



Jessica Caver Lindholm presents

Freedom School

Make Money, Doing Work You Love, From Anywhere.



Module 8

Booked

Up

Welcome to Module 8 of Freedom School!

Welcome to the last module of Freedom School!

Up to this point, you've gotten clear on your desires, what sets you apart in the industry, created your unique brand, started to grow your list and your social media following and have become more confident with sales than ever.

Essentially, you've worked through all the systems and structures that I used in order to create a multiple 6-figure coaching business. Now it's your turn to bring everything together and create your own unique business system.

It's never my goal for you to have a cookie cutter coaching or service-based business. There are thousands of these businesses out there, but the way you completely remove yourself from competition and attract your own ideal clients is to bring your own personal values, desires and personality into your business.

There's only one of you and no one will ever be more you than *You!*

So during this module we'll be exploring some of the other pieces that you can bring into your work style. Then you get to decide on the business model that resonates most for you.

We'll be going over different business models that you can use including doing private one-on-one work with clients, creating group programs, hosting destination intensives and even creating passive income.

Then we'll be wrapping up your program by covering the three most important pieces that I've used to create my multiple 6-figure business that still guide me today.

You've put in a lot of work in up to this point to really build the foundation of your business and this will serve you far into the future.

You're not here to have an expensive hobby. You're here to create a profitable business. And by consistently studying these modules you'll have all the tools you need to position yourself as an expert and grow your business to the income level that you desire.

Give yourself credit for just how far you've come already. Stay clear on the destination you're moving towards and take steps every day to make sure your mindset and your business systems are supporting you in reaching your goals.

During this module we'll be covering:

- Mastering Your Unique Business System
- Private Coaching, Group Coaching and Passive Income
- Designing Your Own Intensives
- Bringing It All Together for Consistent Income

So let's dive in!

Mastering Your Unique Business System

First of all, it's really important to take some time to look back on how far you've come. We can easily get caught up in always wanting more, always pushing for the next goal and we forget to stop and see how much we've already accomplished.

It's completely natural to consistently have goals and new desires. Just like a plant that keeps growing and stretching and reaching for the sun, it's important for us to do the same. It's completely natural for us to keep stretching for the next level, continuing to strive and set even larger goals. But we're never truly satisfied unless we take the time to acknowledge how much we've already accomplished.

By consistently checking in, you'll be able to see your progress and notice the areas that may need adjustment. This is where you'll be able to find a great sense of gratitude. And so much of our ability to manifest and create what we desire in our life comes from the power of gratitude. This is why it's so important to consistently have specific intentions and goals that are measurable. So we can track and use awareness to determine when we've actually hit our goals or where we need to adjust so we can be closer to those goals in the future.

Action Step

What were your intentions for this program and for the last 4 months?

Action Step

Were your intentions specific and measurable?

Action Step

Did you hit your goals? Why or why not?

Action Step

What adjustments can you make moving forward to help you consistently hit these goals? Or, did these goals change for you when you realized something else was more important?

This level of awareness is one of the most important pieces in business and in life. If you're not tracking something - whether it's finances, people on your email list, Facebook page likes, or other markers - then you have no idea if you've succeeded or not. And typically, this just keeps us feeling bad, like we're not good enough, like we're never getting anywhere.

And sometimes, when you have specific intentions and practice the awareness of tracking, you'll notice the big goals that were so important to you suddenly aren't. Maybe it was actually a blessing in disguise that you booked five clients this month instead of eight. Because you would have ended up being so busy that you wouldn't have even gotten to enjoy the work or the income that came in.

Remember - we're not interested in creating businesses that support you in having time OR money. We're interested in creating a business that provides you with time AND money. And as you move through this module, you'll be introduced to ways to leverage your time even further.

The next part of this section is going to be focusing more on your unique business system. Now that you're clear on your desires and tracking whether you're hitting your goals or not, you're going to have a better idea of what's working and what isn't. You'll have a better idea of what you enjoy doing and what feels like work to you. And you're going to flourish when you're doing things that you love in your business and delegating those that you don't.

