

# CLARITY GUIDE

how to navigate the void to what's next

## The Void

Ugh... that feeling of uncertainty. What do you do when you get the glimpse - the knowing - that something in your life is about to change?

Usually when this happens for me, it shows up like the things that came easily now feel like they are forced. I just don't have the energy any more to FORCE things to happen. That's not to say that effort isn't required, but the struggle? Nah, no thanks.

And joy? Nope, things I used to enjoy or at least were even neutral about are in fact, very draining.

There is a space between what is no longer and "not yet." When the old is complete but the "what's next?" hasn't yet materialized.

**This is the void: when you know you're done with what you've been doing BUT the next thing isn't clear.**

The void is not the same as a distraction. Distractions are rooted in the energy of self-sabotage and/or boredom.

A void is when one chapter is complete and it's time for a rebirth. A new direction, a new expression, a new choice, and a new chapter.

Whether it's a relationship, a habit, or what you want to do in your business, the void can feel scary, right? It's also highly annoying and inconvenient because there is no perfect time for things to fall apart so what's new can fall into place.

It's also inevitable because we evolve. We change. Luckily, we don't stay stagnant. But dang, we try to hang onto what **was** because change can be really hard. Uncertainty is the my least favorite part about evolving. Can you relate?

## The Surrender of Reinventing Ourselves in Business

Reinventing ourselves is a part of the entrepreneurial journey, yet it's not one that gets talked about as openly and I want to change that. There's an unspoken expectation that we have to show up polished and with our sh!t together- and I'm over it.

Honestly, I don't know anyone who truly has their sh!t together all of the time and this is just part of the human experience.

So what would happen if we just surrendered to the void? Ugh, surrender - my least favorite word because it's so hard to do.

Reinventing ourselves is normal. What you are doing today is not going to be the same thing in 10 or 20 years. Sure, there will be elements that stay the same because the essence of who you are is omnipresent in every thing you do and in every aspect of your life.

As I've been in my own reinvention for the past couple of years, here are my tips to navigate this void, along with some of my favorite questions to ask. My hope is that clarity shows up and also guides you through the void of what you're navigating next.

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## Tips to Navigate the Void:

Here are 10 things to consider when navigating what's next for you. Pick and choose what resonates and come back to this list often to be reminded that you're right on time with discovering what's next. This isn't a checklist to get to a destination. Consider these things as tools that you have in your backpack for your journey. You'll use different tools at different times.



When you're in the void, it's hard to know what to choose because you don't know what's next. Thus, one of the annoying parts of being in the void.

Setting an intention to have clarity is part of this process. This indicates a willingness for what ever is next to show up.

**Choosing** something is putting action behind your intention. I find that a lot of toxic positivity happens with setting intentions. Intentions are great, however, where is the energy after you set the intention? You must choose it over and over again.

As you get clues about what's next, keep choosing IN. This step will have more context as we go, but for now, feel into the difference between setting an intention and making a decision.

Here's a pep talk I like to use as a mantra during this process:

I'm trusting the process forward and choose the next step of my path every day. I know when to pause and be. I know when to act. I know when to rest. Clarity shows up clearly and gracefully for me now.

## TRUST THE PROCESS

There will come a time in the process where you think you'll be in the void forever.

Nothing lasts forever, including confusion. Notice all of the evidence in your life where things, ideas, people, resources, and more show up. Clarity always comes if you're willing.

If you're not willing, then subconsciously you may be choosing confusion over and over but that's a different topic for another day.

For now, let's keep this simple. Trust the process. Trust that the next step will show up, however, it will likely come when you least expect it or after getting really frustrated. #sorrynotsorry

Keep trusting. Things will unfold.

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## FOLLOW THE FEELING

There are two parts to this: The Law of Resonance and following the breadcrumbs.

The Law of Resonance is what's at the heart of the Law of Attraction. LofA often gets misused as a way to explain why things aren't working out and creates a direct path to spiritually bypass any "negative" feelings or thoughts you have. The Law of Resonance is the concept that what you desire will bring a certain feeling and when you feel that NOW, instead of waiting for the thing you want to manifest, you'll be a vibrational match to not only create it, but to receive it also.

Following the feeling is to pay attention to what "lights you up," and sometimes this experience or sensation is subtle. When you follow what's light, the next light step will be available, then the next, then the next, and so on.

