



Discovering more about who you are with

THE ALIGNMENT GRID™

BY BETH A. GRANT



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Welcome to the Real You

I say “welcome to the real you” because being yourself is the key to everything you want to create in your business (and your life, for that matter). You’re about to discover how aligning your business choices with who you are can make things easier, more joyful and more profitable in your business.

Being yourself is where it’s at. It’s what causes people to want to buy from you, and it’s what causes things to flow easily, allowing you to work less and earn more. It’s what allows you to look forward to work and even to making offers to potential clients.

When you are not being yourself – when you are not in alignment – you are creating a disharmonious situation, much like a clashing chord on the piano might sound. When you are fully yourself, it’s like beautiful music to your buyer’s ears.

Sometimes this disharmony is evident because you feel bad inside or things are not in sync in an obvious way. Other times this disharmony is subtle at first, but presents itself after the sale, causing you energy drain, a damaged client relationship or customer service problems.

Once you find your square(s) on the Alignment Grid, you can make new choices that are aligned with who you truly are. Deep inside, a part of you will expand and step out of old ways that limited you. When you get to know this new, expansive you, you’ll have freed yourself from falling into these traps:

- Spending money on marketing programs and tools that will never work for you, simply because they weren’t built for you.
- Feeling bewildered about why when you’re doing everything right, no one is buying.
- Having good sales numbers but realizing afterward the buyers were not the right people.
- Hiring the wrong coaches and consultants, who just don’t “get” you.
- Feeling like there is something wrong with you.



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So, first off, let me say loud and clear: There is nothing wrong with you. You are capable, brilliant, and hereby liberated to create a business where you self-express and you forge a path that works extremely well for you.

You may have to unlearn a few things, and you may have to tweak a few things, but here's the best part: No more trying to be someone you're not. No more trying to solve the big mystery of marketing, where you keep putting yourself out there and no one responds, or you feel awful inside as you make an offer. People need what you offer! You're about to discover your personal alignment, and it's going to rock your world.

The Alignment Grid is designed to help you line up two crucial elements within you that cause the responses you get from your marketing:

1. Your **Natural Style™** of providing solutions, and
2. Your **Personal Persuasion Power™**, which is the natural way you influence others, whether it's your family, your friends, your child's teacher or your potential customer.

ALIGNING WITH YOUR AUDIENCE & CUSTOMERS

This material is all about empowering you to make your own choices ... aligned choices. It is not about limiting you by "putting you in a box." Keep what feels right to you but be determined to do things your way. And please, please banish from your vocabulary the following phrase: *Just tell me what to do.*

Instead, know that you have the answers within you, and while people, Grid discoveries and mentors can help guide you on your path, only *you* know what is right for you when you make choices.

Enjoy these materials, and remember, just be yourself!



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ABOUT THE AUTHOR

Beth A Grant is a writer, creative problem-solver and multi-talented artist. In addition to writing songs, creating visual art and performing comedy on stage, Beth has written extensively on the topics of ethics in sales and marketing, spiritual philosophy and higher consciousness in the real world.



HOW THE GRID CAME TO BE

The Alignment Grid was the answer to a question that was plaguing Beth and many of her entrepreneur colleagues who wondered, “Why do marketing and sales ‘formulas’ produce the promised results for some people while others get literally zero results?”

After observing oddities – such as two people using the same marketing formula producing opposite results during a live event – and experiencing the dissonance of using sales scripts that not only felt unethical but produced little results for her, the Alignment Grid came to Beth in an epiphany one evening in 2011. Beth immediately recognized that this was the answer to some very big questions and began sharing it with others.

Since then, the Grid has gone viral, evolved and deepened, and empowered hundreds of thousands of entrepreneurs, coaches and artists around the world. Beth hopes it makes a positive difference in your life, too.

How to Use This Information

Included at the beginning of these materials is a blank Grid. Think of this like a “working copy.”

The blank Grid is there for you to use as a resource as you make decisions in your business day-to-day. You might even post it where you can see it easily to serve as a reminder that you get to be aligned and be yourself.

That way you can make sure you’re making decisions in your business that are in harmony with who you are, no matter what anyone else tells you is right.

Let’s now go through the basics, so you can make sure you’re clear on what each part of the Grid is about.

YOUR NATURAL STYLE(S) OF PROVIDING YOUR SOLUTION

The columns on the Grid represent the Natural Styles of providing solutions. You could think of this as your worldview, to some degree ... the heart of who you are.

There are four Natural Styles.

