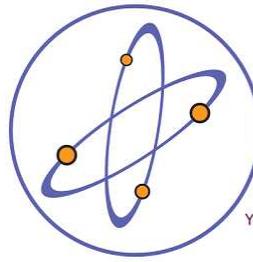


For Immediate Release

## How Your Fingerprints Can Guide Your Business



Inspired  
Life Paths

Your Path to Purpose, Passion and Profits

**A new way for women to approach business whether they work from home or just want to.**

**As another financial year begins, the biggest problem home based business owners face is how to find clients in a competitive marketplace. Your fingerprints hold the key to how your business can stand out from the crowd.**

Traditional business models are changing and if you aren't flexible enough to adapt to the changes, you'll be left behind. The last 12-18 months alone has seen the liquidation of some well-known companies in Australia because they failed to do this (Darrell Lea, Retravision, and Angus Robertson to name a few).

Along with uncertainty in the job market (recent figures from the Australian Bureau of Statistics (ABS)\* show an increase in Australia's unemployment rate of 0.1%), it's no wonder more people are striking out on their own and starting a new business.

ABS figures<sup>^</sup> also show that the number of businesses increased by 4% in the 2009-2011 period, and that 764,700 people work from home in Australia. More than half (55%) are women, most (83%) are aged 35 years and over.

Leonie Hope, The Purpose, Passion, and Profit Specialist, and founder of *Inspired Life Paths* (formally Soul Designed) says "In order to find clients you must be able to stand out from the crowd. Let people know what makes your business different and how you can solve a problem they have. Then give it to them in a form they want."

"The simple way to do this" Leonie says, "Is by using the skills and talents that come with your life purpose to make money doing something you love". This is especially important for women who want to start a home based business or are already working from home and looking for greater success.

Your life purpose is found through your fingerprint patterns using a science based technique known as hand analysis. There are 14 different life purposes – 4 group purposes and 10 individual purposes that can be combined together in many ways to form your specific life purpose.

"It's a common myth that your life purpose is your job or career" says Leonie. "A true life purpose is specific enough to provide you with direction without limiting you to any one thing."

The *Inspired Life Paths* web site <http://www.inspiredlifepaths.com> has a wealth of resources and products to suit a wide range of budgets and needs. It's been designed to help women (and enlightened men):

- Find their life purpose and uncover the unique skills and talents that come with that purpose.
- Reveal the one thing that keeps stopping them from getting what they want and how to overcome it.
- Discover how their passion is more than just what they love to do, and can lead to their area of expertise and business niche.
- Share their message through an authentic business that stands out from the crowd.

This unique combination of life purpose, passion, and profit making strategies allows people to find the problems they can solve and match it to a hungry market. It can be used whether you're an employee or a business owner.

Leonie says of *Inspired Life Paths* "My goal is to inspire and educate women that it's possible to make money and have a positive impact doing something you love. You just need to be willing to take a different approach and follow the right path for you."

For more information, or to arrange an interview, please contact Leonie Hope at *Inspired Life Paths*. A biography and photos can also be made available if required.

\* Australian Bureau of Statistics Media Release 12 July 2012 - Australia's unemployment rate increased 0.1 percentage points to 5.2 per cent in June 2012

^ Australian Bureau of Statistics Media Release 31 January 2012 - Business numbers rise

†Locations of Work, Australia, Australian Bureau of Statistics November 2008.

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