



# 3 Big Mistakes Purpose-driven Entrepreneurs Make

That block money and derail purpose.

Dr. Olga Belova

My dear Friend,

I'm delighted that you are reading this short e-book – it indicates that you are wondering about meaning in your life and want to bring purpose and prosperity into alignment.

It has been my experience working with talented entrepreneurs that many struggle with finding that golden middle, where work is pure joy and money is an abundant flow. Some have a solid business foundation, yet have lost their drive and motivation. Others have plenty of passion, especially if they work in healing or creative fields, but are unable to bring in as much money as they would like.

Appearing in sharp contrast, these obstacles have something in common, besides pain and discomfort. Both indicate Spiritual Money Blocks – they are just two sides of the same coin.

Perhaps you've heard of *limiting beliefs* that block money flow. These stem from mindset issues. And while it is important to work with your mind and emotions, overcoming mental blocks is not enough to bring enduring meaning and prosperity into your life.

Spiritual money blocks, in comparison to emotional and mental money blocks, are *energy blockages* that originate from mistakes *specifically around life purpose*. These are not due to lapses in business structure, marketing, mindset, or lack of financial literacy.

If you are a solopreneur or business founder, your own life purpose has a particular significance for your success of your enterprise, so please pay attention.

The following illustration will help you understand why knowing your purpose is so important in making business decisions and how you can use that awareness to bring meaning and prosperity into alignment.

## Julia's Story

Julia is as a professionally trained writer with a Life Purpose of *Messenger in the Spotlight*. In other words she is destined to be a famous author.

She has always wanted to bring forth her unique perspective on family dynamics, and she's had a dream of writing a novel. But she has neither articulated this purpose to herself nor taken the steps to really understand it.

All she knows about herself is that she likes language and is good with it. She has even invested her education in it.



*Messenger in the Spotlight* is a combination of two purposes – an *Artist* and a *Messenger*. Both are equally significant for Julia in pursuit of meaning.

And here is the big news. Not only does Julia need to share her unique wisdom; she must experience and learn how to handle attention, appreciation, and critique of her work as part of her spiritual development. That's her highest destiny.

### The Opportunity

One day Julia receives a very lucrative offer to ghost-write a novel. The project will take nearly a year of intense focus. Compensation will cover all her annual expenses for the next year and then some.



But there is a catch – the 'ghost' part of the writing is very specifically spelled out in the contract: only her writing and editing skills are being used. *No part of her own message or personality were to be reflected in the writing, and her authorship would never be known.*

### The Downward spiral

This "opportunity" is purely a money-making project. It is tempting to say that it's just a one-off, and as soon as it's done, Julia will be free to focus on her purpose and bring her own message to the audience.

But there is a twist. Julia's work is so good that soon she receives another similar offer, then another one. Before long, she is so immersed and used to

ghost-writing that 15 years later, she is still doing it.

Except now that she has a family and adult level responsibilities, a change of direction seems nearly impossible. Yet taking on more of these projects comes with a cost – a feeling of her very life being drained from her.



She has lost her spark, feels burned out, and would give anything to revive that joy she felt about writing and publishing her own book. The prosperity potential is now blocked, and even if money is still coming in, it is becoming more and more difficult for Julia to find motivation and energy to earn a living.

Now she has embarked on a crisis of meaning where she needs to experience a radical transformation should she ever to re-align herself with her purpose.

#### A way out

When things become particularly difficult for Julia, she turns to spirituality as a way to find her center and resolve

this crisis. She discovers the name of her true purpose and gifts that she has always taken for granted.

She is relieved that her life does have a purpose and while she has made the wrong turn, it's never too late to set things right.

In addition, she now understands that her second purpose of creativity has to do with visibility that is as equally important as the messenger one.

Both, the crisis and her subsequent personal development help Julia regain her footing to give her motivation and courage to bring her message to the world for appreciation as well as critique.



She finds the solution in publishing an online magazine for parents, fulfilling her dream of bringing a positive message to family dynamics. Given her skills and newly found energy source, Julia is unstoppable in bringing abundance and prosperity into her life.



## THE BIG THREE PURPOSE-DRIVEN MISTAKES

Julia's story has a happy ending. Unfortunately, it's not uncommon to have a different outcome in that story, especially if no action is taken and the pain of meaningless existence is covered by distractions. It is my sincere desire to see that your story too will have a happy ending.

