

Align Your  
**SALES AND MARKETING**  
with your

# Human Design

(Reduce Overwhelm and Increase Your Results)



NANCY OKEEFE

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**Learn more about Nancy and her work at:**  
**[www.NancyOKeefeCoaching.com](http://www.NancyOKeefeCoaching.com)**



# About

# Nancy



**NANCY O'KEEFE** is a Certified Quantum Human Design Specialist, intuitive business coach, and compassionate transformer, who helps women entrepreneurs peel back the layers of who they have been taught to be and how they have been conditioned to do business to reveal who they truly are so they can live their inner truth and build an abundant and sustainable business that feeds their soul.

Author of the book ***Unlimited Talent*** and a contributing author to the book ***Stop Overworking, Start Overflowing***, Nancy is passionate about helping women understand their divine design and their personal formula for success.

Nancy is a certified Executive Coach from the College of Executive Coaching, holds an MBA from Babson College in Entrepreneurship, an MS in Quality Systems Management from Anna Maria College. She is a certified Career Transition Coach, Certified Adviser of the Fascination Advantage®, and is Certified in Conversational Intelligence®.

**Ready to learn more about your Human Design Type, and your personal formula for success?** Schedule your 30-minute reading today!

In order to schedule your call, you'll need **your date of birth, the exact time of your birth and your place of birth** so I can create your free Human Design Chart.

## SPECIAL OFFER - \$97.00 (a \$197.00 Value)

### 50% Discount on a 30-minute Human Design Reading

- We'll dive deeper into your Energy Type and discover your life and soul purpose
- You'll learn how to manage your energy for ease and flow in life and your business
- You'll learn how to use your Strategy and Authority to make aligned choices that serve you
- You'll learn how to navigate the challenges your type experiences
- And you'll discover where you are most vulnerable to others conditioning you and shaping who you are so you can stay on Your True Life Path™ and live a life of success, satisfaction, and joy.

SCHEDULE YOUR **SPECIAL, 50% OFF DISCOUNTED 30-MINUTE READING** TODAY AT:

<https://bit.ly/30MinuteHumanDesignReading>

## CONTACT & CONNECTION



# Overview

**You are divinely designed to be unique, with a life purpose and set of natural gifts that support you in living your purpose.** But, throughout our lives, we are taught by parents, teachers, and society what our role should be in life, what we should do to be successful in business, and how we should live. These teachings, although well-intentioned, do not lead most of us to our True Life Path and do not allow us the freedom to create a business that feeds our soul.

We are all different and one set of ideals, one cookie cutter formula for success cannot account for the richness of you, the richness that is your uniqueness.

We embrace the ideas of others because we want to be accepted, we want to fit in, and we believe that if we do what we are told to do, we will achieve success.

But women are wired differently. To be in the flow of success, to find the clients you were meant to serve and help those clients get the results they need, your business must be aligned with your inner truth and your personal formula for success. People do business with people they know, like, and trust. How can people build that relationship with you if what you show them is what you have been told to do and say, rather than who you truly are?

How do you know what your personal formula for success is, what your natural gifts and talents are, and how you are meant to use them in the world to serve? An understanding of your Human Design can give you that clarity, awareness, and help you align your business energetically with who you are for the best possible outcome for you and your clients.

## What is Human Design?

**Human Design is a system that supports you in cultivating a deep understanding of the most authentic, aligned and high performing expression of who you are.** It is a personality instrument of sorts that contains your energetic DNA and give you an awareness of your unique purpose, your natural talents, and your life challenges. It helps you understand how to make choices that aligned with who you truly are so you can live your life in a way that makes it effortless to create ease, flow and achieve your individual brand of success, satisfaction, and fulfillment.



# How to Manage Business Demands and Understand Sales by Energy Type

It takes a lot of energy to create and build an abundant and sustainable business. Knowing and understanding which of the 5 Human Design Energy Types defines your energetic blueprint helps you understand how you are wired to operate in the world and how to manage your energy.

When you know the other energy types, you gain insight into your client relationships, how they are wired, how to attract your right clients, and how to best serve them.

