

EVOLVE

1. YOU ARE A GENIUS

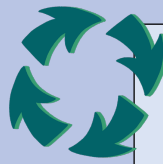
Your Genius Wheelhouse includes a values-driven vision. To make this vision real, you will identify your genius strengths and your most impactful qualities so you can use them to effectively evolve your business.

SPEED LIMIT
20 OR 25
BUT DON'T GO
100



2. FOUR STAGES

There are four natural stages of a coaching business. You need to know the one you are in and what it requires you to do in order to evolve and create consistent success.



3. A RESONATE NICHE

Your niche clearly defines a group of people who want to work with you because you speak specifically to their problems, needs and desires. This is a keystone element as you evolve through all the stages of your coaching business.



4. A MESSAGE THAT MATTERS

Your message connects you with your ideal clients in a compelling and powerful way... letting them know who you are, what you can do for them and why you care.



5. MARKETING MINDSET

Your marketing mindset arises from your core values and guides your marketing and sales activities. With this mindset, you harness a powerful force for success.



6. ENGAGE IN THE MARKETPLACE

Marketing is easy once you use the channels that are just right for you and the stage of your business. Choosing the right channels makes wise use of your time, money and energy.



WATCH
OUT FOR
Magic

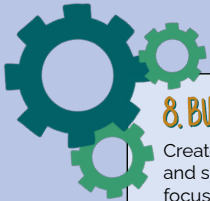
7. INSPIRATIONAL ENTERTAINMENT

Spread the good news to your niche through Inspirational Entertainment. Cultivate fun and creative ways to express your passion, become known to your tribe, and build a list of followers.

YOUR NAME
→ HERE ←

8. BUSINESS ESSENTIALS

Create the systems, structures and support that allow you to focus on the coaching you love most. A well-oiled machine will market and sell your services, schedule activities and manage the money you earn.



REST
AREA
AHEAD

9. KEEP YOUR BUSINESS ALIVE

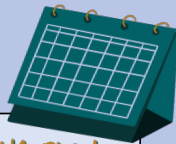
Your wellbeing is at the heart of a successful business! Keep your business alive by managing your saboteurs, fears and limiting beliefs. Take the time to assess what is working for you and what needs to go, so that you keep evolving your business with passion.



SUCCESS
10 MILES

10. GOOD HABITS & A WORKING PLAN

Integration and Action are the magic words for this one. It's essential to continually cultivate the habits that integrate your linear tasks and strategies, your personal, professional and spiritual growth, and the spaciousness you need in your life. When you put these together you will continually evolve from an inspiring plan!



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