There are times when we all have to do pieces of the business that might not be our favorite but it's very helpful to start delegating the busy work that eats up time and creativity as soon as possible.

A virtual assistant is one of the first team members that you'll probably want to consider hiring.

Here are some examples of what your VA can be doing for you:

- Set up sales pages or landing pages
- Send out contracts
- Respond to discovery call requests
- Process payments
- Schedule your clients' sessions
- Monitor your FB group/page or other social media
- And many other tasks

I was grateful in the beginning to have taken the time to learn most of these pieces for myself. As a business coach, it helped me be able to support my clients when they were just getting started. However, the main areas where I've felt overwhelmed or that I was working too much is when I held on to some of these tasks for too long instead of delegating them. So I'm not saying you need to go hire a team right now but stay aware of the areas you're spending the most time and if it's work that you actually need to be doing or if it could be easily delegated.

The price for a VA or someone who can help make sales pages and create graphics for you can be anywhere from \$15 an hour to \$50 an hour and sometimes up to \$100 an hour for specialized projects and support. The thing to keep in mind is that in the beginning you're most likely not hiring this team member full time. You may literally be hiring your first VA for 5 hours a month. But think what you could do with an extra 5, 10, or even 20 hours each month.

Action Step

What are areas in your business you're currently doing on your own that you either don't like or know that someone else might do better?

Action Step

What kind of team member could do these tasks for you? A virtual assistant, graphic designer, website expert? Research and list at least 3 potential people that you could hire and what their rates are.

Often times, the idea of hiring a team member feels overwhelming and scary but once we actually do the research and get the specifics, we realize that it's very reasonable and often means booking one extra client a month, at most.

Keep in mind that this team member doesn't have to be working on your business. Just as important, you could be hiring someone to clean your house once or twice a month, watch your kids so you can work a couple extra days a week or just run errands that you haven't had a chance to get to.

The next piece of your unique business model to consider looking forward is which style of business lights you up the most. More clarity will come with experience but it's something to consider early on because it will make decision-making easier.

There are business owners who solely make their income from one-on-one clients. There are businesses that are set up more for group programs. And there are businesses that focus strictly on creating passive income and doing live group programs with a little VIP client work on the side.

Depending on what style of business you desire will determine how big of a following and a list you'll need to have and will also determine the type of marketing you'll use and where you'll spend your time.

I've personally found that booking high-level one-on-one clients is the quickest and easiest way to hit my financial goals when starting with a smaller list and following. As we've discussed, you don't need a huge list to book premium one-on-one clients. It's a business model I often see entrepreneurs use to begin until they grow their following and then shift into group programs and finally passive income.

And a question I always ask myself when I desire a certain amount of income or expanding my business is "What would be the most joyful way for me to reach this goal?" Give yourself permission to work in the way that lights you up most.

Private Coaching, Group Coaching and Passive Income

Private Coaching

I find that private coaching or one-on-one support is one of the most powerful ways to build your business and position yourself as an expert. Private coaching helped me really master my own coaching skills. It also helped me get really clear on what was unique about my business and what I had to offer. I started to see patterns in the way I was coaching and the questions I was being asked by clients and seeing the best way for my clients to get results. My private coaching is what gave me the clarity to create this group program and write these modules outlining my unique business system.

By doing private coaching I was able to take all the noise that's in the business and coaching industry and distill it down to specific step-by-step instructions for women entrepreneurs. During this time, I also became known in certain groups for what I did which then helped me build my following and my list and enabled me to shift into bigger programs where I could support more people at once.

Group Coaching

Group programs can be a really powerful way to work - both to be of greater service to a larger audience and to increase your income. However, I often find that new entrepreneurs want to jump into running group programs a bit too quickly. It's easy to assume that a lower price point of a group program is easier to sell, but I find in the beginning before you've built a tribe that this isn't true and selling higher priced 1:1 coaching actually takes the same amount of effort for bigger results.

There's nothing wrong with putting a group program together earlier in your career but be aware of the amount of time that it can take to both create the program materials and then launch. There is typically some sort of written info, either workbooks or modules, group coaching calls, bonus resources, membership webpages, sending out recordings, etc.

