

Kris Plachy: Welcome to season three of the Leadership is Feminine Podcast. I'm Kris Plachy, and I'm so happy that you're here. In this season, we're doing something different. One of the things that I believe to be true is that there is so much unsourced, beautiful wisdom in the everyday person. I really like to talk about what I call "obscure wisdom." That means these are things that people know that unless we meet them at a cocktail party, or at a barbecue or sitting next to them on a train, we don't hear about it. And these aren't celebrities, these aren't people who've written best-selling books, yet. These aren't people that are on the circuit that everybody else is learning from. These are every day women who are CEOs, building, dealing with working through all the pieces and parts of running a company. And I want to bring my beautiful clients and their wisdom to your ears. Because I know that you'll find it to be validating, and insightful, and hopefully, also some fun. So, without further ado, let's get started with this week's amazing personal client and guest on Leadership Is Feminine.

Okay, so I'm super excited today on Leadership is Feminine podcast to have Elizabeth Purvis, who is an amazing CEO in her own right, and also a fabulous client. So, I like to just say as much. So, I do know things about Elizabeth, but we won't talk about all of them. But certainly, it has been such an honor to know you and work with you and watch you as you've sort of gone through some of the iterations of the work that we do, and then your own development in the space that you're in. So, for everybody listening, let's just first kind of who are you? Tell us a little bit about who you are and what your business is in what your business's job or role or purpose is in the world?

Elizabeth Purvis: What a great question?

Kris Plachy: I like to ask questions. I don't love answering them, but I like asking them.

Elizabeth Purvis: What's my business' purpose in the world? I can talk about that all day. Our purpose is to amplify what I call the magicians, the transformational leaders, the coaches, practitioners, healers, people out there who are doing the transformational work, who are doing the work. So our people aren't necessarily the course creators or the influencers, although they might be those as well. But the real thing that we do is bring magic to the mainstream. That's my goal, to be a part of the movement to bring magic, aka transformational work. And the kind of transformational work that you know, is a little more alternative, shall we say? And give it a bigger microphone, bring it to more people, it's time for magic to be to more people. And how we do that is by helping transformational leaders, people actually doing the work to scale their businesses in such a way where they can do the work more than the marketing stuff.

So, super techy, pitchy sort of way to answer this question, is we help coaches, practitioners, healers, scale their business to multi six, high multi six and seven figures, without webinars, launches, funnels, live events, even getting on the phone for sales calls. Our people, scale their businesses with email and PDF file. And we do that so that you can be in your lane, you can do your work in the world, rather than having marketing as a full-time job.

Kris Plachy: That's lovely. That sounds very appealing to me. So much fun. It's almost like almost when you said PDF file, that made me think of, I was just on a call with Allie Brown

and her program called “The Trust,” but they were talking about how she used to send binders to people with stuff in it.

Elizabeth Purvis: I got me some binders from Allie Brown. I know the binders of which you speak.

Kris Plachy: Yes. That was back in the day when we actually just used email and send stuff in the mail, before landing pages and funnels.

Elizabeth Purvis: Yeah. And our people love to do...So what we do, our secret sauce is optimizing offers in messaging. We show you how to basically take your stuff and turn it into something that people will pay you tens of thousands of dollars for, from email and social posts, and not long social media posts where you’re standing in front of the Eiffel Tower and you’re posting those seven times a day. But yeah, we fill our programs with a few emails over a couple of weeks kind of thing. It’s so nice.

Kris Plachy: Yeah, what inspired you to work with this woman? This person, I should say.

Elizabeth Purvis: I got to tell you, there was never any other option. So, I have a witchy metaphysical background, most people who’ve heard of me know that. I have many, many years of experience in western esoteric stuff. And, and so I was an engineer. I was building computer networks before.

Kris Plachy: Come on.

Elizabeth Purvis: Oh, yeah, I have a Master’s in Computer Science.

Kris Plachy: I love you [inaudible 05:34] a magical computer scientist.

Elizabeth Purvis: Oh, yeah. So, this period of my life where all I was doing was either building networks, or learning magic and going to rituals and running around New York with magical groups and doing witchy magical things. And for me, magic has always had to have an outcome. I remember being...I’m very outcome, like, “put the ball through the goalposts” focused.

Kris Plachy: Yes.

Elizabeth Purvis: Right? Which I’m so unapologetic about. It’s so funny to kind of watch the backlash against that, or the different viewpoints, but I’m very like...And I remember being 24, 25 and going, “Are we going to use this to make our lives better? Are we just hanging out?”

