

HOUSE OF  
PREMINENCE

FROM  
PRESENCE  
TO PROFITS

How to  
Boldly  
and  
Beautifully

UNLEASH YOUR PREMINENCE

*and monetise it too!*

*Jenni P*



Welcome my ambitious lady entrepreneur !

Enough with being just on the edge of greatness and the success you dream of!  
It's time to step into your greatness and boldly and beautiful scale up your life to  
create the work of art, you know you are born for.

So let's imagine what looks like for a moment:

To be handsomely rewarded for who you truly are, without having to resort to  
any cookie cutter moulds that someone else invented.

To claim your position as an expert on your topic, in a league of your own.

Not just an authority but The Authority.

Wherever your ideal clients and fans are gathered, you will be, not just visible but  
unforgettable.

Where, in a room of 100 other business women, people turn their heads when  
you enter, remember you, ask for your card. And follow up with you.

Where top established leaders want to refer you and JV with you.

Where you don't hustle for anything, neither speaking engagements nor PR  
opportunities.

Where your social proof is impeccable and your image, charisma and confidence,  
dynamite. Ready for that?

When you master these following qualities in your persona, your presence, and  
your positioning, you will truly be able to claim that status of high achiever you  
dream of.

EXCELLENCE  
DISTINCTION  
PEERLESSNESS  
PRESTIGE  
RENOWN  
LEADERSHIP  
TRANSCENDENCE

These qualities along with Your Genius. (Yes you have one!)

This is what it takes to Create Your Own Stage

Here is how to own these qualities and why they will help you move the needle  
on the results of your life and business, more than any outdated tactic, strategy,  
new technology or same old 7 step process.



# Excellence

## THE MULTIPLIER EFFECT

Principle - "The way we do anything is the way we do everything"!

Wise truth from Martha Beck. Think about that statement.

You may be focused on making money in your business, but every part of your life has a knock on effect on your results. The world's high performance experts, business titans and gurus are not wrong in that, neither are world class athletes who go on to create great wealth. There is no such thing as a poor athlete! They simply use the prowess and discipline they perfect in training, and apply it to every other part of their life.

Here's the thing, you may never be a world class athlete, but you can be world class at something! Something you are naturally gifted at or love to do. Because of course excellence is not genetic. It takes effort, massive effort and discipline. do you have what it takes to become excellent at something?

Exercise: pick 1 to 3 areas of your life and decide to be 'World Class' in them.

Remember, excellence in one or more areas spills over into all of the other areas of your life. For example olympic athletes who go on to become leaders. Singers who go on to make movies. Retailers who grow global chains!

Here's the thing. If you share the adventure of this 'Excellence' journey, people will gasp in wonder at your commitment and be inspired by your example. Your aspirations to greatness will enroll others naturally. Never has it been so easy to use social media to share your passion and progress. It doesn't have to be something that costs a fortune, and it will enhance your confidence and vibrational energy!

So get out of the way of your own greatness and commit today. Ask yourself, 'If money were no object, what would I do?'

And go and do it!

**ACTION STEP:** Create affirmations, new rituals that will support this uplevelled behaviour. Commit to excellence. Connect with others' excellence. Eat breathe and sleep excellence.

# Distinction

## HOW TO SWAP MERELY BEING 'VISIBLE' FOR MASTERING 'UNFORGETTABLE'

Principle - "Begin with the end in mind"

Stephen Covey

Business is a huge jigsaw puzzle - with one thousand moving parts that often don't seem to go together!

Don't struggle to fit the pieces together by screwing your head up with tactics and strategies, be clear about the BIG picture first!

Stop trying to lead with your offers or services. Stop leading with features, benefits and modalities. Lead with your purpose and genius.

A strong sense of identity is the way you can articulate your value to your market. An accurate message and mission will distinguish you from everyone else in your niche. In fact you will be creating your own part in the niche!

Truth Bomb:

'So Within, So Without' is a universal principle that will either guarantee or impede your success.

It is your genius that will allow you to be Preeminent and bring your magnum opus to the world. (Your Magnum Opus is your great Life Purpose work - the one that has the most earning potential too!)

Genius has nothing to do with genetics (this has been proven) but more to do with environment and application, ie hard work, repetition and intensity.

Show up in the world by articulating 'Who' you truly are before your 'Why' and certainly before your 'What' and 'How'.

This is not about trotting out some pitch line of what you do. But harnessing the underlying superpowers of your genius.

If you have a challenge with this idea or are inspired to know what your genius is, click here to book an Inspiration Call with me and we'll explore it together.

ACTION STEP: Book your genius call now! <https://Preeminenceconnection.as.me/>



# Peerlessness

## THE 'PRINCESS EFFECT'

### Principle - To have more, you have to BE more!

Make a list of all the qualities you know that you need to acquire or master to uplevel your whole persona, presence and profits.

