

The Butterfly Approach to Truth, Love, and Life

By Amanda Johnson, Founder of Upside Down Amanda and True to Intention

Have you ever witnessed the metamorphosis of a butterfly? No, I'm not talking about what they taught you in elementary school – Egg, Caterpillar, Chrysalis, Butterfly – but what actually happens *in between* each of those stages too.

I spent a few weeks watching this miracle of nature with my son when he was a toddler. (Check out my books *Upside-Down Mommy* and *Upside-Down MessagePreneur* for details.) The experience of seeing all of these *in-between* phases not only changed my life, showing me where I was not allowing the natural process of Life to happen in my own, but it formed a framework that now guides my approach to every area of my life – as a mommy, wife, friend, entrepreneur, author, speaker, coach, and truth seeker/messenger.

I call it The Butterfly Approach, and I've not only experienced some remarkable success with it, but the more I work with upside-down mommies/daddies, wives/husbands, caregivers, teachers, entrepreneurs, professionals, and MessagePreneurs (authors + speakers + coaches + healers + entrepreneurs), the more obvious it becomes to me that the magic of the butterfly's metamorphosis is one of the most beautiful metaphors for the magic of the growth and evolution of the Soul, the Soul's Purpose, and Life Itself.

Below you'll find the **7 Phases of The Butterfly Approach** with some of the core concepts of the approach/philosophy highlighted.

As you step into your own journey, and into this Upside-Down Community, I'm certain you will find the understanding of these phases extremely valuable, maybe even life-changing, as you move toward your dreams.

Before you read on, I should warn you that this approach is deeply spiritual, but not religious. It's an approach – a set of principles – a paradigm – a new way of looking at our life experience that makes every possibility and every challenge a Divine Invitation and a Sacred Opportunity.

p.s. I use the words *The Wind* to allow you to insert your own particular path's Higher Power, Creator, God, Universe, etc. I believe The Wind uses every path and every area of our lives to draw us toward our True Intention.

The Butterfly's Magic Egg

Magic Eggs MUST become butterflies. Inside of each egg is *everything* required to form a caterpillar – a creature that has and follows all of the natural instincts (knowings) required for it to ultimately become what it is destined to become.



I believe that:

- **Every person is born with a Magic Egg – a Divine Intention, Purpose, Gift, and/or Message...**
(i.e. writing, dance, speaking, science, entrepreneurship, music, parenting, art, money, caregiving, organizing, etc.)
- **Most people's Magic Eggs are buried during childhood, beneath traumas, tragedies, and limiting messages...**
(you know, those things you had no control over, but often seem to still have control over you and your life?)
- **Restlessness, Craving More, Divine Whispers, Dreams of Making a Difference, and the Deepest Desires of the Heart are the Magic Egg's Messages – Invitations, calling us back to our Divine Intention...**
(write a book, start that business, volunteer at that non-profit, get that degree/certification, heal that illness, etc.)

Those who uncover their Magic Egg – who spend time digging through all of the illusions and attachments – remember who they really are and why they are here. When they see themselves and their purpose clearly, they activate a level of Magic they (usually) haven't experienced since their childhood, where they could wish upon a star and expect their wish to come true. And as they move through the phases below and cycle back through, the Magic gets deeper and wider and comes to be known as LOVE.

Have you Uncovered, Clarified, and Activated Your True Intention?

Caterpillar Craze

Caterpillars are not born on cement; they are always born in the environment that will provide everything they need to grow and move through the rest of their destined phases. And OMG, do they move...with velocity!



I believe that:

- **We are all born into the environment that will most powerfully prepare us for our destiny...**
If you are objecting that you were born into a nightmare environment, didn't that also prepare you for this?
- **Clarity about Destiny activates the Soul's True Intention with Inspiration, Knowing, and Expectation...**
When you see all of those dots connect, you're going to be stunned and in awe, and feel so loved. I promise.
- **Crazy Action sets the Magic of the Universe into motion – People, Resources, and Opportunities are Revealed...**
Yes, that's right. It's already there around you; you just can't see it yet because you don't know what you're looking for.

Those who connect the dots of their past and listen and follow the Inspiration are Divinely Guided to exactly what they want and need. The quantum physicists say Clarity collapses all other possibilities. That's why the minute I found my Magic Egg and was given a vision of what was ahead – a series of bestselling books, working with a teacher from the movie *The Secret*, and a life of meaning and abundance – everything started to move toward that vision on my behalf. Within three months, the teacher showed up and the Magic picked up velocity.

Are you craving Magic and Velocity?

Upside-Down Danger

Ah! The first, and maybe most important, overlooked phase of metamorphosis. If you haven't seen a caterpillar go upside-down, let me tell you – it's enough to take your breath away. They just do it. They don't fight the natural process. They relax into it quickly and easily. And they seem to be able to deeply trust that super thin silk string that connects them to the branch.



I believe that:

- **The Caterpillar Craze reminds us of the Divine Intention for Life – Ease, Fun, Synchronicity, Results, Abundance, etc.**
What if struggle, depression, confusion, failure, poverty are just lies we've bought into and lived out? Notice I used 'we.' I'm still untangling and 'rewriting these lies to love' in my own life.
- **We go Upside-Down for a truly sacred reason, but the Upside-Down is where most people do the most damage to themselves and their dreams because they don't know how to trust and let go like the caterpillar does...**
"What the hell is my problem? Why can't I get my act together? What did I do wrong to deserve this?" Sound familiar? You're not alone. Every seeker I've met asks themselves these questions.
- **The Upside-Down is our biggest and most Sacred Opportunity to learn how to trust the natural process of Life and go inward to find the keys to our own transformation and healing...**
Yep, if we don't let go, we delay our destiny. Trust me, I know!
- **The Divine Message of our Upside-Down holds all of our answers!**
When you see this, you will have a whole new appreciation of Life and the Divine Orchestration that happens even when we aren't even paying attention and, more surprisingly, even when we are feeling, speaking, and acting out the lies.