In my work around life purpose and money, I come across many similar stories, each unique but all falling into several patterns. In the next section, we will explore the top three mistakes around life purpose that could derail your life in pursuit of meaning and prosperity.

I hope that my experience helping other entrepreneurs can give you a shortcut to help navigate through the challenges that are specific to you.



## Mistake #1: PVM Confusion

If you resonate with any of these:

- Have an established career or business with consistent revenue
- You used to be driven by your work, but not any more
- Feel no excitement or joy from your work – it just feels routine
- You feel trapped because you have responsibilities and obligations, so making radical shifts is not an option
- Often question if there is more to life than just paying bills and providing services
- Would love to discover that one thing that you can call your purpose

*What it means:*

It is very likely that, instead of a purpose, you had an exciting mission or vision that was providing motivation for your work. Now that the mission has been accomplished, it lost its pull and because doing routine work has never been exciting, you feel lost and unmotivated.

It is likely you are suffering from **Mistake #1 – purpose, vision, and mission confusion.**

*Significance:*



When vision, mission and purpose are used interchangeably, as if there is no difference, it creates confusion and misalignment. Each one of these has a distinct functionality, and each one influences the structure and strategy of generating revenue, which too have to be built in the correct sequence in order to produce desired outcomes – your vision.

On a personal level, in reference to a life purpose, if mission, vision and purpose are mixed up, you will become disoriented and feel drained as soon as the excitement of a mission accomplished wears off. Coming up with the next mission will be a challenge because missions don't exist in a vacuum; they need to be based on a purpose and a vision to be compelling. And if you don't know what your purpose is, well, you can see how formulating a mission would be difficult!

To help you sort it out, here's a quick guide that shows the differences among these concepts.

### **Vision**

A vision is a picture of the ideal future, it's a description of a goal accomplished.

Example: "A computer on every desk" – the famous Microsoft vision.

### **Mission**

A mission is the strategy of getting to the vision. If a vision statement is usually centered around a noun; a mission statement is built on verbs.

Example: "To develop, design and produce affordable personal communication devices for the general population.;"

### **Purpose**

A purpose is a role that someone or something plays.

Example of a life purpose: "To be an innovative community leader".

Example of a business purpose: "To be #1 producer and retailer of personal communication devices in the state/country/world".

A purpose is a reference to functionality and a state of being, it is who you are. An individual has a life purpose; a business has an organizational purpose. In both cases, a purpose is enduring for their lifetime, not something that can be changed.

If you struggle to articulate the purpose of your business, it's likely you also struggle to manage it. If you are unsure of your life purpose, you are likely suffering with finding meaning in your work as well.

If you think your mission is your purpose, then does it mean that once accomplished, your life or meaning in your life is over?

*It is especially energy draining when a mission in personal life is perceived as one's purpose.* In this case, an individual has an equivalent of putting efforts into two lives – one that is driven by a mission and another that provides the resources to fund the mission. But because neither is the source of true meaning, it is easy to see how one would feel drained, disillusioned and depressed.

Paola's story is a great example of a purpose-driven Mistake #1.

#### Paola

Paola worked herself to the bone as a luxury real estate broker. When we talked about her sudden lack of motivation in getting new listing and networking to find sellers in a market that was experiencing a rapid rise, Paola was truly puzzled by her own attitude. She thought maybe it was hormones or a midlife crisis. She never considered that her depressed state might be connected to her spirit.

When I asked about her life purpose, she was quick to state that it was to put her children through private school and make sure that they got into a good university. Sound reasonable, right? Except her children were in their early twenties and already in good universities. Paola's hard work enabled her to fund their education.

So, both kids are not kids anymore and both got their feet into Ivy League colleges. Now what?

I explained to her that what she mistakenly called her life purpose was a mission that she successfully accomplished. She felt a sense of loss because there was nothing left for her to aim for.

Paola's actual purpose is to be a *Successful Community Leader*. Her real estate business is a great platform to create community connections and to support families by finding houses near good schools, as well as to organize community resources to those who are relocating.

As if a floodgate had opened for Paola once she reached that awareness about her life purpose. I could see an immediate change in her demeanor and energy.

