

The Aligned Female Entrepreneur with Krissy Leonard

WEEK 2 WORKBOOK



THE *aligned*
FEMALE
ENTREPRENEUR

12-Weeks to Creating a
Profitable Soul-Centered
Business

WEEK 2 CORE TEACHINGS

- 🌀 2 keys to a profitable soul-centered business: building solid FOUNDATION and how to FOCUS your energy.
- 🌀 Foundational Practices
 - 🌀 Create systems that FOCUS your energy
 - 🌀 Eat high-energy foods that FREE UP your energy
 - 🌀 Move your body to SHIFT your energy
 - 🌀 Foster relationships that SUSTAIN your energy
 - 🌀 Cultivate a mindset that CREATES positive energy
- 🌀 When you align your thoughts, your words and your actions and you act in INTEGRITY with your vision it comes to life.
- 🌀 Creating a clear “what I do” statement can turn any conversation into a paying customer
- 🌀 Start before you are ready, refine as you go.
- 🌀 Fastest path to the cash: creating IMMENSE VALUE.
 - 🌀 Become an industry of one
 - 🌀 Create a transformation
 - 🌀 Create a felt experience
 - 🌀 Stoke them out
- 🌀 Your profitable business foundation includes:
 - 🌀 Tiered programs, packages, and services that progress along a path
 - 🌀 How to deliver these programs
 - 🌀 Pricing and income goals
- 🌀 Value equation for starting business: **Value > price > cost.** Value to customers is more than I charge, and price to create is less than cost.

5 STEPS FOR SETTING YOUR FOUNDATION

#1: CREATE SYSTEMS THAT FOCUS YOUR ENERGY

Freedom comes through structure. When you apply your energy to a task it gets done once, when you apply your energy to creating a system it completes your tasks for you. This is how you create more clarity, ease and FUN in your business.

Here are a few super powered tips for creating the foundation for productivity:

1. Be ALL about the Routine: schedule time DAILY for movement, meals, emails, client calls or product sales, and projects.
2. Practice single tasking. Turn off notifications on your phone, create focus and follow through. Only check email 2x-3 a day.
3. Create to-do list at the end of the day and leave on your desk for the beginning of the day.
4. Group like activities together. Ex. only coach during certain hours, one day massage, next day doula. Coach during certain times, take Fridays off etc.

The action step I will take this week to create more rhythm, routine, and structure to my days is:

#2: EAT HIGH-ENERGY FOODS TO FREE UP YOUR ENERGY

As an AFE YOU are your business. If you aren't taking good care of yourself and fueling your body in a way that feels nourishing and energizing you are not going to win the game.

1. Eat HIGH ENERGY foods: primarily whole foods, mostly veggies. Make meals in 10 minutes or less.
2. Stay hydrated: water and tea on repeat
3. Limit or eliminate sugar, excessive alcohol, and refined foods - you WILL crave them. Go to tea instead. Dried fruit, a little dark chocolate. Breathe.

The action step I will take this week to bring in more high-vibe foods and reduce low-vibe foods is:

#3: MOVE YOUR BODY TO SHIFT ENERGY

Movement is magic. It will improve your concentration, shapes your memory, help you learn faster, prolong mental stamina, enhance creativity, lower stress, and elevate your mood.

1. Move in the morning
2. Take a lunch break walk
3. Make a kick-ass playlist

The action step I will take this week to bring more movement to my day is:

#4: FRIENDS AND SUPPORT THAT SUSTAIN YOUR ENERGY

You are the combination of the 5 people you spend the most time with choose wisely!

1. Friends that lift me up and support me:

2. Friends or colleagues I can call when I am struggling or need support:
3. Friends or family that drain my energy or feel unsupportive:

The person(s) I will reach out to this week for inspiration and support are:

#5: CULTIVATING A MINDSET THAT CREATES POSITIVE ENERGY

What you believe you become. Be intentional about how you think about things, especially yourself and what you are capable of.

1. "This gets to be easy"
2. "Freedom comes through structure"
3. "I'm not where I want to be but I am on my way"
4. "Insight without action is useless"
5. "My work is of high service and worthy of massive compensation"

CRAFTING YOUR “WHAT I DO” STATEMENT

STEP 1: I help/show/teach/work with.... [who you work with/ideal client] ex. I work with soul-centered women entrepreneurs.

