

Your Sacred Business 2.0 Marketing Foundations for the Soul-Centered Visionary

A 6-month supportive, encouraging, and empowering mentorship with PRIVATE coaching support and community learning to take your business to the next level

Are you a woman who:

- Has a **Soul-Centered Project** - a business, organization, creative project- that you are ready to magnetize and monetize, but don't know how?
- Wants **more visibility and recognition** for your work in the world (without selling your soul)?
- Knows that you want your business and your life to **connect to your heart, spirit, and inner wisdom?**

Your Sacred Business 2.0 will train you 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. This program will provide you with the basics of being BIG, SEEN and SUCCESSFUL in your and work.

I believe to the core of my being that women are the ones who will heal and transform the world. It is my sacred purpose to educate and mentor those women to be able to develop, market, and execute your brilliance so that your ideal clients find you, know you and want to hire you.

And I also know that too many creative, talented, soul-centered women out there have not been taught how to publicly claim your talents in a way that allows you to easily attract paying clients. You haven't been taught how to market at all, or to market in a way that feels aligned for you. The result: You hold yourself back, you stay stuck, you don't let others know about your work in productive ways, or you undercharge (or don't charge at all).

And year after year, you find yourself still yearning to make a difference, to be BIG, to build your business, to earn an income...yet not much farther along then the year before.

I know you feel this way, because I used to feel this way, too. For way too long, I literally didn't know HOW to market in a way that was effective and also felt aligned with who I am. Traditional ways of marketing OR flashy online marketing fads just didn't feel good to me...and I didn't know of any alternatives. So I simply didn't market.

Using the strategies and techniques that you will learn in this program, I was able to create a multiple 6-figure business working part-time. I now have a full private coaching practice and multiple group programs that fill time after time after time. I am confident from the inside out and have so much more time for myself, my family, and my life.

And I want the same confidence, energy, success and abundance for you, too!!!!

Your Sacred Business is a 6-month supportive, encouraging, and empowering telephone mentorship and community where you will learn the steps to attract your first or next clients and receive the personalized mentorship to truly take your business to the next level.

Here are some examples of how the program can help:

- **Learn and easily implement** the marketing foundations to bringing on your next clients
- Shift from having a great, unrealized business idea to **attracting clients and sales**
- Uncover your unique marketing style and what will **have your ideal clients “hear” you more clearly**
- **Move beyond the fears of visibility and success** that are keeping you small and "safe"
- **Claim your unique brilliance** and authentic way of bringing healing and transformation to the world
- Overcome the fear of having the **“sales conversation”** and **learn the basics of how to have it**
- **Learn how to lead from your heart, instead of from your fear**
- Receive easy strategies for **“following up”** with prospects
- **Identify your tribe**, where to find them, and how to attract them
- Get you prepared for your next **Presentation, Pitch, or Preview Teleclass**
- Understand how to **expand your community so that you consistently have more ideal clients to share your message with**

And so much more!

In this program, you will be guided step by step to:

Module 1: Your Sacred Message and Your Ideal Client

Here is where you get crystal clear on your Soul-Centered Vision & Mission and on who your Ideal Client and Target Market is. **You will be led through a deep and effective process that helps you hone in on EXACTLY what your sacred message for your work is and EXACTLY what skills and brilliances you use to bring yourself and your sacred message to the world.** In other words, this is the module where you get fully focused in on your brand and on what your work is really about. Using that information, we then go deep into identifying your niche and who your ideal client is and how to speak to them.

Module 2: Your Soul-Centered Offerings & Brilliance-Based System

In this module, you develop your exact offerings, **what they include, and what their value is.** You will get super creative as you also develop your Brilliance-Based System: the journey you take your clients on to help them achieve results. **After this module, you will have a fully**

focused outline of what offerings to put out into the world and how to describe them effectively to your ideal clients.

Module 3: Move with the Flow of Time

One of the **most common obstacles to success is not knowing how to manage time and not knowing how to balance time.** Nearly every single woman I meet tells me that she feels frazzled, exhausted, and pressed for time. As you move forward to grow your business, it is important that you learn how to make your schedule work for you. It is only by taking control of your time, deeply respecting your priorities and boundaries, and learning how to "BE" that you can succeed with ease and grace.

In our work together, you will have an opportunity to take a close look and carefully re-vamp how you spend your time, at what is working for you in your schedule, and what is wasting your time and energy.

