



KNOW THIS...

- **BE REALISTIC: HOW MUCH TIME DO YOU HAVE? (10 HOURS/WEEK WILL TAKE LONGER TO GROW)**
- **FACT LONGER IN BUSINESS, MORE YOU EARN, LESS YOU WORK**
- **ACTION NEEDS TO MATCH AMBITION. WORK SMARTER NOT HARDER**
- **WHEN THINGS FEEL STUCK, RAISE YOUR FREQUENCY**
- **BELIEVE IT'S ALREADY DONE**

4 FIGURE MONTHS OR FIRST MONTHS/YEARS

- **Audience** building
- **Brand** building
- **List** building
- **Lead Magnet** creation
- **Free classes, micro-offers, tasters** (test them all)
- **Signature offer** creation (hybrid and One-To-Many)
- **1:1** is often still **main income**
- Focus on **organic growth**
- **Authority** building, positioning yourself as the **go-to expert, known** for what you do
- Social media **networking** and connection
- **Content** creation at least 30% of time (30% clients, 30% admin)
- Give **value**, educate, show social proof, share your **own story**
- Lots of **trying out** and **testing** to see what **converts**
- **Steep learning curve**



5 FIGURE MONTHS BRAND ESTABLISHED

- **Refine** and further **testing** and then **scaling**
- **Simplify** (focus on what is working)
- **Focus** on creating **recurring income**
- **Add** in more **signature offers** (high ticket) **Mid** and **low ticket**
- **Add in-person retreats** and speaking at **live events**
- **1:1** more specific, **higher price** and **less spaces**
- **Client retention** + **new clients** = **income stacking**
- **Offer Suite** to **Offer Flow**
- Try out **different launch strategies** for each
- Continue to be present on **social media**
- Leverage **email marketing**
- Even more specific on **who you are, who you're for** and **how you serve your clients**
- **Shopping cart sophistication, referrals** and **afiliates**
- **Order bumps, up-sells, down-sells** and **cross-sells**
- **Email funnels** and the basis of your **multi 7 figure business**



7 FIGURE + ESTABLISHED INDUSTRY LEADER

- **Market/Industry leadership** positioning
- **Delegation** (you are your company's highest asset)
- More **boundaries** around your **proximity**
- **Visibility** and **PR** as the main focus of your energy
- **Retreats** more bespoke and **higher ticket**
- **In-person events** increase in size
- **Books** with wide reach
- Invited to **feature** in magazines
- **Speaking** on bigger stages
- Putting yourself in rooms with **high earners**
- Less needing to show up on social media, **ads** do the **heavy lifting**
- Much of **income** is **passive**
- **High level, high ticket membership**
- **High ticket mastermind**
- **Legacy years** and **full embodiment** and **expression of your work**





UNIVERSAL LAWS

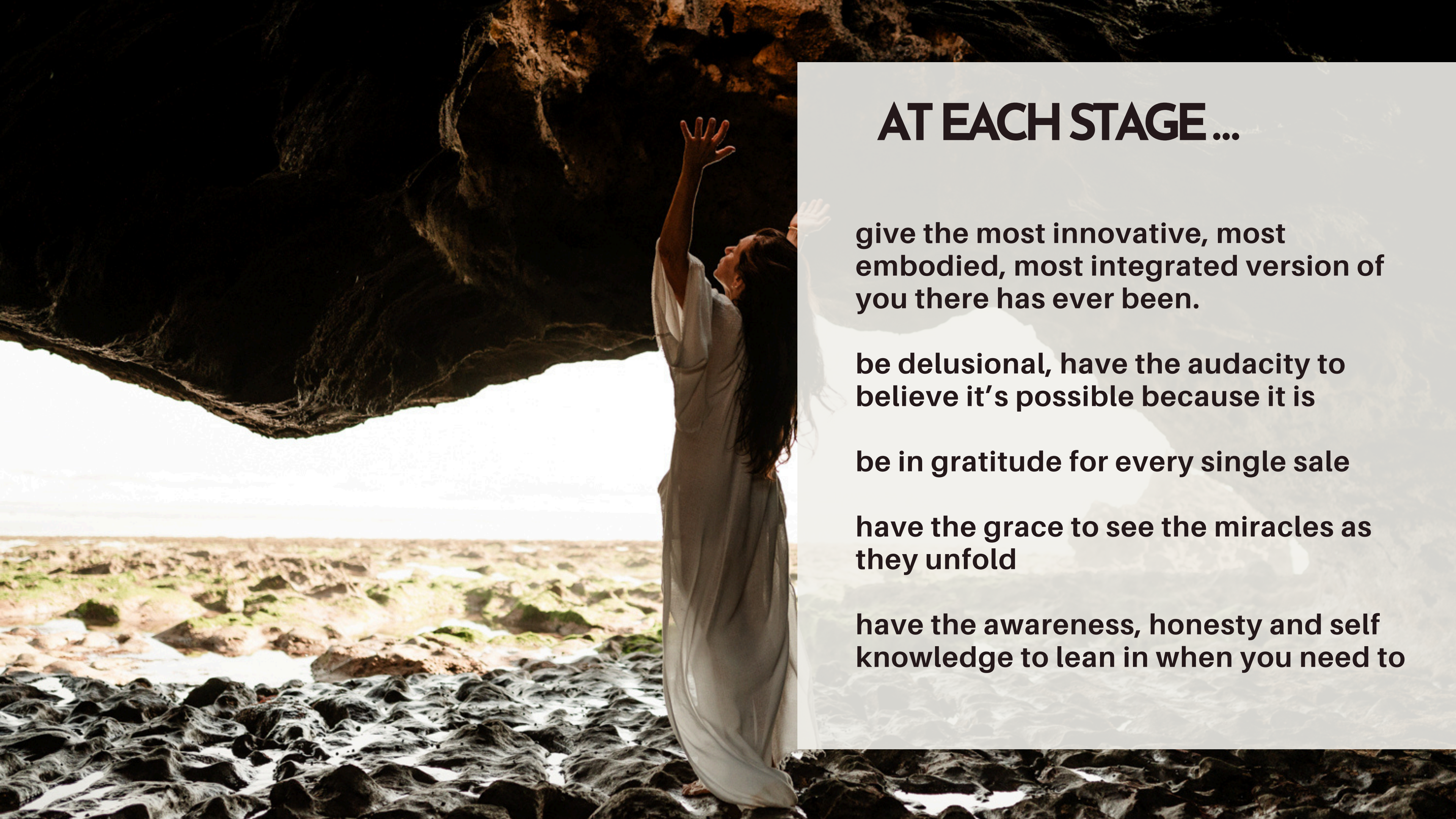
VISION BASED ON YOUR VALUES:

FREEDOM?

SPACIOUSNESS?

CONNECTION?

**BUILD YOUR BUSINESS WITH THE
SAME ENERGY YOU WANT TO FEEL
WHEN YOU GET THE SUCCESS, THE
MONEY, THE IMPACT, THE FAME ETC.**

A woman with long dark hair, wearing a long white dress, stands on a dark, rocky shore. She is looking up and reaching her right arm towards the dark, overhanging rock of a cave opening. The scene is backlit by a bright light coming from the cave, creating a silhouette effect and illuminating the woman's dress. The foreground shows dark, wet rocks with some white foam from water. The background beyond the cave opening shows a bright, hazy landscape.

AT EACH STAGE...

give the most innovative, most embodied, most integrated version of you there has ever been.

be delusional, have the audacity to believe it's possible because it is

be in gratitude for every single sale

have the grace to see the miracles as they unfold

have the awareness, honesty and self knowledge to lean in when you need to