For example : this may be class, grace, nobility, being a generous listener, social graces and etiquette, effective authentic networking, sincerity, dignity, being a lady or stepping into your feminine power, over delivering, maintaining integrity at all times, philanthropy, mastering your self-confidence, practising public speaking and eloquence, being a Princess in your social etiquette, serve before selling.

These are just a few suggestions. Add your own!  
Above all, don't fake it till you make it.

.If you show up daily as your highest self, you will naturally conduct yourself as such, and attract the evidence!

In other words, identify whatever it takes to become familiar with the qualities of you as your most successful self and master them one by one!

Make sure your image and style are coherent with this successful persona .

Image - style is pure energy , make sure your clothes, appearance beauty, self care routines and your body language are supporting your message and mission.

#### ACTION STEP:

Take a good hard look at your life AND wardrobe and ask yourself which aspects need a 'royal' upgrade.

Need some structure or inspiration?

Book an Inspiration call with me and I will gift you my Create Your Iconic Life Vision Board and Your Aligned Style Quickstart Guide for FREE!

<https://Preeminenceconnection.as.me/>

# Prestige

## PRINCIPLE - The Power of Association

### WHO YOU KNOW IS YOUR SECRET MONEY KEY

People judge. It's what humans do. We are neurologically wired to do so and make decisions based on our conclusions!

People will judge you on the quality of your entourage. your tribe, associates, even your friends. So make sure your network is impeccable! It has never been more important to surround yourself with people who support you, invest in you, refer you, recommend you, share your content and offers and genuinely care.

There is a principle called six degrees of separation - it means we are all connected through just six people to everybody in the world.

That is good and bad news! Take an honest look at how your network is uplifting your highest vision for your life. Check out who you hang around with and the environments you frequent.

If we are the average of the five people we frequent the most, and you don't like some important parts of your life, it maybe time to audit your tribe and friends!

In business, who you know counts for 99% of your success.

Relationships ARE business. Choose them wisely and nurture them soberly.

So make a list of those people and occasions you know you must cease to hang out with. And make another list of 3 to 6 role models you absolutely admire and aspire to be like and start to make a plan to connect with them!

Important, see next principle for how to do that!

**ACTION STEP:** Audit your whole network and ask yourself if you are really honestly making relationships and communicating in a way that is befitting of your Preeminence. Is your community holding the space for your highest self to emerge? If not, begin a serious audit and de-clutter.

Make some clear headed decisions about the kind of community which will help you thrive.

Then create a list and go make some calls! Start building a rolodex of prestigious people who want to know and support you!

# Renown

PRINCIPLE - Business is a relationship where there is an exchange of value for money.

YOUR MOST PRECIOUS 'CURRENCY' IS YOUR KNOW, LIKE AND TRUST FACTOR.

Here is a powerful protocol that can help you maintain a KNL factor of a business leader: it is a formula of etiquette, respect and integrity.

Use the following formula in all of your relationships (personal and professional)

$1+1=3$  the maths of enlightened collaboration.

This spiritual and ethical formula is such a powerful one to integrate into your life and business. The idea behind it is always to understand that great possibilities can be created when we look for ways of helping others, before simply assessing what you can get out of a situation. It means serve before selling. Ask before giving an opinion. Offer to help before asking for help. Genuinely desire another's success and well-being as well as your own. For example:

See your prospective clients as heroes to be championed.

Affiliate for someone great.

Interview your mentor.

Work with someone stellar and give them a testimonial.

Brainstorm ideas on how you can use this principle to increase and confirm your Know, Like and Trust factor, so that your brand and public persona are seen only in the very highest regard.

My companion coined this beautiful phrase:

"In the noble art of enabling another, your own majesty shines forth"

When you help others shine, you shine!

ACTION STEP:

Make a list of powerful people on your community and brainstorm on how you can get closer to them. Brainstorm on how you could serve them.

With this formula in mind, what could you co-create?

Don't be afraid, go and propose it!



# Leadership

PRINCIPLE - To Scale Up, You Must Step Up!

THE MOST PRECIOUS CURRENCY IN YOUR BUSINESS

IS YOUR 'KNOW, LIKE AND TRUST' FACTOR.

In your business - if you inspire others, connect with others, guide others, facilitate change and transformation, stand up for values that create change, manage a team, have a vision or mission, then you are a leader. If you are an innovator, change-maker, status quo kicker, founder or speaker, then you are a leader.

The sooner you own this fact, the sooner you'll see your results scale.

The sooner you begin to live your days as a leader, the sooner you will reap the benefits!

Remember this mantra! "Be the change you want to see in your bank account"

You don't have to be famous - just embody all of the qualities of Preeminence - excellence, distinction, peerlessness, prestige, renown, even if it is at the level of showing up as a leader for your own community and tribe!

