



# HOW TO FILL YOUR EVENTS & WORKSHOPS *Tool Guide*



*Joanna*  
LINDENBAUM

Grow Your Business, Grow Your Sacred Self



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# Contents

Introduction **4**

Fast Action Info Sheet 1:

How to Fill Events with a Waiting List **5**

Fast Action Info Sheet 2:

The First Thing to do to Fill an Offering **8**

Fast Action Info Sheet 3:

How to Fill Your Practice with Ideal Clients **11**

Fast Action Info Sheet 4:

How to Woo Prospective Clients **14**

Audio Training Module:

How to Fill Your Events and Your Practice **19**

About Joanna **20**

# Introduction

You are here because you're a transformational leader.

You're a teacher, coach, healer, mentor or speaker who is on a sacred mission to help shift the world for the better. You have a sacred message that is meant to be heard by many.

And you are ready to fill your practice, your programs, your workshops and your events with ease.

You are ready to stop struggling with how to pull people into your offerings, and stop stressing that not enough people are going to show up.

I know; I've been there.

With all of the glitz and glam of online marketing these days, and all of the promises of making millions overnight, too many people have cast aside or forgotten - or never even learned – the very SIMPLE and EASEFUL art of filling your practice and your events through grassroots ways.

There is a solid and steady way to build your business, to create deep relationships with prospects and community, and to feel fully in integrity and soulful while you do it.

When I work with a new entrepreneur, or a seasoned entrepreneur who has not been attracting the amount of clients she wants, we always start with the easy yet powerful and effective tools that I share with you in this bonus handbook.

These are the exact tools that initially allowed me to build my business and got me to my first 6-figure mark years ago. And while I have added many other marketing strategies to my docket since then, the tips and tricks I share with you here are still my reliable, go-to strategies when I want to fill something quickly and effectively.

I've explained these tools in simple language, and my hope is that you can begin to put them to use right away.

Here's to filling your business and events with ease!

*With love,*  
*Joanna*

## Fast Action Info Sheet 1

# How to Fill Events with a Waiting List

There are lots of awesome marketing avenues out there, and I put a number of them to practice in my business regularly.

But the truth is that before I employ any of the fancy marketing strategies — everything from Facebook ads to Joint Venture partnerships to even newsletter campaigns and launches — there is one thing I ALWAYS do FIRST.

And this one thing is absolute gold, because it is often, by far, much more powerful than all of the other marketing avenues combined.

In fact, this one little marketing strategy has helped me fill entire group coaching programs and masterminds with 25 women and more in it. (And it has helped my clients do amazing things, too!).

One thing that's super important to me is that I keep my marketing and my marketing plans as simple as possible — my theory is that if I can spend less time and energy, that's the route I want.

So what's my simple, super-effective marketing avenue?

### **Individual Outreach.**

Yes, it really is that simple. If you want to fill your offerings, the first place you want to start is by getting in touch with the people you know to see if they would like to step into your offering.

Why is this so effective?

Because the people that know you and love your work will always be quickest to invest in your services.

Now, you want to make sure you do individual outreach correctly (because if you do it the wrong way, it can backfire on you, and you'll miss out on a chance to bring a highly aligned client in), and here are some of my tried and true tips for effective and easy Individual

## **Outreach:**

### **1. Reach out to folks who you sense would be a really great fit for your offering.**

Doing individual outreach doesn't mean reaching out to everyone, but it does mean having the courage to reach out to those folks you know — past clients, current clients ready to step into something new, prospects that have been hanging around, and anyone you met networking — and letting them know you've got a special opportunity you think they might be interested in. Don't be scared to do this – if you reach out correctly, you won't come off as pushy or aggressive. You'll be thanked for being so thoughtful and likely end up with a new client.

### **2. Keep the outreach individual and personalized (but use a template).**

The secret sauce that makes individual outreach so effective is that it's personalized — and when your prospect receives the note you send them or your phone call, they know they aren't "just another prospect", but that you've really considered what would be best for them. Being thoughtful in this way goes a very long way.

Don't be tempted to send out a group email — as best you can, keep these outreaches on a 1-on-1 basis.

