



BECOMING^{THE} EXPERT

**How to POSITION | PACKAGE | PRICE
yourself in your Field of Excellence**

KATRENA FRIEL

AWARD WINNING BEST SELLING AUTHOR

THROUGH 7 STREAMS OF INCOME

**Speaker | Author | Trainer | Coach
Mentor | Consultant | Facilitator**

Throughout the course of Katrena's life and career, her name has become synonymous with transformation, learning and fun.

This has led her to be recognised as an international expert in personal and professional performance excellence.

Katrena's purpose in life is to transform, uplift and be a laser beam of focus for you.

She has been sharing her message of invigoration and spirit of transformation for over 25 years. It's her invitation to you today to explore and discover a place of learning, daring and doing.

This is your home for the next stage in your journey.

The aim is for you to experience an extraordinary business which is full, deep, and richly fulfilling.

Katrena wants you to love the adventure of your business and experience life as a continuous miracle.

Each personalised and customised program is a playground of inspiration and transformation for you. Discover an expanding world of learning and conscious leadership.

Your first session starts now and together we will create brand-new refreshing results in your life.

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ACKNOWLEDGMENT

To you the Dreamer

20 years ago, I left corporate Australia, because I had a dream of becoming a speaker.

I was an Activated Life Long Learner and had been activated at 25 years of age by my spiritual teacher and coach.

I am now 50 years of age and want to show you my journey and how to do it without it taking you 20 years to get to where I am now. I want you to only take 6-12 months.

When I left my J O B, I wrote a biography of what I wanted to become. I still use that biography today. It's the one that starts with:

"Katrena is one of the brightest minds in training and coaching today....."

I wrote it, I lived it, and then I became it. You too, will write something audacious. I promise, you too, will grow into it. More about how to make magic happen in your business, throughout our journey together.

I encourage you to write your biography, of what you want to become, so that I know when my training has worked, and you have fully stepped into that vision of yourself.

I remember, looking up at those people on the stage and thinking, I want to be like you. I remember feeling, somewhere deep down, that I could do that. I remember feeling scared, anxious, doubting myself and being a little jealous of their lifestyle and freedom.

Make a pact with yourself and trust that you didn't come across me for no reason.

I believe that I am meant to help people, do what I do. I want to help you become business savvy and live a life of freedom.

There is no better feeling than being up there on stage, in front of a group of people and teaching. It is the best natural high on the planet. I can be buzzing for days afterwards.

I love to inspire, motivate and kick people up the bum and get them moving into action. I will get you there, you just have to make the first leap. I will hold you, push you and pull you up the rest of the way.

I have endless energy, because I am doing what I love. So tap into that.

I have millions of ideas to share with you about your business.

You and I will end up as friends, confidants, business associates and strategic partners. I will give you everything I've got to make your dreams a reality and to ensure you get out of your own way, when needed.

Call anytime to discuss. If you have a partner, I am also happy for them to talk with me about getting their questions answered as well. This

type of investment in time and money, requires the support and understanding of your significant other.

I look forward to working with you and having lots of laughs along the way. One of my philosophies is, it has got to be FUN otherwise don't bother!

I believe teaching for a living, is the best job in the world. Low overheads, high returns, working from anywhere, travel the world, people pay your expenses and at the end of every day, people applaud you, want you to sign their book and take a photo with you.

What other job delivers all that without any of the hassles of being famous?

Warmest regards,

A handwritten signature in black ink that reads "Katrina Friel". The script is fluid and cursive, with a large, stylized 'K' and 'F'.



ABOUT THE AUTHOR

Throughout the course of my life and career, my name has become synonymous with transformation, learning and fun.

This has led me to be recognised as an international expert in personal and professional performance excellence.

My purpose in life is to transform, uplift and be a laser beam of focus.

I've been sharing my message of invigoration and spirit of transformation for over 25 years. It's my invitation to you today to explore and discover a place of learning, daring and doing.

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My aim is for you to experience an extraordinary career which is full, deep, and richly fulfilling.

I want you to LOVE the adventure of your career and experience life as a continuous miracle.

