



SERAPHINA SOLIS × CREATIVE + GROWTH + COMMERCE

THE COMPLETE 2027 GAME PLAN

A founder-led universe.
A four-person team.
One clear launch calendar.

THE PEOPLE / THE MONEY / THE PRODUCTS / THE PLAYS

Black Friday 2026 → December 2027

Prepared for Seraphina Solis; Past Nine / Your Health Is Your Wealth; OptiMind; and Dom. Terms are presented for acceptance and contracting.

01 / THE PLAN IN 60 SECONDS

The 2027 game plan is simple.

One woman creates the work. Three aligned partners build the editorial, publishing, commerce and customer systems around it.

NOV 1

OPERATE

Melanie gets approved access, sorts the archive and delivers a 30-day calendar. Craig assigns creative and editing.

NOV 27

SELL

Black Friday launches the \$1,111 live 12-week Body of a Goddess experience; delivery begins January 4.

DEC 31

WRITE

The Curse Breaker first draft is finished at 500 fresh words daily; certification target completed.

2027

MULTIPLY

January source filming, book launch target in May, Shopify after the book and self-guided education later.

THE WIN FOR SERAPHINA

Write. Teach. Record. Approve. The rest of the operational load belongs to an accountable team. This does not mean turning every aspect of her life into content.

02A / WHAT CHANGES FOR SERAPHINA

Stop being the whole marketing department.

The call made this clear: she has the voice, the audience and real offerings. The missing piece is an operating system that turns her existing work into organized daily audience touchpoints.

BEFORE

A creator waking up every day wondering what to post, replying across time zones and trying to film, teach, market, administer and sell her own products.

AFTER

One weekly filming batch. Two days for Zoom sessions. 500 book words each day through December. An approval window. The team edits, schedules, tests, follows up and reports.

THE FOUR-PART CREATOR CONTRACT

01 **WRITE**
The Curse Breaker draft by year-end.

02 **TEACH**
Live Goddess, plus selected client sessions.

03 **RECORD**
Truthful stories, source clips and lessons.

04 **APPROVE**
Your words, image, prices and schedule.

02 / WHY THE MACHINE MATTERS

She already has a real audience.

Melanie and Craig discussed roughly 50,000 followers on each of Instagram and TikTok. These are reported platform counts, not a verified combined unique audience.

REPORTED STARTING AUDIENCE

~50K

INSTAGRAM

~50K

TIKTOK

THE AMBITION, NOT A PROMISE

500K

A stretch reach goal across social platforms. Growth depends on audience response, creative quality, advertising economics, and platform behavior—not an assured result.

01

BE SEEN

Authentic short video captures attention.

02

BE TRUSTED

A useful 40-minute class and honest story deepen trust.

03

BE PURCHASED

The \$44 AI Blueprint or a focused cohort offer proves demand.

04

KEEP THE CONNECTION

Consent-based email follows up without demanding daily posting.

03 / THE STARTING LINEUP

Four leaders. Four distinct jobs.

The business remains Seraphina’s. Two established provider groups operate the editorial, publishing, growth and technology systems. Dom is the investor and commerce/AI adviser.

SERAPHINA

FOUNDER + THE VOICE

Writes the book; completes certification; films one approved content batch; teaches live; limits all Zoom availability to two chosen days. She approves personal-story disclosures, offers and spending.

CRAIG / TWO COMPANIES

PUBLISHING + CREATIVE

Past Nine handles publishing and media. Your Health Is Your Wealth brings AI, product architecture and digital systems. Craig organizes editors, locations, film and January Asheville production.

MELANIE / OPTIMIND

GROWTH + OPERATIONS

Builds the 30-day publishing calendar, Meta/TikTok ad structure, Mailchimp and testing dashboard. Chooses small creative experiments; reports measured performance and what Seraphina records next.

DOM

INVESTOR + SHOPIFY + AI

Advises online store architecture, integration and financing. Reviews capital commitments and advertising credit separately from the 10% profit participation.

Support team: Editors, shooters, designers, fulfillment and development vendors work from approved briefs and real budgets. They are not extra personal assignments for Seraphina.

04 / COMMERCIAL MODEL

Two paid months. Shared profit from launch.

Commercial structure presented for acceptance. Seraphina uses her existing business and pays established providers separately; no new corporation or equity grant is created by this plan.

NOVEMBER + DECEMBER 2026 SERVICES

\$5,000 / MONTH

\$10,000 total across the two months, divided between Craig’s provider companies and OptiMind via separate invoices. Everything contributed before November remains available to Seraphina without charge.

65%

SERAPHINA

12.5%

PAST NINE + YHIYW

12.5%

OPTIMIND

10%

DOM

Commercial start: eligible Ancient Souls sales from the authorized November launch. The pooled profit split includes readings, books, digital products, cohorts and merchandise after agreed costs, without an organic-versus-ad carve-out. From January 2027, no ongoing \$5,000 services retainer is planned. Hollow Bone retreats and films receive separate project agreements.

05 / FUNDING THE FIRST PLAYS

Three funding lines. No double counting.

The \$20,000 execution allocation is for actual approved work, not a second round of personal retainers. The advertising credit facility provides capacity—not free money.

\$10,000

NOV-DEC SERVICES

One combined \$5,000 payment each month, allocated between existing provider companies through separate invoices. Prior work was contributed for free.

\$20,000

BUILD / PRODUCTION

Working cap discussed as up to \$10,000 for Craig’s creative/tech lane and \$10,000 for OptiMind’s execution lane: editors, filming, shoots, tools, Shopify support and approved vendors.

\$20,000

AD CREDIT CAPACITY

Separate Meta/TikTok credit facility. Draw approved amounts only once the buying experience and measurement work. Repayment and borrowing obligations must be written.

