

If you want to get out of overwhelm, grow your business, and fall in love with your work again, this is for you ...



Imagine: Running an Organized,
Profitable, World-Changing Business,
Working with Clients You Love ... While
Having Plenty of Time and Money to Do What You
Want, When You Want, with Your Favorite People!

You CAN build a successful, thriving business ... with just a few small (yet powerful) techniques ... and without overwhelm and frustration. I'll show you how.

Welcome.

If you're here, chances are some (or all) of the following may sound familiar.

You love what you do ... or at least, you used to, before you decided to turn that love into a business.

Now, your business isn't succeeding like you want it to and you're ...

- ✚ *Overwhelmed, frustrated, and disorganized, and you feel like you just can't get ahead, no matter how hard you work.*
- ✚ *Struggling to pay the bills ... and stressed out about it.*
- ✚ *Exhausted. You're working so hard and for so many hours that you don't have time or energy for your family and kids.*
- ✚ *Afraid you're going to have to get a J-O-B if you don't get more clients, and fast.*

If any (or all) of this resonates with you, I'm so glad you're here.

You are not alone.

You started your business because you were passionate about the work you were doing, and how you could help people.

Becoming a business owner seemed like the perfect way to make a difference while enjoying the freedom for which you work so hard.

But ... things aren't working out exactly like you'd hoped and expected.

You know that in order for you to live your dream, something has to change, right?

But you aren't sure what that is.



And because you aren't sure how to fix this situation, the questions set in:

"Can I run a successful business?"

"Will I have to get a dreaded J-O-B again?"

"I've tried so many things already. Should I just give up?"

"Will I ever make enough money doing this?"

"Will I ever get to really share my gifts with the world?"

I Want You to Know That It IS Possible to Work Fewer Hours, Earn More Money, AND Make a HUGE Impact on the People You're Passionate About.

Sounds great, right?

When you do, you feel calm and confident as a business owner, and you have more time and energy to spend with the people you love. You're able to live your purpose and enjoy every day!

In fact, right now you may be thinking, "Yes! That does sound great, but HOW?"

Great question.

I understand where you're coming from, because I've been in your shoes.

That's why helping you create a working plan for growing your business – and to stick to it, avoiding common pitfalls – is so important to me, and that's why I'm giving you this step-by-step guide to help you do so.

Now, it's time to do the "work"! Complete the following exercises.

4 Steps to Growing Your Business Without the Overwhelm, So You Can Create More JOY in Your Life, Starting Now

Get to know exactly who you serve – your ideal client - and familiarize yourself with the specific challenges he or she faces, and the results he/she desires.

Step 1. Get Clear on Who You Serve.

Why?

Because having complete clarity around who you serve creates a strong and effective marketing foundation. This, in turn, leads to effective implementation of marketing strategies, and therefore, consistent results!

Think of it this way:

If you're not clear on your ideal client and his or her challenges and desired results, how can you effectively market to him/her?

(Maybe right now you're thinking "I already know who I serve!" Hang on – before you skip this section – keep reading. So often, when business owners aren't getting the results they want, it's because there is a lack of clarity around who they serve. So for you, it's time to get clearer.)

To help with this Step, create an Ideal Client Avatar ... a single person who represents your ideal client. What is her name? How old is she? What are her 3 biggest challenges? If she could wave a magic wand and make 3 changes, what would they be? Dial in on her motivations and her desires, and you'll be on your way to increased clarity and better results.

Step 2.

Get Your Back End Organized.

It's never too early to set up systems and processes. In fact, you should set up systems and processes before you even seek clients!

(If you're already looking for clients and don't have systems and processes in place yet, don't worry—you can start from where you are.)

Consider the following biz-related details and resulting tasks, and write down your answers:

How will you find new prospects? How will you convert them into clients? How will you support them once they become clients? How will you bill them and collect payment? How will you follow up with them?

Once you've carefully considered these questions, either:

- A Take inventory on the current systems/processes you have in place for The 5 Critical Keys of Business: marketing, onboarding, billing, customer service, and referrals, or ...
- B Figure out (and write down) the exact systems/processes you will put into place for each of the 5 Keys to Business Success.

When you organize the back end of your business as much as possible, you're free to focus on the parts of your business that you do love – the reason you decided to start your own company in the first place.



Bonus Tip: Watch Out for This Common Pitfall:

Piecing your back-end strategies together.

When you're overwhelmed and frustrated, it can be tempting to become reactionary, piecing back-end strategies together in a "patchwork" style to cover needs as they arise.

This leads to you having to undo, redo, and waste time, money, and energy.

As I mentioned earlier, it's important to create systems as early as possible.

Be proactive and get prepared. Create your systems in as few pieces of technology as possible.

Step 3. Delegate.

Once you start growing your business, you'll quickly find that you simply can't do it all yourself. That's when it's time to delegate.

Always delegate, so the right people are doing the right things to get the most effective results.

Review the list of tasks you made in Step 2 above, and decide which of the 4 D's you'll apply to each of them:

- 1 **Do it** yourself. If you love doing a task, and you're good at it, do it yourself.
- 2 **Delegate it** to others. If you don't love a task, and you're not good at it, pay someone else to do it.
- 3 **Dump it** all together. If you determine that a certain task isn't necessary and isn't producing revenue, then think about whether it really needs to happen. If not, stop doing it!
- 4 **Duplicate it**, so it's automated. Which tasks can you automate so that you don't have to spend time doing them? Consider automating your marketing, your welcome emails, your invoicing and your scheduling.

Step 4.

Take Consistent Action with Accountability.

Take action.

Ambivalence (where something is painful enough that you want to change but not painful enough that you actually take action to change it) can kill your results.

Constantly evaluate what you can do to get the results you want ... and then do it.

When it comes to accountability, consider joining a group of business owners, networking group, or mastermind (or forming an accountability partnership with one) with whom you can trade ideas, share stories, and yes, be accountable.

And when it comes to support, never underestimate the importance of someone who can show you the way. Find a mentor who has been down this same path before you, who understands the path, and knows the pitfalls, the milestones, and the resources necessary to make this trek successfully. It is absolutely vital to have this mentor on your journey. And who is this mentor? A coach. Just like you wouldn't hike Mt. Kilimanjaro without a guide, it's equally ineffective to think you can start and launch a business without a coach.

Conclusion.

I hope that by reading this special report, you've discovered action steps you can take right now to begin dramatically improving your business results—so you can feel calm and confident as you begin landing more clients and earning more money.

Once you've completed the sections of the step-by-step guide above, you'll have begun to develop a system for growing your business.

Then, you might find yourself wondering, "What Do I Do Next?"

How do you make the leap from where you are now, to where you want to be? What do you do next to start moving toward your ideal business? What do you do if you find yourself "stuck" again, because let's face it ... obstacles will continue to pop up as you move out of your comfort zone and toward your goal!

Discover Your Next Steps.

I'd be honored to help you define your next steps, so that you can begin moving from where you are now in your business to where you want to be – without the overwhelm.

You're invited to join me for a complimentary, no-obligations Discovery Session, where together, we will:

- **Define your next steps** on your journey toward greater business success.
- **Outline a specific plan** for implementing those next steps.
- **Make powerful forward progress**, so you can grow your business and living your ideal life.

**START HERE TO SCHEDULE YOUR COMPLIMENTARY
DISCOVER YOUR FIRST STEP ON THE RIGHT PATH SESSION
HERE**