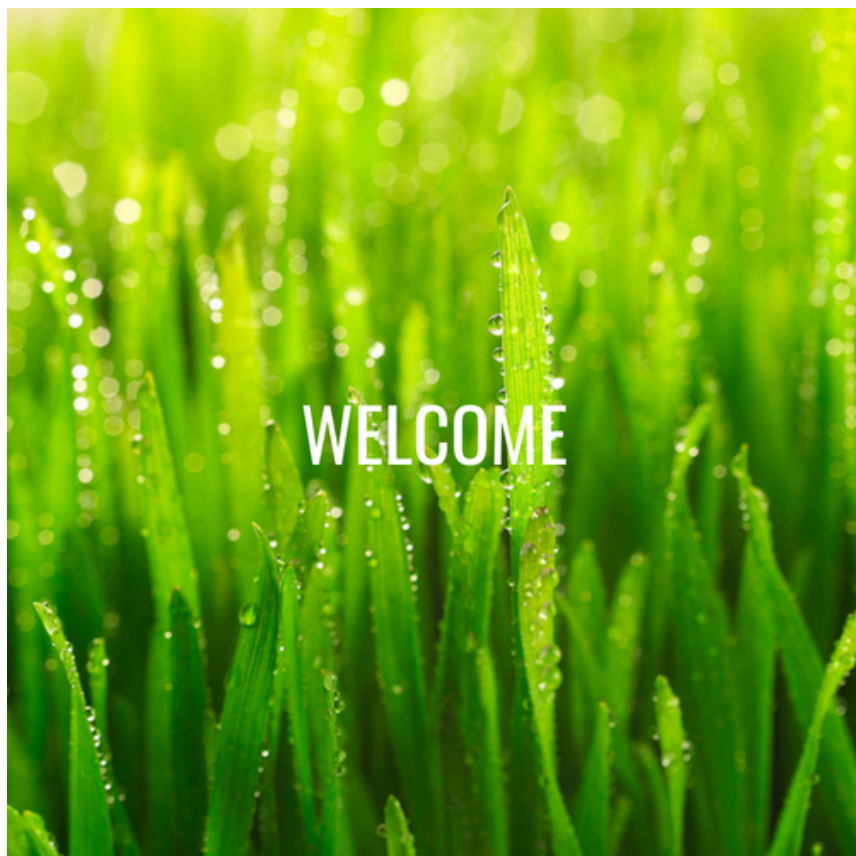
This program is a playground of inspiration and transformation for you. Discover an expanding world of learning and conscious leadership. Your first coaching session starts now and together we will create brand-new refreshing results in your career | life | business.



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This book is an experience, a very interactive experience.

It will give you the opportunity to immerse yourself in yourself.

Teaching you about your life path, with the aim to discover, through your own business experience what your life purpose means to your personal and professional development.

Most people do not understand business so therefore don't work on their business, just in it and mistake busyness as a sign of progress. After this program, you will know what to do and what not to waste your time doing. You will know where to focus your energy to get the results.

After you have done this program you will be the expert in your field of excellence. You will be positioned, packaged and priced correctly in your field of excellence.

Business wisdom is not one experience, nor a series of ideas or knowledge to be collected in isolation. It is an ongoing process of discovery that unfolds when we are balanced and have full awareness in each moment of our business journey. It vibrates out of our sincerity and genuine openness, and it can lead us to a whole new world of freedom through having a strong business that produces great results for the input of our time and effort.

Most business people put over 40 hours a week plus x 52 weeks into their business on average, divide that by total revenue (brought in last year) and you will discover your hourly rate.

Most people are horrified to discover that kids at McDonald's earn more than they do a week.

My goal is to structure you with a sustainable business model that is streamlined so you do not have to starve in business.

Business is quite simple, but like all things if you do not know what you don't know then it is like a mine field.

Discover the simple business planning techniques that will give you the life that you have longed for.

Now I know for some of you this will be a little scary to start off with, but it always is when you start something new. So, I am going to share with you that your reward for breaking out of your comfort zone and learning something new is going to be worth it.

I want you to know everything there is to know about business, but sometimes we feel like it is written in another language. I know that this will give you the clarity you need to step forward and step up to the next level with your business acumen.

So, without further ado, I congratulate you on making the next big step in your life to start and grow your business to the next level.



BECOMING THE EXPERT BUSINESS PLAN TEMPLATE



Before you begin to build your business, you need to be tethered into the Earth.

We live here, in this dimension. On this Earth, with the laws of this land, with these parameters.