I list this not to scare you away from doing group programs but just to point out how easy it can be to work with one-on-one clients until you're ready for the next step.

For the entire first year of my coaching business, my one-on-one clients didn't receive written modules or workbooks because the coaching was personalized to them. I didn't have any membership pages or group calls. I just kept things simple. By doing this, I was able to support my clients in getting great results, increase my income and still preserve my free time. As I worked with more people, referrals would naturally come and my list would naturally grow until I was booked up.

The best part is that you get to decide what being "booked up" means for you. I personally prefer to have all of my coaching calls on 1-2 days per week, which leaves me the rest of the week to focus on business tasks. Once I was booked up, that's when I realized there was a need for me to run a group program. And it was a way for me to then connect with a larger audience.

Action Step

Do you desire to start your own group program? Why or why not?

The beautiful thing about creating your own group program is that even though it will be more work on the front end, you'll then have the written material and the call recordings to re-use and potentially use as an info product moving forward.

Passive Income

Whether you decide to create passive income or not really depends on your business model. As you know, I'm all about financial freedom and one of the most popular definitions of financial freedom is having more than enough money coming in from your investments or from work that doesn't take any additional effort on your part to pay for your expenses. This has always been part of my business model.

My desire was to create a service-based business that would support others in creating their own profitable businesses, allow me to reach as many people as possible and have enough income that I would get to choose each day whether I desired to work or not. The reason this is important to me is because it then gives me the ultimate freedom of choice and allows me to be of greater service in the world. I can be supporting clients who are building their own businesses at the same time that I'm volunteering, giving back, hosting a TV show or starting another business. It gives you endless possibility.

Passive income is not something you need to be focusing on in the beginning. Your focus in the beginning should be more on one-on-one clients and possibly adding in a group program when you're ready to increase your financial goals without working more. However, once you've grown your following, hosted programs that can be recorded and repurposed as products, you can then set up multiple income streams using marketing like Facebook ads and sales funnels like video series that drive new traffic to a lower priced offering usually between \$97 and \$397.

We won't go too deep into this now but I just want to give you a glimpse of what's possible with the business you're building. As you consistently position yourself as an expert, get your message out and grow your following, you'll be able to consistently grow your business, add on team members and fine tune your systems and structures to make your business as big and as profitable as you desire.

Action Step

What business model resonates most with you for the future? At the moment are you most excited about one-on-one clients, group programs, passive income or a mixture of all 3?

Designing your own intensives

Intensives are a great way to work with clients because they give you the spaciousness to really go deep and support your clients with months of coaching in a single day. I love my consistent coaching clients. It's really amazing to see someone go through a personal, financial and business transformation over a couple months. However, there's something really incredible about intensives.

Intensives are any form of intensive coaching that usually lasts a minimum of two hours. A half-day intensive is usually about two-and-a-half to three hours long and a full-day intensive is usually closer to five to six hours. Often times when you're working with a client in smaller sessions it's more about tune-ups and getting clear on the next action step. But when you work in an intensive space, it gives you the time to go in and make powerful shifts at that moment. It can be like the difference between putting a band-aid on a little cut versus being able to dive in and perform surgery.

And, if you're doing a five or six hour intensive, this can often be as much coaching as a client might receive in six or even twelve weeks of working with you in weekly sessions.

The thing to keep in mind about intensives is that they're usually more focused on one large specific goal or several smaller goals, for instance a client could leave a business coaching intensive with their clear message, packages and pricing, shifting their mindset and a 30 day marketing plan. However, you wouldn't be able to create their entire business in a day, so be aware of any pressure to over stuff the intensive.

Key pieces to keep in mind for intensives:

Welcome Packet

I feel that it's important to have a welcome packet for both your coaching packages and your intensives. I find them especially important for intensives because it helps the client get really clear on what they desire for the day and focus down their current concerns and goals. The welcome packet is as much for your clients as it is for you.

The questions on your welcome packet will give you all the pertinent information you need from your client, such as: where she's currently feeling stuck, what her big concerns are, what her desires are, and her goals for working with you. This allows you to start brainstorming how you may best support this client. So by the time you get to the intensive, you'll be able to dive in immediately because you'll already be up to speed on exactly what your client wants to get from their day.