STEP 2: [problem you solve or service you provide] ex. who want to create profitable businesses that utilize their unique skills and passions while getting into amazing shape in the process.

STEP 3: SO THAT [insert results] so that they can create a great living and lifestyle

STEP 4: With/without/wile [specific convenience or paid they want to avoid] ex. without having to sell their soul or work insane hours to make it happen.

BONUS STEP: Do you know anyone who....? Is looking to start their own business or create a side income doing work that is more aligned with their purpose and get into amazing shape in the process?

Put it all together below:

THE FASTEST PATH TO THE CASH: SOLVE A PROBLEM, CREATE IMMENSE VALUE

Ways to create immense value for your clients.

#1. _____

#2. _____

#3. _____

#4. _____

CREATING YOUR PROFITABLE BUSINESS FOUNDATION

Now that you are more clear on what you do, who you work with, and the problem you solve, we are going to look at your Profitable Business Foundation.

Your Profitable Business Foundation includes:

1. _____
2. _____
3. _____

TURNING YOUR SWEET SPOT INTO A SWEET INCOME: CRAFTING YOUR PRODUCTS AND CLIENT PROGRESSION

STEP 1: List all of the valuable skills you have developed (ex. super organized, great communication, listening skills, photography, cake decorating etc)

STEP 2: List all of the knowledge you have acquired (ex. massage training, how to help someone process emotions, how to develop policy, etc)

STEP 3: List all of the challenges you have had to overcome (ex. losing weight, going vegan, back pain, stress and anxiety, career change, etc.)

STEP 4: Start brainstorming profitable business ideas for your business that are in your sweet spot (serve your vision, utilize your skills, and meet the desires of your target client) and list them in the following categories. If you already have successful products and services, do this for your current offers or something you would like to create if it comes through.

1. Freebies (free or very low cost to lots of people)

2. Mass Market Products/Services (low price, many customers)

3. Core Products/Services (high price, many customers)

4. High End Products/Services (higher price, few customers)

EXAMPLE FOR SERVICE-BASED BUSINESS: Health Coach

1. Freebies (free or very low cost to lots of people)

- Free recipes on blog
- Free blog posts and newsletter to help readers eat healthier
- Free trainings, workshops and webinars

2. Mass Market Products/Services (low price, many customers)

- Paid workshops, trainings and cooking classes
- ebook of recipes
- Printed book
- Low-cost 28 day online course
- Coaching session

3. Tier 1 Core Products/Services (mid-level cost, many customers)

- One-on-One Health Coaching (28 day jumpstart)
- Group course on eating well
- In-person 1/2 day retreat

3. Tier 2 Core Products/Services (upper-level cost, many customers)

- One-on-One Health Coaching (3 months)
- One-on-One Health Coaching (6 months)
- Group online higher-end guided course
- Overnight retreats

4. High End Products/Services (higher price, few customers)

- One-on-One Health Coaching (1 year, includes personal VIP retreat)
- VIP day immersion

EXAMPLE FOR PRODUCT-BASED BUSINESS: Bakery

1. Freebies (free or very low cost to lots of people)

- Free samples in store
- Free samples at events
- Free events
- Postcards to people in the area with discount/coupon for free _____.

2. Mass Market Products/Services (low price, many customers)

- Baked goods in store
- Coffee
- Craft Sandwiches
- Cooking classes

3. Core Products/Services (higher price, many customers)

- 4 pack/ dozen box of treats (special deal when you order x number items)
- Catering
- In-person catered events
- Wedding cakes
- Special orders

4. High End Products/Services (higher price, few customers)

- Super customized orders
- Large catered events

SUPER NINJA MARKETING TIP: always be progressing your clients along a path.