The key here is to recognize what is truly “light and right” vs what is a “should” or a distraction. If your mindset is wired to believe that everything has to be hard or that you have to work really hard in order to create what you desire, then this step can take some practice.

Here’s an example:

I was lying in bed one night asking myself questions about what is next for me and my business. What would feel expansive? What would be fulfilling? What’s an action I can take to move into the next step of clarity?

I got the inspiration to check out the local university catalog that came in the mail earlier that day to see if there was a class felt fun to take. Interestingly enough, I couldn’t find that catalog so I Googled the catalog on my phone and have no idea what I clicked on when I started noticing a whole section of classes that were intriguing and my whole body lit up. I wanted to take them ALL! I quickly realized that all of these classes were part of a Master’s program in Professional Communication.

The feeling started with checking out a non-business related class to take for fun. That morphed into checking out different classes. I kept following the feeling.

My brain tried to kick in with thoughts like, “But I don’t want to go back to college.” “I don’t need a Master’s degree.”

But I couldn’t deny how it felt so I looked into it. It was October 30th and the deadline to apply was November 6th. I had ONE week to fill out the application, write the essay, get college transcripts from three colleges from my undergrad, and get three letters of recommendation.

I thought, “If this is meant to be then it will work out. I’m going to put in the action and trust.” Transcripts that were supposed to take three weeks, showed up within three days. People I asked to write letters of recommendation were happy to do it, even with such a short turnaround time.

I applied. Everything got submitted in time. I got accepted. And within two weeks of my first class, the topic of trauma-informed communication showed up and that’s what I decided to do my research on. This was the missing link in my business and this new direction is what I had been seeking for a couple of years.

If we trace this “follow the feeling” concept back even further, the university that is 12 minutes from my house is one of the only schools in the United States that offers a Professional Communication Master’s program. We moved to this area because it simply felt right. It’s as if my

future self knew I would benefit from living so close to this university as one of the many reasons it felt super light and expansive to move here.

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## ASK YOURSELF QUESTIONS

Asking good questions allows **your** right answers to emerge. Self-coaching questions can be a fantastic way to get to the heart of what you're feeling, what's in the way of taking action, and what's stopping you from believing in yourself.

Asking yourself questions is a pivotal way of taking back your power and trusting yourself. The challenge is we're taught to ask everyone else for their opinion because we've been conditioned to believe that someone else always knows best.

I shared some of the questions in the previous section that led me to the Master's program I enrolled in and here are some additional questions to keep in your back pocket:

What would feel expansive?

What would be fulfilling?

What's an action I can take to move into the next step of clarity? Is taking action necessary right now?

What can I add to my life that would bring more joy right away?

What could I add to my business that would bring more cash right away?

(Shoutout to Glenyce Hughes for reminding me of the last two questions.)

Asking yourself questions and allowing the awareness and clarity to emerge is a practice. It's not an instant-gratification process.

I recommend following the best process for you - perhaps it's pondering a question or two while you go for a walk or do the dishes. Maybe you ask yourself the questions and ask to have clarity when you wake up in the morning. Or consider journaling or talking to a friend so you can verbally process what's coming up for you.

The answers to these questions may show up when someone mentions a podcast or a book to read. It may come to you while driving down the street or while you're in the shower.

The key is to pay attention. Be open. Give it space and don't put pressure on yourself to find the perfect "answer" right away. Clarity comes when there is spaciousness.

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BE AWARE OF WHO  
YOU TELL

As you build your self-trust muscles, it's tempting to share things with people who may not be your best supporters. In fact, I find that sometimes we share things with people as a way to sabotage ourselves. I think it's a way to receive support and validation for our ideas and next steps, however if that person has a personal agenda with what we choose then it could backfire.

Even if you get input, advice, or coaching from someone who is intuitive, they still provide insight through their their own filter so simply be aware. Don't take everything at face value from any expert.

You are the only one who knows best for you. You can be guided by many different sources, including God, and it is YOU who chooses what you do next.

For example, if your spouse doesn't get being an entrepreneur and you tell them that you're struggling to know what's next in your business, you may get advice to "get a real job," rather than stick with your vision.

Not everyone understands your journey and that's okay. Share with people who support your vision and are not threatened by it.

I'll leave you with this piece of advise I received from a midwife. She said when you're expecting a baby, it's best to share the news with are people who will give you MORE energy in return than what you give them. That advise has stuck with me for years and when I follow it, I share my ideas and news with people who are genuinely supportive, which helps me know what the next step is.

