

Ivonne Munoz Client Case Study: Deep Dive

Ivonne Munoz: My name is Ivonne Munoz. I'm a Reiki master. I'm manifesting my own business called, "I Love Today - Holistic Healing," which is a company that wants to provide knowledge and tools so people can learn how to condition themselves to enjoy and value their present life, so they can leave their stress behind and focus instead on relaxation, enlightenment, joy and gracefulness. I Love Today will provide them with a sacred space and program so they can wake up their own inner healer and overcome the stressful moments in their lives.

After I got my Reiki certification, I wanted to start helping people and create my own business, but I didn't know how to do it and my resources were very limited. So after I meditated, I found an ad for The Holistic School of Business on Facebook and thought it as a sign. I filled out everything I needed to fill out. Soon after that, Dharma J called me. We have our interview. I explained to him what my financial limitations were, and he was very nice and helped me and that absolutely changed my life. He gave me a totally new perspective about how business works, so that was amazing.

The way I was thinking how I wanted my business when I started the program is totally different from how I want to run it now. It was a huge shift. First of all, thinking that what I wanted to do was impossible for me, but it just opened the doors saying, "You know what, you just got a grant. Maybe you should do this and keep doing it. There is a reason for this."

After going through all the online materials and all those webinars and also reading the books that Dharma J recommended to read, it was amazing how my perspective shifted for a better way.

When I started with The Holistic School of Business program, I was very afraid to open my own business. I didn't know how to do it. I didn't want to lose money. I wasn't sure if I'm worth it.

So now, with all the materials and all the knowledge that I have, I feel more confident about what I'm doing. The materials we have online are amazing because they adapt to any kind of business that you want to create, which is amazing. And I can tell that if you follow the steps, you can have wonderful results. So all that here, is stand in the path in the present moment right now.

The online materials have been amazing because I have a lot of great business wellness advice with step-by-step exercises that can adapt to any kind of business, and I think that's helpful for anybody.

The webinars are such an amazing tool to create a positive, supportive space with the community. And also knowing new people who are also trying to grow their business from the heart, that has been very powerful, to meet all these people, and to know that the fears that you're dealing with, you're not the only one and we all support each other, and that's great.

So the program has been amazing at solving the problems that I had before I started the program, about my confidence. I feel more confident at what I'm doing right now. I don't have that fear of, "Oh, my gosh, I'm going to open a business. I'm going to try to put some money in," and not knowing if what I'm doing is right, but after all the knowledge that the program provided me, I feel way more confident and I feel that now I know what I'm doing. Also I know there are so many people right behind me that are supporting me and telling me, "Yeah, you can do this, or you can modify this," and telling me advice, and from the heart. It's pretty amazing.

The most beneficial part of this program, I feel, is the transformation I see in myself. After all the knowledge that I got from the online materials and from the webinars

(they complement each other so well), I'm a totally different person right now, and I'm more confident and I feel like I can really start helping people, which is what I want to do. So it's been a great benefit for my life.

I was afraid I wasn't competent enough. I would say I felt that I wasn't worthy enough to start a business and be my own boss and take different decisions about my life and how do I want to live my life, and how I want to incorporate my business into my life.

I mean, the vision I had before the program was I want to have a space, and I want to have a store, and I want to be there Monday through Friday. And then I realized that to own a business like that, I need to put a lot of time in, and being a mom and a worker in another company, it is kind of hard.

And so then I came up with the idea that to have an online business, Healing Well, so I can speak English and Spanish, so I can have a way greater niche if I can do it online, and I never even thought about that possibility before, but the more you know, the better decisions you can make.

The program really gave me a lot of knowledge about how to complement my business, my work, with my personal life, and make it blend together, integrate with each other, but in a positive way so that it can have a positive impact on my life.

Right after joining The Holistic School of Business program, I realized how we can make more money offering not just one service, but high-end offers, and package all these different systems, that it can make my income really go up, and that makes me feel more confident about investing in my own business.

I did get my first testimonial yesterday though.

Dharma J Pugliese: Okay, great.

Ivonne Munoz: I feel so blessed that I was able to participate in the ***Awaken Your Full Potential Workshop***. It totally changed my life. It was a day to look into your interior, to get insights into the most important things in your life, and that's absolutely incredible. Such an awesome day that where—how do you say it, sorry—it's a great platform; looking inside of you and see what do you want in your life? What are the most important things for you? And start making your business decisions based on that. And I think it's very important.

I feel like my awakening came a little before that workshop, to really take time to look deep into myself, deep in my heart, to see what was important for me to happen in my life. And also to see the real balance of your life—all the aspects—and to look at it and see what are you missing? How are you doing in this area of your life? And to look from outside, is like coming out and looking at your life from the outside and you get a totally different perspective. I feel that if you're clear on what do you want in your life and what is in your heart, and you base all your business decisions on that, I feel like that's the perfect recipe to be happy in life.

I learned how to take care of myself better. I'm a mom, and I'm always trying to do everybody else's stuff, and I leave very little time for myself. And after that workshop, I realized how important it is to take care of myself, and then I can be all good and I can help others. But the self-care, the perspective that I have about self-care is totally different before the workshop and after the workshop. And I don't feel guilty when I'm taking care of myself, which is a big deal.

I'll say it, I recommend everybody to be part of that workshop. It's absolutely life changing, and it's going to provide you with a great tool to be better in life, and better with yourself, not for others, but with yourself, and that's pretty amazing.

I would encourage anybody who is starting or creating a new business to get enrolled in the program, or even if you have a business, but you can always make

your business better, and with all the tools, especially with the marketing that we're learning, I guarantee you that you're going to have a way more successful business after going through this program.

If I have to choose three words to describe this program, I will say knowledge, support, and growth.

I would like to say that I really enjoy interacting with so many entrepreneurs with a variety of skills and backgrounds. And they're sharing their struggles and they're solving problems faced by all these people in the group. The time and webinars are so supportive and encouraging. And it's not competitive or dismissive at all, which is, I think, such a safe and sacred space to share your fears and your goals and your commitments in this group, because we always keep it so positive and that feels great.