



Form and Flow: How the Masculine and Feminine Show Up In Your Business

Getting shit done is masculine.

Talking about it is feminine.

The strategy to acquire leads for your business is masculine.

Connecting with the leads is feminine.

The act of responding to inquiries about your work is masculine.

The way you respond and put the focus on the other person is feminine.

The act of answering the email is masculine.

The energy you bring to it to truly connect and communicate authentically is feminine.

Creating your schedule and calendaring is masculine.

Tapping into your heart, what your heart tells you to put on your schedule, and when it would feel the best to do it is feminine.

Accountability and keeping your timeliness is masculine.

The purpose or big why behind what you do is masculine.

The inspiration to actually do it and the energy you do it with it is feminine.

Taking inspired actions on projects is masculine.

Tuning into the inspired action is feminine.

Consistent inspired action and not procrastinating is masculine. It is form.

Who you are being or the energy you bring to the action is feminine.

Telling stories: the structuring of the story and then initiation or action of starting it is masculine.

The energy and talent with how you connect and how emotional you are is all feminine.

Writing blog posts, books, newsletters, articles; the act of doing it is actually masculine. The structure you create so that you actually do it, and the way you do it is masculine.

Your inspiration and what you're writing about is feminine. The way you communicate it is feminine. The connection you make through it is feminine.

Shooting videos, recording podcasts, doing interviews; again, the structure of it and the actual doing of it is masculine.

The energy you show up with and the way you connect is feminine... or not

*** You know when you read or listen to something very dry that it's very masculine. It has to have feeling, take you on a journey, and evoke emotion to be alive in the feminine.

Sharing your thoughts on social media or with people you meet; the act of doing it, like starting the conversation, asking someone a question, posting something... that's all masculine.

What and how you share and how you connect is feminine. It's the energy you bring to it. Who am I being? What do I want the other person to experience?

Finishing that program, product, or service that's been tugging at your heart is masculine.

The project itself, coming from your heart's desire and intuition is feminine. The content itself may be feminine.

Ask yourself, is it FORM or FLOW?

Form is Masculine.

Flow is Feminine.