

## About Cyndie, the Founder of Feminine Mastery

Did you know that within you, and every woman, is a goddess to be awakened, a mystery to be revealed and an untold story to be lived?

I'm Cyndie and this is why I know this to be true.

### The Beginning

As a child, I had a dreamy and curious nature. I was inquisitive, imaginative and loved to make believe. I enjoyed everything from Barbies to softball to building tree forts — I just loved to play!

I was 12 when I first experienced my Divine gifts. While playing softball, I would know whether we were going to win or lose and I remember having in-depth conversations about life with my sisters who were decades older than me.

[[ Divine gifts are revealed in simple, everyday life experiences. ]]

Growing into my teens and early 20s, I hit some dark times. I was shy and didn't really know how to fit in social circles — despite trying to make it work, there was a deeper part of me that was always a little restless and definitely left me feeling “uncomfortable” in my own skin.

This less practical and deeper part of me adored learning. I found myself choosing and loving classes like philosophy, humanities and gothic literature; yet the practical part of me chose to major in business with a minor in economics.

### Surrendering to the Gentle Pull

My “deeper” part showed up again in San Diego's small town version of Corporate America, when I began working for tech start ups. The idea of creating something that didn't yet exist was, and still is, my greatest motivator — I couldn't wait to bring something new to fruition.

Yet I still felt a gentle pull for something more. It was at the precipice of my career that I came to a crossroads on the climb up the corporate ladder. As I thought about the journey ahead, I did not like who I would have had to become to make it there. I looked up, down and across the ladder, and felt lost. The deeper part of me overrode the practical, and I knew it was time for me to exit the corporate world.

**Somehow, I had lost that lovin' feeling for work; so I quit a six-figure job at MP3.com, the music internet company, in search of the source behind that gentle pull.**

During this transition, I spent a year working for a friend's advertising agency. It gifted me with freedom to take trips to Maui, sparked my creativity, and was the first time I channeled messages from the Divine feminine without actually knowing it.

**This was the first time I could feel the Goddess stirring deeply within me.**

As I read through research on women, in their responses I could hear a voice beyond the words on the page. As I listened, I extracted common themes such as yoga, wellness and the desire from women to be expressed and free. From this research, I published my first marketing study called "Women Explored" in 2001.

## Climbing into the Chrysalis

Shortly after I got married, I became pregnant and moved to Maui. While this was an exciting time, I was simultaneously watching the door to the business world, as I knew it, begin to close and slam shut.

There I was, in the middle of the Pacific with a toddler and for the first time in 36 years...

No job...

No school...

I tried that life for a while, but once I began to wonder which one of "The Wiggles" — a four man band for kids — was most attractive, I knew I had to do something. Yikes!

As I sat with my journal, overlooking the ocean, I reflected that I was always good at supporting people through life issues, and decided to become a life coach (there were only a few like Martha Beck back then). Being an innovator, I remembered the journaling process I had created a few years back, designed to help women create their dreams, and explored how I could weave it into my coaching practice.

I put the two together, asked a dear friend to design my logo in exchange for being my first client and then, I began.

This was another step on the path to my true calling as I said goodbye to my caterpillar, and surrendered to becoming a butterfly.

**[[ Answering the gentle pull inside – that's where your awakening begins. That's where your Divine calling is hidden.**

Explore Luminary Mentoring with Cyndie and access your Divine gifts and destiny to live, love and lead from your Feminine.

[LEARN MORE] ]]

## Revealing the Mystery

Rather than a lightning bolt or a near death experience (thank goodness), it was my daily walks pushing my blond, curly-haired, blue-eyed angel up and down the hills of Kapalua, Maui that led to my awakening.

The mystery of the gentle pull began to unfold on one of our routine walks when we noticed a dragonfly circle us at least 50 times. My son eagerly pointed his little finger at it with excitement, drawing my attention. I felt something, we both did, but I filed it away until I noticed the dragonflies more frequently and felt this same mysterious pull every time.

I started to look forward to our dragonfly encounters. I even began greeting and talking to them, and eventually noticed they were talking back! On a pivotal encounter, I received a clear message to research the symbolism of dragonfly and the results came back with, “The dragonfly is the messenger of the Goddess”.

I knew in that split second that there was a Divine source speaking to me.

The messages revealed a mystery that I had to uncover. I began by researching Hawaiian goddesses. After some research, I concluded it was Hina, goddess of the moon, mother of all goddesses, that was speaking to me.

