



## **EP 40: The Sanctuary is open for a few days!**

This is the Fertile Mindset Podcast, where we explore all the emotional aspects of fertility to support you on your path to parenthood. My name is Sarah Holland. I'm the Fertile Mindset coach and a mother to two children after my own fertility challenges. I hope you find all the support and inspiration you need within this podcast, to carry you forward on your fertility journey towards your own successful outcome.

It's also my wish that through listening to these episodes, you rediscover how to enjoy life now and live it to the full while you wait for your baby.

Now let's begin today's episode.

Hello and welcome back to the Fertile Mindset Podcast, where today I have something different and special to share with you. Now, if you've been listening to this podcast for a while, you've probably got used to me mentioning my membership, the Fertile Mindset Sanctuary at the end of each episode, and inviting you to begin with the free BUD level of membership. And I know lots of you have joined since this podcast was launched in January this year, and that's been so wonderful to see, that you're curious about how you can support all the emotional aspects of fertility. There is another level of membership available, and this hasn't been open to new members for quite a while. The reason being is that the free BUD level of membership is the first step into using EFT for fertility and it is 100% self-study with a few simple resources, whereas the next level of membership, which is called BLOSSOM, is so much more, including a wonderful, warm community that you become a part of. And it's important to me that when people take the step to join us on that level that they are warmly welcomed and shown around the Sanctuary, so they understand from day one how they can get exactly the support they need.

So if you haven't guessed already, the news I have to share with you today is that the BLOSSOM level of membership of the Sanctuary is now open! And it will be open for just 7 days.

Now why am I dedicating a whole podcast episode to this announcement? Well quite honestly the Fertile Mindset Sanctuary is the beating heart of everything I offer, and I am passionate about at Fertile Mindset. It's where you get to explore and heal every single aspect of your fertility journey and your wider life. It's where I get to connect with all of the members regularly, and you all get to connect with each other. And the value of those connections alone is huge, it's completely awe inspiring. You know that feeling when you get into a conversation with someone new and discover that they think like you, they feel like you, it feels like a kindred spirit? Well that's what happens in the Sanctuary and it's just beautiful to witness. Because everyone there is on some kind of fertility journey, some kind of path to parenthood. And although those stories and circumstances differ, because we are all unique in our fertility stories, there is so much similarity in how they are approaching their situation, what they want for themselves, the value they put on themselves and their

emotional wellbeing. It's a truly special group of people and I feel truly honoured to be among them, and that they've chosen to spend time in this little group I've created called the Sanctuary.

I think you can hear how emotional I feel about this group, how moved I am each and every day as I see their loving interactions and support of each other. And that is such a big part of what makes the BLOSSOM level of membership unique and very powerful. But there is so much more too, and I'd love to share that with you.

So what I'm going to share with you today is:

- Exactly what the Fertile Mindset Sanctuary is and what's included in the BLOSSOM level, which is the paid subscription level of membership
- What you can expect when you join the Sanctuary including two welcome gifts one of which is sent in the post to you!
- An extra special support resource I'm adding to the Sanctuary this month
- And a few words from some of our members that they wanted me to share with you.

So what is the Sanctuary? As I said, it is my membership group that gives you access to direct support from me and the members, as well as lots of self-help resources – in fact the library of resources you have access to includes every single fertility support audio, video, course, worksheet that I've ever created, all easily accessible from your membership dashboard. You have everything you need to go from being a complete beginner with using EFT or any kind of mindset work, to being able to apply EFT to every aspect of your fertility, and getting positive results that make a massive difference to how you experience the next steps on your fertility journey. Some of the best loved and most used resources by our members include a series of audios called Support Throughout Your Cycle which supports and balances all the emotional ups and downs during each cycle that you're trying to conceive. And yes, the two week wait one is particularly well used, I think!

Other elements of the membership include our Sanctuary Support Circles held twice a month over zoom, which are a lovely combination of fertility support group, alongside lots of guided EFT tapping on whatever challenges you are currently facing. As well as the online Support Circles twice a month, we also have a weekly chance to gather on Tapping Tuesdays. This is when, every week I go live in the group with a guided tapping round on a key emotional issue chosen by our members. All of these are recorded and right now we have a library of over 180 short but very powerful tapping videos that you can freely browse through and use. Whatever you are feeling and need support with, you are sure to find a video to help. And if not, you can request the support you need from me in the private group or at the next time we meet – whether that's the Support Circle or the Tapping Tuesday, there is so much opportunity to ask for and receive exactly the support you need. One of our members said this:

“Sarah makes such an effort to ensure she helps everyone in the group - you feel really supported and like you actually have a one-to-one coach which is rare for a group programme!”