So, we want to build your business with the ground beneath our feet.

Grounded in Reality.

Grounded to the Earth.

Respectful of the current paradigm not wishing it was different, but contributing to its evolution every day.

Taking our part in the shift and working with the Earth, not pretending we are elsewhere in the Universe.

EARTH helps us do this. Earth is the vibration that helps us manifest in a material world. The material world is our world and until it changes to the 5th dimension we need to work with Gaia's energy.

Welcome to mapping the journey of where you are at. The SWOT Analysis is a general map of where you are now and by the time you complete this book, you will have the tools to start, grow and develop your business.

Undertaking a SWOT Analysis enables you to assess your current position. It determines what you and your business are good at and what may need attention.

Conducting a SWOT Analysis of yourself and your business is a lot more fun than it sounds. It won't take much time, and doing it encourages you to think about yourself and your business in a whole new way.

Here is an example, to help you do your version. It is always easy to learn how to do something, by checking out a good example.

Strengths

Our strengths become opportunities to learn and grow

- ☐ Speaking in Public
- ☐ Organised – good project management
- ☐ Open Minded
- ☐ Open to Learning new things | Willingness to Learn and Grow
- ☐ Works full on
- ☐ Sponge
- ☐ Passionate
- ☐ Excitable
- ☐ High Energy
- ☐ Energetic
- ☐ Positive Influence
- ☐ Loves teaching
- ☐ Loves People | Love of People
- ☐ Loves Helping People
- ☐ Loves seeing change in people
- ☐ Focused

- ☐ Patient
- ☐ Will persevere | Resilient
- ☐ Will work things out | Good problem solver
- ☐ Good with computers
- ☐ Greatest strength is communication
- ☐ Very Healthy
- ☐ Expert in your field of excellence
- ☐ Thinks Big | Big Goals | Big Dreams
- ☐ Hard Working
- ☐ Good Written Skills
- ☐ Not a Negative Thinker
- ☐ Likes to be honest with themselves
- ☐ Not too critical and won't beat yourself up
- ☐ Highly Creative

Weaknesses | Challenges

Turn your weaknesses and challenges into Opportunities to learn and grow

- ☐ Must be challenged enough to stay focused
- ☐ Cold Calling
- ☐ Easily distracted | Shiny pebble syndrome
- ☐ OCD
- ☐ Sales
- ☐ Marketing

Opportunities

Our Opportunities are the gifts to become what you're manifesting

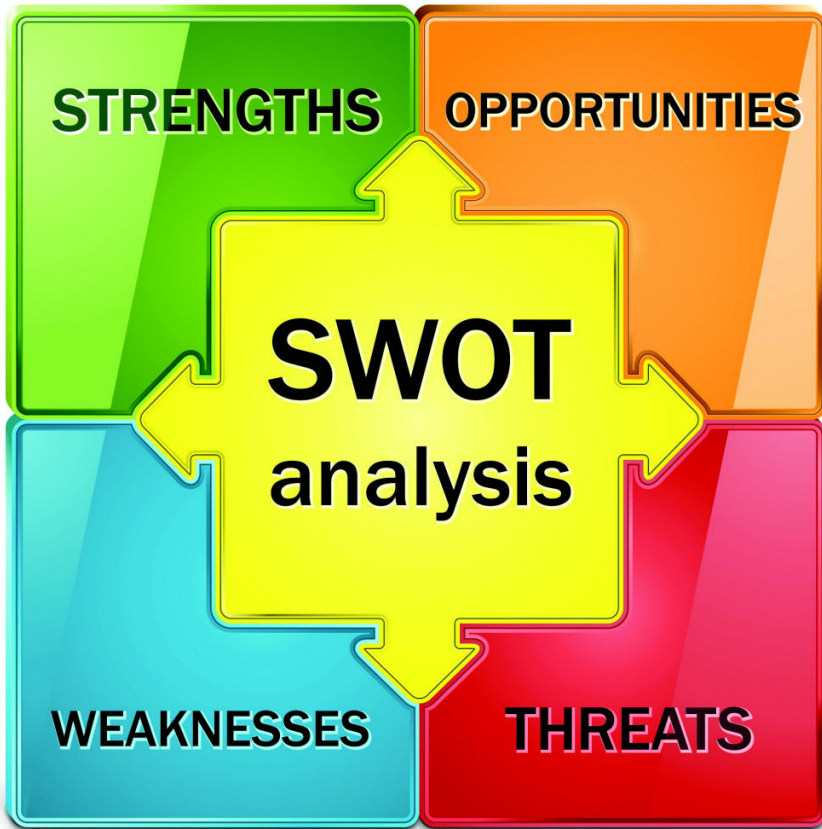
- ☐ Will learn about Sales
- ☐ Will learn about Marketing
- ☐ Will learn about Processes | Step by Step | Loves to Tick boxes | Measurable
- ☐ How to Write book \ business \ processes \ systems
- ☐ Business Planning incorporating strategic thinking, operational plan, sales plan, marketing plan.
- ☐ Learn and understand that business is creative, writing a book is creative, planning and being strategic is creative.
- ☐ Katrena will edit and proof the book and all content for website etc.
- ☐ Katrena will train me in technology and update my skills.
- ☐ Katrena will teach me to be more efficient and effective in building this business and then managing it.