Just because they are individualized doesn't mean you can't use an overarching template, and I highly recommend you do. Or else you'll get tired pretty quickly!

### **3. Throw out any market-y language and be personable, warm, and real.**

Along the same lines as keeping your outreach note personalized, you also want to keep your languaging real. Steer clear of anything that sounds market-y and instead, speak from your heart as you share your opportunity with your prospect.

### **4. Just because you're being personable doesn't mean you shouldn't stand in your brilliance (including speaking about results and who the offering is for).**

Speaking from your heart can (& should!) absolutely include standing in your brilliance, sharing why your offering is going to be incredibly powerful and valuable, and deeply speaking to all that you're offering. Don't hold back on sharing the magnitude of the work out of fear.

### **5. Tell your prospect why you specifically think she would be a great fit.**

This is so important and one of the reasons individual outreach is so powerful: you get to share with your prospect why you're reaching out to him or her specifically, and you want to be very clear on why you sense your offering can really help them create the results they want. Use your knowledge of this person, where they struggle and what they really want for themselves, to articulate why they would be a great fit.

## 6. Invite your prospect into a conversation with you.

Don't skip this part — it makes all the difference. After you describe your opportunity and share why you sense it would be a great fit for your prospect, don't just leave it hanging. The next step is to connect for a conversation to explore more deeply how you can serve them. Don't assume that your prospect will suggest this. It's your responsibility to make this invitation to them.

So, if you haven't been doing individual outreach to fill your offerings, I HIGHLY recommend that you start right away.

If you would like to learn about other ways you can fill your private practice, mastermind or group programs, get in touch right away. We'll do a complimentary assessment of your business along with personalized strategies that will help you build your business and reach your goals. You can [apply here](#) for this 1-on-1 conversation.

## Fast Action Info Sheet 2

# The First Thing to do to Fill an Offering

Last year I hosted my first local event since moving to Charlotte. It was a day-long training called *Be Seen*, all about overcoming your fear of visibility and then creating an aligned strategy to become more visible.

I rented a space that held 50 people, and it was my intention to fill the room.

But at that point I had only lived in Charlotte for a year and didn't know many people. I knew that simply creating a campaign for *Be Seen* in my newsletter wasn't going to cut it (because my newsletter community & client base is international), and that I needed to connect in with folks here in Charlotte to fill the room.

### **It was a situation for Soul-Centered Guerilla Marketing.**

So, what is Soul-Centered Guerilla Marketing?

It's an intense, persistent and consistent grassroots strategy for giving it "all you've got" in order to fill an offering or program.

I am not a big fan of working intensely, because I really believe in sustainable and energizing growth. However, every now and again, there comes a time where it's appropriate to "go guerilla" and do whatever it takes to fill the room.

Now, just to be clear — I'm not talking about over-working or working late into the night.

**Soul-Centered Guerilla Marketing isn't about wearing you out. It's about persistent & consistent, no-stone-unturned, grassroots outreach on all levels. (BTW — to do this requires you to stand in your value and be willing to reach out and stretch yourself.)**

### **Here's what I did to fill *Be Seen* with a waiting list in a town where I had few connections:**

**Step 1)** 6 weeks before the event, I sent an individual email to EVERYONE I knew here in Charlotte that would be remotely interested in the training or who might know people who were interested in the training. It wasn't that many people because I didn't know too many folks here yet.

In that email, I invited recipients to come, and I also asked that they let anyone they know who would be perfect for *Be Seen* to come as well. And I created a special discounted rate for all those folks.

**Step 2)** After about a week, I hadn't really heard back from anyone (it was the week between Christmas and New Years), so I wrote a follow-up email to each individual person.

*And then registrations started to come in. By the beginning week of January I had 7 women registered.*

**Step 3)** I went back to my rolodex and emailed anyone else I knew that hadn't gotten the original email, even folks that were long shots.

**Step 4)** I sent a campaign out to my newsletter community.

*By the end of the first week of January, we were up to 17.*

**Step 5)** Next, I got in touch with 3 women I knew who were highly connected – and they agreed to send out emails to their entire communities on my behalf.