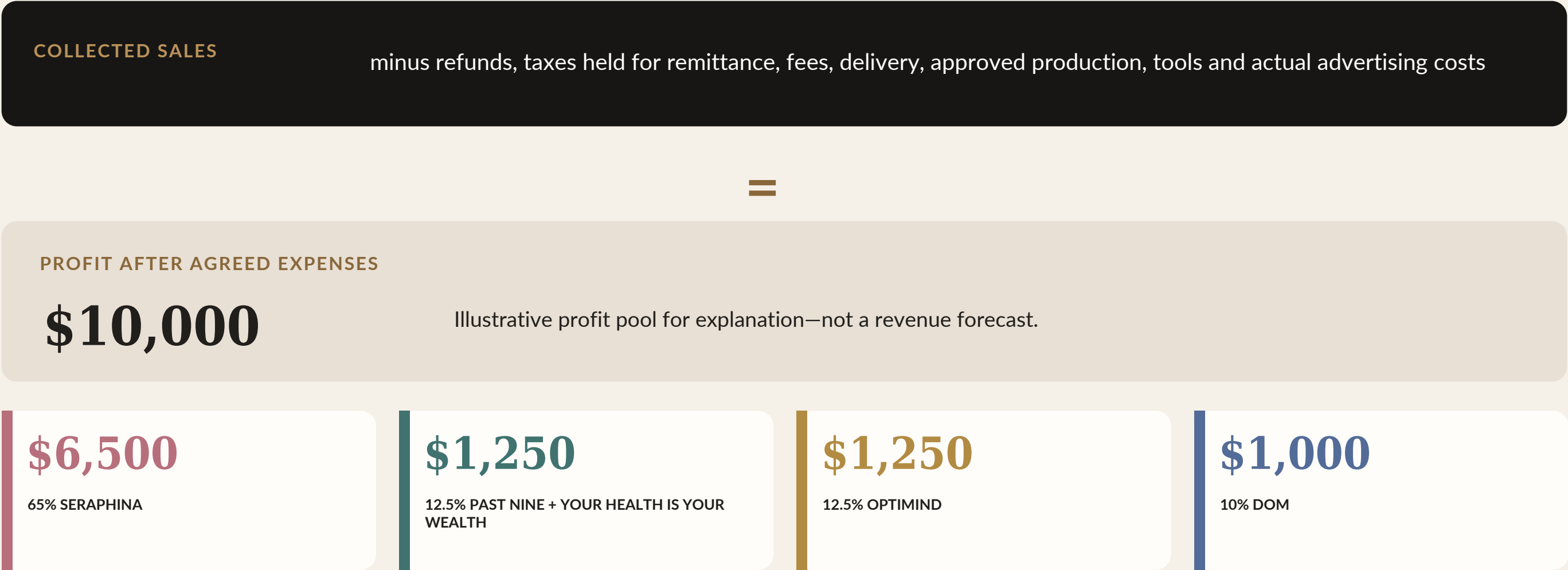
BUDGET RULE

\$30,000 in planned service/build cash plus up to \$20,000 advertising credit. Every bill is approved, assigned to a real vendor or service, and reconciled monthly. Unused funds are not spent; loan terms, fees, borrower and repayment responsibility are documented before any draw.

06 / PROFIT PARTICIPATION

The same formula on every sale.

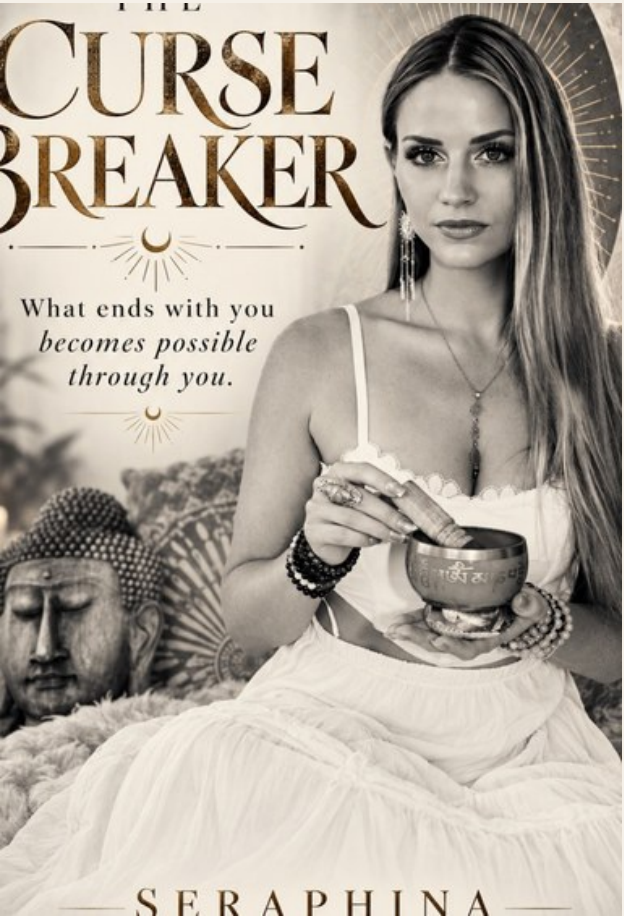
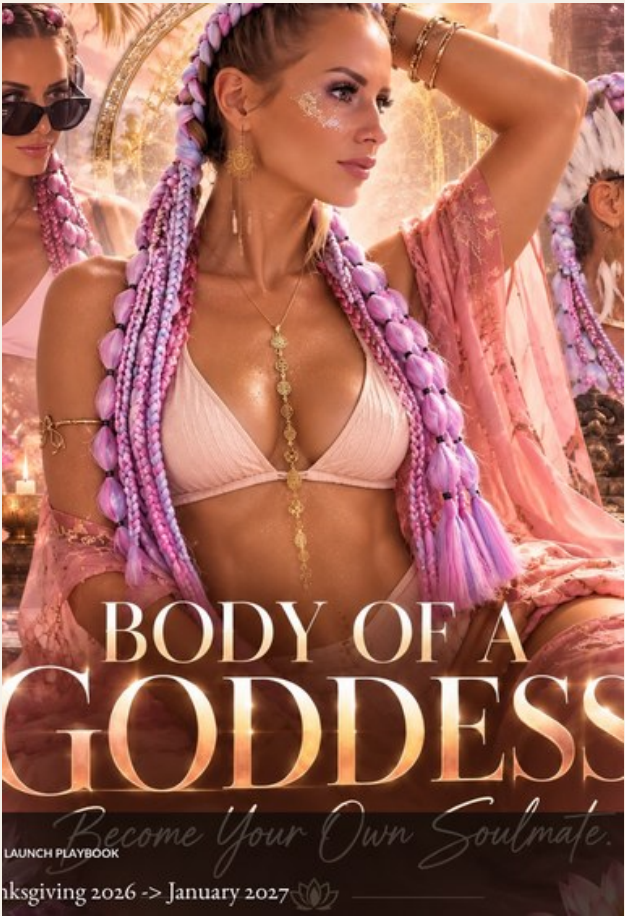
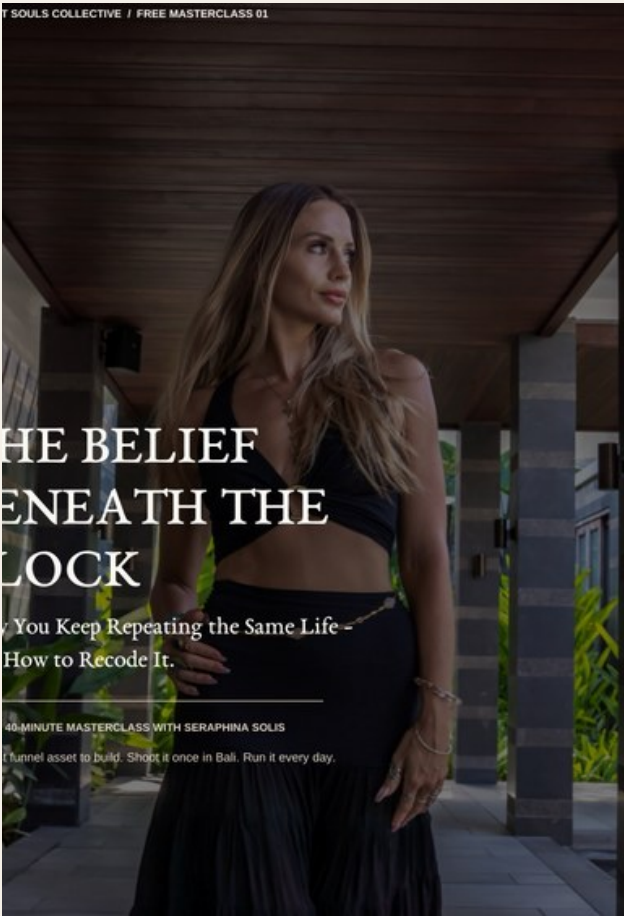
No tracking debates about where a reading came from. The pool is based on all agreed Ancient Souls sales processed by Seraphina’s business after the commercial start date, with company-level participation shown separately.