I'm sure there is no stopping her now in getting new listings and re-aligning her marketing efforts to the new niche.



## Mistake #2 PG Confusion

If you resonate with any of these:

- You know your purpose or have a good sense of what that purpose is
- Your business direction, main offers and your purpose are one

AND

- You work extremely hard
- While not in a financial crisis, you feel that money is an issue – either not enough coming in or not consistently
- Secretly feel like quitting because while you love it, it does feel exhausting to keep on this path
- You are afraid that perhaps having both meaning and money is a myth or at least not available for you

*What it means:*

It is likely that you are blocking your money flow from functional misalignment between your gifts and purpose.

It's likely your troubles are caused by  
**Mistake #2 – purpose and gifts confusion.**

While your life purpose is tremendously important and your work should be aligned to your purpose, your income should come primarily from your gifts. Here's why.

*Significance:*



Ultimately, in spiritual terms, the outcome of your personal development is a realized life purpose – the highest expression of the energetic spectrum to which your soul is aligned.

In order to make that expression real, you are blessed with gifts that help you create financial stability in the material world, enabling you to focus on your purpose. That's the very function of your gifts – to be traded for money. In other words, you need to be paid for your gifts and not necessarily directly for your purpose.

Why? Because although your life purpose is enduring, your gifts are fleeting and may have an expiration. How often do you hear of a singer who's lost her voice, an athlete who's succumbed to injuries, or a leader who's lost his touch? So, if you do have a particular gift, develop it and get paid exactly for your gift.

Your purpose may or may not be a part of your value proposition, but your gifts should be. The bigger the gift and subsequent skill, the higher your fees should be. Because gifts feel easy and come to you naturally, it often feels counterintuitive to charge for something that is fun and you enjoy doing anyway. Yet, this is exactly what you should do.

Check out Diana's story to see how.

#### Diana

Diana is a gifted architect in a prestigious residential interior design firm. She is drawn to energy medicine and is contemplating a career change because she feels a strong pull for healing and spiritual work.

When she came to see me, she felt lost and confused because she enjoyed her work in design and architecture, and it was effortless for her. Yet more and more, she felt a calling for the healing arts. She was taking Reiki certification to become an energy healer. While she was excited about her new direction, it seemed confusing and scary to be drawn to something so different from her established profession that she loved, not to mention she was concerned about the financial ramifications from making the shift.

Fortunately, in Diana's case, it was an easy adjustment – she had not yet made the mistake of getting paid for her purpose directly.

The design work was perfectly aligned with her practical creativity gifts. What was missing was the alignment to purpose, which in her case was *Public Impact in the Healing Arts*. With this particular purpose, healing is not of a personal quality, as it is in one-on-one healership. It is rather how to impact healing of the collective at an impersonal level.

What I suggested for Diana was to continue getting paid for her design gifts and instead of career change, shift her angle. Instead of residences, she should design hospitals and places of healing. She loved this reframe as it connected her purpose with gifts and skills without having to dismantle her whole professional life.

She would certainly benefit from getting additional skills in feng shui, energy medicine and sacred geometry, but she doesn't need to be paid and known directly as a healer – that part is for her to know and to bring into her work through her gifts and skill in design.

If you resonate with any of these:

- Have had success in your career or business
- Have had good or above average income
- Loved your work
- Your life felt amazing, and maybe in more area than one

Then...

- There was a crisis, a radical change that was beyond your control – it felt like your life was turned upside down: business crushed, health crises, or a significant relationship ended
- You often wonder what and why had gone wrong; what if it all ended this way because what felt like life purpose was a mere illusion and you were completely off course and that's why it ended. As if you took someone else's place and karma had caught up with you.

## Mistake #3 Purpose over Lessons

*What it means:*

If you have gone or going through a crisis after a life that was not just good but great, it is likely that your wonderful life had been in perfect alignment with your purpose.

If there is a radical transformation and a crisis – you are likely experiencing ramifications of **Mistake #3** – putting **Purpose ahead of your Lessons.**

You received a little preview of the perfect life meant for you—and then it was gone. The reason it ended so abruptly and dramatically very likely has to do with your ignored life lessons rather than karma, bad luck, or wrong purpose.

*Significance:*



While life purpose is the source of meaning, we are here to master our lessons, not just realize our purpose.