## The 5 Energy Types are:

1. The **MANIFESTOR** has initiating energy. Manifestors are here to get the ball rolling by inspiring others into action, to lead change and get things started. They can be driven, powerful and impulsive. They have bursts of energy, but their energy is not sustainable, so they need periods of rest and need to pace themselves. They are the only type with initiating energy. The sales models we use in business align well with manifestor energy. Unfortunately, only 9% of the population has this energy type. **Manifestor sellers** can improve their sales by informing their clients what they are doing or offering and then telling the clients what the next step is to enroll. A **Manifestor buyer** is a quick evaluator of opportunity and will respond quickly based on what their intuition or their gut is telling them.
2. The **GENERATOR** has magnetic energy. Generators (37% of the population) are here to respond to the right work and master it. They draw the ideas in from sources other than their internal thoughts and build them into reality. They are energetic, self-aware and have sustainable energy for work and life. They can keep going and easily work a 10 hour day, but they cannot initiate successfully. When they have an idea and try to market and sell it, often their efforts go unnoticed. They are here to respond to the outside world, to something they are passionate about. The world of work aligns well with generator energy as long as they follow their strategy to respond rather than initiate. Generators find established sales and marketing models frustrating and often lacking results for them. A **Generator Seller** does best by teaching from their experiences and the knowledge they have mastered through talks, videos, etc. Generators respond to Yes/No questions so all sales speak should start with a question. It gives **Generator Buyers** something to respond to. Next give them a sign that this is the right thing for them by helping them to see themselves in scenarios.

4. The **MANIFESTING GENERATOR** has fast acting energy. Speed is what differentiates them from the other types. Like the Generators, they are the builders of the world and are here to work and become masters of their work. They are energetic multitaskers and have sustainable energy for work and life but like the Generators do not find success initiating. They, too, are built to respond. They find established sales and marketing models frustrating. They represent 30% of the population. A long sales letter is probably lost on a Manifesting Generator. They are just moving too fast.
5. The **PROJECTOR** has penetrating energy. Projectors are here to guide and direct others. They intuitively see the potential and blocks in people and understand how to correct them. They are insightful, intuitive and need periods of rest as they do not have sustainable energy. 20% of the population are Projectors. They were not built for a 9-5 job and can feel depleted quickly. Projectors find sales very difficult. Like Generators, they cannot initiate. But unlike Generators, responding doesn't work for them either. They need to be recognized or invited in to be seen and heard. **Projector Sellers** do best in sales by building relationships. More intimate contact, such as one on one calls or meetings will work best for Projector Sellers. **Projector Buyers** need to be invited into what you are doing. Use the word Invitation in your sales speak. Projector Buyers are intuitive and can see through inauthenticity. You will turn them off if you don't take the time to build a trusted relationship.
6. The **REFLECTOR** has mirror energy. Reflectors are wise observers and reflect back to humanity how we are doing. They are passionate, sensitive, and unique making up less than 1% of the population. Reflectors must be in the right place geographically, with the right timing and the right people to find their personal formula for success. **Reflector Sellers and Buyers** are all about relationships and do better in groups. They require clarity so make sure to build the relationships and give them enough detail so they can find the clarity they need to make a decision.

The important thing to note here is that your marketing and your sales speak should address the buyer in each type. The tendency is to gear your sales speak to your own type because that is what you know. When you put elements that resonate with each of the types you will improve your sales results.



# Reduce Sales and Marketing Stress and Overwhelm Based on Your Human Design

Knowing the challenges for your type can help you navigate life and work with your energy in a state of ease and flow rather than pushing against it and making life and business more difficult. Here is a common example. We are conditioned to work long hours. That is what is expected in our society. That is fine for Generators because they have sustainable energy, if they are passionate about the work they are doing. However, long hours don't work well for Manifestor, Projector, or Reflector types. They don't have sustainable energy and need rest periods. Most jobs and formulas for business success don't account for this making the world of business difficult for about 30% of the population.

Another example is the way we do sales. Salespeople are taught to push and initiate. No one likes a pushy salesperson. Fewer of us want to be a pushy salesperson. Why? Because it is initiating energy which is ok for Manifestor types but it isn't successful and doesn't feel good for the other types. (91% of the population) So you can see how trying to be or do things that we are not equipped to be or do can make it hard to follow one size fits all formulas.

**Here are some of the challenges each type might experience that can create stress and overwhelm.**

## *Manifestor:*

- Not knowing when enough is enough and when it is time to rest.
- Overcoming the feeling that being different is a negative. You are different. Only 9% of people are Manifestor types. Conforming to the status quo is difficult for you because you were designed to be different and inspire new ideas. Embrace your energy type for more and easier success.
- Interpreting and managing the anger you can feel when things aren't going your way.
- Claiming your power and not shutting it down from a place of fear.
- Trusting yourself and how you "know" things. Using your intuition is an important part of your success.
- Having patience for others who can't keep up with you.

## Generator::

- Understanding your frustration and what it is telling you.
- Feeling stuck and quitting prematurely when it is just a plateau in your journey.
- Understanding that Initiating doesn't bear fruit. A generator must magnetize and respond to opportunities rather than initiate them.
- Knowing the importance of keeping busy and wearing yourself out every day for a good night's sleep and restoring your powerful energy.
- Patience, preparing, and waiting for the opportunity to respond.
- Finding the right work and mastering it.