And of course the cost of being a member of the Sanctuary is a fraction of the cost of one to one support, and that's another reason why I'm so passionate about putting so much of my time and energy into the Sanctuary; I want there to be truly effective emotional support available to anyone dealing with fertility issues, and for price not to be a barrier to receiving the support that is so needed.

This feels like a good time to share how much the Sanctuary subscription costs and how the payments work. The monthly membership fee is £29, and that covers a full calendar month from the first day you join. I have had colleagues tell me that is far too low a price to be charging for the amount and the quality of the support inside the Sanctuary, but whilst I agree that it is amazing value, right now I have no plans to increase the fee. And if I ever did in the future, the rate that you join at, the £29 a month if you're joining now, would stay the same for you for as long as you remain a member and it would never go up.

The membership is paid month to month, and you are free to cancel at any time, and you have control over that. There is no minimum time to stay with us, you just decide each month if you're finding the Sanctuary supportive. The vast majority of our members do stay with us for as long as their fertility journeys is, and some stay with us through pregnancy and beyond because they love the connection and support they receive.

So what happens when you first join the Sanctuary?

You log in with your email and chosen password. You're invited into and given a warm welcome in the private group, and depending on when you join you could have a bit of time to have a mooch around, have a look around before our welcome party on 21<sup>st</sup> September! I did the first welcome party with the last intake of members, and it was so much fun that we're definitely doing it again! The 21<sup>st</sup> September is when the Sanctuary will be closing again, and when our welcome party is happening, and this is on a full moon which is a perfect time to let go of what you don't need and prepare yourself for a new chapter, just as the full moon gives way to a new moon.

As soon as you join the Sanctuary you receive two gifts. The first is Your Personalised Roadmap of the Sanctuary, which is created especially for you after you've completed a short form that takes just 5 minutes, we then create this personalised roadmap for so you know exactly where to go and which resources to plug into to get the best possible experience of the Sanctuary for you, and the best possible support for where you are on your fertility journey and the experience you're having and emotions you're dealing with. So I encourage you to claim your roadmap gift as soon as you join.

Also you receive another little gift, which is a beautiful Sanctuary wristband which we send directly in the post to you, wherever in the world you live. This wristband symbolises all the love and support you receive in the Sanctuary and acts as a reminder of that connection you have, and as a reminder to practice self-care. Our members like to wear their wristband to their fertility appointments or many wear them every day, as a constant reminder and support. I wear mine every day, I have it on right now as I'm speaking to you, and it's lovely to see Sanctuary members with their wristbands on when we meet on Zoom for the Support Circles. So that is sent to you in the post as soon as you join.

Now, there's something extra special about joining the Sanctuary at this time, and that is that for the first time in 6 years I am running my CALM fertility support programme. Now, the CALM programme is where the Sanctuary began. I used to regularly run this 5-week programme which covers all the elements of emotional and mindset work with live guided EFT classes and workbooks for each module. The modules are C for clarity and creativity, A for associations and attachments, L for living and loving, and lastly M for manifesting and magic. It's a beautiful process to go through, and eventually after running the programme several times, I created the Sanctuary membership and moved the recordings of the CALM programme into the membership resources. However, now I am going to run it live again and every Sanctuary member on the BLOSSOM subscription level is invited to join. The price of CALM when it was a standalone programme was £299, but now it will be included free of charge in your £29 a month Sanctuary membership. Bringing CALM into my low-cost membership is another way that I'm making good quality emotional support available and affordable to as many people as possible on a fertility journey. Our existing members are so excited to be taking part in the live CALM programme soon and it will be lovely to have new

members joining us for it too. So that's another great reason to join the Sanctuary now, so you can also join this live programme and make huge steps towards emotional clarity, wellbeing, resilience and strength to support you and your fertility.

I'd love now to share a few words from our current Sanctuary members. They asked me to share these words with you because they have been where you are, and they want more people to step into this support that they know is so amazing. As one member said after she sent me her words about the Sanctuary, "I hope it helps someone decide to reach out and join; they'd be doing themselves the biggest favour!"

And these are the words she shared:

"I joined the Sanctuary when I was feeling very lost on my fertility journey, and everything had stopped because of the pandemic. I was looking for something that would help me sort out the thoughts in my head and deal with all of the emotions on this rollercoaster ride of fertility.