Once we understand and learn to relax into the Upside-Down, we are able to let go of what's been holding them back, rewrite and heal our stories, and move with more ease and velocity through all of life's opportunities and challenges.

What if it were as simple as relaxing into it?

Committed Cocoon

The caterpillar has to create his own cocoon, and it doesn't look like an effortless task. He squirms, wriggles, and twists until the cocoon is formed, and then he stays there until the metamorphosis is complete.



I believe that:

- **Writing Heals: The Inspiration to Write is a Divine Invitation to Heal/Rewrite Old Stories**
Seriously, writing heals and integrates us IF we tell the whole, raw truth, and find a way to love ourselves through it.
- **New Life Structures and Practices Create the Safety Necessary for Writing and Transformation**
It's MORE than the book, the business, the dream... It's our life, our purpose, our Divine Invitation back to LOVE.
- **The Answers to Our Questions + The Love are Waiting for Us in Our Cocoon and On the Pages that Await**
I'm telling you. You can write yourself into the next level of your healing and your life.

Those who know how to create sacred space and nurture themselves through the process learn how to heal, love, live, and facilitate transformation for others.

What if YOU could Transform Your Pain into Your Power + Heal Your Stories?

Wing Training

Butterflies break through their cocoon when they are good and ready. They develop wing strength as they push against the boundaries of their sacred space. *If you help them at all, you actually limit their ability to fly.* When they finally emerge, they spend quite a bit of time straightening and strengthening their wings before they are able to take flight.



I believe that:

- **Sharing Our Story and Telling the Truth is the One of the Most Courageous Acts of Our Life**
which is surprising, because we've usually already overcome some pretty scary stuff, right?
- **Developing Our Wing Strength – Our Personal Capacity for Authenticity, Vulnerability, and Love – is a MUST if We Really Want to Leave the World Better than We Found It**
The first time is the hardest. It gets easier, but richer. I'm still in awe every time it happens in my own life.
- **Polish and Practice Make Our Truth and Its Expressions (books, art, etc.) Perfectly Imperfect**
Don't shoot for Perfect. It ain't happening. And besides, transformation happens faster in and through imperfection.

Those who drag their feet, instead of running toward their dreams, delay their Destiny because of subconscious fears and lies that can be uncovered and rewritten with support.

What if YOU could overcome those fears, rewrite your stories, and reach your goals quickly and powerfully?

more on the next page...

Wind Riding

As we watched the first butterfly get ready to take flight, I noticed something. He didn't jump until The Wind picked up a little bit, and then he floated more than he flapped. Hmmm...



I believe that:

- **Every Dream is a Spiritual Path – a Sacred Opportunity to Develop a Deeper Relationship with The Wind**
You won't take the chances you need to take until you learn to Trust the Wind, but you won't Trust until you give The Wind a chance to catch you.
- **It Is Possible to Transformation Powerfully and Responsibly into Who We Came Here to Be**
My version of this Possibility is born of the Divine Orchestration of my life – truth-seeker + educator + self-image coach + mommy + master writing instructor + editor + transformational facilitator + wounded healer + determined self-lover.
- **Most Dreamers Require a More Intuitive and Spirit-Centered Way to Grow Our Dreams WITHOUT Compromise**
Keeping it real. If you're like most of the people who cross my path, you've already invested in your dream and you may be feeling like you've been lied to, cheated, or ignored. You're as concerned about the way business is done in your industry as I am in mine. I mean, who wants to reach their dreams if it means hurting others along the way? Trust me, I get it. I lived in this thinking and held my dream back for two years over it. Now I know it doesn't have to be that way.

We dreamers are usually really good at what we do, but struggle to understand and learn the habits required for success. We tend to sign up for programs to learn other people's formulas for success, when what we really need is to learn how to pause to plan, listen for The Wind, and find our own way to float more than flap.

What if YOU could live your dream WITHOUT Compromise?

Rabble Impact

Have you ever watched a swarm of butterflies float along together, or even play amongst the flowers together? They fly, they land, they love, they leave eggs, and they play some more.



I believe that:

- **The Divine Intention for All of Us is a Life of Purpose, Power, Prosperity, and Play**
I know it can be hard to imagine that Work can be Play, but it is possible! And OMG, it's awesome fun!
- **Transformation can be Fun and Playful**
I'll give you a minute to pick your jaw up. Yes, you read that right. Transformation, Healing, and Dreaming are not the easy paths. They are the roads less taken, and it feels lonely...unless you have people on the journey with you. At Upside Down Amanda, we have more fun 'working through our crap' and 'doing the ugly cry' than most ever get on this path.)
- **Community is NOT an Option If We Want to Stay on the Path**
Ummmmmmmm, if you haven't gotten this by now, writing a book, growing a heart-centered business, raising healthy kids, caregiving, teaching, pursuing our dreams, and leaving the world better than we found it IS NOT FOR THE FAINT OF HEART. It will require you to face your fears, learn to love your imperfections, and lean into feelings that you may have spent your whole life avoiding. That's why we need community to remind us that there's a breakthrough on the other side of the F-U...because we all get there. You will be tempted to quit, sell out, take the easy road, abandon your dream for something that's 'easier to do.' And, at every turn, in this space, we have people who remind us of our Divine Intention and hold the sacred space when we can't.

Life is full of highs and lows, flows and ebbs, magic and upside-downs. All of it's necessary, and all of it's better together.

Can YOU Imagine a Life Full of Purpose, Power, Prosperity, Play – and so much LOVE?