Celebrated high performance expert Robin Sharma, encourages us to "Lead without a title". It means that even if you never win a global accolade, you are making the world a better place by your own initiatives!

Leadership is a primary principle of Preeminence.

**ACTION STEP:**

Make a list now on all the areas in your life where you are playing too small and swap them around to being intentions of stepping up.

But don't let them stay as intentions.

Set some mean goals.

Re-create your schedule as a leader.

Hire a team (even if it's on just on Fiverr!!)

Get help, even if it's by exchanging services.

Get a mentor.

Get into a mastermind group and find a like-minded buddie.

# Transcendence

## PRINCIPLE - Whatever You Resist The Most is What You Most need To Work On

To become Preeminent in your business, you have to get over your real or imagined limitations, period.

It's time to evaluate in your journal, all the known factors that you believe are keeping you stuck.

Pour your heart out onto paper and then sort them into priority groups:

1. Conditions or behaviours you've been struggling with for years, and have no idea how to fix them.

2. Evolution or circumstances that you're aware of (knowing deep down you have way more potential than you are currently using) but are working diligently on, alone or with a coach/mentor.

3. Habits you know darned well are not serving you and you need to kick ass on!!!

Glory be, it's not as if the tools don't exist to do that!!!

Personal development education is Ali Baba's Cave for healing, changing mindset, getting fit, improving performance, performance etc.

The tools exist now, as never before in history, for us to step into the greatness we are all born for.

However, the problem comes when you don't know that you have limitations or have become so used to be playing at a lower level in your life that it always feels as though you are striving after the next breakthrough with blood, sweat and tears.

It doesn't have to be that way.

# Genius

No amount of motivation, goal-setting, list-making, visualisation, affirmations, praying, determination or self-criticism will shift us into the rituals, energy, practices, mindset and lifestyle of our most preeminent self without one single foundation: our zone of genius.

Because here's the thing..

If all it took to make the leap from a mediocre life playing small, to thriving as a successful leader were a few personal development tools, then everyone would be a fabulously rich influencer!!

To strike gold, you have to know where that gold lies in you.

There is a whole gold mine of it. It's in your genius.

Our zone of genius (we all have one!) is not simply about being doing something clever, innovative, beautiful or heroic. Your zone of genius is where your most powerful life-force lies. Your super-powers. Your innate potential to be, do and have anything you desire!

Your zone of genius, when engaged can solve any challenge. Your genius is able to see lucidly, the best choices to make for everything.

Every day, month and year of our lives. Our zone of genius, (so much power to unleash there!) is linked to our soul. I do believe it's our soul's way of expressing our purpose and destiny.

It's when we are in flow, connected to everything in peace, serenity, completion, love and joy.

And our genius is a master salesman. It knows just the right business model, pitch, strategy and action plan for your unique gifts and talents. It is what will enable you to magnify your earning potential.

See, your genius is gold!



# Welcome to the House of Preeminence

To step up, show up, speak up and scale up, you have to make your genius your CEO. I promise you, you cannot NOT be preeminent if you ally your genius to everything you do in your life and business.

.Your genius will reveal your 'Who, Why, What and How' - of your most ideal life and business model.

It allows you to easily communicate:

THE VALUE OF YOUR OFFERS AND SERVICES so that people are seeing you as preeminent authority on your topic.

This is the foundation of a truly ALIGNED business model.

Aligning your Message, your Mission and your Presence so that your Brand Persona shines with:

Excellence

Distinction

Peerlessness

Prestige

Renown

Leadership

Transcendence

aligning you with the greatness you are born for and the wealth you deserve.

So within, so without; Find your gold within, receive your gold without!

Doesn't just reading that make you feel like you take over the world ?

So maybe you're thinking how to I find my genius Jenni? Where is MY gold?

Well my friend I know the answer to that.

But before I tell you how we can find it together, I want to leave you with one more exercise.

No amount of intention or goodwill will enable you to scale up your life unless you are clear on what it really looks like. As I said earlier, clarity is divinity, and it is also quoted as being the Number 1 thing that the worlds highest earners seek first every day!

What would it mean to you to wake up tomorrow in that Preeminent life?

How would you choose?

What would you do differently?

What would you be thinking and feeling and seeing?

What would you be smelling and touching?

What are you earning?

Who are you with?

Build yourself a complete sensual vision of your ideal iconic life – take some time and colour in the details in your head.

Where are you? What do you hear? Who is with you? Why, O why does it feel sooooo amazing?

#### PREEMINENT PRINCIPLES:

Success is not a goal but a way of being. Achievement is the sum of rituals, habits, practices, To have more, you must be more.

Welcome to Preeminence - an art, a science and the key to being and having more.

I have created a superlative space to support your Preeminence. Inspiration, motivation, opportunity, an invitation to express your highest self every day.

Welcome to the House of Preeminence.

*Learn more about this can help you here!*