

Modules Outline

Module I. Foundation

A. Decision

1. Importance of Making a Committed Decision

- a. What Happens
- b. Time Commitment

- Assignment # 1 - Decisive Statement of Inspiration
- Future Letter
- Handout - Decision

B. Dream

1. Dreaming Too Big or Too Small

2. Visualization

- Assignment # 2 - Dream - Abstract and Simple

(Additional Ongoing – Visualization Board)

C. Desire / Belief

1. Importance of Belief

2. Law of Attraction

- a. Thoughts are Things
- b. Manifestation

3. Desire + Thought + Belief + Action = Success

- **Assignment # 3 - Creating Your Belief Narrative
Why I Believe I Will Succeed**
- **Handout - Book List**

(Additional - Personal Narrative Tape)

D. Mind Sweep

1. Deservability

- a. **Remember Unique Purpose**

2. Negative Thoughts

- a. **Surrender**
- b. **Power Tools – Meditation, Affirmations, Journaling, Tapping, Reiki, NLP, ACIM**

- **Assignment # 4 – Daily Journal – Thoughts , Ideas**

E. Values

1. Priorities

2. Needs & Wants

3. Mission Statement/ Purpose

- **Assignment # 5 – Wheel of Life, High Priority List, Wants & Needs List**

F. Navigate Your Intentions

1. Time Mastery

- a. **Family / Environment / Play / Balance**
- b. **Daily Habits (Transform What You Do Not Like)**

2. Support System

- a. **Mastermind Group**
- b. **Business Team**

3. Goal Setting

a. Planning - 90 Days, 6 Months, 1 Year, 5 Year

- **Assignment # 6 – Statement of Intention / Goals**
- **Handout - Daily Plan**

Module II. Beginning Your Business

A. Pricing

1. Package

2. Revenue Model

- **Assignment # 7**

B. Scheduling

1. Commit to Business Hours

2. Asking for Repeat Business

- **Assignment # 8**

C. Location

1. Working for an Employer

2. Working for Yourself

- **Assignment # 9**

D. Sales

1. Overcoming Objections

2. Passive Income

- **Assignment # 10**

Module III. Operating Your Business

A. Determine your Target Market

1. Who

2. What (Niche)

3. How

- **Assignment # 11**

B. Support Team

1. Importance of Farming out What You Cannot Do

2. Business Forms & Paperwork

- **Assignment # 12**

Module IV. Marketing Your Business

A. Social Media

1. Options Available

2. Time Commitment
3. Mastering Beneficial Contacts & Information
 - Assignment # 13

B. Newsletter

1. Secrets for Effective Newsletter
 - a. When Writing isn't Your Thing
2. Statistics
3. Database
 - a. List Builder
4. Mailing List Service
5. Resources for Content
 - Assignment # 14

C. Speaking

1. Obtain Speaking Engagements
2. Sign Ups – Newsletter
3. Topics
4. Research Organizations
 - a. Making Contact
 - Assignment # 15

D. Networking

1. Focus on Your Who, and What
2. Exposure

- **Assignment # 16**

E. Website

1. **Decide General Content**
 - a. **Keys for a Successful Website**
 1. **Newsletter Sign Ups**
 2. **Testimonials**
 3. **Description of Services**
 4. **Professional Bio**
 5. **Calendar of Events**
6. **Finding the Right Web Designer / Developer**
7. **Create Master Web Plan**
8. **Budget / Project Cost**
9. **Target Launch Date**
10. **Shopping Cart**
 - **Assignment # 17**
(Ongoing Development)

F. Blog

1. **Content**
 - **Assignment # 18**

G. Referrals

1. **Asking for Referrals**

2. Sources

- **Assignment # 19**

H. Strategic Alliances

- 1. Identify Potential Alliances**
- 2. Credibility**
- 3. Inquiry Letters**
- 4. Follow-up**

- **Assignment # 20**

I. Advertising

- 1. Budget**
- 2. Medium of Choice**

- **Assignment # 21**