Financial operating rule: expenses require approval and receipts. Keep a reserve for refunds and obligations, report sales and costs monthly, and calculate participant profit distributions at month-end after a consistent closing period. The \$10K services payment is separate from the \$20K build and \$20K credit facility; no invoice is counted twice.

Not one offer. A clear path.

The price ladder has room for every kind of client. Access to Seraphina stays limited; self-guided products create reach.



FOUR ENTRY DOORS

FREE The Belief Beneath the Block masterclass

\$44 Spiral Path AI Blueprint

\$40 The Curse Breaker book • after publication

\$111 Body of a Goddess video course • later

2026 first sale: The live 12-week **Body of a Goddess** cohort opens on **Black Friday, November 27**, at **\$1,111** and begins January 4, 2027. The \$111 video version does not exist for sale yet.

What people can actually purchase.

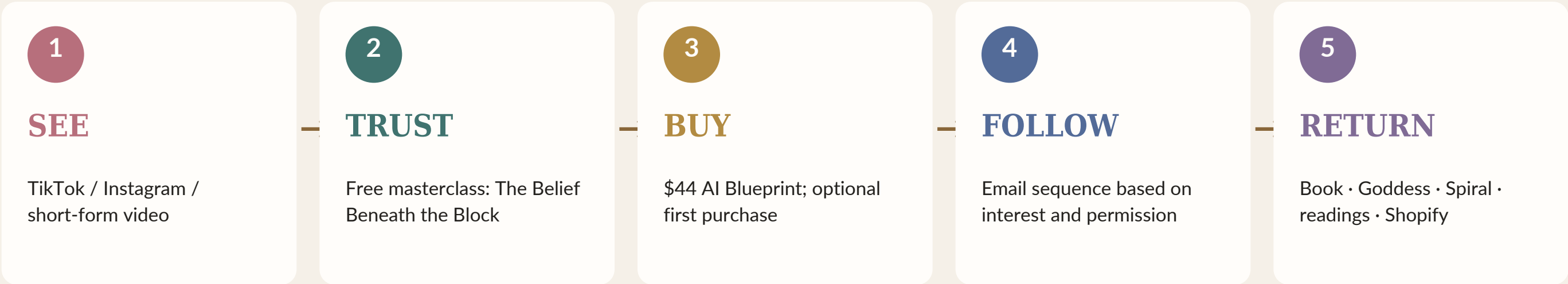
Each offer has a clear delivery method and access level. The cohort and video versions are different products with different launch dates.