When you meet on the day of the intensive, let the client know that you've studied her answers in the welcome packet. Let her know you'll be going over her main objectives and ask her if what she listed in her welcome packet is still where she'd like to spend her time and focus or if something else has come up for her instead. This is always your client's time and space, first and foremost. If she's changed her mind on what she wants to focus on, that's completely fine. You're just here to support her in reaching her goals versus having your own agenda.

You're welcome to review the welcome and prep packet that you received at the beginning of this program and use the questions that resonate most with you in addition to adding in your own questions and tools to best support your clients.

Payment for Intensives

As with all of your coaching programs, I *highly* recommend that you receive payment for whatever coaching you'll be carrying out before the coaching occurs. When you're doing a 90 day coaching package, it's ok to do a month-to-month payment plan because your client always pays for the next section of coaching prior to the sessions being carried out.

However, because an intensive is one large chunk of time, it's *extremely* important to receive payment in full prior to the intensive. This is both to protect you as a business owner and to ensure that you're paid for your services as well as create a strong energetic exchange.

Hosting destination or luxury intensives will be more expensive than carrying out coaching sessions from home so part of the reason that payment needs to be completed ahead of time is to support you in booking the hotel, schedule a chef-prepared lunch, or whatever pieces you decide to include in your intensive.

The other reason that payment in full is so important ahead of time is because intensives are *intensive*. It doesn't mean they have to be draining or exhausting but you are holding a large space for a client to be able to process and transform a particular area of their life. By creating this environment and providing this high level of support for them, there must be an exchange of currency, otherwise you will end up being drained by this process.

Since a full payment needs to be received before hosting the intensive, payment plans should only be an option if they're completed before the intensive occurs. This means that you can offer a payment plan if the client's intensive isn't occurring for, say, a month or two. But that payment must be paid in full before

the session. And for me, payment must be made before I will even book the hotel room, plan for meals, etc.

Stay connected to your own intuition and what feels good for you. There's nothing wrong with choosing to not offer payment plans at all with your intensives.

And while we're discussing payments, I'll offer a couple words of advice on prices. I've seen intensives offered anywhere from \$1,000 to \$17,000. The price really depends on what you feel comfortable with and what excites and lights you up. But you also must take into account all the expenses of booking the space.

Let's say that a \$2,000 full day intensive sounds exciting to you. Wanting to ensure a luxurious experience for your client, you book a \$1,000 suite at the Ritz Carlton. Except that, chances are you'll probably need to book 2 nights since check-in isn't until later in the afternoon and you'll likely want to host your client from morning until afternoon. Then you throw in a meal for both of you, in addition to drinks and snacks throughout the day, and potential travel to the location. Suddenly you've actually *lost* money on the intensive. Clearly, this isn't the situation you want to be in.

I've had clients put together beautiful and extravagant intensives but they didn't take the time to work out the numbers and even though they may have charged \$3,000, or even \$5,000, for their intensives, their net pay amounted to less than \$100. So I highly recommend that before you price your intensive, get clear on how much you desire to make and then go through the expenses required to host the intensive.

My intensives typically include a beautiful space for the day, lunch, snacks and refreshments throughout the day. This is generally enough to have a luxurious experience with your clients but there's always space to throw in bonuses like offering the hotel room for the client to stay in for the night or providing a massage or spa treatment after the intensive. I don't typically include these but sometimes I'll offer them as a bonus to help make signing up for an intensive an easy 'yes' for a client.

How to Choose Your Location

There can be a lot of flexibility when choosing the destination for intensives. Are you already traveling somewhere and you'd like to host an intensive? Is there an area or destination that you've always wanted to visit? This could be another great location to host your intensive.

When you're just getting started with hosting intensives, I recommend choosing destinations that are well-known and popular - areas that your clients have potentially dreamed about going to for years. Places like Paris, Sydney, Florence, Los Angeles or New York. Especially if someone's traveling a long ways to work with you, they'll prefer to travel to an area that has lots of things to see and do before and after the intensive.