Module 4: Soul-Centered Copy Writing Techniques and Your Soul-Centered Marketing Formula

Whether you're a writer or not, you need to know how to touch your ideal clients effectively and with authenticity. In this module, you learn foundational techniques of soul-centered copywriting, **plus I've got a sure-fire, heart-centered and integrity-based marketing formula that results in higher sales, higher registrations, and higher enrollment.** I walk you through this formula step by step and teach you how to apply it to your work, your copy, your marketing strategies, and your target market.

Module 5: The Invitation: How to Bring Paid Clients into Your Offerings!

Here is where we really roll up our sleeves to help you craft your personal strategy for engaging your contacts and attracting clients into your offerings. I will lead you through my easy-to-execute signature system for gracefully introducing prospects to your work and for ease-fully generating ideal referrals, new contacts, and new opportunities.
(Watch out, world! Here YOU come!)

Module 6: The Enrollment Conversation: How to Effectively Talk to Prospects from your Heart

Most beginning entrepreneurs I've met approach the "sales conversation" as if you were going into mortal combat with your most vicious and cruel enemy. You view the prospect as the "Other" whom you must convince, cajole, and win over...and that doesn't usually yield results. In this very important module, you will learn the foundational principles to be able to have a productive and effective enrollment conversation. You will deeply integrate the basics of this vital skill that can literally make or break your business...and you will learn how to approach your prospect with an open heart to create deep connection!

Module 7: Befriend Your Marketing Fear

It is my firm belief that **whenever we step into bigger visions and goals for ourselves, there is always a fear to address and a risk to take.** There is always some relationship, image of self, held belief, or situation that is at risk when we commit to our soul-centered projects. This is

where we explore how **you can take risks in your business (i.e. market yourself fully and authentically) in order to create energy and achieve your wildest dreams.**

Module 8: Expand Your Community, Expand Your Visibility

No matter what stage you're at in your business, a key to success is to continually connect with new prospects and consistently widen your reach and your community. You will learn the foundational principles and strategies for expanding your visibility and community, including Soul-Centered Networking and Soul-Centered Partnerships and how to begin to implement these strategies in a way that is manageable and fun.

Module 9: Soul-Centered Pitches, Presentations, and Preview Classes

If you want visibility and income generation in your business, then knowing how to passionately, purposefully and artfully communicate your sacred message to audiences is VITAL. This is yet another one of those game-changing skills that we weren't taught in school. In this module, I will lead you step by step through my secret formula for creating presentations that will knock the socks off of your audiences and have them running to the back of the room to sign up with you.

Module 10: Introduction to Online Marketing Tools

In this age of technology, even the wisest healers are beginning to implement and master online marketing tools and strategies. I used to be turned off by the thought of utilizing the internet to grow my business until I realized this important fact: The internet is a vehicle for major expansion that allows you to connect in with those you are meant to serve. In this module, we'll safely and sacredly step into the world of online marketing and demystify some of the tools and strategies out there so that you can navigate marketing technology and use it to your advantage.

Module 11: Bonus Tools - How to Create Systems and a Powerful Energy Management Tool

As you build your soul-centered business and begin bringing on clients it will be important for you to create systems for ease and efficiency. This module will look at some very important ways to identify what systems you need and how to create those systems. Also, as you build your business, if you aren't managing your energy along the way, you'll begin to feel burned out and frustrated. This module includes a powerful energy management technique that you will use continually throughout the phases of your growing business.

The Your Sacred Business Program 2.0 is for you if:

- you are committed to taking persistent and consistent action to growing your business
- you are committed to activating entrepreneurial perseverance and working through fears and obstacles that stand in your way
- you are ready to show up fully (110%) for yourself and your business
- you are ready for private sessions alongside group-work

- you want accountability to your weekly and monthly actions

The Your Sacred Business Program 2.0 is NOT for you if:

- you're not really committed to staying on target with your actions
- you sense you won't show up fully for yourself
- you're not willing to work through the fears that stand in your way of success

What are *Soulful Coaching* Clients saying about Joanna and her team?

"I have a clearer vision of my business structure and plans, and am taking huge leaps forward in visibility and influence...my income has doubled since I began the program!"

When I began the *Your Sacred Business Program*, I was doing well, but unpredictably, and I felt very frantic and disorganized. I was also very busy doing client work that wasn't exciting me as much as it used to.