Kris Plachy: We’re just going to sit here

Elizabeth Purvis: Ae we just going to sit here? With all love, like, there’s nothing wrong with magic for magic sake. But that’s never been my jam. I’m like, let’s use the work to create something amazing. So I thought I was going to be a fiction writer for a long time. I have a background in comics. And that’s a whole other story. I thought that’s what I was going to do. When I quit my job, because I couldn’t be in it anymore, I thought that was the

direction I was going to go in. And then I discovered this thing called coaching, which, that is a whole story in of itself.

The long story short, is I realized that I wasn't meant to write books and write urban fantasy and all that stuff. That wasn't going to be my way.

Kris Plachy: I'm not going to write the next *Outlander* or...

Elizabeth Purvis: Right, exactly. And I mean, I have friends who do that. And I spent a lot of time building those relationships. And there's a lot of crazy disconnect as a result, you know? And I was like, "Wait, did you mean I can send emails and money comes back and like, I can build this thing called online business?" And this was in 2007. We're kind of old guard. But when I was learning all that, because I started by learning direct response copy, and learning from all these direct response marketers, who I just love. And it was such a great education.

But they were all like, "why aren't you writing for real estate? Why aren't you writing for people with money? And why aren't you writing for the golf market?" All these things that I'm like...because, like metaphysical practitioners and magicians, and now who are like coaches, practitioners, I can't write for... I can't do it for anybody else. I literally can't. Now? Yeah, if I wanted to take the time. Sure. But part of my work in the world is to... like, my mission, I got the marching orders from the Goddess years ago, and she was like, "Part of the movement, make magic the mainstream."

And I've always followed that from the very beginning. And that means like, there's no one else to work with, except my leaders. There's no else I know.

Kris Plachy: Yeah. And the more we amplify that message, the more... I just love to bring magic to the mainstream. And I talk about magic all the time. And I aligned with your view, I think that magic gets to be magic. And it also gets to be present and measurable.

Elizabeth Purvis: Exactly.

Kris Plachy: This is cool.

Elizabeth Purvis: Yeah, everything's got to have an outcome. Things have to show up on the physical plane. And when I say magic, I'm really talking about transformational work. I have my sort of Western, esoteric, new thought, which is a different thing, you know, lineage, but I'm talking about transformational work that isn't necessarily the allopathic medicine model, I guess, you could say, for lack of a better word. All of that, to me, it's all part of the same thing. I mean, it isn't but, you know?

So it's like, all of these other ways of creating transformation and other ways of fortifying our systems and really stepping into who we are as spiritual beings and the fact that we are spiritual beings in the first place. All that, to me, we need that in the world now. We can't take five years in the Mystery School, figuring out that we are divine beings in a human body. So, all of that is why I do what I do and baked into all this, and all of that is about bringing magic to mainstream because I just feel we need the tools, you know?

Kris Plachy: Well, I think it's an interesting... So that's the client, right? That's the client that you can work with and support. And so I'm curious how that has affected or how that influences then who you hire to work for you.

Elizabeth Purvis: Who's hired to work for me?

Kris Plachy: Mm-hmm.

Elizabeth Purvis: Great question. Well, going into this a little bit. Well, it's kind of like, you know, when I met my husband years ago, if he didn't like the magic, if he wasn't down with me being Wiccan, and he wasn't down with me being who I am like, it's a deal breaker. That was kind of the one deal breaker. It's like, you can either deal with me like going off and hanging with the circle of witches every weekend.

Kris Plachy: Full moons?

Elizabeth Purvis: Full moons? Oh, whole thing, nine yards.

Kris Plachy: I love it. I love it.

Elizabeth Purvis: And so, peeps, they have to be willing to play in the world, even if they're not part of it. Because there's a benefit to not having the newest peeps in the world on our team.

Kris Plachy: Yeah, yeah. But kind of coming back to what you said like you, because you're such a results-focused, outcome-based thinker, I do think there's some inherent sort of... I don't know if I'll call it conflict, but there is some challenge there. So, finding people who can be all here in the unseen and really, really help others in that space, and then also deliver to a timeline.

Elizabeth Purvis: Well, it's funny, actually, I feel like that's a lot more accessible to call in people like that now than there were. And this is part of, again, how I got pulled to this path. I was always the one... So here I am, you know, I was in New York and hanging on the Lower East Side. So, I had my share of the black thigh high boots and stuff. But I was pretty, for lack of a better word, in this now moment, straight. There were a lot of Type A corporate women who could relate to me. And they were all fascinated, because they were all waking up their own spiritual. It was like, I've got crystals in my purse. And I was like, "Yeah, whatever," right? All this is to say, we now have... We have such an incredible new you here in the transformation space, that there's tons of peeps who are fully grounded in the 3d, who are also very open to their spiritual side, or their magical side. And they want to integrate that.

