

Grow
Your
Spiritual
Business
Sustainably

MAGiC ROOTS CO.

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Introduction

What do you think of when you hear "starting a spiritual business online"?

Maybe you pictured complicated tech, or having to be everywhere at once... I want you to picture something else: the Mycelial Network.

It's a real thing. It's an underground web for plant life. Fungi help plants and plants help fungi. Trees send warning signals over the web regarding pests or drought. (And I bet anything they all share good news too.)

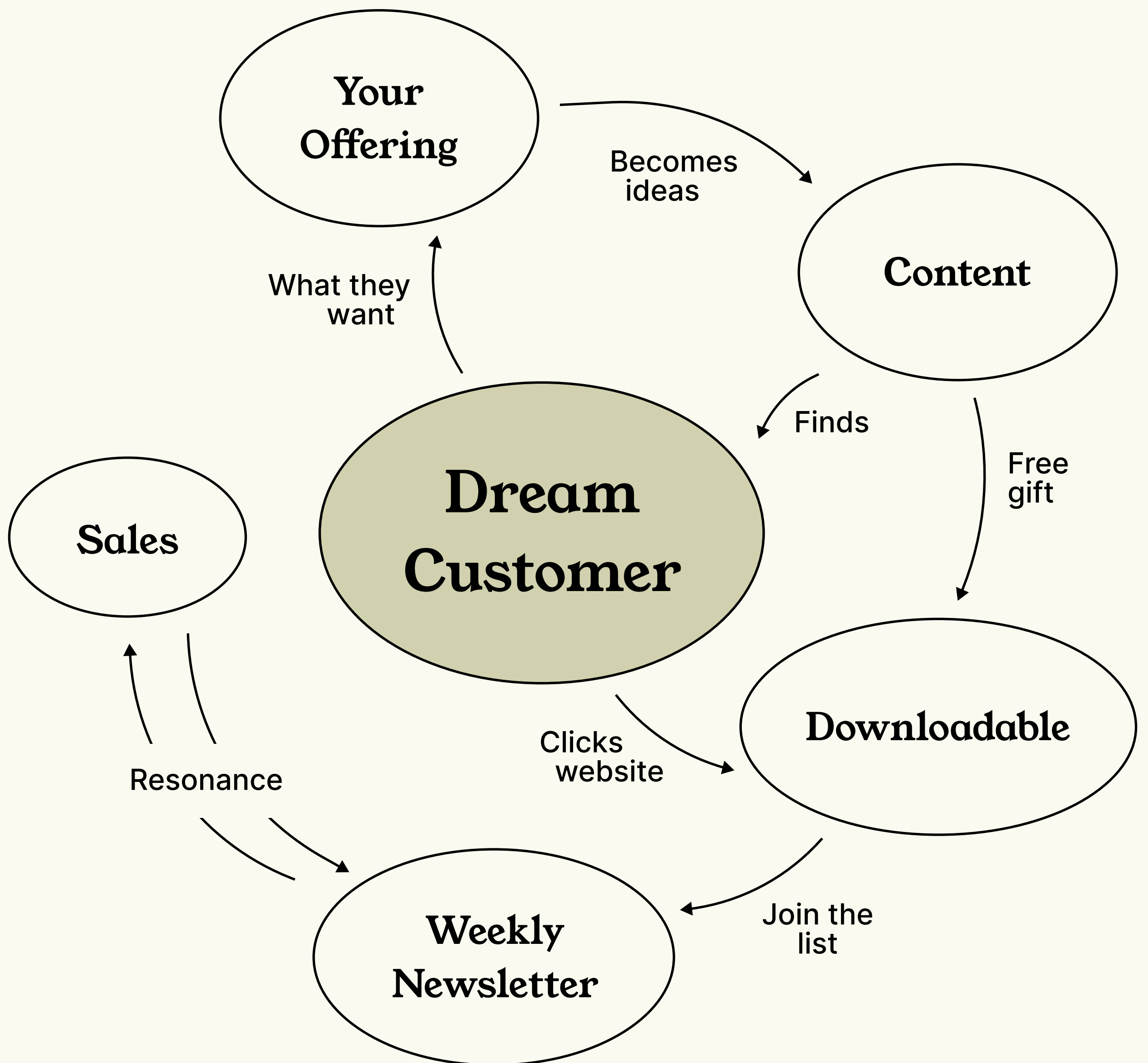
They may as well call it another Internet, because it's how ours operates as well. We help each other.

You want to help others, right? We want to help you too. We just need to know how to do that. You're ready to become part of the network. Let's make sure it knows you're there.

In this short ebook, I'll show you how to connect to the web with its natural language: information & connections.

Once you set up the 6 parts of the system (in your tools of choice) you'll be tapped in. The web will support you as long as you keep showing up.

The System



The 6 Parts

As you can see, the system is not linear. Each part feeds the others, working together quietly, long after you've stepped away.

1. Your Dream Customer: You don't need a business yet to answer this. You just need to get honest about who you're here for. Your dream customer is the sun your whole system orients around. Every piece you create is really just a message to them, saying: I see you. I made this for you. [Read: How to niche with Dream Customer Profile.](#)

2. Your Offering: This is your gift, made legible. What do you actually do for people — how do you move them from where they are to where they want to be? Start by mapping the before and after in 5 clear steps. A tarot reader might guide someone from anxious and uncertain → to naming what's holding them back → to seeing their options clearly → to trusting their instincts → to making a grounded decision. That journey becomes the spine of everything else you create.

Your delivery method can be a 1:1 reading, a downloadable guide, a recorded course, a live workshop, a membership, or a physical product like a deck or a kit. [Read: What to sell, exactly.](#)

3. Your Content: Your roots — working while you sleep, bringing new people into your world long after you've moved on to the next thing. It can take any form: videos, blog posts, carousels, podcasts. Pick one

or two channels where your dream customer already spends time and show up there consistently. Build some of it around questions they're already searching — answer the question in the title, give a real answer in the body, end with an invitation to go deeper. One good piece a week is enough.

4. Your Downloadable: This is your first gift — a free, high-value resource that turns a curious reader into someone who wants to stay in touch. It's the bridge between your content and your list. It doesn't need to be long. A 3-card spread for clarity. A beginner's guide to working with your birth chart. A simple ritual for new moons. A checklist for your first oracle reading. Whatever it is, it should deliver a small, real result — something that makes your dream customer think there's more where that came from.

5. Your Weekly Newsletter: This is your most direct line to the people who already like you. No algorithm, no competing for attention — just your presence in their inbox on a schedule they can count on. Set it up, write it like a letter to a friend, and let it run.

6. Your Sales: By the time someone has found your content, downloaded your gift, and read your emails, they already trust you. The sale is just a natural next step. It looks simple: every few newsletters, make an offer. "Here's how we can work together." A link, a reply, a booking button. You just have to show up and say *I can help*.

Next Steps

This is the same system that I found a publisher with (look up Kawaii Tarot by Diana Lopez). Or rather, they found me.

The people who need your gift are already out there, searching. Let's build the path between you.

Make the system yours.

Let's talk →

And if you'd like to share any feedback about this ebook — I'd genuinely love to hear it. Email me at me@diana.nu.