Or if your clients are looking for a retreat space and to feel really supported, to relax and rejuvenate, then you might choose somewhere more remote like Bali, or beautiful spas in Tuscany, Napa Valley, or even in the mountains in Colorado. It's much easier to sell destination intensives when your potential clients are excited about the destination.

The same goes for the hotel that you choose to host your intensive in. Clients are typically more excited to go stay at the Ritz Carlton or the Four Seasons than they are at a boutique hotel they've never heard of. This is still an area where it's really important to know your ideal client. If you know the true desire of your client is to stay at the Ritz and they just haven't offered themselves that luxury yet, then that's the intensive that I'd recommend offering. Or maybe your ideal client would just prefer to be in a quaint bed and breakfast. *Know your people.*

And the last part of this is, where do you deeply desire to travel and work from? Because your dreams and desires fuel the sales of your intensives and packages just as much as the desires of your clients.

In-Person versus Skype Intensives

Whether you host your intensives in person or over Skype is completely optional. There's something very powerful about supporting a client in a space that's outside of their normal routine. This is part of the reason I love traveling so much. It shakes up our day-to-day habits, what we consider to be our norm and gives us the opportunity to evaluate what's working in our lives and what we'd like to shift. A destination intensive allows this same experience for your client.

If they've always dreamed about traveling to Paris, that environment can provide its own level of transformation when the client arrives. She'll see new opportunities for herself and can often make big strides forward simply from being in the environment.

If you do decide to host your intensive in person I highly recommend having a supportive space. This could be an area in your own home if you feel comfortable with it or it could be booking a hotel room suite.

I personally recommend hosting intensives in a private space because it's common when working with someone over this amount of time for emotions to come up. Even if a client is thrilled with the work that you're doing together it can still be a big shift for her and tears are not uncommon. Having a space for her to feel safe and having the option to cry if need-be is really supportive and often necessary. This is why personally I don't recommend hosting intensives in restaurants or public spaces. However, know your clients. Know what might come up for them.

For example if you're going to be focusing solely on their marketing plan and you won't necessarily be doing any transformational coaching, you may have more flexibility in being able to host your intensives in more public areas.

Also, know the price point of your package. If you're charging a premium rate, the client will likely desire a premium experience which often includes a private location for at least part of the time.

Lastly, keep the space in mind when you're booking a destination intensive as you want to be sure there's plenty of room. The last thing you want to do is book a hotel and then realize it's just a bed in a room. This makes for a very uncomfortable and awkward intensive. Ideally, you want some sort of sitting area with chairs, a table and/or desk, and even a lounging area or balcony.

I love doing destination intensives. There's a lot of power that can come from working one-on-one and face-to-face with a client. At the same time, Skype intensives can also be incredibly powerful. And it's very likely with this business that you'll have clients from around the world. If you're in the US and your client is in Australia, there's a good chance it may not currently be an option for them to travel. However, when hosting Skype intensives, they can be just as in-depth as a face-to-face intensive. You are still holding a large space and being completely available for someone over a long period of time.

I typically find that somewhere between about two and two-and-a-half hours is as long as you can go on Skype before you'll need a break. I'll host my Skype intensives with a two-and-a-half hour coaching segment in the morning, take an hour break for lunch and for processing, then another two-and-a-half hours in the afternoon. Of course, you can always spread lunch out a little longer to give the client extra time to do some journaling, compile questions or carry out any homework or exercises you've assigned.

Timeline for Intensives

Here's a basic outline of what a full-day luxury intensive might look like:

10am - client arrives at your home or at the hotel suite

10am-11am - You review the client's objectives for your time together and set out a plan to reach her goals

11am-12:30pm - Begin coaching on first objective with client

12:30pm-1:30pm - Lunch (I typically use this time as a working lunch but if a

client prefers to have some down time from the morning, it can be a more relaxed time as well. Typically for lunches I prefer to get out of the room and go to an onsite restaurant, however, you can always order room service or have a chef come to your home)

1:30pm-3pm - Continue coaching on client's objectives

3pm-4pm - Wrap up for the day, review client's objectives and ensure each one has been addressed.