And so a lot of times, peeps who come to you to work with us, they're very attracted to our mission. And that is a big thing I got from you. I'd heard it a little bit here and there, but you really, that's the first thing we did, it's like, mission, vision, values, the whole energetic container that your business becomes the things, and people get very, very excited about the mission. And that will bring peeps who are like woo, curious and full on woo, who also have the real grounded and can get stuff done, piece.

Kris Plachy: I love that you're sort of emphasizing that because I just hope everybody hears that, that the clearer you get and the more honest and open you are about what you're trying to do in the world. Not only do you attract more clients, but you attract a better team, right?

Elizabeth Purvis: I could get on my soapbox about this till the end of time. And you really emphasize and stress this at the beginning, But I can tell you firsthand the level of team member. Even peeps who aren't with us, because some people come and they find their different paths. We had someone that we hired, who was like, "I think I really want to go and be an event planner." I'm like, "Go do that," or whatever. But the thing that calls them forward is when I say, we're part of the movement, "Bring Magic to The Mainstream." And we're going to help thousands plus, plus, transformational leaders make more than most doctors. That's what we're here to do. So that we can shift consciousness on the planet. It is about elevating consciousness on the planet, it is about them getting the magic out, their own magic out to support the shift that we're undergoing.

When I say that, people are like...And I attract people who want to be a part of something bigger, and who want to bring their skills and their talents to be a part of something much bigger. And so the thing for me, as the CEO has been, how do I create a culture that is so much more about the mission than it is about me?

Kris Plachy: That's beautifully said, because that could be so much in the way. And I know one of the things we talked about, and you've alluded to this, is that this mission, this purpose, I believe this is true for every single coach, or every single client I've worked with. And I think it's true for all of us. We get kissed with these ideas, and we don't know why. But they aren't us. They are of whatever. But the possessiveness that we have, then can become the bottleneck to the expansiveness that's available to us. And I just love the direction of this conversation, to invite people who are listening who have team, that it's not just about being expansive for clients and customers, but it's about being expansive for people who come into your space as team members also, that you really **[inaudible 15:57]**. Yeah, that's beautiful.

Elizabeth Purvis: Yeah, I really have made the shift. And you've heard me talk about this on cause a little bit, moving from being a seven-figure coach to empire builder.

Kris Plachy: Listen, anything has an empire in it, I'm in. I love it.

Elizabeth Purvis: There is nothing wrong with being a seven-figure coach. I'll make seven figure coaches all day long. And you can definitely incorporate some of what I'm talking about. In fact, I feel like we're being invited as coaches, healers, people who are doing this in our own kind of way, under our own brands and stuff, to make it about more than you. And when you do that, you attract people who are so incredible. You completely free yourself up and you're, you know, you have so much more available to you because then all of a sudden, it isn't about bottlenecks. It isn't all about you anymore. Because if the "making it about us" and all the different crazy ways that we do that, conscious and unconscious because a lot of it, I think, is unconscious. For myself, I think one of the questions that was on our list of possible things that we could talk about was, what's your biggest challenge?

For me, it's been about getting myself out of service delivery, giving opportunities. Oh, yes, this is what I wanted to say. In making that shift being like, "This isn't just about me," even if it was just... Even if it was still sort of a little bit, Elizabeth Purvis, it was still not about me, then I need to start look at my team as my most important clients, and the people that are really first on the list. And they are first on the list. Well, that is actually a term, we call them "Your first team." That is a term that's been coined for people who report to you directly, is your first term.

And making that mind shift to people who work for you, versus people who you are developing and supporting, and creating space for their own growth, their own expensiveness, but you're giving context to it, this is the space that we're going to do that work together. And that also means you will only grow it as a team member, or you will change your mind or you will move on. But I think that also just sort of speaks to what you do in the world, which is creating a place for the magic. And that's inside the business, not just for the people outside of it.

Kris Plachy: Yes, very, very much. So you've leveraged very practical mainstream practices to the team, which doesn't do anything, though, to diminish what you can build as a culture, and as that environment for everybody to thrive, as well. So they go together. I think.

Elizabeth Purvis: Very, very much, though. I mean, when I did the values exercise with you, it wasn't the first time I've gone through it. But it's really when I took it on. And it's the values across the board for both or programs and for the team. It creates this beautiful container and it shows up differently with the team than it does. You know what I mean? Some of the values means one thing, you know, very boots on the ground with the team and something else with the client. But a big part of this for me personally is about making a shift from I to we. Magic is very I, I, I. It has been.

Kris Plachy: Yeah.

Elizabeth Purvis: Not surprisingly and totally okay. All is well and I's are good. I feel like what we're really being asked especially as transformational leaders is to really co-create the collective and that's a big part of what we're trying to do in Seven Figure Goddess, is create a real collective.

Kris Plachy: Is that the name of your program, by the way?

Elizabeth Purvis: Highest Level Leader Collective is our you know, come in and work with us and really implement the system. Yeah. [inaudible 20:12] long?