That’s when all the pieces began to come together – esoterically and practically. I realized this was no accident, but destiny. The meaning of my name Cynthia, that was given to me by my sisters, means Moon Goddess – no way was this just a “coincidence”.

Slowly over the span of several months, the messages turned into my first book, *Chameleon Butterfly Dragonfly* — three of the now five archetypes were born.

As soon as I published the book, I began getting messages on two other Archetypes and I knew there would be a second book with all five Archetypes, which is now *True Calling*. The Archetypes, the books, and the work I began to do with women all came because I opened up to receive guidance through the dragonflies sent from my Divine muse and Goddess Hina.

This new, profound discovery was coupled with the experience of channeling a Divine source, and it was only the beginning. I had no idea what an impact the Archetypes would have and how globally far reaching they would be.

[[ Dive into the deeper waters of your being to Awaken your Goddess, and reveal your mystery.

Take the Archetype Quiz to discover your path to live fully, love deeply and prosper wildly.

[TAKE THE QUIZ] ]]

Emerging as the Butterfly

What followed was a series of life challenges and a deep, internal battle to detach from the “practical” me and the reality I had once known.

**I knew that I was here to transform women’s lives.**

It was time to embrace, embody and emerge as the mystic I was born to be. It was time to let my deeper and truer self take the lead.

I had developed different workshops, courses, and coaching ...but it wasn’t until I woke up and began to use the wisdom of my Archetypes that everything changed for me. I went back to my quiz and realized I was creating my business as the Dragonfly would, when I was and had always been a Honeybee.

As I embodied my Honeybee, I re-activated the innovative creator within myself and looked at my calling through that lens.

I shifted from individual client work to holding circles in my home, bringing the Divine feminine connection to other women.

From there, I renamed my business from “True Living” to “Feminine Mastery”, finally bringing together all aspects of who I am and the Divine gifts I have to offer women. Instead of just seeing my Archetypes as an indicator of career or calling, I began to listen and learned that they are Divine instruments meant to serve all women in awakening to their own unique and Divine powers and destinies.

When I changed all my programs to center around the Archetypes and the miraculous power they hold, Feminine Mastery expanded globally.

The evolution of the Archetypes and my connection with Hina and the Divine feminine is still evolving; each time I lead a program or work with women in person or at my Maui retreat there is even more wisdom and a deeper dimension of magic revealed.

Women all over the world now receive guidance from their Chameleon, Honeybee, Dragonfly, Butterfly and Hummingbird for healing, finding soulmates, making decisions and deep, abiding self-love.

But the real miracle is when I witness women who embody the Archetypes becoming Goddesses before my eyes. The women who embrace these Archetypes open their own channel to see, cultivate and usher in their Divinely appointed gifts and begin living the once untold story of their destiny.

**My destiny is now interwoven with the destinies of women all over the world.**

[[ TESTIMONIALS HERE FOR BREAKING UP CONTENT — NEED TO SPECIFICALLY BE USED FOR THE ARCHETYPES ]]

[[ Let the Archetypes awaken your power and reveal the path to your destiny.

Miraculous discoveries await you with Archetype Activation.

[SCHEDULE YOUR SESSION] ]]

Who am I?

I am a girl, a woman, a mother, a wife, a mentor, a mystic, a healer, a creator, a writer and a devout believer in the Divine, magic and miracles.

I've been called Glenda the Good Witch and Cinderella, perhaps because I do believe in both magic and happily ever after.

At the core of my heart and soul, I am the goddess embodied and an earth angel with wings heaven-bent on elevating this world by illuminating it with truth and light.

**I love to laugh and bring out the light in everyone and everything.  
Transformation, ascension and destiny are some the ways I weave my own superpowers to help women rise.**

**Help YOU rise.**

I look forward to meeting you and supporting you in waking up to the power, magic and miracles that live inside of you. If you know you are here for a reason, let's find out what it is!

It is my calling, my honor and my pleasure to serve you.

## THREE ACTIONS AT THE END OF THE ABOUT PAGE

### **Dramatic Transformation Awaits**

Explore Luminary Mentoring with Cyndie and awaken your Divine gifts.

[DISCOVER YOUR DESTINY]

### **Experience Cyndie, Awaken Your Community**

See if Cyndie is available for your next event!

[BOOK CYNDIE]

### **Activate Your Superpowers**

Your path to live fully, love deeply and prosper wildly starts right here.

[TAKE THE QUIZ]

### **THREE CALL TO ACTIONS SIMILAR TO MARIE'S PAGE HERE:**



