

# Castle Divination

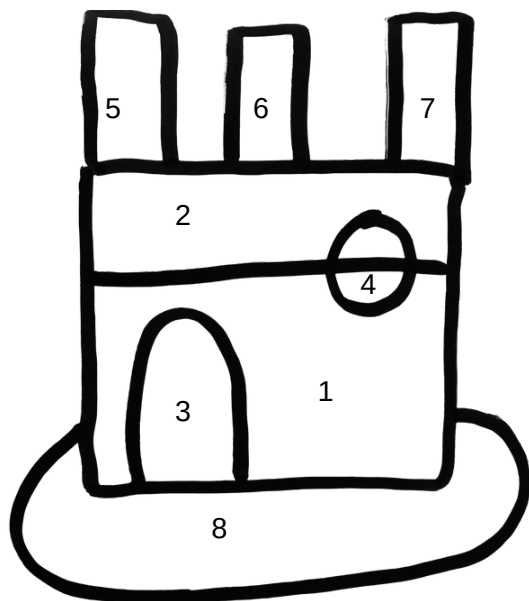
An Inspired Inquiry with Jenafer Joy



This is a muse approved Intentional Creativity<sup>®</sup> game to help you come into conversation with your business as it stands today and to illuminate what is true but that you may or may not have been seeing. We'll be using a method I call Collage Divination in which we allow images to fill in a grid which we later decode. The key is on page three - so for best results, don't peek!

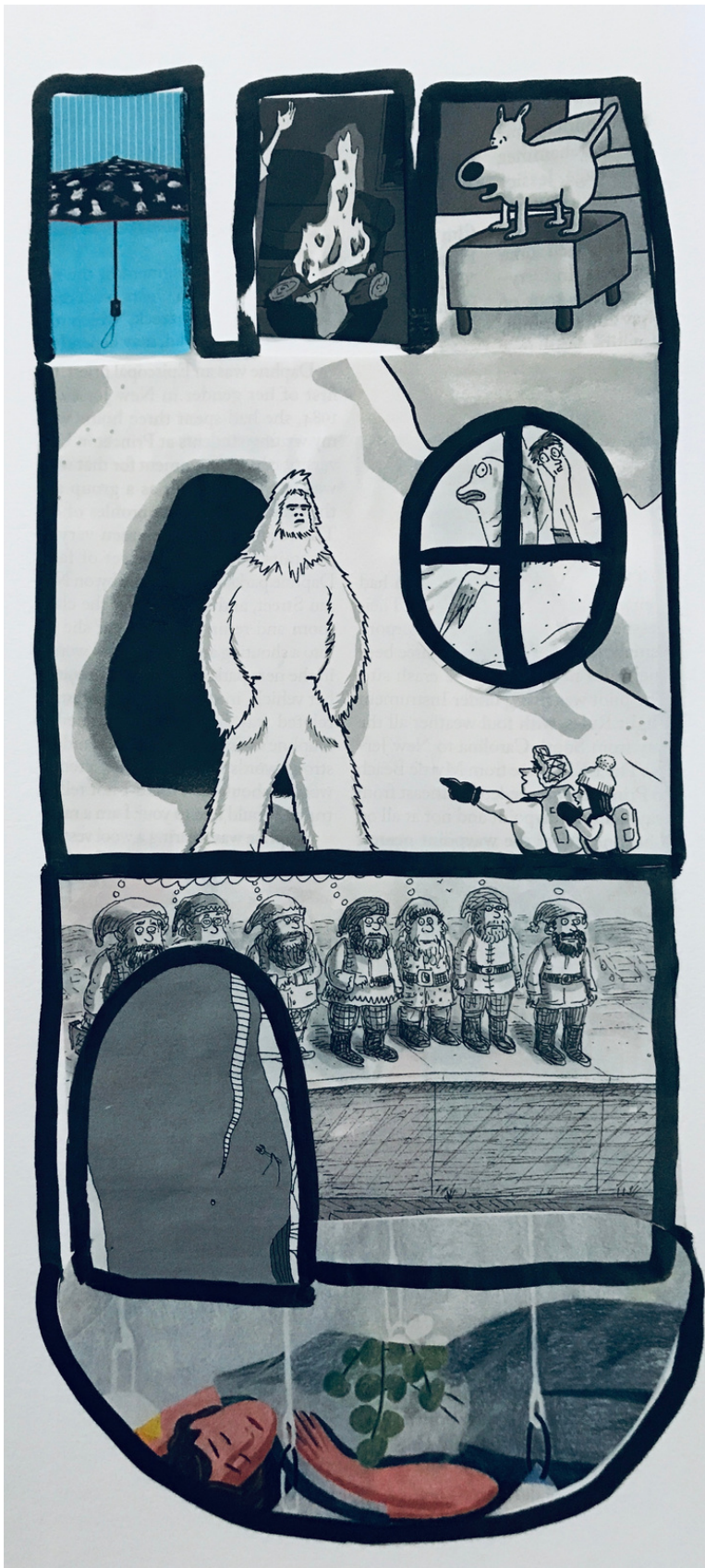
**For the set up** you'll want a random magazine or a stack of collage images.

