



Business Mastery Hub

by Bodygraph.com

Human Design Business Model Courses by Type Worksheet



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About This Worksheet




Hi, I'm Jazze Jervis, a 5/1 Manifesting Generator business strategist who's been business coaching for over 8 years.

I specialize in helping service providers create businesses that 'love them back' by aligning their strategies with Human Design and Astrology.

This worksheet helps you design a business that works with your Human Design, not against it. With examples and prompts, you'll discover aligned strategies that protect your energy and grow your success.

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Reflector Business Model

What to Avoid:

- Making quick decisions under pressure that create regret and self-doubt.
- Forcing rigid daily posting schedules or routines that drain your adaptability.
- Locking yourself into one niche or fixed offer that ignores your gift of nuance.
- Always-on client access that leaves no space to observe and reflect.

What Works:

- Wisdom-led offerings that focus on sharing deep insights and observations (seasonal reviews, monthly reflections, or trend analysis).
- Observation-based content systems built on what you genuinely notice, not forced productivity.
- Spacious revenue streams with flexible structures (seasonal programs, extended enrollment cycles, or collaborations).

Reflector Business Model

Benefits:

- Harmony with natural cycles instead of resistance.
- Attract clients who value depth, nuance, and perspective.
- Protect energy with rest and spaciousness.
- Create evolving offers that reflect your insights.
- Build a reputation for wisdom and pattern recognition.

Example:

A Reflector runs a “Quarterly Business Energy Review” where she shares insights on market patterns. She posts once a month instead of daily and offers seasonal programs, giving her time to reflect and recharge. Clients seek her for her wisdom, not constant availability.

Reflector Business Model

Apply It to Your Business:

- Where am I rushing decisions instead of giving myself time to observe?
- What patterns or insights do I naturally notice that I could turn into offers?
- How can I create more space in my schedule for rest and reflection?



Projector Business Model

What to Avoid:

- Trading time for money through hourly sessions or unlimited support.
- Generator-style marketing like daily visibility, endless webinars, or mass posting.
- Selling low-ticket offers that dilute your deep transformational power.
- Being always available on Voxer, Slack, or email, leaving no space to rest.

What Works:

- Wisdom-first offers that highlight your expertise (intensives, strategy sessions, or deep-dive packages).
- Recognition-based marketing that showcases what you see that others miss, using lead magnets that demonstrate depth.
- Selective client engagement through applications or alignment calls to ensure mutual recognition.

Projector Business Model

Benefits:

- Earn more while working fewer hours.
- Attract aligned clients who truly value your insight.
- Protect energy with clear access boundaries.
- Become strategically visible instead of constantly “on.”
- Build a reputation for transformation, not hustle.

Example:

A Projector business coach drops endless Instagram posts and instead builds a funnel around a “Blind Spots in Business” guide. She sells \$1,500 strategy intensives and uses applications to filter clients. Her reputation grows while her workload decreases.

Projector Business Model

Apply It to Your Business:

- Where am I undervaluing my wisdom by trading time for money?
- How can I showcase the unique patterns I see that others miss?
- What boundaries do I need to set with clients to protect my energy?



Manifestor Business Model

What to Avoid:

- Always-on coaching models or offers requiring constant presence.
- Trying to sustain steady, daily marketing without honoring rest.
- Vague availability or unclear boundaries that drain independence.

What Works:

- Impact-and-rest offers like intensives, sprints, or quarterly programs.
- Simple evergreen systems (funnels, low-ticket products) that support revenue during downtime.
- Clear informing and direct communication to set client expectations.

Manifestor Business Model

Benefits:

- Consistent income even during rest periods.
- Focused bursts of creative impact balanced with true downtime.
- Fewer interruptions thanks to clear client boundaries.
- Freedom to initiate bold projects without burnout.
- Business built on excitement and natural rhythms.

Example:

A Manifestor launches a live 3-week “Energy Reset Sprint” twice a year while running an evergreen course through a funnel. She works in powerful bursts, rests in between, and her income stays consistent without daily selling.

Manifestor Business Model

Apply It to Your Business:

- Where am I forcing myself to stay “on” instead of honoring rest?
- What offers could I create that work in powerful bursts?
- How can I be more direct in informing clients about what I offer and when?



Manifesting Generator Business Model

What to Avoid:

- Narrowing yourself to one rigid niche or ignoring your multi-passionate energy.
- Abandoning old offers every time you pivot to a new interest.
- Overcomplicating your systems with too many platforms or tools.

What Works:

- Movement-based businesses that weave together all passions under one theme.
- Flexible structures (memberships, hybrid programs) that allow space to pivot.
- Integrated offers that combine modalities into one bigger vision.

Manifesting Generator Business Model

Benefits:

- Freedom to pivot without starting from scratch.
- Revenue continuity from one unifying offer.
- Confidence to integrate multiple modalities.
- Systems that evolve with your creativity.
- Stronger positioning as a bridge across industries.

Example:

A Manifesting Generator blends Human Design, yoga, and astrology under an “Aligned Living Movement.” Clients join her membership where she shares classes, readings, and meditations. New passions become content inside the membership instead of separate ventures.

Manifesting Generator Business Model

Apply It to Your Business:

- Where am I boxing myself into a niche that doesn't feel true?
- How could I integrate my passions into one bigger movement?
- What systems would give me freedom to pivot without losing income?



Generator Business Model

What to Avoid:

- Spreading energy across too many income streams.
- Constantly pivoting without building mastery.
- Fighting plateau periods instead of allowing cycles.
- Saying yes to work that doesn't spark genuine satisfaction

What Works:

- Mastery-first offers (signature programs, certification tracks) that deepen skills.
- Sustainable systems designed for long-term momentum.
- Respecting plateau and leap cycles to build compounding results.
- Anchoring into aligned work that lights up your sacral response.

Generator Business Model

Benefits:

- Consistent revenue built on mastery and depth.
- Business growth that compounds over time.
- Confidence in pricing and valuing expertise.
- Freedom from shiny-object chasing.
- Strong reputation as a master in your field.

Example:

A Generator nutritionist focuses on one 12-week program she runs three times a year. Instead of creating new offers, she refines her signature method, builds mastery, and naturally attracts referrals. Her reputation grows with each round.

Generator Business Model

Apply It to Your Business:

- What work lights me up that I want to master deeply?
- Where am I scattering energy instead of building long-term systems?
- How can I honor plateau periods as part of my growth cycle?





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