\$0	The Belief Beneath the Block	40-min free masterclass	EVERGREEN / lead entry
\$44	Spiral Path AI Blueprint	Digital AI reflection experience	FIRST DIGITAL PURCHASE
\$40	The Curse Breaker	Print + digital book when published	SPRING / BOOK LAUNCH
\$444	A Reading With Seraphina	One 90-minute private session	2 ZOOM DAYS ONLY
\$555	Two Private Sessions	Two 60-minute sessions	2 ZOOM DAYS ONLY
\$888	The Artist’s Way	Independent creative cohort	SEPARATE CURRENT DELIVERY
\$1,111	Body of a Goddess LIVE	12-week January founding cohort	BLACK FRIDAY 2026
\$111	Body of a Goddess VIDEO	Self-guided video edition	LATER 2027 / NOT YET FOR SALE
~\$999	The Spiral Path VIDEO	Self-paced premium workshop	FALL 2027
\$4,444	The Spiral Path PRIVATE	13-session personal mentorship	APPLICATION / CAPACITY
\$15–25K	Mastermind	Premium experience; goal of 3 yearly at maturity	LATE STAGE / INVITE
VARIES	Live, retreat, merchandise	Shopify goods and approved gatherings	STAGED / AFTER BOOK

Only the listed private sessions and cohorts create a recurring calendar obligation. The customer can also buy a course, a book or a physical product without booking Seraphina’s time.

How one video becomes a customer.

Melanie builds this path in November and December. It starts with Seraphina’s actual teaching, not a complicated website.



WHAT THE CUSTOMER ACTUALLY SEES

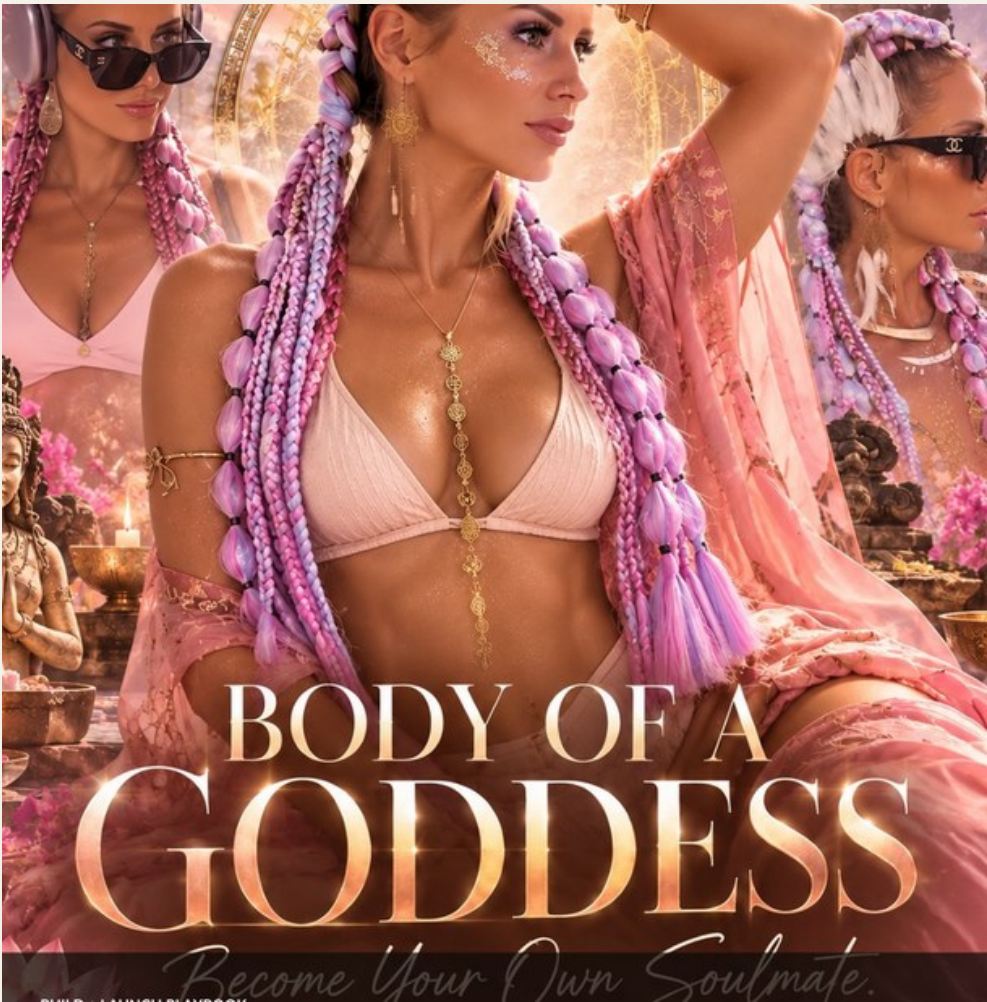
Day 1: An honest 30-second Seraphina teaching → click to the free class. **Same visit:** A clear optional \$44 Blueprint purchase. **Later:** Helpful emails and proof from the Goddess cohort. **After publication:** A \$40 book with a useful complimentary download; a separate optional digital upgrade. **Long term:** Personal work is offered only when there is capacity.

The team tracks what generated a lead and purchase. Seraphina does not have to learn ad pixels, lookalike audiences, reporting dashboards or automated emails to teach the class.

10 / FIRST PLAY: BLACK FRIDAY

The first launch is November 27.

This is a \$1,111 founding 12-week live experience—not a \$111 video download. Seraphina leads the program from Asheville starting January 4, 2027.



BODY OF A GODDESS / BECOME YOUR OWN SOULMATE

\$1,111

LIVE COHORT • 12 WEEKS • JAN 4-MAR 28, 2027

The live room includes one weekly teaching rhythm, a workbook/journal, guided practices and a scheduled group call. Client support remains bounded; she is not available around the clock.

MUST BE READY BEFORE ADS GO LIVE

Sales page + \$1,111 checkout / start date and 12-week calendar / finished trailer + teaching sample / professionally edited Blueprint/masterclass video / email confirmations + welcome flow / tested Meta/TikTok tracking.

Black Friday is the enrollment launch; January 4 is the program start. The self-guided Goddess course is deliberately held until later in 2027, after this live cohort has been recorded and refined.

October-December: build the foundation.

The first three months are not about launching a dozen products. They create one working funnel and a finished draft of The Curse Breaker.