My intensives are typically five to six hours in length. They'll generally last a bit longer in person (closer to the six hours) because I like to have space for a relaxed lunch whereas over Skype you'll obviously be taking lunches separately.

At the end of your intensive I recommend scheduling a follow-up call for about two weeks later. This is to answer any questions that come up and to potentially offer a client the next level of support, if needed.

I always recommend having a follow-up call because this takes any pressure off of the intensive to figure everything out. And it lets the client know that if she forgets something or a question comes up later, there will still be a chance to review it. Also, I typically notice that after a client has gotten clarity from her intensive, a consistent package like a 90 day mentorship can be really supportive in implementing and getting the results she desires.

Action Step

What are your top learnings about intensives that you may not have previously known or considered?

Action Step

**Are you interested in hosting intensives, either in-person or over Skype?
Why or why not?**

Action step

If so, design your own intensive offering.

It can be either a half-day or full-day intensive. You don't have to put this out right now in your offerings but it's something to have in case you come across a client who could really benefit from this style of work.

Get clear on the length of the intensive, ideal locations where you'd like to host them or if you would prefer Skype right now and what you'd feel comfortable supporting a client with during their intensive.

Bringing It All Together for Consistent Income

Plan 90 Days Out

Now it's time to bring all the pieces together to create consistent income in your business. We've reviewed all the areas that I've used to create a 6-figure freedom-based business. How I recommend getting clear on your offerings, your message, your marketing and growing your following. Now it's time to implement the key pieces that I credit for creating consistent income.

The first piece is - don't plan more than 90 days out. In the beginning, I typically worked with a business plan that was month-to-month. At the beginning of every month I'd review my current budget and get clear on my desires for that month. Once I knew my budget and my desires, I knew how much I needed to earn for that month. Then I would check in on what felt like the best way to hit my financial goal. This was usually to sell a certain number of my signature 90 day packages. I was consistently educating, marketing, and booking clarity calls specifically for this package.

Sometimes I'd take a step back to look at the next 90 days to give me a better idea of where my business was going and any updates or changes I needed to make to my business or business team. Even now that I have a multiple 6-figure business and have started to look at overall goals for my year and have a business plan for the year, I'm still only attached to the next 90 days.

Honestly, I'm mainly just attached to the next 30 days.

I know what my focus is at any given time and I'm always open to adjusting and shifting direction as needed and as I receive guidance.

I've often heard analogies of running a business being like a pilot flying a plane. A pilot is typically flying in the general direction of the destination, however, the

majority of the time, the plane is checking in to its map or GPS system and making slight shifts to stay on course.

It's the same in your business. Know your overall destination. Take steps in that direction and know that you're going to consistently check in on your own guidance system and readjust as needed.

Action Step

What are your desires for the next 90 days? What is your main focus for this month and the following months? What areas have you been dwelling on or trying to figure out that you don't really need to be thinking about right now because they're beyond the 90 day time line?

Focus on one specific intention at a time

Going hand-in-hand with the idea of never looking more than 90 days out right now is also the recommendation of having one specific intention at any given time. In the beginning of my business, I was trained to create one signature offering. The next part of my training was to consistently sell that offering for a minimum of 90 days until it became a habit. I recommend you do the same.

It's easiest if you only have a couple offerings or packages but if you find yourself with several, then at the very least, I recommend only focusing on one, typically for a month at a time. You eat, breathe and sleep that one offering.

Educate your audience through social media, through newsletters and solo mailers. Share testimonials focused on this package. Mixed focus and mixed action gives you mixed results. Stay specific and stay focused and that's where you'll not only start to see consistency but selling your program and product will become easier and easier. You'll start to be known for it. People will start to refer friends, colleagues and acquaintances to you because they'll be clear on what it is that you do.

One of the most powerful ways that I was able to move forward relatively quickly in my business was by being very focused on exactly what was in front of me. Whether it was the amount of money I wanted to earn to pay off a bill or to take a trip, I wouldn't allow myself to get caught up in the chaos of worrying about the future. I stayed very present because the power to make something happen is in the present.