As a result of my work in the program, I have reached clarity about who I work best with and what unique value I bring to parents during the intense early years of parenthood. I am building a thriving community of parents who support each other on a daily basis. I am regularly invited to speak about how to change the culture of early parenthood from one of anxiety and comparison to one of self-compassion and support. I have also launched my first large scale group coaching program with tremendous success! Joanna and her team coaches do a phenomenal job of balancing guiding me through inner work on things like confidence, with guiding me through practical marketing and business systems strategies. You get the best of both worlds. I love that Joanna and her team coaches are also women balancing motherhood with entrepreneurship. I always feel very heard, understood, and challenged by them.

I now feel much stronger in my conviction about the importance of my work, and am able to support more parents in deeper ways. I have a clearer vision of my business structure and plans, and am taking huge leaps forward in visibility and influence. My income has doubled since I began the program, which ain't bad either!

-Jessica Michaelson
www.honestparenthood.com

"In just three months my income doubled, my clientele grew, I taught a fantastically successful teleclass, and my group coaching program filled with ideal clients."

I'm a soul-centered life coach with a passion for helping women transform self-doubt and live their heart's calling. I began Joanna's *Your Sacred Business Program* when I was struggling with how to balance my deep commitment to motherhood with my desire to create a sustainable, vibrant coaching business. I dreaded marketing. It felt like I had to choose between walking my path with integrity or being profitable. Joanna's class zapped this block and introduced me to a new paradigm, one where I could be true to myself and simultaneously be abundant in my life purpose. The *Your Sacred Business Program* has given me the knowledge, confidence, and inspiration to grow my Soul-Centered Life Coaching practice authentically and passionately. Joanna skillfully demystified the tools for successfully bringing my work into the world. In just three months my income doubled, my clientele grew, I taught a fantastically successful teleclass, and my group coaching program filled with ideal clients. To top it off, Joanna shared valuable, concrete techniques for magnetizing my business. Now I understand that marketing is truly a unique opportunity to connect with my ideal clients so that I can better serve them, and in doing so, the world. Best of all, I am now embracing the mindset of an empowered, heart-centered entrepreneur and have a clear vision of what my next steps will be!

-Meggie Winchell
Life Coach & Women's Empowerment Facilitator
www.meggiwinchell.com

"I have a list of clients that is continuing to grow, and I now see opportunity where I used to see defeat."

Before starting the *Your Sacred Business Program* I had an idea and a little knowledge on how to turn it into a business. I knew I was good at what I did and that if I could just break free of the conditions of my job and coach the way I wanted, while incorporating yoga, I could really serve my clients and help them change their lives. But, I had no website, no leads, and no list or community to speak of.

Your Sacred Business was my solution. It gave me direction and addressed my fears. I gained the confidence I needed to really step into my own and it enabled me to get really clear on my mission in this world. I released my black and white thinking around needing to have a website, a newsletter, and a long list of followers in order to start my business, and gained the courage to just start.

In doing so, I moved from a dream to a reality and left a job that no longer was aligned for me. I have a list of clients that is continuing to grow, and I now see opportunity where I used to see defeat. If you are a visionary and have a dream to create a business that speaks to your soul, then this program will make it a reality. It's not just about taking action steps, but about addressing the inner pieces to help you do so in a way that supports you and leaves you feeling empowered.

Joanna and her team coaches have a unique way of getting straight to the heart of the matter in a way that is supportive and sincere and offer tried and true suggestions to move you forward. The training modules alone are invaluable, but the one-on-one time and small group Q & As are priceless.

-Megan Slaven
Yoga and Life Coach
<https://www.facebook.com/yoursoulfuel>

"Your Sacred Business provides the complete package."

Before I started the *Your Sacred Business* training and coaching program **I was floundering as to how I wanted to represent myself as a wellness coach.** For several years I taught a franchised weight loss class. While it has fabulous information and tools to educate individuals on how to eat healthy, I felt as though it was missing a major component to helping people create lasting results. **I didn't know where to start in creating my own program and the idea of marketing has always made me run. I had never learned how to market in a fashion that made me feel confident, caring and comfortable.** I have always wanted to help people and wished that my clients would magically show up at my doorstep. I know that I have many false beliefs, rules and fears that hold me back from putting my genuine abilities out into the world. I was looking for a business coach and program that could help me work through those issues as well as give me basic marketing tools to utilize.

