick Anatomy lesson on the body graph.

Human Design Terms on the Body Graph

The shapes (triangles and squares) are called Centers. On your chart, some will be colored in (defined) and some not (undefined.) If you are a Reflector, you have no defined centers in the body graph. Depending on which center has definition, will determine your Energy Type and Authority. This is important because it is the foundational principle you use to influence and engage with your energy and use it intentionally. On the centers, there are numbers; these correlate to the Gates. Again, some are shaded, and some are not. Each gate corresponds to a specific expression of energy. If two gates meet, they form a Channel that connects two centers. When you look at your chart, you will notice two columns with symbols, usually depicted in red on the left and black on the right. The left side is the neutrino stream 88 days before birth, which controls your unconscious energy (also called design.) The right side is a snapshot of the neutrino stream at the time of birth and determines your conscious energy (also called personality.) Depending on what planetary energy they correlate to (the symbols) and the activated gate (the number), it will determine the context that energy influences. For example, the gate in your conscious sun (top right column) is the most potent energy in your chart and has a lot to do with how you show up in the world and interact with others.

The final piece I haven't mentioned yet is the number after the decimal point, this is called the line, and it further modifies the expression of the gate's energy. The most critical line numbers are the ones in your sun/earth energy. These create your Profile, and give you insight into significant life themes, how you approach the world, and how others perceive your energy. If you don't know the time of your birth, typically, the line numbers are what change the most throughout the day. If your birth certificate doesn't show the time of birth, the hospital you were born in might have a record of it, but if for whatever reason you can't find the birth time, your Profile is your next best clue. If I have someone who doesn't know when they were born, I will plug in different times to see what changes. If the Profile changes at some point, I will zero in on it to create a "best guess" at the time of birth.

My dad doesn't know what time he was born, and my grandma has long passed, taking that information with her. At about 8 PM on the day he was born, the profile shifts from a 2:4 to a 3:5. Making me think he was born late in the day because he is a classic 3:5, and I can't see much of the 2:4 in him. The moon is another fast-moving energy that shifts the gate activated fairly quickly. In my dad's case, the moon energy changes from gate 5 to gate 26 on the conscious and from 18-48 on the unconscious side. The effect was to create a channel between the Spleen and Will center and deactivate a channel between the Spleen and Root. So, a lot changed for him during the day he was born, which is a shame I don't know his actual birth time.

The Mechanics of Human Design

Now, let's talk about physiology; How things work! Everyone who teaches Human Design will filter it