Kris Plachy: What's the Seven Figure Goddess? What was that you just said?

Elizabeth Purvis: Seven Figure Goddess is our company name?

Kris Plachy: Oh, really?

Elizabeth Purvis: Yeah.

Kris Plachy: How did I not know that?

Elizabeth Purvis: Years and years and years ago, because I was one of the first mentors who was teaching high end programs back in the day, like back in 2009, back in 2008, 2010. Someone once said, “You need to be the Kevin Nations for the spiritual people.” Because he was teaching that at the time. He was teaching the Ticket Blueprint, which I never took, by the way. But somewhere along the lines, I was trying to come up with what the business name was going to be, or the, you know, I was moving from sole prop to creating an LLC. And I was using the word Six Figure Goddess. And one of our clients, a friend of mine, Sharon, she was like, “That’s way too small for you. No way.”

Kris Plachy: We’ll probably have to change that soon to the eight.

Elizabeth Purvis: Well, I love it. It can be a little triggering and activating to the Goddess peeps, for a whole bunch of reasons. And yet, to me, the Goddess has been my co-pilot for years and years and years. So, I don’t see any conflict or tension. It just isn’t there for me, you know?

Kris Plachy: Yeah. Well, when I first started my business, my very first business name... This is such an interesting, like to me. I’m like, this is an interesting story that I should probably pay attention to. But my very first business name was Callie Coaching. Nice, because when I had my original coaching team years ago, when I had a job-job, we call herself the goddesses. And we decided to pick a goddess and we decided that we would pick Callie because, of course she is the death of the ego, which we believed was like totally our work in the world was to kill all that old growth, sort of masculine energy in leadership.

And I’ve done a lot more research on her and I know she’s very, very contentious. And so as I got about a year and a half in my business, I’m like, “maybe you shouldn’t call it Callie Coaching Group,” just because it was like a little, whatever. But I mean, even as I’m sitting here, I’ve got my goddess cards. I love all of it. I love the Celtic goddesses, the Hindu goddesses. I love all of them. They’re beautiful, all of them. And I think they all bring lovely connotations. And I think more of that ... We’re in such a time of the Woman.

Kris Plachy: Yeah, and I love things personally that creates contrast. And it was a thing. I had many, many elders reaching out to me going like, “What the fudginators are you doing?” And part of, sort of on the magics I’m just like, we need to move forward in a way, we need to be able to—and this goes very much along with what we do in our work with clients. We need to meet people where they are. People live in 3d, and they relate to things in the 3d. And I’ve always been very 3d-integrated with the Spirit. Back in the day, when I would read tarot, I would just take the cards out of the box, and the box was all beat up because I was carrying it around. There was no... I mean, I love ritual and all the things, but there’s a certain kind of practical, like, let’s just get down to business and let the goddess talk. And she doesn’t have any problems with money.

Kris Plachy: I am kind of curious. That’s something you said earlier, I want to bring it up. Why do you think there is such...? Maybe this is a different way to ask that. What do you think we need to do collectively or believe that helps people who really are healers and work in this space, develop a much more symbiotic or powerful or aligned relationship with financial wealth abundance?

Kris Plachy: Oh, my goodness.

Kris Plachy: There is such a conflict there. And what do we need to do about that?

Elizabeth Purvis: There are a couple of things. And this is a huge conversation, but I'll just give sort of the big things that jumped out at me. And I used to talk a lot more about spirits and money. Now, I'm much more...despite the name, and despite the fact that we... I just love helping leaders make a ton of money, it never gets old. My jam is high-end offers. And people come to me to do like 50Ks and things like that. It never ever gets old. But I no longer kind of put myself out there as the money mentor, per se. But this one point, it's really like, Let's get your work into the world, and you can scale without burning yourself out. But I, in the past, have done a lot with the money in spirit conversations and the big things to remember, I think, first of all, I really do believe that so many of the old spiritual contracts and paradigms are being invited to be either outright broken, or upgraded. And I say that with all due respect for lineage. I'm a huge, huge...

Kris Plachy: It's got us where we are, right?

Elizabeth Purvis: Yeah, lineage. A lot of how I get to do what I do is on the energy field, that is my lineage. But there's a lot of contracts, there's a lot of agreements that are no longer congruent with where we're at, for better or worse. It's like, where we are right now requires a higher level of consciousness much faster in the 3d. There are certain kinds of old ways, necessarily. It's not that they're not relevant here. But we get to bring that to the context here and meet people where they are. That's one thing.

The other thing is for healers to remember, and this is a big conversation. A lot of the baggage we have around money is patriarchal. It's forms of control, from all the leaders, old authority figures, it's not yours. The baggage that you have around money is not yours, in a nutshell.