Threats

Our Threats become our opportunities to learn and grow, only if we have control or influence over them (Read the next section on the Locus of Control).

Technology (we encourage everyone to have this listed, as staying current with your technology skills is going to be critical for all people in business these days and is a constant threat that we will fall too far behind and not be able to function.)

Now it is your turn to do your SWOT Analysis.



Strengths

Our strengths become opportunities to learn and grow

Weaknesses/Challenges

Turn your weaknesses and challenges into Opportunities to learn and grow

Opportunities

Our Opportunities to learn and grow

Threats

Our Threats become our opportunities to learn and grow, only if we have control or influence over them (Read the next section on the Locus of Control).

Technology (we encourage everyone to have this listed, as staying current with your technology skills is going to be critical for all people in business these days and is a constant threat that we will fall too far behind and not be able to function.)



Locus of Control

Locus of control is a concept that refers to how strongly people believe they have control over the situations and experiences that affect their lives. In business, we use this model as our decision-making tool to help us focus on what we can control and influence and not on what we have NO CONTROL or INFLUENCE over.

When you have completed your SWOT Analysis go back through it and work out which ones you have control over and which ones you have influence over and notice any you have written that you have no control or influence over.

At Becoming the Expert, we focus on what we can control (which is ourselves) and what we could potentially influence (which is others) and we eliminate wasting time, money and effort on things we have no control or influence over.

We can't control others, we can only influence them. The question is,

how influential are we?

For example, saying global catastrophe, global economic collapse or government regulations changing, is not something you have a lot of control or influence over.

In your SWOT Analysis make sure you have CONTROL or INFLUENCE, avoid putting things down that you can't do anything about. Just saves your energy worrying about things, that are a waste of time to bother yourself about. You have enough to focus on when building a business.

What do you have control over?

Your systems, processes, sales ability, having an open mind, procrastination, and your attitude to sales and administration will all play apart in your business success.

What do you have influence over?

What you do NOT have control over?

[illegible]

YOUR LOCUS OF CONTROL

THINGS YOU CAN CONTROL

SELF

YOUR ATTITUDE TO THINGS

YOUR BELIEFS (INCLUDING LIMITING BELIEFS)

YOUR COMMUNICATION SKILLS

THINGS YOU CAN INFLUENCE

OTHERS (HOW WELL DO YOU INFLUENCE OTHERS?)

THINGS YOU CAN'T CONTROL OR INFLUENCE

WEATHER | TRAFFIC | GOVERNMENT | ECONOMY

REFLECTION TIME

THREE TAKEAWAYS SO FAR

TO DO LIST

SCHEDULE

NOTES



Without a big vision to keep us focused and one that we resonate with strongly, fear, anxiety, financial dysfunction and disorganisation ensue.

It is also our Creative Force and where your purpose is fully realised. The Creative Vision you and the Universe want to co-create together.

In business, we use our vision statement to awaken the creative force and determine your creative vision. Set up our direction so the universe can deliver what we specifically envision here on earth.

Without a vision, the universe will deliver something, but it might not be what you wanted, because your order wasn't clear. The vision statement is your direct and clear instructions to the Universe.

You may already have a vision for your business. Or you may be thinking about this for the very first time.

Without a vision for your business you will lack direction and we want you to have a big picture of where you want to go, so you know when you have arrived.