The first we’ll go through is **Guru**. A Guru has an “I Know Best” approach. If this was your Natural Style, you might say, “Buyer, you have a problem, and I have the solution. I know what will work to solve that for you. So if you do what I tell you to do or apply my system, you’re going to get the result that I’m promising you.”

This is a very different approach from a **Truth Guide**. A Truth Guide has a “You Know Best” attitude. For example they might say, “Buyer, nobody knows what is best for you better than you. I’m going to guide you through a path to growth or help you discover something with my expertise or empower you to change, but ultimately, you need to make the choices that are right for you.” A Truth Guide may offer a method – meaning a framework or set of elements – but it tends to be flexible or customizable. It is not one-size-fits-all. A Truth Guide is focused on empowering their client, not telling them what to do.



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A Guru tends to market a promise for something. It could be an implied promise or a blatant promise. A Truth Guide tends to market a way that someone can get what they want through being empowered.

The third Natural Style is called **Connector**. A Connector is a center of influence and acts as a bridge between a person or company who needs something, and a third-party solution, person or resource.

For that reason, we say that a Connector has a “They Know Best” approach. A Connector might be a curator of something or an expert who reviews products; a Connector might bring people together in an association or might connect his or her audience with other people’s talents, skills, products, services or ideas.

A Connector naturally loves referring people to others or making sure people find the solution they need – often more than they enjoy providing or marketing their own solution or talent. Helping people through connecting them with what they want or need comes naturally to them and people tend to look to them to point them in the right direction.

The fourth column is called **Contributor**. A Contributor helps create the outcome the client wants by doing something the client can’t or doesn’t want to do themselves. For example, this could be through working on an event-planning project for the client, helping the client manage their finances or even creating a custom piece of art. A Contributor applies their talents or skills directly to the client’s project, not by guiding the client to do something themselves like a Guru or Truth Guide does.

A Contributor might be similar in their approach to a Guru or a Truth Guide. They might strongly lead their part of the project so it’s done the way they think it should be, or they might be more collaborative in their approach with the client. They might even take strong direction from the client and put their own opinions aside altogether. Any of these approaches as a Contributor is just fine.

Contributors can be out in front, they can be behind the scenes; just like other Natural Styles, a Contributor can be an expert; they might or might not be the very best at what they do. They can love being in the media, or they might prefer being behind the scenes — none of those are particularly one way or the other for a Contributor, because they can be any of those things.

The main thing about being a Contributor is that they are applying their talents or skills on a specific or recurring project so it gets done. For example, instead of coaching a person to write a book (Truth Guide), laying out a step-by-step system for writing a book (Guru), or connecting writers with publishers (Connector), they might be ghostwriting or editing the book for the client (Contributor).



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It's crucial to get clear on your Natural Style(s) because this determines how you position your content in your marketing, how you package up your solution and position it and who you attract into your business as potential buyers.

YOUR PERSONAL PERSUASION POWER(S)

The three rows on the Grid are the three Personal Persuasion Powers (PPP for short).

Your PPP is the natural way you influence other people. It has to do with your personality, but mostly it has to do with how people respond to you organically, when you are most being yourself. It's crucial to understand your PPP because this is what makes you money and this is the basis for you to set up your marketing in a way that people actually buy from you.

The top row is called Charismatic. Charismatic people radiate a charm or confidence that people readily respond to.

We've all met people like this. They might organically attract a small audience at a cocktail party, who feel drawn to be around them. Their essence often – but not always – comes through as high confidence.

Conversational is the middle row. Conversational people come across as approachable, real and trustworthy. They tend to put the buyer at ease just by being who they are. That is their essence.

The Conversational PPP often shows up through the act of one-on-one conversations, though not always; it can also show up as writing in a style that allows people to experience their voice and trustworthiness, or even another form of expression that brings forth that essence. Talking to them or being around them puts people at ease. They find the person relatable in a grounded way.

The bottom row is called Compelling Creative. People in this row have a talent, skill, content or idea is so compelling that *on its own*, it causes people to respond to the marketing or buy from them. It's that compelling.

Having "content" as a part of your business does not make you a Compelling Creative. Neither does being in the arts. To be in this row, there must be something fascinating or unique about your content, or you possess a talent so great that it propels the buyer forward in the marketing.

You might be among the most talented at drawing or singing or writing. It might be what you help the buyer discover about themselves through a fascinating assessment or sharing your original idea, or the cool way your app makes their lives easier. It could even be showing them

your creative *process* that is the Compelling Creative part, even if your finished “product” isn’t the very best. For instance, maybe you’re not the best artist in your genre, but people find it fascinating to watch you make your art in a video.