## Manifesting Generator::

- Finding the right work and mastering it.
- Understanding the need to multitask.
- Understanding your anger and frustration and what it means.
- Having patience when others can't keep up with you or your thinking.
- Getting other people to understand your speed.
- Knowing that you may skip steps and have to go back and redo things because of your speed.

## Projector:

- Managing your energy. Knowing when enough is enough and when it is time to rest. You may feel as though you can push through but that will burn you out.
- Patience. You need to wait to be invited or recognized for your contribution to be heard.
- You may question your self-worth.
- Learn to manage your bitterness.
- You may feel alone and disconnected. Recognize that this is normal and stay engaged.

## Reflector:

- Your energy is inconsistent.
- You need to be with the right people in the right places to feel good. Learn to recognize who and where that is.
- You feel different. You are different. Less than 1% of the population is a Reflector.
- Patience. You need an entire lunar cycle of 28 days to make a big decision.
- You may be slow to adapt. Practice patience with yourself.





## Find Your Personal Formula for Business Success Based on Your Human Design

We have all been taught to make decisions logically and rationally from our heads, to think it through, and to weigh the pros and cons. But making decisions from the head isn't the best way for any type to make aligned choices. Have you ever decided on something only to have second thoughts a few days later or did something because it seemed like the decision you should make only to wish later that you made a different choice?

You have the sacred gift of a decision center that guides you in making aligned choices and it is called your Authority. Depending on your type, your decision-making authority may reside in the spleen center, the will center, the sacral center, or the solar plexus center. When used with your type and your strategy (found on your chart) your authority will guide you to better and more aligned choices. Unfortunately, most of us have lost touch with our authority because we have been trained to make decisions in our heads. Your Authority helps you tap into your natural intuition and perfect divine timing.

Making the right choices, choices that are aligned with who you are, is about how the choice “feels” in your decision-making center. There is a right timing element to aligned choices. Some types have access to quick decision making, others need to take their time especially for big life decisions, as much as a whole lunar cycle. This timing element helps to ensure that what you choose stays consistently aligned and you aren't left second guessing, waffling or regretting your choice.

“Your Authority helps you tap into your natural intuition and perfect divine timing. It is what helps you find your personal formula for success.”

To improve your ability to get a “yes”, there are two things you can build into your offers to help buyers with their decisions.

1. Questioning: We already spoke about questions. Both types of Generators respond to questions. When you sprinkle questions such as “Have you ever. . .?” or “What would it feel like if. . .?”, or “Can you imagine what your life would be like if. . .?” and finally “What else do you need to say yes?”, you give 70% of the population something to respond to.

2. Timing: Some types have the need to take time to make their decisions. The time needed differs by type. It could be a day, a week or even a whole lunar cycle. These are the people who say yes and then back out, don't show up, or don't pay because they did not have adequate time to process the decision and when they finally did process it, the answer was “no”.

Fast acting bonuses, verbiage like “it's never going to be at this price again”, the cart is closing, etc. do not work for clients that need longer decision making times. It will push them away from making any decision. If they succumb to the pressure of the fast close, they may be very unhappy with their purchase, quit, even ask for a refund.

Your sales speak should include what each of the Authorities need to go through their decision process. Fast acting bonuses work for some of the types, but for those that need time to process or need to talk it through, you need to build in time and ways for those Authorities to honor their process.

As we learn to understand our energetic blueprint, listen to, and trust our inner guidance, feel into and align our choices, gain confidence in our decisions, and clear the blocks and fears we have been conditioned to have, we gain the ability to create our own personal formula for success that is aligned with our divine blueprint.

We begin to see what creates ease and flow. We can let go of all the have “tos” and “should”. We learn who we are here to serve and how we are wired to serve them. We can develop products, programs, and services that are aligned with our blueprint and that attract our right clients. We know what to do and we structure it in a way our energy can manage. We get off the hamster wheel of overwhelm because we have made aligned choices in our business that are right for us.

**It starts with a Human Design Reading that gives you a basic understanding of Human Design and Your Unique Energetic Blueprint.**



## Thank you for requesting this guide.

I hope you enjoyed learning about Human Design energy types and how knowing your Human Design can help you align your business to feed your soul, reduce overwhelm, and increase your results in a way that feels good to you.

**As a SPECIAL THANK YOU for requesting this guide, I invite you to explore your Human Design further in a special, private, 30-Minute Human Design reading with me.**

In order to schedule your call, you'll need your date of birth, the exact time of your birth and your place of birth in order for me to create your free chart.

### Book Your 30-Minute Human Design Reading Today!

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