**Step 6)** I also invited everyone who was already registered to invite a friend for a discounted rate.

*By the end of the second week of January we were already up to 36, and I had two weeks to go.*

I was feeling pretty good because I was a newcomer in town and had attracted in a nice amount of participants, but I didn't stop there, because I was determined to reach 50. I knew more guerilla marketing had to be done.

**Step 7)** Next, I went online to a website that is a community of Charlotte healing practitioners – my ideal clients. I viewed every woman who advertised on that site, and researched her website, and emailed her individually to introduce myself and make an invitation.

*6 more women stepped in through those invites. I was at 42.*

**Step 8)** Finally, I went to Facebook. I did a search on any entrepreneur that I was connected with that lived in the Charlotte area (I'm friends with nearly 5,000 folks on FB, so you can imagine, I didn't know most of those women personally). And I sent each and every one that looked like a possible ideal client an individual message through Facebook, introducing myself and making an invitation to *Be Seen*.

By 10 days before the event, I was at 52 RSVPs, with a waiting list of 4, and more tried to register after that.

The day of the event, the room was packed, and I was told by a number of the women that no one ever attracts this many people to a workshop in Charlotte.

They wanted to know how I did it.

Tee hee, sometimes you just need to go guerilla!

## Fast Action Info Sheet 3

# How to Fill Your Practice with Ideal Clients

### Quick quiz: What's better, a huge list of potential clients or a smaller list?

The answer may surprise you. A big list isn't always better.

There are many entrepreneurs who have huge lists. However, that's not the same thing as a community. The difference is the connection. If you haven't built connection, it **doesn't matter how big the list size is**. You'll have a really hard time cultivating a community that cares what you think and say and have to offer. It's all about cultivating relationships and connecting with others. **Those connections are what bring people to you, signing up for your seminars, registering for your programs, and filling your practice.**

So even if you have a smaller list, if it's filled with people who know and trust you, they will be so much more likely to want to take the next steps with you. They will want to tell others about you. That is so much more effective than having a huge list.

Many entrepreneurs have what might be considered "small" communities, yet you'd be amazed that they are able to earn high incomes and fill their programs over and over. **It's because these people aren't just some list. They are a community.** When you create your own community, you'll see how powerful it can really be.

Now that you know how creating your own community is essential to filling your practice, what do you need to do? Grow that community!

### So how do you build your community?

**Create a Campaign to Enlist New Clients.** Make a list of three groups, or tiers, that I envision as different tiers on a tree, similar to when you go apple-picking. The people who end up on these lists are the ones you'll be inviting into your services or products:

- **Tier One:** First, the low-hanging fruit on the apple tree, these are people you're fairly certain are 100% aligned with you. That's prospects that are the sure-fire bets. This group can include past clients, people who may have reached out to you but didn't quite follow through, and people who've expressed interest recently whom you know are aligned for the offering. You just walk up to the proverbial tree and pluck them.

- **Tier Two:** These are people who are a little more work to bring down from the tree. These are people you know who know other people who would be interested in your offering. These are referrals; the first are current clients, past clients, and other people you know. These are people you might ask specific requests from. For example, you know that your colleague Sandy is close to Christine. You don't know Christine very well but you know she would really benefit from your offer, so you ask Sandy to recommend your program to Christine.
- **Tier Three:** These are people for whom you might have to climb up the first or second bough of the tree to reach. This is everyone else you know who might have an interest – here is where we move from contacting individuals (like in Tier One and Tier Two) to inviting groups of people – people on your newsletter list, people on your local parenting listserve, people from a networking community, etc.

## Get In Touch

Contact your first tier first. They'll be the easiest to reach and the easiest to enroll. I recommend calling or emailing, and creating a template that can be personalized for each person. Let them know that you're inviting them to your program, outline the program, and make sure:

- **The outreach is individual** – if it's an email, make sure the person's name is on it, and that you send it out to each person individually. I recommend this because your prospects will pay MUCH more attention to your email if it addressed to them individually and personalized.
- **Be really clear** that you're not just sending this email out to everyone. They are receiving this email because you believe they are a very good match for your offer. Tell them why they are such a good match.
- **Authenticity.** You need to really BE aligned with the people in this tier!
- **Excitement:** let them know how excited you are to be sharing your work with them.
- **Call to Action.** This is a common problem area for entrepreneurs in both online and offline marketing. You must make a call to action to invite prospects in! My favorite way is to invite someone into a private call with me where we'll have the opportunity to get clear over the phone to determine if the offering is indeed right for them, and how it can benefit them. Now, a call isn't necessarily the best CTA. If your offering is a 100-seat performance, you don't want to have to call 100 people! Sometimes, the CTA is "tell your colleagues" or simply "click here to register" or "Come!" The CTA may change depending on your offering or your marketing channel, but you must have one!