OCT 16-31	THE SETUP Finalize the \$1,111 / 12-week Goddess curriculum promise and registration. Shoot the free masterclass and Blueprint demonstration/video. Finish the first ad assets. Writing begins or continues at 500 words/day.
NOV 1-26	THE MACHINE The Craig-side companies and OptiMind wire the funnel, Mailchimp, analytics, landing page and checkout. Dom guides Shopify architecture. The team tests email, payments and ad attribution. Cert progress + manuscript continue.
NOV 27	BLACK FRIDAY Open Goddess founding enrollment at \$1,111. Start controlled audience marketing only when checkout and delivery are tested. Use the ad facility by approved draw, not all at once.
DEC 3-18	ASHEVILLE / 15-DAY WORKING VISIT Craig + Seraphina organize content, production and 2027 calendar. Film priority promos and creative materials. Protect the writing streak; review living choices before January.
DEC 19-31	HAWAII / WRITE / PREPARE After the Asheville visit: family wedding and transition. Finish the first draft by December 31. Complete certificate requirement. Book the January shoot/editor calendar and cohort onboarding.

THREE HARD DELIVERABLES BY YEAR-END

1) Paid Goddess launch working. 2) Free masterclass/Blueprint sales funnel tested. 3) The Curse Breaker first draft and certification completed.

11A / NOVEMBER ACTIVATION

A 30-day operating system, not 30 tasks for her.

OptiMind builds on the real archive, with a month of scheduled content as an early deliverable. Each week has one accountable outcome, one approval gate and a specific purpose.

WEEK 1

ACCESS

Account permissions, audience baselines, approved stories and asset library. Confirm the single first launch funnel.

WEEK 2

CURATE

One month of organic content queued; 3–5 edited clip formats, a webinar edit, landing page and email journey.

WEEK 3

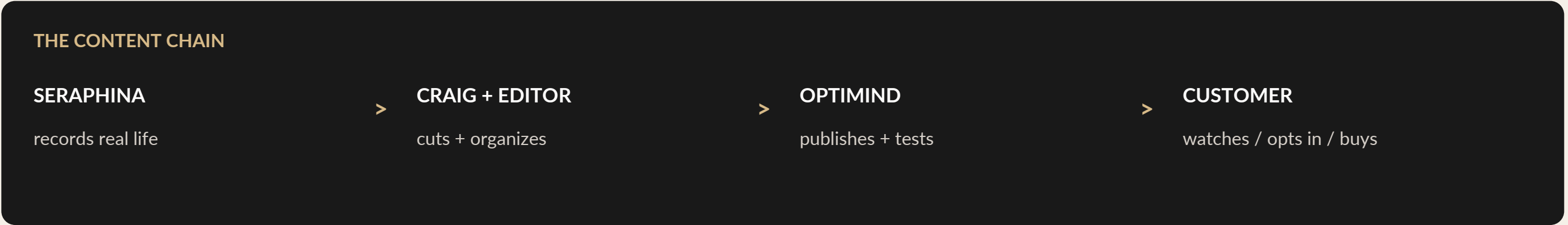
TEST

Small audience and creative experiments on one priority offer. Check registrations and paid conversions before scaling.

WEEK 4

SELL

Black Friday Nov 27: \$1,111 / 12-week live Goddess room. Review actual sales, refunds and lead quality daily.



Her job is to create. Not to operate software.

An exact work commitment without someone else choosing her wake-up time, gym schedule or personal life.

EVERY DAY

500 NEW WORDS

The Curse Breaker first draft. Finish by Dec 31. New writing counts; editing and polishing happen later.

BY DEC 31

FINISH CERTIFICATION

Complete the outstanding professional qualification and supply verification or scope for accurate program copy.

TWO DAYS / WEEK

ALL ZOOM APPOINTMENTS

Cluster readings, paid meetings, cohort live calls and private sessions on two designated days. No open calendar on the other five.

ONE DAY / WEEK

BATCH ORIGINAL CONTENT

One purposeful filming session with Craig/editor direction; capture direct-to-camera teaching, a story and one useful practice.

ONE BLOCK / WEEK

APPROVE THE WORK

One consolidated creative approvals batch: filmed cuts, campaigns, upcoming offers, book/editor feedback and consent.

JAN-MAR

DELIVER GODDESS LIVE

Lead the 12-week experience. Craig records approved lessons, edits and builds the future evergreen course without adding another cohort.

Seraphina is not responsible for: building Shopify, configuring ad accounts, connecting email tools, editing 20 versions of the same reel, pulling campaign numbers or being accessible to clients seven days a week.

Twelve months. No mystery.

This is the operating launch plan the four partners work from. The calendar is sequenced: live proof → book → commerce → recorded education → premium expansion.

JAN GODDESS LIVE STARTS Jan 4 · 12-week cohort. Craig films weekly.	FEB TEACH + SHOOT Goddess teaching + Spiral workshop outline.	MAR COHORT CLOSE Mar 28 · finish live run; gather approved lessons.	APR BOOK TO PRODUCTION Final edit, design, typeset, cover, proof, retail setup.
MAY THE CURSE BREAKER Target book launch and media outreach.	JUN SHOPIFY FIRST DROP Selected apparel, journals, bottles and prints.	JUL FILM THE LIBRARY Produce Goddess and Spiral self-guided lessons.	AUG GODDESS VIDEO Release the \$111 course from the proven program.
SEP SPIRAL WORKSHOP Release ~\$999 self-directed Spiral workshop.	OCT LIVE + SPEAKING Thought leadership, interviews, media and events.	NOV SECOND STORE MOMENT Holiday merch + book bundles; optimize winners.	DEC MASTER PLAN 2028 Selective premium experiences + yearly review.

Deliver the live room. Capture the future.

The 12-week Goddess program starts January 4 while Seraphina is in Asheville. Every recorded teaching becomes an owned production asset when consent and rights are cleared.



CALIFORNIA COOL / HAWAII HEAT

A woman-led label.
A genuinely unisex edge.

Sun-washed resort pieces. Heavyweight tees. Beautiful oversized hoodies
Soft sets for days she does not want to be seen. Clothing that feels
considered even when it looks effortless.



Fear of God restraint + vintage California art + Hawaii heat, without copying anyone
else's designs.

