

# Business Basics Training Series

## MODULE 1 - Owning your Message, Story + Why

Your story is the central core of what you deliver and underpins the unique value and key pillars of expertise and transformation you have to offer your clients. Uncover your unique story and the key messages that will set you apart from the crowd so you can magnetize your ideal clients to you.

## MODULE 2 - Defining your Soul Mate Client

There is a perfect client for you! Knowing this client inside out will enable you to serve to the highest level, create powerful offerings, market with ease, and grow your community while ensuring your own energy remains top notch - because everyone you serve lifts you up as much as you lift them!

## MODULE 3 - Creating an Attractive Offer

Not every offer flies out the door. In this module you'll learn the key principles of an offer that does! Overhaul or create from scratch a definitive offering that showcases your unique gifts and expertise, meets a genuine need in the marketplace, and is divinely aligned with clients waiting at the door before you've even gone public.

## MODULE 4 - Pricing + Value

Let's nip that undercharging in the bud - without the pressure to make a \$5K conversion straight away. Identify the true value of your services, how much you can comfortably charge without guilt or apology, and how to command your price with confidence.

## MODULE 5 - Nail your Messaging

Open up your voice and create content that resonates, positions you as an expert and builds trust with your community so that potential clients are primed to work with you well before you open the door to any services. Then, inspire them into action with copy that converts.

## MODULE 6 - Sales as Service

Learn the key phases of the sales process, and how to sell effectively so clients convert and you enjoy the process. No more icky, sticky energies that have you feeling like you want to hide or as though something is off every time you give someone the opportunity to work with you.

## **MODULE 7 - Marketing Energetics + Strategy**

Here we cover the energetics of an effective marketing strategy. No tactics, just principles that you can take and apply as you like. Determine a simple, entry-level strategy that will get you started with building + nurturing your audience, so there's always someone new in the pipeline.

## **MODULE 8 - Holding Space + Setting Boundaries**

Learn the basics of holding space and how to set up the conditions for healthy client relationships so you can keep serving over time - without feeling drained or made to blame! All while preparing the ground for the best results and a client experience that is second to none.

***\*Please note, the final module is subject to change in response to group needs.***