### **For Tier Two:**

Create an email or phone template. I prefer to start with email and then set up a phone call. You may prefer to just pick up the phone – you know what’s right for you. If you call, I highly recommend creating a script for yourself so you remain clear and know what you’re going to say.

Let them know why you chose them: you’re not just asking anyone on the street for a referral. You sense that they are a great source of referrals for good reasons. List those reasons.

### **For Tier Three:**

You can send out a group email for this group. Perhaps this is your entire newsletter community, a LinkedIn Group you’re a member of, your mom’s group, etc. You need a very strong CTA while also clearly defining your offering.

**SPECIAL NOTE:** For each of these three tiers, you need to make sure that you’re also following up. So when you make that initial phone call or first meeting, if they don’t respond right away, don’t give up. You need to send a follow up email or call within 3 to 5 days of the initial connection.

Following up is essential to the process because most of the time, people will not respond on the first invitation. You need to know that you don’t want to start making up a story about yourself, the value of your work, or how interested this person is in engaging with you. The reason is that everyone is bombarded with so many things to do and respond to that oftentimes the thing that is important to us gets lost in the shuffle. You may need to follow up for a really long time with some people.

### **Homework:**

- Get clear on what your current offer is.
- For that offer, what is your current call to action? Not the language, but what is it? A connection call? A preview teleclass? A face-to-face meeting?

(Need help with clarifying your offerings? When you sign up for my newest training program, you’ll get all the help you need & more!)

- Get clear on your 3 tiers of contacts for that particular offer and that CTA.
- Draft invitations for Tiers 1 & 2. You can use a template, but individualize the messages. Tier 3 can be a group or series of groups.
- Send invitations.
- Follow up!

## Fast Action Info Sheet 4

# How to Woo Prospective Clients

Once you are clear on your sacred purpose, beginning to get clear on your brilliance-based system and your offerings, then it's time to **start inviting people into them.**

Once you have created your program, course, product or other offering, it's time to sit down and figure out how to bring it forward to your community, to prospects, clients, and even people beyond your community.

Being able to make a highly effective & successful invitation into your offerings is so important because there are so **many entrepreneurs who don't make the invitation at all.** Are you in this boat? If so, you're not alone! You've created your brilliant, aligned offering – and simply stopped. Maybe you get caught up in busy work or bury yourself in marketing, and there's a lot of avoiding. But what happens next? **Next, there are fewer clients, less income, and less flow.**

Sometimes you'll make invitations, but don't do it well. It's not skillful, or you don't do it in a way that feels aligned for you, so it's not effective. And you get the same disappointing result. If you don't invite people to participate in your offerings in a way that is aligned for you, and in a skillful way, then people will not know about you or your offerings. **They will not become your clients and enter your community.**

### The Biggest Obstacle to Making the Invitation

By and large, the biggest reason entrepreneurs don't make invitations effectively is fear. Fears come in all shapes and sizes, but for the most part, the big ones are fear:

- Of failure
- Of visibility
- That you're not good enough
- That you're too old or too young
- etc.

Fear is a doozy, but even **bigger than fear is a lack of embracing your value.** When you don't feel and sense into the value of your work, when you can't embrace it or see why it is of so much service in the world, then of course it's hard to put yourself out there and make a direct invitation to others to participate in it with you.

From what I've seen (and I include myself here, because the journey of value is one I've taken in my own business) **the valuing of yourself, your offerings, and your time, is just a HUGE issue for soul-centered entrepreneurs.** It is essential to address this and step more into your value or you will absolutely sabotage yourself and your business.