Since joining the Sanctuary, I have learned so much about myself and connected with myself in a way I had never done before. What's more, I realised that I was not alone on this road, there are so many other women like me, who have similar experiences, thoughts and struggles. I can share my ups and downs with the other members in a safe, supportive environment.

What I love is the variety of resources available. There is a library of tapping videos, self-study materials and of course, the Support Circle that takes place on Zoom twice a month. So whatever you are going through or whatever your mood, there is something there for you.

The Sanctuary really is that, a sanctuary, a safe place to go when you need help with the whirlpool of emotions. There is always someone there to offer a kind word or just to listen and I can't imagine travelling along this journey without it. Sarah is simply wonderful and the community she has created is one that I believe everyone who is going through fertility struggles would benefit from."

And another member asked me to share these words with you:

"I found Sarah through Instagram, did her free challenge, and then joined the Sanctuary membership. The Sanctuary is a really lovely place to be. The regular Tapping Tuesdays are a chance to check in with yourself and the other women on the same journey as you. Sarah makes such an effort to ensure she helps everyone in the group - you feel really supported and like you actually have a one-to-one coach which is rare for a group programme! The twice-monthly Support Circles are one step further as you are on Zoom and can spend time with and interact with others on your journey. I personally find tapping a tool that is different to anything else I have in my fertility toolkit - it's a chance to express how you're really feeling, and to shift those feelings, but without any huge effort. And Sarah is a wonderful guide for it - she 100% understands this TTC journey and you feel heard. I would recommend it to anyone!"

Now these are the two most recent messages I've received from our members, that they asked me to share when I re-open the Sanctuary, and there are many more you can read on the Sanctuary sign up page at [www.fertilemindset.com/sanctuary](http://www.fertilemindset.com/sanctuary)

As I mentioned earlier the membership is £29 a month, and you decide how long you stay with us, and knowing that you are welcome to stay as long as you wish, for the entirety of your fertility journey and beyond if you wish. You are always welcome. And with that £29 a month you have full and instant access to all of the resources in the Sanctuary membership, the self-help resources, the weekly Tapping Tuesday sessions, the library of over 180 tapping videos, the twice monthly Sanctuary Support Circle and so much more that you'll discover once you are inside.

With your monthly membership fee, I have chosen to plant a tree for every member each time they pay their membership. We're creating our own forest with almost 1000 trees already, through Ecologi's tree planting schemes, to protect the planet for our children and the next generations.

Also every month I name the Sanctuary HERO for that month. This is the person who has given the most support and interaction in the group, and as a thank you from me they have their month's membership fee gifted back to them.

In the past we've also had in person meetups in London which I hope to start again soon, and maybe in other areas of the world too! We've had a letter exchange called Sanctuary Love Letters which was just lovely, and lots more that makes the Sanctuary such a special place to be.

This is why I would love you to join us, because I see the amazing changes that happen with our members and I'd love you, my lovely podcast listeners to experience this too!

The Sanctuary is open to new subscription members now, and you can join us at [www.fertilemindset.com/sanctuary](http://www.fertilemindset.com/sanctuary)

That's it for this week. I hope you've enjoyed learning all about the Fertile Mindset Sanctuary, which is really where this podcast comes to life. Everything we talk about here, all the issues we explore, are supported within the Sanctuary, so it would be lovely to see you there. And if you join, let me know in the private group that you've come over from the podcast!

I look forward to speaking to you again next week, and now you'll hear the usual message from me about the Sanctuary and the basic free level that is always open, but remember the low cost paid level that gives you full support is open for a short time now. Have a great week!

Thank you for listening to the Fertile Mindset Podcast.

If the topics talked about here sounded like I was speaking directly to you and your thoughts, then I would really love to invite you into the Fertile Mindset Sanctuary.

This is my fertility support membership, where you can free yourself from stress, worry and any emotions that don't feel helpful, so you can then create a naturally supportive mindset, your Fertile Mindset.

In the Sanctuary I'll guide you through using the emotional healing technique I use at Fertile Mindset called EFT, and you'll soon be feeling less stressed and more joyful.

If you're not already in the Sanctuary, do come and join us now, starting with the BUD level of membership, which is completely free of charge.

Go to [www.fertilemindset.com/sanctuary](http://www.fertilemindset.com/sanctuary) to join, and then watch the welcome class, which will give you a fast start into taking back control over the emotional side of your fertility.

I look forward to seeing you there, and at the next episode of the Fertile Mindset Podcast.