This vision maybe something you have never seen before or you might see it regularly but do nothing about it. IT'S TIME! Visualise what you see your life and business delivering to the world, as if it is already accomplished. What is your vision of what you can offer your clients. Put this vision into your own words.

A vision statement is sometimes called a description of your business in the future. Your vision statement is your inspiration, the framework for

all your strategic planning and decision making.

What you are doing when creating a vision statement is articulating your dreams and hopes for your business. It describes what you are aiming to build and serves as a starting point for your future actions.

A vision statement is your personal vision and your business vision with clarity. The vision statement answers the question, "Where do you want to go?"

Think big picture. Don't put any limits on yourself during this process.

We will get into the how later, for now, think big.

That statement then determines what we do next to fulfil it.

Here is a sentence starter to help you, just fill in the blanks:

YOUR VISION

TO CREATE A

SPECIALISING IN

FOR

Here is an example so you can be inspired. Have a look around at other business ones in and out of your industry for further inspiration (only if you need it). You may find this exercise easy, as you already might have a clear vision of what you want your business to be.

To create a global education platform specialising in Spiritual Development for woman who want to change the world.

REFLECTION TIME

THREE TAKEAWAYS SO FAR

TO DO LIST

SCHEDULE

NOTES



This is where we design our mission. Now the VISION is what you share with the World. The MISSION is internal and private to you inside your business.

What would make it all worthwhile and give you joy and excited to deliver, in terms of revenue, products and services? What is your heart's desire for your business? Bear in mind it is just between you and your business.

The vision you designed in the previous section is something you would have on your website. It is public and most businesses are open about their vision. Your mission is different. It is private and internal (inside your business). It is the internal goal, that is why we want to see a revenue figure.

The revenue goal for your business would be private and of no interest to your clients but without revenue our business wouldn't exist.

Without sustainable revenue streams, we have no cash flow, which means we can't afford to be in business. So, getting comfortable with revenue expectations is important. This will give you a sense of activity within your business.

A Mission Statement defines your overarching business goal.

Developing your business's first mission statement, or writing a new or revised one, is your opportunity to define your businesses goals, ethics, culture, and norms for decision-making.

It defines what the business does for its clients, its stakeholders (employees and suppliers) and it defines what the business does for YOU as its owner.

Some of the best mission statements also extend themselves to include fourth and fifth dimensions: what the business does for its community, and for the world.

Have a go, using this template we have prepared for you.



YOUR MISSION

TO CREATE A SUSTAINABLE

BUSINESS THAT DELIVERS

\$ _____ PER ANNUM (FINANCIAL YEAR)

THROUGH

Here is an example to help make this easy.

To create a sustainable
Global business education platform
that delivers

Year 1 | \$200,000 | 2020/21

Year 2 | \$400,000 | 2021/22

Year 3 | \$1,000,000 | 2022/23

through

books | ebooks, key note speaking, training events (Including retreats
and workshops), coaching | mentoring, mastermind groups, online
programs and affiliate programs.

REFLECTION TIME

THREE TAKEAWAYS SO FAR

TO-DO LIST

SCHEDULE

NOTES



To activate your willpower easily and effortlessly, you need to have your business align with your values around money and business matters and you need your business to be aligned with your personal drivers or personal values.

When people try to build a business that is not aligned with their values, they tend not to be successful and lose their energy for their business and don't have any willpower to do what it takes every day to run it properly.

Values are what supports your VISION and MISSION. Values are your principles, beliefs and philosophy.

You are about to uncover your blueprint for happiness.

Here is a list of some core values or you can make up your own.

Pick 10 for now.



Sample List of Core Values

Achievement

Adventure

Authenticity

Awareness

Beauty

Charity

Community

Compassion

Competition

Creativity

Discipline

Diversity

Ecology

Excellence

Excitement

Expression

Family

Fashion

Freedom

Friendship

Fun

Generosity

Growth

Honesty

Humility

Humour

Imagination

Independence

Insight

Integrity

Justice

Kindness

Knowledge

Leadership

Learning

Loyalty

Love

Money

Nature

Order

Originality

Passion

Perfection

Playfulness

Pleasure

Power

Recognition

Respect

Responsibility

Security

Sensitivity

Serenity

Spirituality

Spontaneity

Stability

Status

Teaching

Time

Tradition

Truth

Winning

Wisdom

Working

Here is an example:

Personal Drivers

Your Blueprint for Personal Happiness

1. Alignment with The Universe (Spirit)
2. Freedom
3. Joy
4. Family
5. Money
6. Helping People
7. Travel

Business Values

Your Blueprint for Happiness in Business

1. Getting out There (Travel)
2. Getting the Gig (Sales)
3. Helping People (Results)
4. Success
5. Money
6. Waiting List
7. Positive Feedback
8. Knowing I've done a Great Job

Start to explore your values and you'll see what is driving your behaviour.