12 WEEKS / JAN 4-MAR 28

LIVE, THEN EVERGREEN

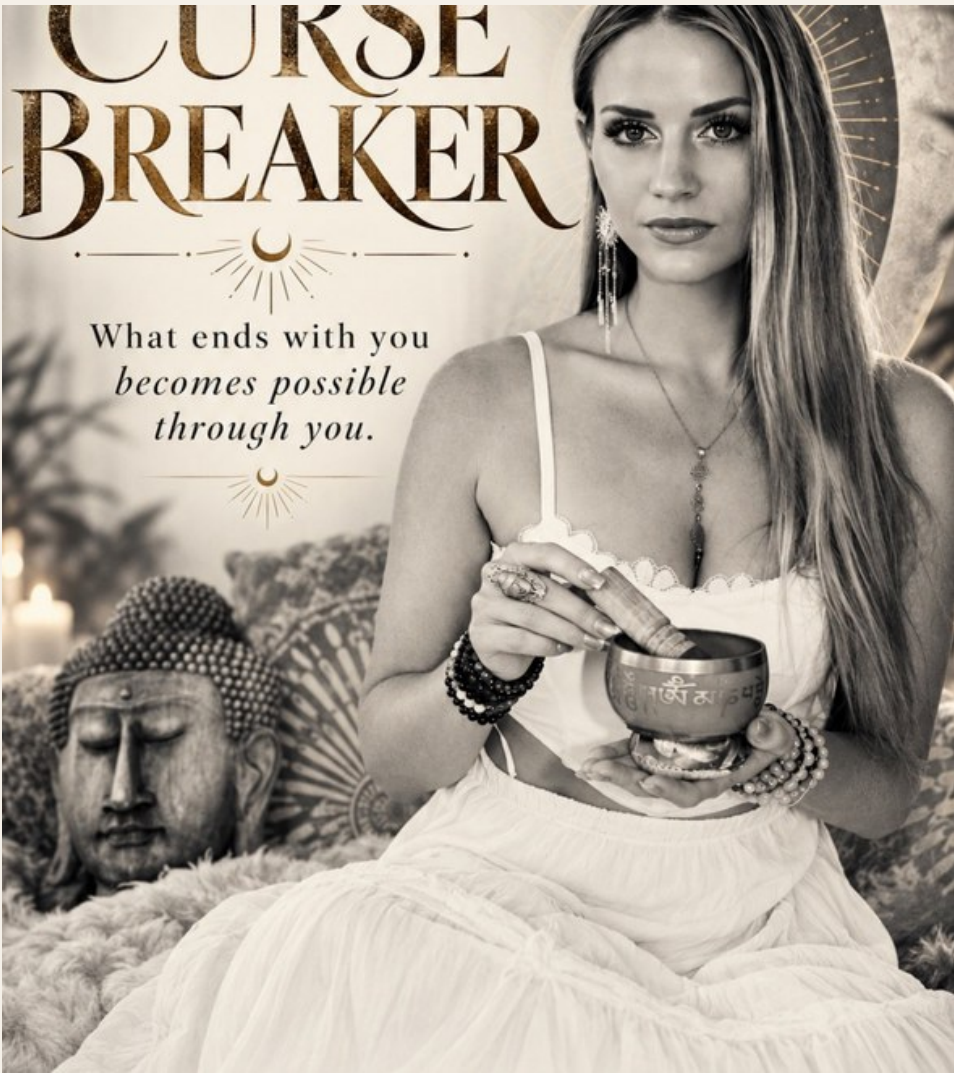
- 01 Seraphina leads the \$1,111 cohort and the weekly teaching / group rhythm.
- 02 Craig organizes locations, camera crew and raw-footage delivery; filming begins in January.
- 03 An editor assembles lessons, reflections, workbook prompts, audio and reusable clips.
- 04 Melanie runs approved acquisition and onboarding, reviews buyer results and adjusts creatives.

Production rule: capture source material once, at professional quality. The live Goddess cohort is the field test. The \$111 video edition launches later; it is not another 12-week coaching obligation. Build the separate Spiral Path video workshop with intentional scripting and additional filming.

15 / APRIL TO MAY

The book becomes the second front door.

The Curse Breaker first draft is due by December 31. The planned launch window is May 2027, following a full editorial and production process.



MAY 2027 / TARGET PUBLICATION

THE CURSE BREAKER

A \$40 book that opens the story, earns trust and introduces the reader to Ancient Souls without requiring a coaching call.