The idea of embracing your value more and more, and the importance on it is one of the reasons I put so much focus and attention on it with my program and private clients.

### **Mini Assignment: Answer the following questions:**

- Why are your offerings valuable?
- How do you feel right now about your offerings?
- How do you want to feel about your offerings?
- What do you want to believe about your offerings?
- Next, on a daily basis for the next week, spend time focusing on the question of why your offering is so valuable. This will help you in cultivating your belief in the value of what you have to offer.

### **How to Create a Soul Centered Invitation**

Just to remind you, my definition of marketing is creating a connection and relationship with those that you are meant to serve.

As you create these invitations, remember that they aren't some formal, robotized, super-professionalized version of you talking. It's **you**, remembering and thinking about what it is to create a relationship and connection. The other key is that **marketing isn't about selling so much as about serving, and serving value.** It's not about serving value to everyone in the world, but **to your ideal client.**

### **Grouping Your Prospects: Apple Picking**

I like to think of prospects as like an apple tree. The first tier of prospects includes the apples that are easy to pick; you can just walk up to the tree and pluck the fruit. The second tier is when you have to get a stepstool and reach up on your toes to reach the apples. And the third tier includes the apples you can only reach with maybe a special apple-picking truck with a crane on it!

### **Tier One Prospects**

First tier prospects are people you know personally, whom you feel would make a great fit with your offering. These might be current clients, past clients, old prospects who may not have converted, colleagues, friends of friends to whom you've mentioned your business and they were excited about it. These people had the highest resonance with you – they are the most likely to come in with you because your offering is well aligned with them.

Send individual letters to Tier One. I like to send letters via email, but paper mail is great, too. Before you even let your bigger community know about a program, before you do a joint venture partnership, before you go to social media, before you put it on your website, connect with people whom you know will be a perfect match for your offering.

Remember, to create a relationship and a connection, the best way to deepen these existing relationships with first tier prospects is to be personal, and make the letters personalized. You'll want to spend more time on these. This letter should be full of buzz and celebration that lets people know about your new offering and how excited you are about it.

- **First**, if you have a piece of personal information you can include, such as you know they just sold their house, or they took a trip to Italy, etc., you should make a note of that and inquire about it. You can have a template for the main body of the letter, but tweak each one to make it unique and personal.
- **Next**, let them know who the offering is for, and tell them exactly how your offering will help. Tell them that they came to mind as you were looking to fill spots in your offering. Let that individual know that they specifically came to mind, and then tell them why. Also, it's important to let them know that you are contacting them first – make them feel special.
- **From there**, invite this person into a conversation with you. This is your call to action. Clearly invite them into the next step with you so that together you can get clear on what they want for themselves, what's standing in their way, and how you can help them. (Next week I'll fill you in on how to have effective enrollment conversations!)

## Tier Two Prospects

There are two streams of prospects that fit within Tier Two. The first stream **consists of people your contacts know**. For example, maybe your sister knows some people who would be ideal for your offerings, or your former manager is tapped into a community of people who need your services. The best part here is that people LOVE to give referrals! It's human nature to want to be helpful; you just need to give instruction on how to do it.

With Tier Two, I also recommend sending individual emails. Again, do as much personalization as you can. Also include some information about yourself that they may not have known. Let them know that you're in business, or that you have a new offering, or that you have a new focus, or whatever is new to them.

Then let them know that you're reaching out to them specifically because you know that THEY know individuals who would be a good match for your work. You can also ask this person if they could have a short conversation with you so they know more about your offering and they are more invested.

The second stream of Tier Two prospects is comprised of **groups that you're involved in**, such as a moms group, a book club, a business group, etc. The letter to these folks would look similar to your Tier One letter, but would not be personalized. It's more of a general call: you'd say, "if you are interested or if you know someone who might be interested, then I invite you to talk with me." And then you can set up a call or a meeting.

### **Tier Three Prospects**

The highest apples on the tree represent your community at large. If you have an already existing newsletter or mailing list community, that's your third tier. This could be a neighborhood group you're a member of, but are not particularly active in.

It wouldn't be appropriate to send them that Tier One individualized letter, but you will send these people a series of three emails over the course of 10 days.