through their own experience and energy and present it differently, which is amazing! But, it can create some inconsistencies in the information you hear about Human Design. That means I'm bringing all my formal and informal learning and experience to Human Design, which includes intensive study of the human body and energetic healing, adult education, coaching, quantum physics, and a couple of decades of entrepreneurship, and that's just scratching the surface. The spin I put on Human Design will differ from someone else with a different background. While I'm not claiming to be any more correct than anyone else who teaches Human Design, I want you to understand the mechanics of how energy flows in the body so that when you come across conflicting information, you can decide what you want to believe. One of my pet peeves is that Manifesting Generators are a hybrid. It makes no sense if you look at the way the energy of an MG works. I digress. Human Design offers a method for making decisions that align with your spiritual expression. It's a method for determining what is true for you. Consider Human Design an experiment where you try experiences on for size to see if they are right for you and glean your truth. If you come across something that doesn't seem right, trust your inner knowing and let the rest flow through you. Don't waste your time and energy on things that aren't a fit for you, but you also want to be aware of when you're creating resistance and mental drama. You don't have to explain (to me, others, or yourself!). You do you boo, and let the rest slide on by. Everything in this book is meant to suggest something to try and figure out if it works for you. It's not a directive, which is why I will often use the passive voice, or words like maybe and other wimpy literary vices. While it may take the punch out of my writing, the goal is to create your meaning and methods of operating in life and business. I'm not your guru; Human Design is not your guru. It's meant to be a path towards being your own guru, and that is the most beautiful outcome I can imagine. Every human being operating in their sovereignty and power. Now that gives me all the good tingles. I want to take a slight detour into quantum energy theory for a moment. I love Human Design because it gives you a method to align your vibration with the things you want to manifest. But, there is one thing that always bothered me post "The Secret." It made out that it was all about thought. That thoughts create things, and all you have to do is hold positive thoughts, and you go from driving a pretend car in your chair to the real thing. There are two problems I see with this. The first is that the human mind is not programmed to think positive thoughts 100% of the time. It is part of our survival programming to have a bias towards negative thoughts, so if you're 50/50 positive to negative thoughts, you're doing great, so stop beating yourself up over "negative" thoughts. The second problem is that thought energy is not creative until it becomes words and actions. You can think all day about a car, but unless you go out and do something, it's not going to manifest. Thoughts assign meaning to situations (that are actually neutral until thought makes it mean something.) Thoughts create emotions, and emotions drive you to act and speak. And it's those actions and words that the universe matches in frequency to bring you situations of the same vibration. It's not thoughts we need to police, although you need to create awareness around them and the emotions they feed. It's not even emotions, although understanding how you react to and what triggers emotions is critical. What we need to manage are actions and words. Human Design gives you a way of acting on things aligned to your highest frequency through Strategy and Authority. Human Design is the science of differentiation. Each human is uniquely different. Even two people with the same energetic baseline (twins, for example) will have different conditioning agents (Experiences, relationships, situations, personality, thought processes, beliefs, etc.) that will cause their energy to be uniquely their own. Conditioning happens throughout life, but a lot of conditioning will occur in the first seven years. Before the age of 7, the brain hasn't developed critical

thinking enough to assess what people say is true or not, and it's a survival directive to learn how to become part of the tribe. So, when a child hears something from parents, siblings, teachers, etc., like "People with money are bad," It becomes part of their belief system about money. These beliefs form the unconscious operating system. Unless you have reason to question your beliefs at some point in your life, they often end up running the show for people in areas like self-worth, money, success, relationships, talents, etc. Even after age 7, most people don't have reason to question their beliefs, so you can find that un-resourceful belief systems follow you into adulthood. For most people, it takes a trauma to start the process of bringing their beliefs to light, questioning if they serve, and reprogramming with more resourceful beliefs. Chipping away at past conditioning and being aware of how we pick up conditioning in the present is essential for success. I recommend a daily practice of awareness to address the conditioning you pick up. But I'm getting ahead of myself. Regardless, you can't avoid conditioning, but you can control what you make it mean. Where you are open is where you go to the school of life. You get to experience that energy in all the different ways, and it is not always available to you. As a spiritual entrepreneur, you sell from your openness. Your openness is where you have the opportunity to learn and grow. It is where you can hold space for others to process their energy and empathize with it. In the Human Design world, it's easy to fall into thinking definition=good and openness=bad. It's not the case at all! It is just a different way of experiencing energy. Your openness is where you have superpowers. Let's take the Solar Plexus center or the Emotional center. Approximately 50% of people have it defined. These people have a pattern to the way they experience emotion. They have a specific experience called the emotional wave. There are different types of emotional waves, but they generally have emotional energy that is consistently available to them, and it is their own experience of it. If it is defined, this is your Authority. Your way of making aligned decisions is to ride out your emotions in a situation, then do what you feel is correct when you have emotional clarity. For the other half of the world, you get to experience all the emotions, just not all the time. You will act as a mirror that amplifies energy where you have openness. In short, this empathy means that sometimes you are experiencing your own emotions, and sometimes you pick up on someone else's energy and magnify it. As a child, I often heard that I was emotional. I always had big emotions and lots of them. Now, I realize that many of the feelings I experienced were not my own. I amplified people's emotional energy and didn't realize it or know how to handle it. It wasn't until Human Design found me that I recognized this mechanism. I've always had people in my inner circle with defined emotional centers, so I never really questioned whether the emotions I experienced were mine. I just assumed they were and rode everyone else's wave. Now, with awareness, I can ask myself if I need to spend the emotional energy on something or if it's someone else's. When I'm being extra magnifying, I can remove myself from others' energy and find my emotional baseline before re-engaging with the world. Typically, where you do not have definition is where you can pick up conditioning. In the centers, we call this the not-self theme. Because you can pick up on external energy, your openness is where you can pick up ideas, beliefs, and ways of being that are not true to you and your energy. This is conditioning at its core. If you have definition in an area (center, gate, channel), you will experience that energy in a particular way, and it will be consistent and predictable. Many of your strengths and abilities will come from your definition. It is your unique expression of that energy, and it is consistent throughout your life. You can express your energy in healthy, higher vibration states or lower frequency, or shadow states even with definition. The key to both conditioning and operating at a high frequency in your definition is awareness, conscious action, and aligning your decisions to your Strategy and Authority. It's essential to