HOW TO FIND AND ENROLL NEW CLIENTS AND CUSTOMERS

LEAD GENERATION

Personal Emails
Public speaking and workshops
Past clients
Hard copy books
Email newsletter
Networking

Internet Marketing
Current clients
Referral Partners
Television/Media/PR
Attending events



PREQUALIFYING AND SCHEDULING



ENROLLMENT CONVERSATION

(draw out vision, explain offers, pricing, overcoming objections)



ENROLLMENT INTO PROGRAM OR SERVICE (TIER 1 OR TIER 2)

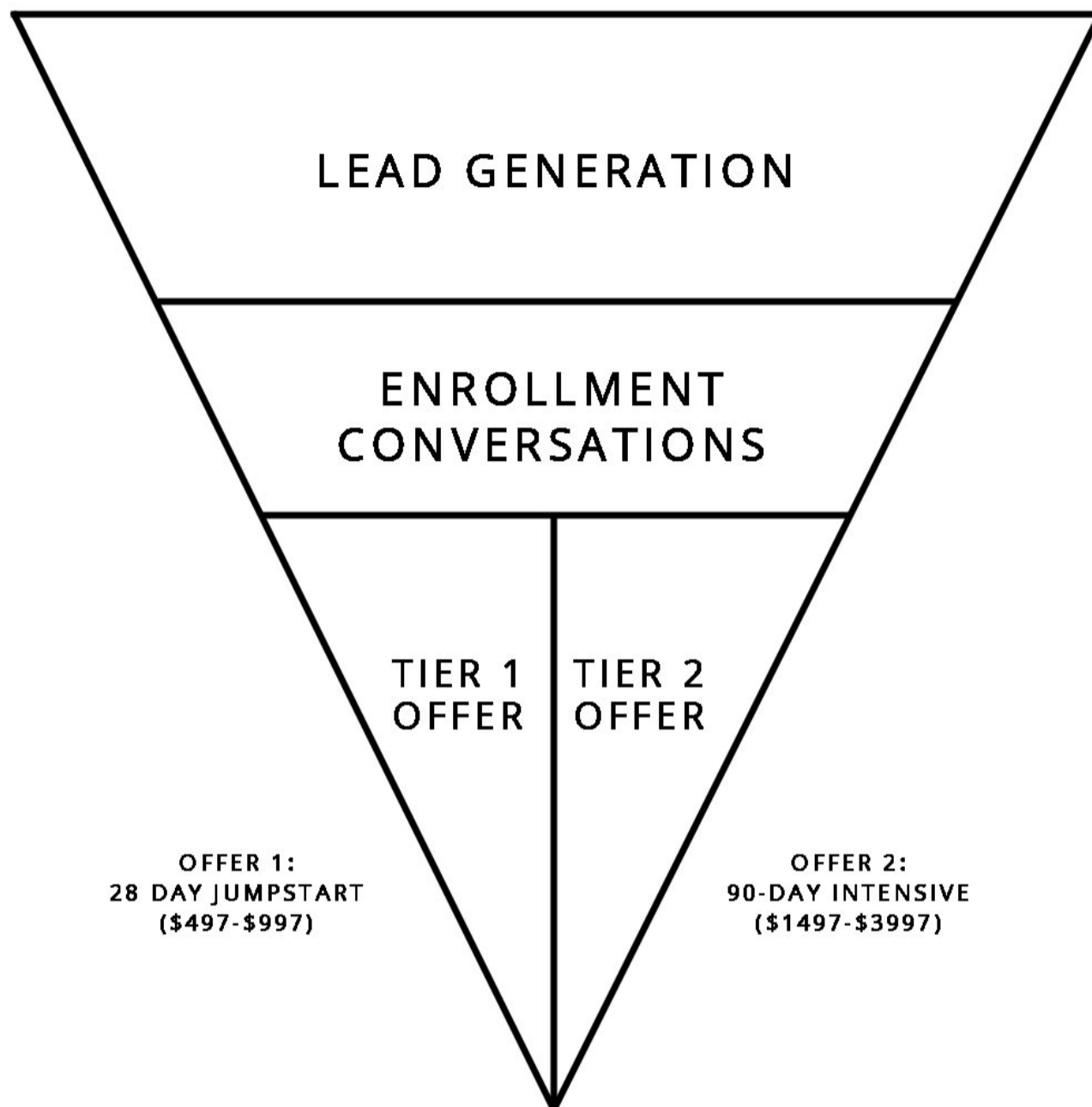


PAYMENT PROCESSED, WELCOME EMAIL DELIVERED, AUTOMATION MAGIC



INVITATION TO NEXT OFFER

SERVICES LEVEL 1 PROFIT PLAN



Offer #1 (Getting Started):