Kris Plachy: But you don't question it, so you don't know the truth, right?

Elizabeth Purvis: Yeah. And a lot of it, we bring in with us and we've inherited it. It becomes part of the fabric, so to speak. It's not ours.

Kris Plachy: I have to tell you, I had this conversation with one of my clients. She's a private client named Shana Keeley. She's a Christian coach, so she coaches Christian moms. And she said, "Jesus had money. Everybody think it's saintly to be poor. Jesus had money. He had an accountant. People who don't have money don't have accountants." What do you say ever, like, "Wait a minute what? I need to find out more about who Jesus' accountant was." It was awesome. Because she is also like, there's so much belief that it's honorable to be poor.

Elizabeth Purvis: There's so many control over power, under paradigm shift into that, because people who are always on the edge, people who don't have money, don't have any power. And your attention is focused on being pulled towards the edge, like all the stuff. So it's not yours, in a nutshell. That's the second big thing. And then the third big thing is that money is creative substance, just like everything else. It's what Wallace Wattles called, "The

thinking stuff.” The stuff out of which all things are made, and the thinking stuff is absolutely unlimited.

The truth is, abundance is a thing. And there is no—this is another thing I like to say—there is no lack. There are lack-based circumstances or lack-based circumstances out the wazoo. But from a metaphysical perspective, it’s unlimited. The more that we allow people to really get that and understand that and act from that, it’s more life to everybody. That’s the urge that we have inside, is more life to all, less than none.

Kris Plachy: Hugely less to none.

Elizabeth Purvis: Yeah, Wallace Wattles.

Kris Plachy: Why do you think, because I sit in a similar place as you, right? I don’t do witchy things as you say, [inaudible 29:00] wasn’t invited, trust me. But I sit in a space of intuition. I love it, that’s a tremendous amount of what I do. And I think all things happen exactly as they’re supposed to. And I think we have way more authority and power that we give ourselves credit for. But it’s so interesting that if we just put all that transformational work, healing work, spirituality, all in one bucket, there’s so many different buckets, we can just put it all together. It still sits outside. Just the fact that you have to say “bring magic to the mainstream.” Why does that continue to be the case? Does that make sense, the question?

Elizabeth Purvis: Yeah, it does. And it’s something I’ve been dealing with a lot in a way because I’ve been really thinking about, I mean, we’re still “have a huge science with the capital S” space focus.

Kris Plachy: But now that’s even a mess because nobody’s believing science.

Elizabeth Purvis: Well, yeah, the whole pandemic thing is fascinating. And I feel like...my whole family are scientists. My dad was an engineer. My brother is a doctor. My sister’s a nurse. My mom was a nurse home health aide. I was raised in a science with a capital S family. My nephew is going off to school to be an engineer. My daughter, it’s so funny, she watches *Physics Girl*. Like, it’s a whole big thing. She’s eight now.

But we saw in the pandemic, like the scientific process, so to speak, as I understand, because I know nothing, out there in the open for everyone to kind of see. And so I felt for them because they weren’t able to kind of do what they were need to do, to say things definitively. And they were under the spotlight as things were changing in real time. But I’ve really noticed that there’s still such a strong bias towards, if we can’t put quantifiable data to it. If it’s not kind of from the Newtonian physics era of things, then it’s not valid whatsoever. And I’m not in the next 30, 40, 50 years, however much longer I get blessed to do this, going to change that necessarily, but that, to me, is like, let’s put more options on the menu. They co-exist. They’re about one in each hand, right? I am a huge, huge fan of the 3d. And I’m a huge fan of data. And I’m a huge fan of science [inaudible 31:49]. And I got this...

Kris Plachy: [inaudible 31:54]

Elizabeth Purvis: Was that? Yeah, there’s so much else. And half of what I do is because of what comes through from Beings of Light incarnate.

Kris Plachy: I call it the portal. And portals open.

Elizabeth Purvis: Yeah, the portals open. And so we don't check our brain at the door, like my teachers way back in the day, he's like, "You questioned everything. You questioned me." I was actually...our tradition would just make you sit outside the circle for ages and ages and ages before you were initiated, or to any kind of oath because they wanted you to put the whole thing through the wringer.

Kris Plachy: As we should, really.

Elizabeth Purvis: As we should, as we should. So, I just want there to be a bit more available to us, is sort of how I look at it. And that's always when I first sort of encountered magic. When I was really little, it was about kind of getting through my day and getting through the world. But then when I was out in my early 20s. like, "Wow, there's so much here. There's so much that we can just make use of."

Kris Plachy: And so as a woman who runs her own business, so very 3d.

Elizabeth Purvis: Very 3d of you.