understand the mechanics of how energy flows in the body to utilize yours best. Energy enters the body through the head and root centers. I'm not talking about the energy you get from food that your mitochondria use to fuel the body's physical functions. I'm talking about quantum energy, source energy, spiritual energy, whatever you call that animating energy that gives us life, purpose, and passion. This energy is trying to find the path of least resistance to the throat center where it is expressed and takes form as a manifestation. The form this manifestation takes will depend on the vibration or frequency of the energy you put out as you react and respond to the situations and environment with actions and words. You seek to use the concepts and methods of Human Design to make decisions that align to your highest frequency expression of energy. The Head and Root centers are called pressure centers. Right away, your brain will try to assign meaning to this, but all it means is that energy in these centers creates a need to respond to it in some way to move the energy. If you create resistance and interference to the energy (through your thoughts, feelings, and actions), it will amplify the uncomfortable sensation known as "stress." One way to think about this is that anything that you become aware of is a stimulus that your Strategy and Authority will guide you to respond to. You do this to create awareness around how you respond and react (in Human Design, we call this a conditioned response) and learn the guidance system of your Authority. Next, we have the awareness centers: Anja for awareness of mental and conceptual energy, Spleen for awareness of physical, instinctual, intuitive energy, and the Solar Plexus to understand emotional energy. Definition in these centers will mean you have a consistent way of processing this energy. Where you are defined, you won't pick up the influence of others. Undefined or open will mean you have an unreliable energy source in that area but experience a wider variety in your experience of it, and you can pick up others' energy in these areas. Motor centers, when defined, will give you a reliable source of power to move energy towards the throat. The sacral center, for example, generates life force energy, giving those with definition a consistent source of energy to create, do and build. If this is defined, you are a Generator, or a Manifesting Generator, which is a sub-type of Generator, so same-same in this case. This is why Generators are called "The Builders." Their sacral motor gives them the energy to take on and complete projects. The sacral motor is always on. If a Generator doesn't have the energy for something, it means it is not an aligned action for them, or they are misusing their sacral energy doing things they don't like doing that drains their will to live err... life force energy. If you're a Projector, Manifestor, or Reflector thinking, wait a minute, I can do things too! Oh yes, you can! You just use a different mechanism in your energy to do, create and complete. The other three motor centers operate in a pulse, so it is either on or off, but it is still consistent. The Solar Plexus center as a motor will move the energy in an emotional wave, and depending on which channel is activated, it will affect your experience of that energy. The root center will have a steady, slow rhythm, and the Will (also called the heart or ego) center will stay on until it needs rest, have a period of recovery then come back online. You can still accomplish things in life and business if you don't have any motors defined (some Projectors and Reflectors). Still, you will need to be discerning in what you apply your energy towards. Your energy will be affected by the energetic environment created by the transiting planets and neutrino stream and the people in your immediate environment. What this might look like in your business is outsourcing some repetitive work and saving your energy for creating and serving customers when it is on. That leaves two centers that we don't usually define by their type. The throat center is how we express and sets the frequency of what we put out into the world. The G-center has to do with identity and direction. It doesn't matter whether your centers are defined or not; this is how energy flows. Depending on whether your head, root, and/or