Your Sacred Business provides the complete package. I wasn't moving forward and can't move forward without the tools provided in this program. **The critical combination for me has been the essential practical information and the inner work to allow me to be able to use those tools. The practical components that have been the most beneficial have been the marketing strategies with specific guidelines and tools, time management guidelines and program development strategies.** I have learned how to effectively engage potential clients in a conversation and guide them in their decision making process. The inner work has been profound. **The ability to talk to a caring and wise coach to discuss my fears and apprehension has enabled me to take steps that I would not have done otherwise.** I have worked individually with one of Joanna's team coaches and she has an innate way of making me feel supported, calm, focused and positive about what I am doing. I just love the grounding ritual done at the beginning of all sessions with Joanna and her team coaches. It puts me in the right frame of mind, body and spirit. Joanna's team coach is always available via email and has helped me immensely with wording of documents and encouragement in completing activities I committed to doing.

I have attended a few of Joanna's extra programs, The Get it Done Day and The Enrollment Conversation. I could not believe how much I accomplished on the Get it Done Day and the extra speakers and inspiration were an added bonus. **I am currently utilizing her Coaching program to improve my listening, questioning and reflecting skills.** This program would be beneficial for all people as it teaches the finite skills needed to effectively hear what someone is attempting to communicate and to reveal what they need. **I believe that *Your Sacred Business* can help business owners old and new.** Joanna has created an incredibly successful business and team. She has the desire and ability to teach others how to move their businesses forward to create whatever level of success they are looking for. **Her ability to gain referrals is especially noteworthy.** In my opinion that is one of the greatest compliments a business owner can ask for. **She and the team convey the values and ethics I strive to incorporate into my business on a daily basis.**

-Karen Kremzar, BSW, OT/L

TLS weight loss coach, certified health and wellness coach, creator of Love Your Way to Health
kmk66@sbcglobal.net

"You dig deep, are held accountable, are inspired, and find structure in how to go about moving forward in your business."

Before I began the *Your Sacred Business Program*, both my business and I were confused. **I had so many ideas and opportunities and needed income badly that I had lost my vision.** The thing that I wanted and how I was going to do it was SO unclear. It didn't feel good to be in business. But **now, my vision has become clear - again. I feel empowered and motivated, inspired to move forward.** I have left things behind and said yes to new adventures. I am so happy about where I am going. Joanna and her team are so great. They are spot on and don't let you slip away. They are wonderful at giving feedback and supporting you in moving forward. I have come so far with under 12 weeks and a lot of love from them. **The program touches vision, intuition and heart.** It is really easy to make it your own. **You dig deep, are held accountable, are inspired, and find structure in how to go about moving forward in your business.** It is such a valuable foundation. Joanna and her team are amazing!

-Carina Lyall
carinalyall.com

"More people started showing up who shared my vision, or wanted what I am offering."

I just finished Joanna's *Your Sacred Business* course. I hesitated to even take the course, as I felt I didn't belong. Now, four months later, I am so glad I did. **Working with Joanna has helped me go inside to understand my motivations and what was stopping me.** Our first exercise was to describe our soul centered business and our ideal customer. I had never thought of a business from that aspect. I refined my description throughout the course. The result is "I help women bring balance to their health, their finances, and their lives, as part of a community bringing balance to the earth." **Just knowing this has given me the confidence to share more, follow up more, while sorting for those who resonate with my vision.** And the magical part is that **once I really knew who I was, more people started showing up who shared my vision, or wanted what I am offering.** I have signed up for Joanna's next class, and can't wait to see what direction I will grow next.

-Carolyn Grafton
www.AmazonTeaLady.com

So let's go over what this Program includes:

- ✓ **TWELVE (12) 60-minute *Your Sacred Business* Recorded Training Modules that focus on the Soulful Coaching for Busy Women Entrepreneurial Success System (Value: \$2,000):** Twelve, 60-minute modules taught by me, Joanna, will be provided to you. These deep, information-packed and intimate **calls will provide the inner and outer building blocks and skills you need to market your Sacred Business**, as well as homework and coaching to put them into practice in your life and project right away. That's over 10 hours of incredible information and learning with me.
- ✓ **SIX (6) intimate 60-minute Group Coaching Calls with Joanna to help keep you on track with your goals and assignments (Value: \$1,800):** I am told time and time again how I **have the distinctive ability to laser coach women to create huge shifts on inner and outer levels**. Six times throughout the program, you will have the **opportunity to ask me anything about your soul-centered project and receive direct coaching on it**. You can use this time in many ways that will support you including **brainstorming, moving through obstacles, keeping on track, marketing, messaging, and finding solutions**. You will see that these laser calls **inspire and motivate you to move forward** even more quickly, as well as provide easy-to-implement ideas to bring more visibility and success to yourself.
- ✓ **ONE (1) 4-HOUR LIVE Virtual Enrollment Conversation Training Workshop (Value: \$1,200):** The often-confusing and difficult topic of **Enrollment Conversation is one of the biggest places where entrepreneurs lose potential business and income**. If you aren't equipped with tools for an effective Enrollment Conversation, you have less confidence, you find yourself charging less, you stress out before each prospect connection, and you make less money. **Mastering the enrollment conversation is crucial to building a strong foundation for your business, for increasing your income, and for leveraging your other marketing activities**. We'll have an entire virtual day together to **learn the Anatomy of a Successful Enrollment Conversation**. You will gain strong & effective practices for successfully bringing prospects into your offerings and feeling good about it!
- ✓ **Access to an online collaborative Facebook Group of like-minded people (Value: Priceless!):** You are encouraged to **connect with your peers** in the *Your Sacred Business Program* for **additional brainstorming, resources, and networking at your leisure**. You can send your concerns and successes to the group, ask questions as often as you like, and get even more guidance, support, and accountability. You will be able to create **powerful partnerships and alliances** with other leaders in the group so that you can join forces to help promote each other's work out in the world.
- ✓ **40-minute PRIVATE Coaching Calls with your own personally trained-by-me Accountability Coach (Value: \$1,650-\$3,300):** To really catapult your growth and the

achievement of your goals, you **are ready for higher level support, which means private time**. That's 1-on-1 time with an Accountability Coach to focus deeply and intimately on your business. On these calls, you and your Accountability Coach will hone in on EXACTLY what's needed in your business in that moment to move forward in big ways. **You'll get their undivided attention and expertise for 40 minutes at a time.** With this high level of personalized support, you can ask ANY questions you want, and you'll move forward more quickly, more efficiently, and more confidently. Unlike other foundational business-building programs, I believe it is of absolute importance that you receive **PRIVATE COACHING TIME** with a coach who is there to guide you, give you support, and hold you accountable. I have seen soulful entrepreneurs in large group programs get lost time and time again because they did not receive the attention needed to really stay on track and get a business off the ground. That is why I'm thrilled to be able to offer you personal care and attention in this powerful program.

Please note: There are two levels to this program. Each level includes private accountability time. Level 1 includes (6) 40-min. private coaching calls, and Level 2 includes (12) 40-min. private coaching calls.

Admission into the YSB 2.0 program is on a **rolling basis**, so as soon as you register, you can get started right away!

Your Sacred Business 2.0 Program, Level 1:

~~\$XX Paid in Full OR 6 monthly payments of \$YY/month~~

Empowered Action Rate (available ONLY through your second Intuition Activation Call):

~~\$xx Paid in Full OR 6 monthly payments of \$yy/month~~

Your Sacred Business 2.0 Program, Level 2:

~~\$AA Paid in Full OR 6 monthly payments of \$BB/month~~

Empowered Action Rate (available ONLY through your second Intuition Activation Call):

~~\$aa Paid in Full or 6 monthly payments of \$bb/month~~

***Program deposits are non-refundable**

Soulful Coaching Program Summary

Program	YSB 2.0, Level 1	YSB 2.0, Level 2
Program Length	6 months	6 months
Recorded Training Modules	12	12
Group Coaching Calls	6	6
Private coaching Calls	6	12
Enrollment Workshop	✓	✓
Online Facebook Group	✓	✓
Visualizations and Homework Exercises	✓	✓
Option to schedule additional privates at a reduced rate	✓	✓
Program Investment *Deposits are non-refundable	\$XX Paid in Full OR 6 monthly payments of \$YY/month \$xx paid-in-full OR 6 payments of \$yy	\$AA Paid in Full OR 6 monthly payments of \$BB/month \$aa paid-in-full OR 6 payments of \$bb