

Follow the energy. The money will catch up.

Woo-Side Economics:

The Spiritual ROI of Doing Business in Flow



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introduction.

WTF is Woo-Side Economics?

Welcome to the edge of the spreadsheet—the intersection of intuition and income, of breathwork and bottom lines.

This is Woo-Side Economics—a term I coined as a wink that now feels like a war cry.

You've been told to niche down, scale up, hustle hard, and never mix business with pleasure—or Spirit.

But if you've ever made a choice based on your gut, launched something because of a dream, or passed on a "perfect client" because their energy was off, then guess what?

You're already in the woo.

This isn't about abandoning structure. It's about reclaiming your rhythm. It's about recalibrating value to include your aliveness, not just your output.

Woo-Side Economics is here to name and validate the invisible energies shaping your business decisions—and to show you how to work with them instead of ignoring them.

Because doing business with Spirit isn't fluffy. It's f*ing efficient. Read on!**

what's inside.

WTF did you just download, anyway?

chapter #1 : **The Currency of Energy**
Tool! Energetic Audit Worksheet

chapter #2 : **Your Intuition is a Strategy**
Tool! Intuition Tracker

chapter #3 : **The Alignment Tax**
Tool! YES/NO Reflection Grid

chapter #4 : **Pricing with Spirit**
Tool! Sacred Pricing Prompt Deck

chapter #5 : **The Woo-Woo Business Model**
Tool! Weekly Rhythms Template

chapter #6 : **Healing Your Money Story**
Tool! Money Story Reclamation Ritual



BONUS : A Special Invitation

chapter #1.

The Currency of Energy.

Money is just one form of currency. You also trade in time, attention, capacity, love, and presence. And yet, most people are only tracking dollars while leaking energy like a cracked cauldron.

The Woo-Side view says: **all currency is energy.**

If your bank account is full but you're spiritually bankrupt, that's a loss. If your schedule is packed but your soul is starving, that's debt.

When you begin to measure ROI not just by income but by internal expansion, your definition of success shifts—and so does your strategy.

woo-side tool #1.

Energetic Audit Worksheet.



- Create 3 columns: **Energizing, Neutral, Draining.**
- **Review the last 7 days** of tasks, interactions, and responsibilities across your daily life.
- Place each in the appropriate column.
- Now go back and add notes of \$\$ made (if applicable), time spent, and your mood after.
- **Reflection:** Where are you over-investing in energy debt? What could shift? Be honest!

chapter #2.

Your Intuition is a Strategy.

You already have a CEO inside you—your intuition. But in traditional business, she gets sidelined in favor of analytics, trends, and ten-step formulas.

Here's the deal:

Data tells you what happened.

Intuition tells you what's about to happen.

In Woo-Side Economics, **intuition isn't a sidekick—it's central.**

And just like any strategy, the more you practice, the sharper it gets.

woo-side tool #2. **Intuition Tracker.**



For seven days, log:

- A moment you got a gut hit (positive or negative)
- What the hit felt like (body, emotion, thought)
- Whether you acted on it
- Outcome (immediate and delayed)

Track patterns.
Trust is built through evidence.

chapter #3.

The Alignment Tax.

You know what's expensive?

Saying yes when you meant hell no.

The Alignment Tax is the invisible cost you pay when your soul is out of sync with your strategy and spirit.

It shows up as burnout, self-doubt, low conversions, and resentment toward your own work.

Woo-Side Economics asks: **What's it really costing you to be misaligned?**

woo-side tool #3.

YES/NO Reflection Grid.



- Draw 2 columns: "Recent YES" and "Recent NO."
- For each, answer:
 - Did this feel aligned in the moment?
 - What was the result (emotional, financial, energetic)?
 - Would I make the same choice again?
- Now total up the alignment tax. Where are you overspending?

Did you have any HELL YA!? or a HELL NO!?
Track 'em, too.

chapter #4.

Pricing with Spirit.

Money is sacred. So is your energy.

If your prices don't reflect both, you're likely undercharging—or overcompensating.

In Woo-Side Economics, pricing isn't about market trends. **It's about energetic reciprocity.**

Spirit-led pricing considers:

- The energy it takes to hold the work
- The transformation offered
- The lifestyle it supports
- The trust you have in yourself
- ...and so much more.

woo-side tool #4.

Sacred Pricing Prompts.



Pick **one prompt to journal on each day** this week:

- What would I charge if I trusted my work to change lives?
- What does it cost me to undercharge energetically?
- Where am I still seeking permission to be well-paid?
- What number feels expansive, not just acceptable?
- How does pricing reflect (or distort) my self-worth?

chapter #5.

The Woo-Woo Business Model.

There's no one-size-fits-all in Woo-Side Economics. **Your model is your magic.**

Whether you follow moon cycles, sacred seasons, your Human Design, or just your own damn flow—**it's all valid.**

This chapter is about trusting your natural rhythm to guide how you:

- Plan launches
- Create offers
- Show up
- Rest (because rest is revenue, baby)

Sit up straight! You've got this, baby!

woo-side tool #5.

Weekly Rhythms Template.



- Choose your natural energy flow, be it lunar, weekly, seasonal, or other. Don't have one? Take some time to explore!
- Map your week:
 - High-output days
 - Admin/rest days
 - Content creation
 - Sacred space for nothing

**Honor your energetic blueprint.
That is your business plan.**

chapter #6.

Healing Your Money Story.

You didn't invent your money wounds.

You inherited them—from family, culture, capitalism, patriarchy, trauma.

But **you can rewrite your money story.**

Woo-Side Economics is about sovereignty.

Not spiritual bypassing.

Not “just think rich.”

Real reclamation requires reckoning with your money past.

woo-side tool #6.

Money Story Redo



- Write a letter from your younger self about how money felt growing up.
- Write a response from your current self: What have you learned?
What are you unlearning?
- Burn or bury the old letter. Keep the new one near.
- Repeat monthly until you feel truth replace shame.

You are worthy beyond words.

bonus.

A Special Invitation.

If you felt seen in these pages, **you're already doing business on the Woo Side.**

Now imagine doing it inside a space where:

- Spirit is your strategic advisor
- Pricing is prayer
- Rest is respected
- Your intuition is honored

That's what we're building in the **Doing Business With Spirit As Your Managing Partner** mastermind.

You're not meant to do this sacred hustle alone.

Let's build the new economy—one aligned soul at a time.

Join the Mastermind →



Thank you for reading *Woo-Side Economics: The Spiritual ROI of Doing Business in Flow*. If something I've written or suggested as a tool resonates, and you'd like to learn more about what it means to do business with Spirit as your managing partner, I'd welcome the chance to connect. **Feel free to send an email to natalie@bloomstruck.com, and let's be in touch!**

**And whatever you do,
don't let anyone f* * * with your flow.**



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