



INTUITIVE COACH  
*Archetype Report*

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HECATE



*Hi, I'm Heather!*

***It's lovely to meet you!***

I'm honored and thrilled to share the Intuitive Coach Archetype Framework with you! When I started out as an Intuitive Coach, I had very little training and support to guide me. I created this framework because I want you to feel empowered and fully understand your intuitive abilities in a way that's informative and above all, fun.

In this report, you'll immerse yourself in the soulful story of your archetype, bring to light your unique coaching style, and learn about your intuitive strengths. We will also dive deep into your opportunities for growth. At the end, I'll share with you some next steps that will help you keep the ball rolling in claiming your power as an intuitive coach.

***Enjoy!***

# THE STORY BEHIND *Your Archetype*

***Hecate, daughter of Zeus and Hera, is the primordial goddess of the underworld and ruler of the moon, magic, and enchantment.***

While still a child, she enraged her mother by stealing a pot of her rouge. Hecate fled to Earth to hide where she came into contact with a human woman who has just given birth. Rendered impure by such contact, she was immediately sent to the underworld to be cleansed. Once there, Hecate felt quite at home in this dark, yet rich and mysterious land. She quickly ascended to become one of the underworld rulers.

***She is known as the “Invincible Queen” because Zeus, King of the Gods himself, was said to be in awe of her in explicable power.***

Hecate was the Goddess of enchantment, nightmare, and purification. She had the power to grant humans any wish they desired and punish them for any wrong doing. Along with the three Moirai (Fates), she held power over the wraiths sent to plague human minds and souls. Her constant companion was Cerberus, the gruesome three-headed hell-hound, who obeyed her every command and was thought to be her spirit familiar.

*Hecate is a symbol of the mysterious, watery depths of the collective human unconscious. She represents the force that compels the power and potential mankind holds within, into manifestation.*

Hecate is what modern psychotherapists refer to as “The Shadow.” In many ways, she is the most powerful archetype because she has the ability to unlock, heal, and integrate the most shameful, guilty, rejected, and unloved parts of ourselves.

***Having faced her own Shadow Self, there’s no amount of pain, fear, and trauma she can’t handle!***

# YOUR UNIQUE *Coaching Style*

***More than any other coaching style, you command the chaotic and terrifying world of the human unconscious and restore it to health and light.***

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You are "the shadow healer" because you are gifted with the ability to see people at their absolute worst, yet love them just as you would if they were at their best. More than any other archetype, you witness your clients exactly where they are, and accept them without condition. This makes you a brilliant, sought-after coach!

***Having faced your own emotional demons, you know how to see a person's true beauty underneath the superficial facades they hold up to protect themselves.***

You have a relaxing, disarming presence. Others know you as a safe, understanding and compassionate person that they can trust to honor every part of who they are without condition. People describe you as the least judgmental person they have ever met.

You are often highly psychic, and intuitively possessing a comprehensive understanding of how to help people navigate their overwhelming inner emotional experience. You know how to help your clients restore emotional and mental equilibrium in a soothing and lighthearted manner.

*What makes this archetype unique is that you have a way of showing people how beautiful they are, just as they are.*

***You are at your best when you are helping others face, feel, and integrate their darkest and most rejected parts of themselves. You are a Master of holding and creating pace for unconditional love and support!***



## YOUR INTUITIVE STRENGTHS

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Your strengths include interpreting universal symbols, navigating confusing and chaotic situations, revealing truth deceptive people want to keep hidden, transmuting emotional trauma and pain into power, accurate intuitive/psychic predictions, soothing anxiety and fear, and allowing things time to properly “gestate” and manifest.

## YOUR GROWTH OPPORTUNITIES

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Areas of growth for you are to allow yourself time for silly leisure and activities that aren't so “heavy.” Shadow healing is hard work, and you need time to recharge too. Also, when you are feeling blue, remember to look for ways in which you've denied your intuition. Your mental equanimity relies on remaining in alignment with your emotional truth.

*One does not become enlightened by imagining figures of light, but by making the darkness conscious. - Carl Jung*

# DO THESE TWO *Things Next*

**Whether you're a seasoned or aspiring coach, you need a community of incredible like-minded healers to give and receive support!** Click below to be a part of our Facebook Group, *The Atmana Intuitive Coach Collective!*

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*4 Keys to Claim Your Intuitive Confidence, Call In Clients, &  
Create a Signature Program that Sells & Serves.*

*Get on the VIP Waitlist!*



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