

Individual Business Coaching

What We'll Cover

THE FOUNDATION

Week 1: Building A Business Plan

Learn how to build a sustainable plan for your business, the non-negotiables to get your business started on the right foot, and overcome inner fears and insecurities when first getting started.

Week 2: Tackling Fears

One of the most challenging parts of starting a business are the fears and limiting beliefs that creep up along the way. We'll unpack all of those fears so that you can continue building your business with ease.

Week 3: Business Finances 101

Learn how to track where your business is spending money, keep your finances organized, and make informed decisions now and in the future.

PRODUCT SUITE

Week 4: Building A Product Suite

Now that your foundations are set, it's time to build your product suite and offerings! We'll cover the basics of planning and building your products and services.

Week 5: Identifying Your Ideal Client

We'll talk about how to nail down your target audience, ideal client, and messaging to draw them to your business.

Weeks 6-8: Curriculum Development (3 Weeks)

Once you've outlined your product suite, it's time to start building out the curriculum you would like to teach your students. With my background in education, I can help you scaffold your curriculum to meet the educational needs of your clients.

- Curriculum Outline
- Lesson Planning
- Refining your lesson materials
- Client Deliverables

SALES & MARKETING

Week 9: Pricing & Money Mindset

You deserve to be compensated for your time, knowledge, and skills! We'll talk about how to price your offers in a way that aligns with you and your business.

Week 10: Social Media & Content Creation

Wondering what & when to post on social media? We'll create a stand-out social media strategy that will help you build an engaged audience that wants to work with you.

Week 11: Creating A Website

We'll talk through how to create a welcoming website that builds trust, credibility for your prospective clients.

GROWING AN AUDIENCE

Week 12: Email Marketing 101

Feeling overwhelmed about managing social media, a website, AND an email list? Worry no more! We'll show you how to integrate email marketing into your sales funnel with ease.

Week 13: Lead Magnets

Ready to generate leads in your sleep? Then it's time to create some lead magnets. We'll teach you how to create a lead magnet that not only grows your audience, but converts your leads into soulmate clients.

MINDSET & GROWTH

Week 14: Referrals & Testimonials

Referrals and testimonials are so important for building trust and credibility. Week 12 is all about creating a positive experience that clients can't wait to share with others.

Week 15: Passive Income Streams

You CAN make money while working less hours. Week 15 is all about building passive income streams in your business so that you can earn more without needing to work more.

Week 16: Moving Forward/Expanding

Now that we've covered all of the foundations, we'll talk about the steps and strategies you can take to consistently grow and scale your business.

Voxer Check Ins:

- You'll gain total access to follow up with me on Voxer and ask questions between calls during business hours Monday through Friday.