#### **In this first email, you will:**

- Let people know you have space available in your schedule or X number of products available
- Let them know who is appropriate for this offering
- Let them know how your offering will help them
- Make a clear call to action

#### **In the second email, four days later, you will:**

- Take a new angle in (more info about offering, more info about who it's for, more info about how it helps, etc.)
- Make another clear call to action

#### **In the third email, ten days after the first email, you will:**

- Remind prospects that there is space available
- Make a clear call to action

### **Persistent and Consistent Action**

When it comes to making connections with prospects, what matters is that you're actively doing it, and that you're being persistent and consistent about it. When it comes to your marketing, you can't just do something once and have it work (most of the time!). Any entrepreneur who expects to send something out once and get a ton of response is setting herself up for failure and disappointment.

Where you will recognize success is in being persistent and consistent, and also following up. I like to call this the **F-word of business**.

Sometimes follow-up is as easy as sending another email 3 days later saying something like, "Hey, I haven't heard back from you. Here's my email attached again for you to read. Let's set up a conversation next week!"

**Homework:** Create a template letter for your Tier One prospects. Then make a list of at least 25 people for your Tier One. Create and personalize each letter, and start sending! You don't have to send all those letters out at once; it might be overwhelming. But maybe you can decide that once a week, you will send out five new Tier One letters.

Then repeat this process for your Tier Two. Initially, restrict your focus on your first two tiers. You can work on Tier Three once you've got a system down.

**Audio Training Module**

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***How to Fill Your Events  
and Your Practice***

**LISTEN NOW**

# About Joanna



Joanna is known as a thought leader in the field of Entrepreneurial Happiness and Abundance. She specializes in working with intelligent, soulful & creative women who are meant to help heal the world, and who also want to enjoy their lives while growing their business.

She is the creator of [foursacredbusiness.com](http://foursacredbusiness.com), a comprehensive training and individualized coaching program in the practical and spiritual marketing foundations needed to help you bring your Soul Purpose into the world and begin to make a living from it.

Joanna has supported thousands of women worldwide in not only building their businesses and increasing their income, but perhaps more

importantly – in learning how to love & value yourself more than ever before, how to setup your business as a source of personal happiness and joy, how to live a life of sacredness, and how to establish yourself as a leader.

One of the reasons that Joanna's clients and students are so successful is because Joanna & her team specialize in creating individualized business and marketing plans for each and every woman, based on your unique way of working, your personality, your lifestyle and your values.

Recently, Joanna surveyed her clients & community to see what they appreciated most about her, and here's what she learned: She is known as a genuine and authentic leader and so many people trust her because of her real-ness and honesty. She is told time and time again that these qualities help propel her clients to major success. She is also known to be incredibly intuitive – able to see client's blocks, visions, and aligned marketing pathways in an instant.

## **How Joanna's experience & talents can help you:**

Signing ideal clients, charging what you're worth, creating a community of engaged followers, creating long-term relationships with clients, learning to love yourself deeply and hold yourself sacred, and building a business where you have time left over for your life.

Going through her personal journey of being a woman, entrepreneur, mother and daughter has first and foremost been the greatest training ground for all the ways she helps her clients. Joanna has built a multiple 6-figure business while working part-time AND being very careful not to market in any ways that are “icky” or mis-aligned. She is known for being completely transparent and lifting all the veils for her clients so that you can learn exactly how to create this for yourself.

Throughout her life, Joanna has learned impeccable communications skills – skills that she has adapted as highly effective outreach and marketing strategies, client relationship standards, team leadership, and community building must-haves.

All of her offerings and programs teach this and help you tailor it all to your specific needs.

**Three things you may not know about Joanna:**

- 1) She loves Barry Manilow and does an interpretive dance to the Copacabana
- 2) She has an M.A. in Art History and used to be a curator at a major museum in NYC
- 3) She is slightly obsessed with dark chocolate and sweet potatoes

You can learn more about her and her work at: [www.joannalindenbaum.com](http://www.joannalindenbaum.com)

You can take the Sacred Business Assessment at: [www.joannalindenbaum.com/assessment](http://www.joannalindenbaum.com/assessment)

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