Kris Plachy: Yeah, very 3d. But obviously, the woman listening to this podcast, they have their own work in the world. And so I'm curious what you would say, if someone's listening, and they're like, "Yeah, I think I feel that too. I feel this connection to there being other wisdom, other insight that I get, but I don't really know." So, I guess I'm trying to formulate my question here. How could I, as more of a layman, tap into..." One of the questions I was going to ask you was, how would you describe magic in your business? Which you spent the last 25, 30 minutes talking about. But how do you leverage magic in your business? And what could I do to sort of spark that?

Elizabeth Purvis: Yeah, there's a whole bunch of stuff. Well, a whole bunch of stuff we do. The place that I like to recommend everyone start is the Universal Laws. So we do a lot of work with the laws. And we have a whole set of series of metaphysical teachings that go along with the business teachings. And the laws are the spiritual truth, spiritual laws that kind of govern how things run down here. And there are little slippery sometimes because all the teachers talk about them in different ways. So, I mentioned the book *Science of Getting Rich*, which the book I love.

Kris Plachy: I'm so glad you said Wallace Wattles again, because I devoured that guy's stuff. And I did it by listening to it on YouTube.

Elizabeth Purvis: Oh, awesome.

Kris Plachy: It was free. Because he writes kind of weird.

Elizabeth Purvis: He does. And I mean, you know, I'm trying to remember when the book was written.

Kris Plachy: I think, like 1918 or something.

Kris Plachy: Yes, 1917. One of my friends is a guy named Mitch Horowitz, who used to be the editor in chief at Torture, and he has written a lot about New Thoughts and positive thinking and magic behind it. He has a book called *One Simple Idea*, which traces the whole lineage of New Thought, which is part of the lineage of spiritual laws. Of course, the spiritual laws are in all sorts—they're everywhere. But that's one source for them. Raymond Holliwell's *Working with the Laws*, and *Think and Grow Rich* is another one. And we have a framework that we use in *Seven Figure Goddess* and *Feminine Magic*—Feminine Magic is kind of the brand name for the metaphysical side of things— called the Laws of Desire.

And the spiritual truths are such a great thing to work with, because they just are. And again, they are universal spiritual truths, so we go into like, are they true? Or are they not? It's really, really useful to adopt them as true—as they are, that we can work with them. You know, we'll have clarity is one of my favorites. Anything that you truly have a soul desire for is already here?

Kris Plachy: How does that translate into how you lead?

Elizabeth Purvis: So, let's just say, I'll give you a real concrete example. If I'm clear on who I want to hire, they're there. They're already there. They can't not be there. They're already in my world. They already exist.

Kris Plachy: Okay, wait, we have to stop right now. Because this is exactly what I tried to explain, and you just did it in a hot minute. Because I was talking about fantasizing, right. Let's just fantasize about what it is that you want first, before you put a job posting in the world. Sit with it, really get crystal clear, who is she or he? What do they sound like? What is their experience? What does it feel like to have them in your business? So, I feel like you just said that much cleaner than I did, which is, if I can imagine them, they're there, by spiritual truth. So I didn't make this up. I don't make that up.

Elizabeth Purvis: But provided that you're not trying to test the universe because that doesn't work. If you want like a 70-year-old Olympian grandmother to be your VA, let's not do that.

Kris Plachy: Does she have to knit?

Elizabeth Purvis: She has to knit. Everyone on my team has to knit. I'm a big knitter crochet in my spare time. So, I don't waste any time thinking about, can I count on the right person?

Kris Plachy: If they exist.

Elizabeth Purvis: If they exist or not.

Kris Plachy: Where are they?

Elizabeth Purvis: Where are they?

Kris Plachy: I can't find them.

Elizabeth Purvis: I spent no time, bing, bing, bing, "you guys have to go listen to this," at all. I'm telling you, not even a fraction of a second, especially now that I've got the juju I got

from you around the structures. I know that our mission magnetizes, it calls me for what as a leader. It's not about me. So, people aren't coming to work for me. I just had a conversation with our amazing program delivery manager who's like, "How do I hold space for someone else's clients? I'm really working with that." And I was like, "All right, I'm going to feel into that word." And I came back to her and I was like, "you're not holding space for someone else's client. You're holding space for..." Like, they're not my clients anymore. They're not my clients. I mean, they are, but they're not. They're attracting clients of the business, not you.

Kris Plachy: Exactly.

Elizabeth Purvis: And, yes, I'm the face, but we actually appreciate this too. The latest opt in page we made, because we do make occasional opt in pages, has my little bio, and then it has the company bio.

Kris Plachy: Nice.

Elizabeth Purvis: So all this is to say, with that in place, the structures to magnetize—and I know what I need, then I don't spend any time wondering if they're there. I just know that they will be there. And when I'm clear and I'm certain, they just appear like that, every time. And if they don't appear like that, then there's some sort of internal shenanigans.