Here are some tips for finding your place on the Grid.

- Look for the traits you have RIGHT NOW, not who you wish you were. Be real with yourself. Your alignment comes from being yourself completely. We are all works in progress, but it’s important to look at who you are when you are totally being yourself. No square on the Grid is better or has more potential than another one.
- Release judgment of others you’ve encountered who seem like they are in a square. Unethical behavior, manipulation, beliefs you disagree with, an unpleasant personality or unwanted behaviors have nothing to do with the squares. They are personal choices made by an individual and do not reflect the traits listed here. On the flip side, if you strongly admire someone in a certain square, release that judgment, too, when finding your own square.
- While you may find that you fall into many squares, it’s important that you determine which ones are your strongest — the ones you operate from most frequently. The secondary squares may factor into your marketing from time to time, but they will not be the most important as you make your decisions. Making note of other squares in the Grid you can relate to is great, but prioritize how much they truly reflect your nature. This is all about getting down to your TRUTH.
- Don’t get hung up on one trait and reject the entire box. Look for the overall match.
- If you can’t find an exact match, pick the one that feels closest.

Once you have your traits determined, you’re going to have an opportunity to dig into each of those squares in more detail.

We recommend that you try to narrow it down to about three squares that you primarily operate from, because otherwise your marketing could be scattered, and you may end up confusing your buyer. It is perfectly acceptable to operate from other squares, too, though.

For example, you might primarily be a Contributor but sometimes you coach your client through a decision or choice, acting as a Truth Guide. Or, you might primarily be a Truth Guide, but you are also a natural Connector and want to make money from it. Great! It’s even possible to be a Truth Guide but to also have times when you step into the Guru column because you have a



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system you take your clients through that works for everyone who uses it and doesn't need to be customized to produce results. (More on systems versus methods later.)

As you make choices about your marketing and other areas of your business, it's important to realize that it's not always what you choose but the way you use it.

Video as a marketing vehicle is a good example. If a person wants to use video, it can be used in dozens of ways. A Charismatic person will probably choose face video. A Conversational person might choose an interactive video conference where there is no perceived barrier between the buyer and them. A Compelling Creative might choose to do a demonstration of their painting technique or show their idea, and not be on camera at all – but they could if that felt right to them.

Once you've determined your square(s), you can explore some questions provided at the end of these materials.

Ready to get started?

On the following page you'll find a blank Grid for you to use as a working copy or just as a reminder that you get to be yourself.

Beyond that, these materials will walk you through finding your rightful place(s) on the Grid.



The Alignment Grid

		NATURAL STYLE			
		GURU (I Know Best)	TRUTH GUIDE (You Know Best)	CONNECTOR (They Know Best)	CONTRIBUTOR (Support)
PPP	CHARISMATIC (Confidence/Charm)				
	CONVERSATIONAL (Trustworthy/Relatable)				
	COMPELLING CREATIVE (Content/Talent/Skill Ideas)				





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Your Natural Style(s) – Which do you most resonate with?

NATURAL STYLE			
GURU (I Know Best)	TRUTH GUIDE (You Know Best)	CONNECTOR (They Know Best)	CONTRIBUTOR (Support)
<p>“I Know Best” approach; you believe you know what is best for your customer or client – that you have the answer.</p> <p>You help people by telling them what to do.</p> <p>If you have content as a part of your solution it is a turnkey system or set of exact steps your client is to follow.</p> <p>Your natural approach is to give advice.</p>	<p>“You Know Best” approach; you believe no one knows what is best for someone more than they do.</p> <p>You help people by guiding them to find their way.</p> <p>If you have content as a part of your solution, it is a customizable method or framework rather than a turnkey system.</p> <p>Your natural approach is to guide or teach with the goal of empowerment.</p>	<p>“They Know Best” approach; you enjoy connecting people with the right solutions, products, talents, ideas or resources.</p> <p>You act as a bridge between someone and something they need or want. You enjoy helping people find what they want or need and might be a Center of Influence.</p> <p>Your natural approach is to share something you like when you come across it or to introduce people to each other.</p>	<p>“I Can Help You With That” approach — you provide a solution in support of someone else’s project.</p> <p>You help people by using your skills or talents to do something that the client can’t or doesn’t want to do themselves.</p> <p>Your natural approach is to contribute your talents or skills or to help.</p>





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Your Personal Persuasion Power(s)

Now let's find your Personal Persuasion Power — you might have more than one. Ready?

