

Rich Witch Business Savvy 101

For today's witch building a bad-ass online business, the best thing you can do is integrate your authentic magic with grounded, savvy methods that will blow up your bank account.

Here's the breakdown:

The Magic: Aligning Your Craft with Your Business

1. Embrace Your Niche (Your Unique Magic)

- Don't be boring. Be the badd witch bitch we both know you are. The spiritual market is huge right now, so you want to stand out and let these MFs know that your magic works in a very special way and no one can do it like you.
 - Example: Don't just say, "Tarot Reader." Say, "Tarot Reader who specializes in shadow work for highly sensitive artists," or the "Herbal Witch focused on non-toxic home-cleansing for new mothers." Your specific focus is your portal to aligned clients who can't wait to work with you.
- Lead with Purpose. Your business should feel like an extension of your practice, not just a job or chore. This is your anchor when things get tough. If your business feels like a burden then you need to take a step back and ask yourself why you started, what you're not getting out of it, and how you can recalibrate to meet your needs and, therefore, meet your clients needs, thus returning to badd bitch status.

2. Practice Energetic Boundary Setting

- Your energy is your currency: You can't pour from an empty cauldron, sister witch. It's ok to take a day off. If you're mentally and spiritually exhausted, you can't help anyone.
- Set Clear Boundaries: Have specific times for client work, content creation, and **personal spiritual practice**. Do not check work emails or DMs during your sacred time, foreal.
- Be Selective with Clients: Only take clients whose energy and needs truly align with your service. Saying "no" to a misaligned client protects your energy and ultimately improves your business flow. This is a huge self-respect maneuver. You must do this if you want your *clients* to respect you.

3. Use Spellwork as Business Strategy

- Set Intentions: Turn traditional goal-setting into a ritual. Write your quarterly revenue goals on a piece of paper, enchant it, and place it on your altar. Open up your laptop while speaking your petition to your god or goddess or whomever you get help from, and get in the power vibe to start your business day. Play the right music to get you into the vibe.

- **Manifestation is Action:** Remember, true manifestation isn't just wishing; it's believing completely and showing up for the work that needs to be done. 90% of the magic is showing up. Your authenticity is the spell. That's why doing the work actually matters. The effort you put in will come back to you. You know this.
- **Turn Mundane into Magical:** Infuse everyday tasks (like speaking to clients or designing an offer) with a ritual or affirmation to keep your energy high-vibe and focused.

The Business: Grounded Online Strategy

1. Build a Sacred Online Sanctuary (Your Website).

- **Your website is your digital temple.** It's gotta be professional, easy to navigate, and it's gotta clearly convey your unique, high-value offers. Use colors, pictures and fonts that feel like you. Let your personality shine through. They need to know they're dealing with the real you and not some goofy, superficial, customer-service-facade type shit.
- **Optimize for Clarity:** A confused client won't buy. Make your offers and prices absolutely clear. Also, do your best to keep it short and sweet so they don't get bored reading your stuff.
- **Use Testimonials:** Social proof is modern magic. Use successful client stories to build trust and show the powerful results of your work. Anyone who has ever worked with you that would speak kindly of you - get them to write a review asap and flaunt that shit because people need to know that you're the best.

2. Be Authentically Visible (Authentic Marketing).

- **Stop the Humble Shit:** Your audience won't work with you if they can't see your power. Embrace showing up as your full, true, witch bitch, baddie self. They'll eat that shit up.
- **Content is Connection:** Don't just post ads or irrelevant stuff. Share valuable content that educates, inspires, or answers your ideal client's deepest questions. This builds connection and trust. This is another area where you need to be real specific.
- **Focus on ONE Channel:** You don't need to be everywhere. Stop overwhelming yourself with trying to cover all the bases. Choose the 1-2 platforms where your ideal client spends time and focus all your energy there.

3. Systemize for Sustainability

- **Create Scalable Offers:** If you only offer 1:1 sessions, you'll hit your income (and energy) ceiling and burn out. Design group programs, online courses, and digital products (like e-books or pre-recorded readings) that allow you to help more people without trading more of your time. This also helps with passive income because they'll be buying the e-books and recordings from you without you having to do much besides get online and talk about how great those offers are. Then watch the stripe notifications just unleash.
- **Invest in Systems:** Use scheduling software, email marketing platforms, and accounting tools. Automating the mundane tasks frees up your time for the actual magic and client work. Ask around if you're not sure where to start and see who's

using what and go from there. There are a million different options; you'll find what you like.

visit <https://richwitch.my.canva.site> to work with me! Love you - Miranda