28-Day Jumpstart @ \$497

10 New Clients Per Month @ \$497=\$4,970

\$4,970 * 12 Months = \$59,640

20 Enrollment Conversations Per Month

Offer #1 (High End):

28-Day Jumpstart @ \$997

8 New Clients Per Month @ \$997=\$7,976

\$7,976 * 12 Months = \$95,712

12 Enrollment Conversations Per Month

Offer #2 (Getting Started):

90-Day Intensive @ \$1,497

3 New Clients Per Month @ \$1,497=\$4,491

\$4,491 * 12 Months = \$53,892

6 Enrollment Conversations Per Month

Offer #2 (High End):

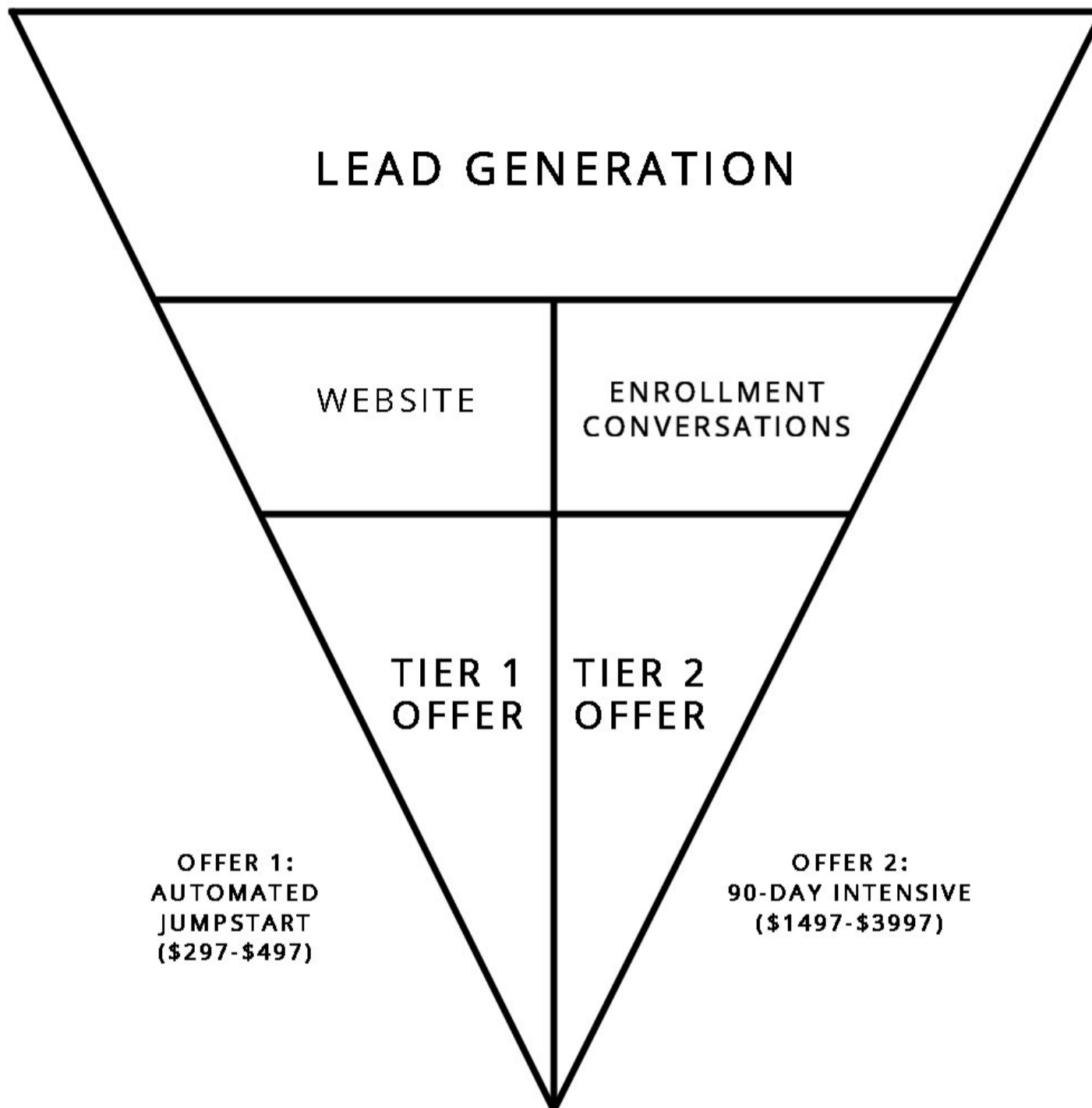
90-Day Intensive @ \$3,997

2 New Client Per Month @ \$3,997=\$7,994

\$7,994 * 12 Months = \$95,928

3 Enrollment Conversations Per Month

SERVICES LEVEL 2 PROFIT PLAN



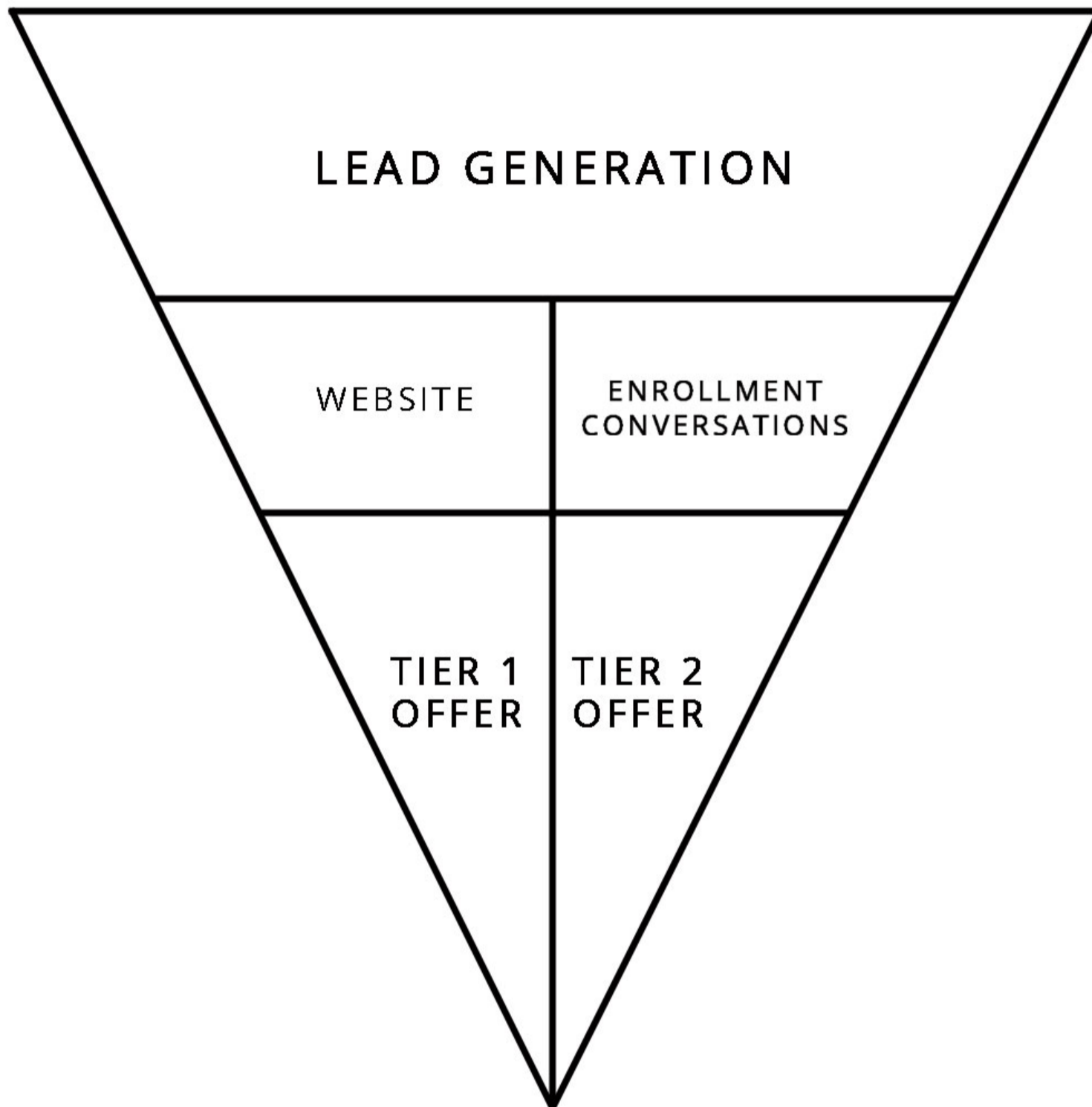
Offer #1 (Getting Started):
28-Day Jumpstart @ \$297
30 New Clients Per Month @ \$297=\$8,910
\$8,910* 12 Months = \$106,920
50 Enrollment Conversations Per Month