	CHARISMATIC (Confidence or Charm)	<i>Buyers are mainly drawn to your confidence or charm.</i>
	CONVERSATIONAL (Trustworthy and Relatable)	<i>Buyers are mainly drawn to your trustworthy nature and find you relatable.</i>
	COMPELLING CREATIVE (Content/Talent/Skill Ideas)	<i>Your talent, skill, content or ideas are so compelling that it drives your marketing on its own.</i>

Now let's combine the Natural Styles and Personal Persuasion Powers so you can find your strongest square(s).





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		NATURAL STYLE			
		GURU (I Know Best)	TRUTH GUIDE (You Know Best)	CONNECTOR (They Know Best)	CONTRIBUTOR (Support)
PPP	CHARISMATIC (Charm/Confidence)	<p>"I Know Best" approach.</p> <p>Buyers are drawn to your confidence or charm.</p>	<p>"You Know Best" approach.</p> <p>Buyers are drawn to your confidence or charm.</p>	<p>"They Know Best" approach.</p> <p>Buyers are drawn to your confidence or charm.</p>	<p>"I Can Help with That" approach.</p> <p>Buyers are drawn to your confidence or charm.</p>
	CONVERSATIONAL (Trustworthy and Relatable)	<p>"I Know Best" approach.</p> <p>Buyers are drawn to your trustworthiness and find you relatable.</p>	<p>"You Know Best" approach.</p> <p>Buyers are drawn to your trustworthiness and find you relatable.</p>	<p>"They Know Best" approach.</p> <p>Buyers are drawn to your trustworthiness and find you relatable.</p>	<p>"I Can Help with That" approach.</p> <p>Buyers are drawn to your trustworthiness and find you relatable.</p>
	COMPELLING CREATIVE (Content/Talent/Skill Ideas)	<p>"I Know Best" approach.</p> <p>Your talent, skill, content or ideas are so compelling that it drives your marketing on its own.</p>	<p>"You Know Best" approach.</p> <p>Your talent, skill, content or ideas are so compelling that it drives your marketing on its own.</p>	<p>"They Know Best" approach.</p> <p>Your talent, skill, content or ideas are so compelling that it drives your marketing on its own.</p>	<p>"I Can Help with That" approach.</p> <p>Your talent, skill, content or ideas are so compelling that it drives your marketing on its own.</p>



SELF-COACHING QUESTIONS TO HELP YOU APPLY THE ALIGNMENT GRID IN YOUR BUSINESS

To help you find misalignments and help you begin to apply the Grid in your business, I invite you to ask yourself the following questions:

- What am I pursuing in my business that I'm not really enjoying and isn't aligned with who I am?
- Where am I not giving myself permission to completely be myself in my business? If I gave myself permission to completely be myself, what changes would I make?
- How do I feel about my square(s)? Am I accepting or rejecting who I am? Why or why not?
- Do I come across to others the way I feel inside? If not, how can I be more genuine in my self-expression and brand?

Next Steps

1) Dive Deeper — highly recommended

If you want to go further or need more guidance and want to increase your understanding of each square on the Grid and what it means, you may purchase the Alignment Grid Deep Dive program. You'll walk away understanding the strengths and challenges of your square and discovering your Marketing Foundation™:

- Why people buy from your square
- What you are really selling, and
- What people want when they purchase from you.

This insight is pure gold and will provide the basis for every choice you have to make in your marketing.

You'll also learn the marketing picks for your square and more.

To explore, or visit www.alignmentgrid.com/deepdive

1) Get Help with Your Business

You're welcome to explore getting help with your alignment. Please visit our web site at www.alignmentgrid.com/resources to inquire about working with a licensed Certified Ambassador of the Alignment Grid or learn ways you can build skills aligned with your square.

2) Use the Alignment Grid with Your Clients

Are you interested in becoming certified in the Alignment Grid so you can use it to attract business and use it with your own clients as a powerful tool?



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By getting certified, you will be empowered to:

- Improve your own marketing and get even better results than you are now and/or to help them stop feeling bad inside to make money. You'll also get fully aligned in your own business by learning the Grid in depth through a training program.
- Attract ideal prospective clients using this magnetic tool.
- Get your clients even better results, making you their biggest hero.
- Get ethically and legally aligned. [Inquire about becoming certified here.](#)

Thank you for the opportunity to be a part of your journey.