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## WITNESS YOURSELF IN ACTION

When you're feeling frozen and unsure of what to do next, it's easy to think that you suck and you're not any good at what you do. The simplest of actions can feel really hard. Confusion of what to do sets in. When this happens, it's essential to remind yourself of what you're good at.

If you like to write, sit down and write. If you like to paint, sit down and paint. If you like to coach people, give away a free coaching session. Host a free webinar to share something you're passionate about - not to sell anything - simply to witness yourself in your element and contribute value to people.

The problem with the tip I just gave you is you won't feel like doing it. You'll convince yourself of all types of things, including things like you need to get yourself fully figured out before you can contribute value to anyone else. This is the ultimate lie designed to keep you stuck and the super crappy part is we do this to ourselves.

Witnessing yourself in action is the reminder that you DO know how to do things and you ARE good at things.

When I'm in the void, I know that I require more spaciousness. If I fill my schedule with things to be busy then it's often a way to distract myself from getting quiet and really tuning into my heart and soul. Sometimes the thing to "do," is to create space - both in your calendar and in your physical environment.

During the void, there are periods of time to rest and simply BE. Your brain will try to tell you that you're not being productive enough.

And there are times to do something. Even if it's organizing your office and cleaning out old files.

Now, I tend to lean toward the anxious / OCD side so take this next bit with a grain of salt. I like organization. I don't function well when there is clutter. I can definitely use cleaning, organizing, and inventing new projects as a way to feel productive, when all it's doing is distracting me from being utterly annoyed and discouraged in the void.



This can look like going through your books and releasing books that you're ready to give away. Clean out one drawer in your space. Go through your closet and donate things you no longer wear. However, be aware of distracting yourself with all of the things to DO. Follow your inspiration with this vs your anxiety (for my fellow anxious friends).

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It's easy to think you're the only who's ever struggled in the void and there's no one to relate with. Especially if you're on social media, it's easy to think that everyone else has this figured out but you.

Here's the truth: people are more of a hot mess behind the scenes than you'll ever realize and when you're in the void, you're in good company.

Everyone has different abilities and resources so use what you have exactly where you are. The bottom line, is sometimes you just gotta get out of the house.

Volunteer at a local charity. Go to lunch with a friend. Schedule a Zoom coffee date with a friend or colleague. Go see a movie by yourself. Take a meal to someone. Go to a local coffee shop and be around other people.

\*I want to acknowledge can sound very ableist (geared toward able-bodied people) so please consider what is possible for you. As someone who manages chronic autoimmune conditions, sometimes leaving my house isn't the most feasible option, which is when I'll schedule a call with a friend. Not even a Zoom because being on video requires more energy than I have some days.

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## KNOW WHAT YOU DISLIKE

When you're reinventing yourself, chances are your financial stability comes from certain income streams in your business and it can feel really scary, foolish even, to let go of those income streams. However, if you keep saying yes to things that you dislike and what's draining you, but it's paying the bills, it will be really hard to navigate toward something new.

What I recommend is making a list of all of the things you do in your current business. Everything from admin things to services you deliver and get paid for.

Then rate each one through two lenses:

1. Is the time this takes worth the money it brings?
2. When I do this activity does it drain me, energize me, or is it neutral?

Be honest with yourself. Suspend the thoughts that sound like, "But how will I pay my mortgage if I stop doing this service."

Right now, you're just making the list. You'll decide what to do with it later. Awareness is the first key.

Here are a few examples from my own business in case it helps:

I don't want to do updates on my website anymore. I hired a web person who will update anything I need. I still create my own sales pages because that process is fun for me. But changing out graphics, updating footers, fixing typos, inserting forms, etc. Nope, I don't do that anymore.

I no longer do copywriting for clients. I'm really good at it and it got to be incredibly draining. The only time I'll do done-with-you copywriting projects is for a private client who I know really well and if it truly inspires and energizes me.

I no longer work with brand new business owners as private clients. My sweet spot is working with people who have been in business for at least three years and are making a minimum of \$50,000 a year in their business. By narrowing my focus of who I'll work with 1:1, I experience a lot more joy when I coach. This also helped me see that I love teaching even more than coaching. When I can host a small group, course, or event, that's what I really love.

Now, it's your turn. Make the list and just notice what you notice. You'll make decisions about the things on your list as you go on.