Kris Plachy: You're not clear.

Elizabeth Purvis: Yeah. And that is entirely using the laws. So, the law is, you have a desire, a capital D, Desire, it's already there. Another desire, "The truth is abundance." So, there's lack-based circumstances everywhere. So, I want to be clear, I'm not white washing—I don't know if whitewash is the word—bypassing. We're not like "everything, love and light."

Kris Plachy: That's legitimate real.

Elizabeth Purvis: It's legitimate with real stuff. One of my spiritual teachers used to say, "It's all your perception, you perceive you don't have any money." I'm like, "Yes, because there's no money in my bank account." You're speaking to the spiritual truth. But the bank account was empty. The spiritual truth is, money's always here. So, one of the ways that we like to work just very practically, is holding the spiritual truth out in front, and making that more important than anything, you know, I can lean on this. This is how it is. And I can put all of my energy there and not have it be wasted. And then it starts to, what do we know about like, where we put our focus, and when we're very clear, it's like, that's when the world starts to rearrange around you. So, the laws are just a fantastic way to start working with that.

Kris Plachy: I'm curious where self-worth sits in the laws. Because I think a lot of women who run businesses struggle with their own sense of self-worth, of their own value, which is why they compromise tremendously on everything from pricing, to who they hire, to what they tolerate in terms of behaviors. I'm just kind of curious where that fits there.

Elizabeth Purvis: I can totally relate. That's been you know, again, like why did we get into business? Was to teach myself how to do all this stuff. There were times where—and I think

a lot of women can relate to this to—where you know you’re awesome. Like, objectively, you know you’re awesome. But on the inside, you’re just plagued with self-doubt and you’re plagued with second guessing. And you’re plagued with all this nonsense, where at the same time, if you step out of that and take a look, you’re like, “Oh, my goodness, and you’ve got all of that conflict.

A lot of what we do, and what I’ve had to overcome, was a lot of that. So, I can relate big time. I said earlier, like, I feel like certain spiritual truths need to make their way in the world and be amplified because they’re already there. One core foundational things that we talk about is what I call divine standard, “Thou art Goddess, and so is everybody else.” The truth of you is that you’re a divine being, period. very, very edgy, this is edgy, right?

That awareness is something that has, in the past been something that you have to go through a good five years of training to have revealed to you. Whereas, I’m kind of, like, it’s time for everyone to know that now. And people do, it’s not a secret, right? If we really take that on—and that’s kind of the first principle that we teach—then all of a sudden, so many things just can’t stand. I can’t be dilly dallying about my worth, if the truth about me is, “thou art Goddess, and so is everybody else.” I can’t be holding back on being out there in the world. If I have a mission that’s bigger than me, and my mission is to amplify this greater collective, then I can’t be walking around telling myself the lie. I can’t do it because it’s so incongruent. And yet, of course, we do tell ourselves lies. And that’s like...

Kris Plachy: And I would add to that, then what I watch, to my frustration, is so many women then hire, or attempt to leverage other people to amplify the lie. Well, you’re not valuable or worthy until this, this, this and this, and I like to sort of saying, no, no, no, you’re exactly who you need to be right here and now, however, you probably have other ways of expressing. You can leverage more of who you are, instead of “you need to become different” That’s been my word to this past year, in believing you have to be these other ways in order to genuinely belong, or be worthy, or whatever. And that’s, I think, one of the biggest hazards of our current culture.

Elizabeth Purvis: 100%.

Kris Plachy: We’re just beating ourselves up with stories of our inadequacy all day, instead of standing in our own truth. Just what you said, this is just the truth. Like your hair is blonde, my hair is blonde, yours is brunette, might be debatably both. But that’s the truth. We can’t lie about that. Let’s just tell that truth as well and start from there. As a CEO who believes that about herself, how would that change the decisions, the tolerations, the compromises, all the things that you are engaging each day?

Elizabeth Purvis: And a lot of those things that we engage in each day, some of them are so unconscious. I literally had... can I just say this out loud and be witnessed? Because this is a biggie for me. This is such a small thing. So, a small thing that was a big thing. I’ve wrestled over the last three years with anxiety, which I’ve never, ever had in my life, but I’m in my late 40s, there’s all kinds of things, you know, been three on the Enneagram for years. And heading towards menopause, all those things. And I just realized that part of what has really been dialing it up are these Zoom calls where I’m seeing everybody’s faces. I used to coach

by having a phone strapped to my head and pacing around outside. My office is always as lit as this and there's always room for me to walk.

Kris Plachy: Me too.

Elizabeth Purvis: Yeah, right. And I'm sitting on the Zoom. I had a tough coaching interaction, which is totally cool. All is well. But I'm doing that in front of 20 people who are all staring at me with little postage stamps. And the cortisol was off the chicken. And I'm just like, "No, this is not okay! There's nothing about this that is okay."