throat centers are defined, you will process it differently. And depending on what definition you have along the way, the conditioning around a situation, plus the energetic environment of the neutrino stream, will affect how you influence the vibration of the energy that passes through you. You can either be intentional about the way you manage your thoughts, emotions and energy or allow it to run on the default settings of how you are conditioned to think, feel and react. I aim to give you a field guide on using your energy intentionally. But, it isn't for the faint of heart. What it takes is radical responsibility for yourself. I say radical because it is uncommon to find someone who has decided to ignore all the conditioning, socialization, and the culture of choosing to think we are at the effect of the environment, people, and situations in our life. While you don't have control over many things, situations, or people's actions and words, you do have control over: What you make it mean (This will set the tone of your emotions and regulate your reactions and emotional response to your environment) How you speak and act in response (This is how you send out a frequency for the universe to match and bring you more of that vibration) Your awareness of your past conditioning and how it influences your thoughts, feelings, and actions (This is how you create results on purpose rather than operating from your unconscious, ego-self) Does this mean that you will never fall into a victim mindset again? No. But you strengthen your awareness of it and can move out of it towards a more empowering state. A state where you can regulate your emotions, take intentional action, and take over the world. Wahahahahaha. Most people have the conditioning to think in terms of all or nothing, success or fail, yes or no, black or white. You will want to see your journey through life and business as an experiment. Sometimes you take aligned action, and it takes you to the things you want, and sometimes that same aligned action will bring you to a lesson, growth, or confrontation. If you make it mean that you failed or made a mistake, you're missing the point, and the universe will continue to repeat that lesson until you get what you need from it. So, do me a favor and set the intention to be open to the experiences meant for you. Stop judging yourself, and become the observer of your thoughts, feelings, and actions. Human Design is best approached with lightness. Release the need to make it produce results immediately. It will work fast, but you will slow your progress if you create resistance by forcing your energy. Drop the gravity and have some fun with the experiment. Learn what makes your energy the most awesome tool for your life and in service of your customers. You, yes, you have something unique and special to bring to the world, and if you get out of your own way, you can get on with it. So, if you haven't already, grab your body graph and find your Energy Type and Authority. STRATEGY AND AUTHORITY ALL TYPES Strategy and Authority If you apply one thing from Human Design, learn how to use your Strategy and Authority. It is the foundation for leveraging your energy and does all the heavy lifting in aligning to your highest potential. There are many layers to the Human Design System, but the simplest and most profound results will come from learning and living your Strategy and Authority. It is easy to get distracted by details about gates, lines, etc. If things have gone a little sideways in life and business, chances are you've drifted from your Strategy and Authority. It's not that all the other things aren't necessary, but if you aren't using Strategy and Authority, it's like trying to navigate the death star with a paperclip. Strategy and Authority get you in the vicinity of your goals and desires, and the rest will take care of those one-degree shifts to fine-tune your path. Usually, they do it naturally without the effort on your part. If you're not using Strategy and Authority, nothing else really matters. When you align yourself with all the good things in life meant for you, your energy naturally expresses itself through your gifts. So, while it may be basic, it is the most powerful way to leverage your power and get to your goals and desires fastest. Authority type depends on which center(s) you have defined. There is a hierarchy, so the first center defined on the list

will be your authority. This is the order:Solar Plexus Center (Emotional Authority)Sacral Center (Sacral Authority)Splenic Center (Splenic Authority)Will Center (Ego Authority)Definition of a combination of Head, Anja, and Throat centers, with no other centers defined (Mental Projectors with Environmental Authority)No centers defined (Reflectors with Lunar Authority)

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