Life lessons are energetic currents that you are yet to master and are important for your spiritual evolution. They appear as low-end emotions of guilt or shame, to name a few, and have a persistent theme in your whole life.

If not much progress has been made in your lessons, life itself creates circumstances for you to face your lessons. When life falls apart through work, health, or relationship crises, it is very likely that life lessons are at the foundation of the issue. And when it rains, it pours - it's seldom just one thing, and together they always bring money issues.

### 3 BIG MISTAKES PURPOSE-DRIVEN ENTREPRENEURS MAKE

The crisis itself will provide the clue as to what the lesson is about. Your job is to become the expert in the very thing that burned you. Getting paid for that will place you in the discipline of doing it professionally – with appropriate skills, structures, standards, and a personal story to make it authentic. That is the medicine of the lesson, and that's where you will find your money, just as Alice did in the next story.

#### Alice

Alice was a successful clothing designer for women's resort wear. What started as a small pilot project quickly grew into a business. Before long, the line was produced overseas and sold at a major department store. When it became clear that Alice could no longer handle the business side by herself, she joined forces with a business partner.

In the beginning, it was a blessing, Alice was designing the collections, and her partner was handling sales and production. Alice was absorbed in her work and by the time she noticed discrepancies in the business account, it was already too late to save the business. Her partner mismanaged the money and spent company revenue on her personal expenses. With no available funds for supplies and an overdrawn credit line, closing the business was the only option that was left.

When she came to see me, it was at the very end of the business exit ordeal, so the question was how to make sense of that experience and what to do moving forward. Alice was so traumatized that the thought of going back to design was frightening to her. Moreover, she was recovering from cancer and simply did not have the energy to start a new business.

It was clear that her purpose was around creativity – hence fashion and design. Alice's lesson was *Manipulation*. This lesson usually comes out either as lack of trust and surrender, or complete naivete and blind careless trusting. Mastering this lesson is to become a *Healer*, someone who can be free of wounding and imprints to see the situations and people clearly without judgment, to hold space for another to do their own healing. Certainly, this requires appropriate therapeutic and spiritual work, as well as professional training.

Alice's story is dramatic and not an easy one. Fortunately for her, finding the confirmation that she needed to become a healer and do her own healing first, gave her experience meaning that helped her find value in her pain. She understood that her next step would be to write a book about her journey. Last time I worked with her, she was ready to publish and was looking to channel her *Artist* purpose into a talk show on inspirational healing stories.

The three life purpose mistakes that we've just explored together are the most common ones that I get to see in my work. Some are easier to correct, some are quite challenging, yet there is always hope and a solution.

Even if these are the most common mistakes, you and your experience are unique.

You may be special and encountering obstacles that are specific to you—and we need to figure out how approach them.

I'd love to invite you to a complimentary 30-min Money Blocks Session to have a conversation about which one of these or maybe other mistakes are holding you back, and what the next thing is that you need to do to move forward.

Click the button below to get on my calendar.

[Book Your Money Blocks Session](#)

I look forward to connecting with you!

*Dr. Ollga*

[ollga@ollgabelova.com](mailto:ollga@ollgabelova.com)

## About Dr. Olga



**Dr. Olga Belova** is the founder and creator of the **Purpose to Profit Quantum Leap System**.

She is an Organizational Psychologist and a Business Coach, who in 5 years had gone from a reclusive graduate student with \$200K debt in education loans to a top tier HR Executive with a defended dissertation, zero debt, and a completed Oxford MBA--a world traveler and a Business School educator.

Ten years later, perplexed by the paradox of executive life – extraordinary monetary rewards coupled with elusive satisfaction, she searched for a method of deciphering one's purpose – the source of a life's meaning, which she found with Scientific Hand Analysis and Astrology.

To go beyond the understanding of purpose, she pursued transformational methodologies of energy medicine - trained under Dr. Alberto Villoldo, Marcela Lobos, and the top teachers of the Four Winds School, and was initiated into a lineage of Q'ero Shamanic tradition.

Today, she works with talented entrepreneurs to help them overcome spiritual money blocks enabling them to claim their full earning potential, while enjoying the life of purpose and meaning.

[ollga@ollgabelova.com](mailto:ollga@ollgabelova.com)

[OllgaBelova.com](http://OllgaBelova.com)