Offer #1 (High End):
28-Day Jumpstart @ \$497
40 New Clients Per Month @ \$497=\$19,880
\$19,880 * 12 Months= \$238,560
50 Enrollment Conversations Per Month

Offer #2 (Getting Started):
90-Day Intensive @ \$1,497
8 New Clients Per Month @ \$1,497=\$11,976
\$11,976 * 12 Months= \$143,712
16 Enrollment Conversations Per Month

Offer #2 (High End):
90-Day Intensive @ \$3,997
4 New Client Per Month @ \$3,997=\$15,988
\$15,988 * 12 Months = \$191,856
6 Enrollment Conversations Per Month

EXAMPLE PRODUCT PROFIT PYRAMID



Similarly to a services-based business you would start with lead generation, option to sell through your website or merchandising in store. Enrollment conversations most likely happen in person and when you are selling your product you can offer options for tier 1 and 2. See following business place model for pricing.

DETERMINE DELIVERY

How will you get these products to your ideal customers?

Will you offer your services in person or virtually?

For product-based business - Will you have a store front, mobile store front, farmers market, ship products? A combination?

What will the experience look like from the perspective of the client?

Walk us through step by step what the client will get/experience/discover. Ex. Start with clarity questionnaire, then jumpstart, then module 1, 2, 3 - what are the steps you are going to walk them through?

PRICING AND INCOME GOALS

Financial goals you want to achieve in the next 12-month period that you'll be making your offerings and income streams visible. *Note if just starting out these goals may need to take into account initial launch and marketing to draw in new customers.

STEP 1: How much income total would you like to generate in this 12-month period?

I would like to generate \$_____ over the next 12 months.

STEP 2: Based on your income goal, how many of each offering do you need to sell?

Example:

Tier 1 Jumpstart \$497/program X 30 clients = \$14,910

Tier 2 VIP Coaching \$1,497/program X 30 clients = \$44,910

Retreat: \$1997/program x 12 clients = \$23,964

Workshops \$25/program X 100 clients = \$2,500

Total: \$86,284

Work out the numbers below.

_____ \$_____/program x _____ clients = \$_____

_____ \$_____/program x _____ clients = \$_____

_____ \$_____/program x _____ clients = \$_____

_____ \$_____/program x _____ clients = \$_____

Note: if you have a product or location-based business you will want to expand upon this business plan to include look at the following:

PRODUCT/SERVICE	PRICE	COST TO CREATE	PROFIT *use this # above
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

*Total Income from all 4 offerings over next 12 months: \$_____

*If total income line above does not match your answer to STEP 1, then go back to tweak either offering rates or number of offerings sold.

Is this income goal stretching you enough?

How do you want to FEEL as you accomplish this goal?

WEEK 2 HOMEWORK:

1. Fill out this week's workbook
2. Come up with your "What I Do Statement" talk up your business to EVERYBODY.
3. Come up with 1-3 solid ideas for you product offerings - at least 1 Tier 1 offering and 1 Tier 2 offering.
4. Decide on initial price range for your offers
5. Run the numbers and get a sense of the number of units you will need to sell to reach your income goal.