Then piece by piece, create your castle. Top and bottom floor, door, window, three towers plus a moat. You can either choose your images OR if you are feeling brave and in the zone you can pull an image for each one. To pull an image: center yourself, ask "what is the image for this spot", and then let yourself feel which page or image tugs at you to be included there! Glue them down like so and then turn to the decoder page!



1. bottom floor
2. top floor
3. door
4. window
5. first tower
6. second tower
7. third tower
8. moat

# Castle Example

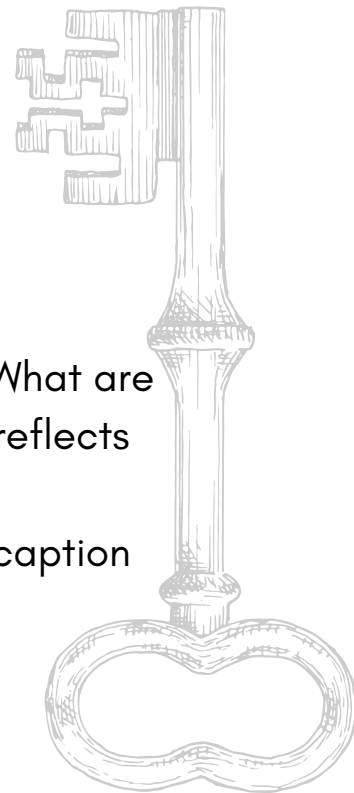


Here's a blind "pull"  
round of castle  
divination.

I used the New Yorker  
magazine which has  
eclectic images.  
For each block I  
focused on the  
question (ie what  
image is my window)  
and then opened to a  
random page in the  
magazine. Then I  
searched the front  
and back of that  
page for an image  
that seemed to work -  
checking the  
surrounding pages if  
there wasn't an  
immediate image.

# Keys to the Castle

Before diving into the specific decoding take a moment and notice if there are dominant patterns, colors, feelings in your castle. Is there a truth about your business that seems to be reflected in the overall composition? And then let's translate the blocks.



1. In this game, the bottom floor is your current offerings. What are three words you would use to describe the image that reflects your current offering?
2. The top floor is your potential (future) offerings. Write a caption for what's included in the top floor, imagining a future client saying it about an offering.
3. The door is the free/introductory offer which will bring clients into your business. What does the door tell you?
4. The window is information on how you replenish yourself in your business. Write a "note to self" based on what appears here.
5. These towers are your communication systems: email, social media and word of mouth. Imagine that each one gives you information on how you SHOULD run that communication. Which is which and what's the instruction?
6. The Moat is what's keeping people from accessing your business. What seems to be the issue and what is the prescription?