Kris Plachy: Interesting.

Elizabeth Purvis: And the thing, the reason why I'm bringing it up is I literally was like, "Holy bananas. How can it be that it's taken me three years to put these two things together? How on earth?" And the answer is exactly what we're talking about. It was totally unconscious. I just tolerated the thing.

Kris Plachy: Tolerate, tolerate, tolerate.

Elizabeth Purvis: I mean, I'm pretty good. You've been a coach for a long time. You are a really good coach. We know about tolerations and

Kris Plachy: Oh, yeah, for sure.

Elizabeth Purvis: We know about it.

Kris Plachy: Except when it's us.

Elizabeth Purvis: So, to start to shift your mind to this thing of like, "thou art goddess." It just opens up so much and it all starts on the conscious level. And you do a lot of work with the model, and the belief shifting is...

Kris Plachy: That's right up here.

Elizabeth Purvis: That is a very powerful tool. And we start there with that awareness. And here, speaking of like, how would you show up with your team, here's what really blows your mind, so is everybody else. When you see your clients as the divine beings, and you see your team members as the divine beings, and you're in the middle of your trigger, and you don't have access to it, and then you kind of regroup, and you're like, "Oh, my goodness, here we are, two slithers of the same stuff, ultimately, working this out," a whole lot gets different. I'll just put it that way.

Kris Plachy: Yeah.

Elizabeth Purvis: And that's ultimately, I know that you and I sort of are gnawing on the same bone, if you will, just from different perspective. We're really charged with a similar mission, which is to really amplify the power of women and the power of their voice and the power of their knowing, not just women—well, mostly. I mean, I'll help anyone, mostly. I just watched the *Last Dual*. It's sort of a dumb movie, but it's on one of the channels, Matt Damon and Ben Affleck trying to be knights in the 14th Century, oh, my goodness. It was dumb, but it was also very interesting, because it's about a woman who was attacked and

raped. And she had no voice, she needed her husband to stand in dual on her behalf, because a woman was property. That wasn't so long ago.

To your point, there is so much that we've inherited, and for so many women to now be standing. That's how, why I'm such a huge advocate of you calling yourself a CEO, even if you hate it, just for the point of like, just stand in it, just be in it and take it and see what happens to you when you wear it, and what do you make that mean about yourself because most women response is, "I just don't feel like I can call myself that."

So, whether women end up calling themselves a CEO or not, is really not my mantra or gold. It's more just, let's take the word, the initials or whatever and try them on and just see what the discovery is. Because there's so many of us know running our own businesses, which is incredible. Yet, we're still not fully, right? When a woman wants to join my program, and she has her own business and has to ask her husband if she can spend the money in her business on this program, I know we haven't come far enough.

Kris Plachy: Yeah. There's a lot of ways in which we've got a lot of work to do. Anyway, I can talk to you all day. I am so grateful for your time. I know we could keep going and riffing and exploring. So, for all of you listening, tell us where we can find you.

Elizabeth Purvis: Sure. Our website is 7figuregoddess.com.

Kris Plachy: Is a seven with a 7?

Elizabeth Purvis: Yes, seven with a 7, and it might redirect to Feminine Magic. I've used both as my brand. I've had the metaphysical stuff out front for a while, which is a whole other interesting thing. And then I realized, oh my goodness, no, I really have to have the business stuff out, which was a whole like, oh, jeepers, I didn't even count on that. Anyway, but 7figuregoddess.com is our website and you can go find us there and run into our community. We also have a really cool thing that we just created to help you get your offer up. That's hotoffermakeover.com.

Kris Plachy: Really?

Elizabeth Purvis: Yeah.

Kris Plachy: That's a great website.

Elizabeth Purvis: Yeah.

Kris Plachy: The 20 minutes hot offer makeover.

Elizabeth Purvis: Hot offer make over. It's a great way to get a little taste of what we do. And it's a real deal. It's not a webinar. It's not a tripwire, whatever. It's like, I'm going to walk you through how to optimize your offer, so you can sell it.

Kris Plachy: Beautiful. Well, thank you. Thank you, for all the wisdom you shared today with everybody. I'm very, very grateful for you.

Elizabeth Purvis: I'm just so grateful to you. Last year was an epic year of transformation for me and you were a huge part of it. I'm just so grateful for the work that you do. And the

energy and that you really have taken on the leadership of CEO, managing and helping people with their team from that place. It's changed my life.

Kris Plachy: Well, thank you. That's lovely. Appreciate that. Listen, that's what I love about what I get to do. It just really doesn't feel like work. I'm like, really? I just get to show up and talk to these amazing people every but I'll take it. Listen, it's all good. So thank you so much.

Elizabeth Purvis: Thank you.