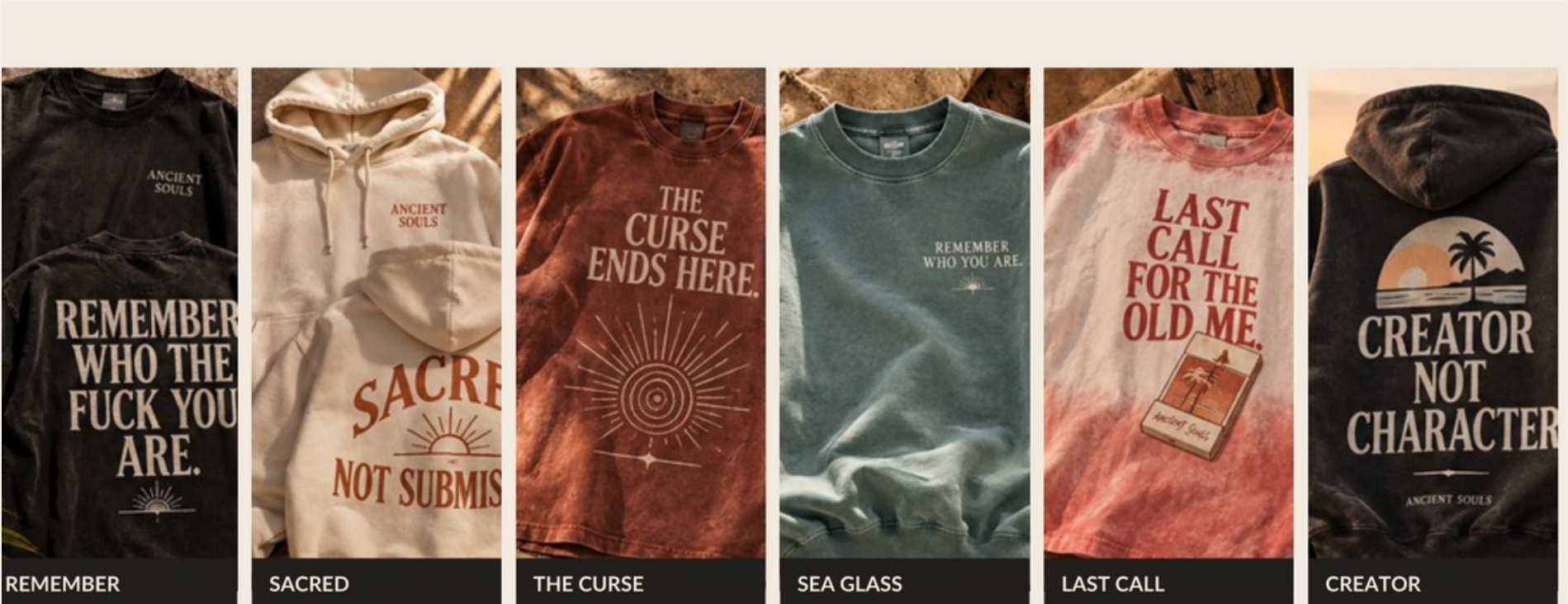
JAN-FEB	Craig locates an editor. Seraphina finishes revisions, permissions and manuscript structure.
MAR	Developmental and copyediting; decide cover, ISBN/distribution, print and e-book formats.
APR	Proof, approval, retailer setup, launch assets and preorder plan. Prepare book bonuses.
MAY	Publish, give interviews, distribute clips and route readers into the email ecosystem.

BUNDLE STRATEGY

Buy the \$40 book → get a useful downloadable reflection guide → opt into the email sequence → optional separate purchase of the \$44 AI Blueprint.

A physical store people actually want.

Shopify launches after the book. These are visual concepts from the original brand/lookbook decks; samples, margins and print files must be approved before checkout.



DROP 01 / JUNE

Remember tees, Sacred hoodies, The Curse Breaker journals, prints and selected drinkware.

DROP 02 / HOLIDAY

Additional notebooks, premium bottles and the best-selling artwork after real sales data.

LATER / PREMIUM

Lamps, mirrors and collectible home objects only after prototypes and safe fulfillment.

Store operations: Dom advises Shopify structure and integrations; Craig directs creative and sourcing; Melanie coordinates acquisition; fulfillment specialists deliver and support customers. Merchandise is not seven separate websites or seven campaigns.

17 / JULY TO SEPTEMBER

Stop selling only her time.

The next wave is recorded education. Craig shoots Goddess and Spiral course content in a coordinated production plan after the live cohort has been tested.

AUGUST 2027 BODY OF A GODDESS / VIDEO \$111 A clean, self-paced edition of the core teaching: edited video modules, guided practices and downloadable workbook. No weekly live sessions.	SEPTEMBER 2027 THE SPIRAL PATH / VIDEO ~\$999 The premium recorded version of The Spiral Path method. Build a distinct course pathway, not an accidental replay of private coaching.	APPLICATION ONLY THE SPIRAL PATH / PRIVATE \$4,444 13 private sessions when Seraphina has capacity. A separate offer from the course; all meetings fit inside her two weekly Zoom days.
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Production economy: film the Goddess and Spiral source teachings during coordinated shoots; use distinct scripts and outcomes. Videos, workbooks, graphics and checkout need completed production and buyer testing before the sale pages open.

18 / CONTENT THAT WORKS

One filming batch becomes an entire week.

Melanie’s system curates the archive instead of demanding a new selfie every day. Craig steers the creative, the editor makes variations, and OptiMind schedules and tests them.

SERAPHINA

ONE BATCH

True stories, 8 possible hooks, one useful teaching and one invitation. Her life and body are not artificially recreated.

CRAIG + EDITOR

SOURCE + FINISH

Choose the story, coordinate locations, capture high-quality source footage, edit approved 9:16 clips and one longer teaching.

OPTIMIND

SCHEDULE + TEST

Publish 3–5 strong short videos weekly, coordinate opted-in email, test creatives and report which path converts.

THE FIVE RECURRING THEMES

MON • PATTERN

TUE • STORY

WED • PRACTICE

THU • GODDESS

FRI • DISRUPTOR

These are team publishing slots, not five separate filming days for Seraphina.

18A / THE STORIES PEOPLE CONNECT WITH

The woman you see. The journey you have not heard.

Melanie and Craig agreed that the present-day photographs attract attention; approved personal narrative, humor, practical teaching and embodied insight make people stay.

01

PATTERN

The belief beneath the behavior; free masterclass.

02

REINVENTION

A real earlier chapter, chosen by Seraphina.

03

EMBODIMENT

Goddess teaching and daily practices.

04

CREATION

Book pages, Artist’s Way and creative work.

05

THE EDGE

The Divine Disruptor: smart, irreverent, grounded.

ONE SOURCE RECORDING, MANY EDITED USES

SOURCE

A 15–25 minute teaching plus short hooks.

ORGANIZE

Transcript, B-roll and approved prior media.

EDIT

Reels, carousel frames, email and ad variations.

FOLLOW UP

One useful class and relevant opt-in journey.

Consent rule: Old body imagery, family details and sobriety stories are optional. Authentic portrayal; no body reshaping, invented history or promises of therapeutic outcomes.

Melanie needs permissions, not passwords.

Seraphina remains the owner of the accounts. Grant company/partner access at the minimum practical level and require two-factor authentication.

META / FACEBOOK + INSTAGRAM

Business portfolio → add Melanie’s agency as partner; authorize the correct Facebook Page, Instagram account, ad account, billing permissions as appropriate, catalog and pixel/dataset. Do not hand over a personal login.

