



5 pillars for business start up mode

1 Brand Identity (values, vision, message, meaning)

Define your personal values and marry them with your passion and skills to create a personal brand identity. From there, you will become clear as to who, what, and how you plan to serve others through your business and brand message.

2 Crafting Service Offerings (create process, programs, packages and pricing structure)

You will create the structure around your brand so you can activate it and sell it as a service. At this stage you will develop how you want to deliver the service.

3 Sales Operations (sales psychology, sequencing, and systems to sell service offerings)

You'll get educated on what sales really sounds like for you and your personal brand. You will become trained in the art and science of sales and put a repeatable system in place that feels straightforward, effective and non-sleazy.

4 Business Development Strategy (ideate on your fastest paths to sales success and create income targets)

You will learn to time block sales and business development activity in a structured and highly efficient manner. You will implement your own creative business development ideas within a suggested framework and practice forming routine weekly habits to create momentum for your business.

5 Workflow & Revenue Plan

Here you dial-in your schedule and create a workflow structure that is intelligently designed and clearly defined so you know exactly how to work week-to-week. You will receive a simple revenue tracker to organize your client income and learn tricks and tips to optimize your energy, time, and performance.

Brand Identity (values, vision, message, meaning)

- Crafting Your Story
- Brand Mission
- Defining Brand Identity
- Brand Habits & Patterns

“I deserve to do meaningful work in the world.” **#workforpurpose**

Crafting Service Offerings (process, programs, packages and pricing structure)

- Create Program Guide
- Contracts & Financial Agreements
- Design Basic Website
- Welcome Packet

“Someone, somewhere needs and wants exactly what I have to offer.” **#careerconnection**

Sales Operations (sales psychology, sequencing, systems to sell service offerings real and generate income)

- Sales System Checklist
- Positioning Statements
- Sales Templates & Scripts
- Tactics On “How-To” Find Clients

“Sales makes my business real and financially frees me to give generously.” **#thelifeyouwant**

Business Development Strategy (ideate on your fastest paths to sales success and create income targets)

- Managing Sales Flow
- Master Business Development List
- Financial Inventory
- Client Income & Revenue Tracker

“Everyday I focus on the basics of my most important work.” **#beyourownboss**

Workflow & Revenue Plan (craft productive routines, simple tracking methods, and daily accountability practices to stay on track)

- Scheduling Templates
- Performance Tracking Tools
- Productivity Calendar & Guide
- Support Structures

“I practice, train and track my schedule to optimize my performance.” **#workflowfit**