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EXAMINE WHAT YOU  
THINK YOU LOVE

Now that you have your list from the last step, it's time to examine what you are telling yourself that you love.

Do you really love it or is your identity so wrapped up in it that you can't see yourself letting it go?

For years, I hosted an annual women's conference called IGNITE. I LOVED this event, until I didn't. But it took me two years to let it go. Why? Because so much of my identity was wrapped up in this event.

Once I let it go, then the next thing could come and that's when I started hosting retreats, including international retreats. I no longer had the desire to host a multi-day event with hundreds of people. My energy was more sustained with smaller, more intimate groups.

Take a look at the list of things you love and ask yourself these questions:

Does offering this fulfill me?

Is the price aligned for this offering? Do I resent receiving this price for delivering this?

Have I packed too many things (bonuses, features, calls, etc) in this offer? Can I simplify this in any way?

Do I have the support I require to excel at this?

Is this truly my zone of genius? (Source: *The Big Leap* by Gay Hendricks)

*\*Your Zone of Genius are the things you do and it's almost effortless. It's easy, rewarding, and you may even have a hard time believing that people will pay you for it because it's so amazing to you. If you haven't read *The Big Leap*, I highly recommend it.*

This step will simply give you information so you can make clear decisions about what truly fulfills you.

If there is something on this list that is your main income source, but you're noticing that you no longer want to offer it, I recommend making a plan to transition out of offering that service over the span of about three or six months.

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DON'T TRY TO  
MONETIZE EVERYTHING

When I've been in the void and done the previous two steps in this guide (Know What You Don't Like and Examine What You Think You Love), I recognized that I'm happiest when I'm making things with my hands.

Whether that's painting a wall in my home, refinishing a piece of furniture, create a living art project (planting things in my yard), painting, writing, or cooking for a dinner party, that's when I'm happiest.

It was really tempting to think I had to monetize my art. I've monetized some of it, but most of my art (for now) is for me. I make things for my home. I paint for the sake of painting. It's been a life-changing hobby for me and it's just that: a hobby!

Years ago, I realized that my only hobby was my business. I recognized I was putting a whole lot of pressure on my business to be everything: income, fulfillment, creativity... everything important in my life. Just like any relationship, one thing can't be the source of all fulfillment.

Perhaps the name of this step should be, "Get a Hobby."

Do things you love because you love them. Sure, you might see a way to integrate your hobbies into your business and if that is truly inspired and aligned, play around with it.

Don't try to monetize everything. You'll do some things simply because of who you become in the process and that is enough.

You'll see an example of my art on the next page.

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*Original alcohol ink on yupo paper.*

If I had to synthesize all of this to a couple of simple things to consider, it would be this: Allow yourself to be exactly where you are. In a world that is constantly screaming at us to do more in less time and look good while doing it, this is a novel idea and a rebellious act.

Letting yourself be in the void while TRUSTING that clarity will come has been one of the most challenging times of my life. When I stop struggling against the current and allow myself to be carried and supported by the process, that's when the magic happens.

The void is inevitable. You can't mess this up and you can't miss what's meant for you.

## About Me:



Hi, I'm Angella Johnson and I'm really glad you're here. I created this guide as a result of my most recent void I've been navigating through, which has resulted in me bringing the trauma-informed lens into my work.

I think those of us who are wired to ask, "what's next?" and never be satisfied with status quo experience a lot of voids that we navigate through.

Ever since I was a child, I always wondered if there was something more to life. This constant searching allowed me to engage in critical thinking instead of just accepting what other people (usually White men if I'm honest) told me to

believe. This hasn't always been the easiest path because it can feel very isolating. But it's the path that has created the most inner peace.

As I wrote this guide, I was reminded once again of the importance of each of these steps. I'd love to hear what resonates with you as you navigate your own void adventure.

The best way to share with me is a DM on Instagram: [angellajohnsonbiz](#) or [team@angellajohnson.com](mailto:team@angellajohnson.com).

⇒ To learn more about my offerings and how I work with people, go to [angellajohnson.com](http://angellajohnson.com).

### Values:

Our businesses can be used as vehicles to create social justice and equity, which is included in my mission to liberate women to create financial sovereignty.

When we break up with toxic marketing and commit to doing business differently, we model the world that we want to live in and that matters. Download my Values PDF [here](#).

### Acknowledgment of Traditional Lands:

I acknowledge that I live and run my business on the unceded (stolen) land of the Goshute Nation in Utah in the United States.