TIKTOK ADS

TikTok Business Center → invite agency or approved member to Ads Manager; link brand account when advertising authorization is needed; grant pixel/events and audience/reporting access.

MAILCHIMP / EMAIL

Invite the assigned operator with the appropriate manager-level permission; configure sender domain, audience/segments, opt-in language, welcome and purchase sequences, and unsubscribe checks.

SHOPIFY

Dom and the technical implementer receive approved collaborator/staff roles. Confirm storefront, payments, shipping, taxes, fulfillment, product catalog and customer support.

WEBSITE + ANALYTICS

Give developers access to Base44, domain/DNS when required, GA4/Tag Manager or agreed measurement stack. Verify real purchase events across platforms and test each checkout.

Approval rule: Melanie proposes media budgets; Seraphina or the designated business owner authorizes them. The business owns all ad accounts, pixel events, payment records, audiences and exported creative.

Real space. Real production. Protected time.

The creative partnership includes time together in Asheville, but housing and personal schedules remain separate from business compensation.

DECEMBER 3-18, 2026

THE FIRST WORKING VISIT

Meet in Asheville to align the brand, complete the first production briefs, inspect locations, set a January filming calendar and establish the team workflow. Seraphina then returns to Hawaii for the wedding.

JANUARY 2027

Seraphina returns to Asheville. January 4 begins the 12-week Goddess live experience, with Craig capturing content and course footage. Client calls remain clustered into two weekly Zoom days.

LIVING OPTIONS

\$750-\$1,000

Indicative monthly housing options described by Craig, with a larger/master-room choice at the higher end. Gym membership included in the proposed arrangement.

Potential vehicle access is available by separate agreement and insurance confirmation. She can also choose independent housing. Nothing in the living arrangement grants control over her work or personal life.

The operating point: fewer time-zone complications, consistent production, a protected creator schedule and an actual team instead of constant improvisation.

21 / SEPARATE CREATIVE COLLABORATION

THE FIRST MIRROR

THE FATHER CODE

An Asheville retreat and publishing collaboration led by Craig with Seraphina as co-host. For **men and women** exploring the identities they inherited, the choices they make and what they create from those choices.

THE CREATIVE OUTPUT

Retreat experience • The First Mirror book • The Father Code workbook • guided writing and creative practice • invited elders, artists and practitioners.

SOURCE / hollowboneinitiative.com/the-first-mirror

IMPORTANT DISTINCTION

This is **not** a project centered on Seraphina and her father. It is a separate Craig-organized Asheville experience developed collaboratively with Seraphina.

Dates, pricing, lodging, production ownership and royalty allocations belong in a separate project plan. The retreat is not automatically part of Ancient Souls' ordinary product ledger.

21A / FILM AND THE OTHER UNIVERSE

A future production lane. Not the ad contract.

The Craig–Melanie conversation also opened a separate creative pipeline: Stay Curious documentary opportunities, Asheville retreats, production introductions and the Hollow Bone incubator vision.

ANCIENT SOULS

The commercial priority

Teach, sell and deliver: masterclass, Blueprint, live Goddess, book, Shopify and later digital products.

PAST NINE / DIGITAL ROSE

Story production

Craig organizes editorial, filming, book development, creative systems and later documentary storytelling, subject to permission and rights.

HOLLOW BONE

The First Mirror / Father Code

Craig-led Asheville retreat for men and women, with Seraphina as a collaborator, plus its own First Mirror book and Father Code workbook.

FUTURE MEDIA

Explore, do not promise

Melanie offered an introduction to her father’s film/arts work. Film financing, streaming, sponsorship, venues and hotel concepts remain potential opportunities.

CONTRACT WALL: SEPARATE RIGHTS, COSTS, RELEASES, ROYALTIES AND PRODUCTION TERMS.

The ads are a machine. Not magic.

Melanie handles the complexity and reports the results. Seraphina only has to understand five numbers.

01	REACH	How many people saw the content. A large number by itself is not a sale.
02	LEADS	How many people opted into the free class and agreed to email communication.
03	BUYERS	How many people actually completed payment, not just clicked an ad.
04	CUSTOMER COST	How much was spent to gain one paying customer, including media and agreed campaign costs.
05	PROFIT	How much money remains after approved expenses. This is the basis for the 65 / 12.5 / 12.5 / 10 split.

Scale in steps: 1) Test the funnel. 2) Improve conversion. 3) Increase only approved spend. 4) Keep the customer experience excellent. 5) Repeat the winners.

23 / THE OPERATIONAL HANDOFF

Everyone knows their first move.

Activate the proposal only after Seraphina authorizes the roles and spending in writing. The team controls its own deliverables; her business owns its accounts and customer data.

SERAPHINA

FIRST WEEK

Authorize role-based access. Hand over approved media, the masterclass and product assets. Commit to book draft, certification and cohort dates.

PAST NINE + YHIYW

FIRST WEEK

Craig assigns editor, video and source library, confirms Asheville shoots, and delivers book production map and creative briefs.

OPTIMIND

FIRST WEEK

Melanie runs a platform audit; creates the 30-day schedule, Meta/TikTok accounts, Mailchimp flows, conversion tests and weekly reporting.

DOM

FIRST WEEK

Review the \$20K credit facility, Shopify architecture, investor funding terms and AI/commerce integration priorities.

Decision: \$5,000 combined services in November and again in December; \$20,000 capped working budget; a separate \$20,000 media credit facility; profit participation on eligible agreed launch sales, 65% / 12.5% / 12.5% / 10%.

ANCIENT SOULS COLLECTIVE / 2027

SHE MAKES THE MAGIC.

WE BUILD THE MACHINE.

A completed book. One high-quality live program. Two scalable video courses. A real Shopify brand. A working acquisition engine. And room for the woman who makes it all matter.

SERAPHINA / CRAIG / MELANIE / DOM

STRATEGIC PLAN / TERMS EFFECTIVE UPON WRITTEN ACCEPTANCE