Action Step

**What is your specific intention for your business at this time?
Is your biggest goal to get money through the door? How much? To
build your list? Grow your Facebook following?**

**What is your specific intention for the month and what steps can you take
to bring you to this goal this month?**

Consistent Marketing = Consistent Cash-Flow

It's easy to see that if you're only focusing on the next 90 days and on one specific intention that you must have consistent marketing to have consistent income. The clients who come to me and tell me they're not earning at the level they desire are typically the clients who are mailing their list maybe once a week because they don't want to bother their audience. Or they're posting on Facebook twice a week because they don't want to look too sales-y.

The clients who are consistently booking their own paying clients are the ones who are consistently getting their message out there. Who are consistently mailing their list, at a minimum of twice per week, if not more. Who are posting on Facebook or social media every day, building relationships, being supportive. Who are educating their audience, offering free resources, hosting live training calls.

These women are the women who are booking up with consistent discovery sessions because the more discovery sessions you book, the more clients you will close and the more income you will earn.

So my main recommendations for how you can take all the pieces that you've learned in these eight modules and turn them into a profitable business really distills down to the three tips from this section. Focus on one specific intention. Focus on your next 90 days. And the more consistently you market yourself, the more consistent your income will be.

Each of the modules up to this point have given you the necessary tools to build your foundation. To know what your message is, to know your desires, to know how much you need to earn. And to create your packages, a website, and a sales structure that will support you in reaching both your financial goals and designing the lifestyle that you desire. Now it's your turn to make your dreams your reality. To make the decision that you will succeed no matter what. And to keep adjusting your sails until you hit your destination.

Action Step

How are you currently consistently marketing? Is this generating the income you desire?

If so, great! Keep that up. If not, how can you increase your marketing to reach more potential clients? Maybe email your list more often, host a live training call, start a Facebook group, start Facebook ads, etc.

Wrapping Up

Congratulations!

You have basically taken yourself through my version of a master's program on how to create your own 6-figure business. This material is going to be just as relevant tomorrow, next week and next year, as it is today.

Yes, I'm sure marketing techniques and strategies will continue to evolve but knowing how to connect with your true desires, how to get specific with how much money you need to earn to fund your ideal life, how to create your own packages and offerings, and how to close sales with integrity and overcome objections that are keeping your ideal clients from reaching their dreams will continue to serve you for your entire business.

And something to keep in mind is that if you decide that you're an entrepreneur, not a hobbyist; that this is a business, not a pastime; if you make the decision to commit yourself to being successful, you will be.

Once you make this decision, there's no such thing as failure.

Your business may go up and down at times as you learn new skills, book up with clients, change your offerings and increase your prices but it's all a learning process just like we talked about with the plane. You stay aware, you stay present and you make adjustments as needed. You do the mindset work, you practice your wealth consciousness and constantly learn the best way to run your business and to hire team members that know what you might not know.

Often when we start businesses, we're like a ship lost at sea. We bounce around from wave to wave in different directions depending on which way the wind blows and depending on our environment. It's the same for new entrepreneurs. We can bounce around, trying lots of things out, not really feeling like we're in control and making decisions based solely on our environment, rather than our desires.

When you get the important foundational pieces of your business in place, the ones that have been outlined over the last eight modules of this program, it's like learning how to use the sails on your boat. It's like learning how to steer your vessel. You chart your course. You decide on your destination. You make decisions based on desires, more than environment. Rather than a boat lost at sea you become the captain of your ship.

Congratulations again on taking the time to set up a smart business and not just a hobby. Maybe you've booked your first paying client, maybe you've increased your rates, maybe you've gotten clarity around your message or your brand, maybe you've shifted your relationship with money where it doesn't feel so scary anymore. Maybe you're actually excited about your sales calls instead of dreading them.

Now you get to stand in your own power. You get to light the way for other women and other entrepreneurs around the world because the more you stand in your own truth, the more you give permission to others in the world to do the same.

By completing this program and by making your dreams and desires a non-negotiable, you're creating positive changes in the world. And I celebrate you.

To Living Free!

Jessica