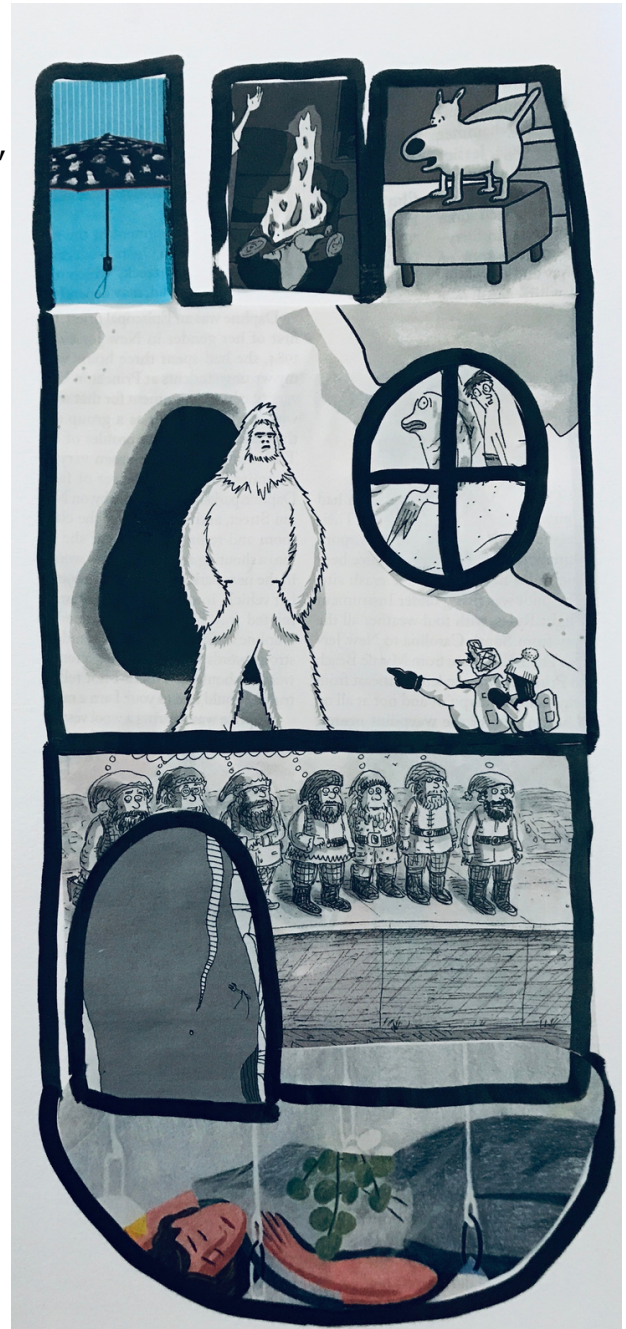
Finish by writing down three actions based on what been illuminated in this process.



# Example of Decoding Process

I'll walk you through my decoding: The first thing that strikes me is that almost all of the images are black and white. Is this black and white thinking? Or a simplicity that I haven't been seeing? The noticeable colors are the skin and greenery in the moat and the blue sky around the umbrella.

1. Bottom Floor currently my offerings as represented by the 7 dwarfs are numerous, small and hard working!
2. Top Floor Abominable Snowman "I didn't know it was possible to see this in my lifetime"
3. Door The caption on the whale was " she comes in every night, hogs all the tables and only orders krill". Which tells me that my free offering should be both whale sized AND krill portions
4. Note to Self its just you and your emotional self on this island. Keep the conversation open.
5. Word of Mouth - keep your business clear of the people "dropping in". Someone elses rain is your blue sky. Social Media - Burn (post) everything to create light. Email - Its just you on the ottoman talking to someone just like you.
6. I'm seeing hooks and a woman who is "playing dead" even though she's vital and growing. Prescription is to speak to her as vital instead of as if she's exhausted.



Three Actions: (1) count my current courses and identity the seven core offerings. (2) brainstorm what the juiciest "krill" sized offerings might be (3) Create some reminders to "burn bright" on social media.