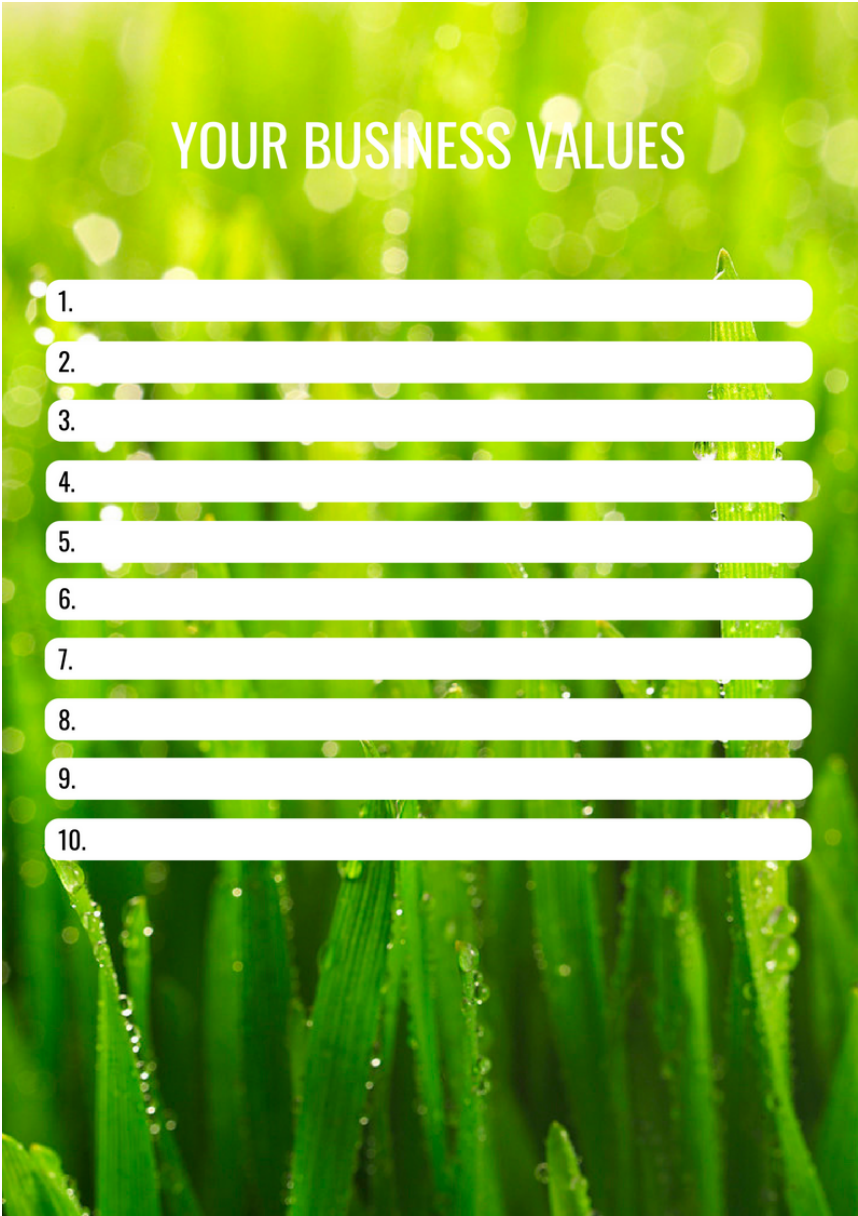
YOUR VALUES

WHAT'S IMPORTANT TO YOU ABOUT BUSINESS?

WHAT'S IMPORTANT TO YOU ABOUT YOUR CAREER?

THIS WILL GIVE YOU YOUR TOP 10

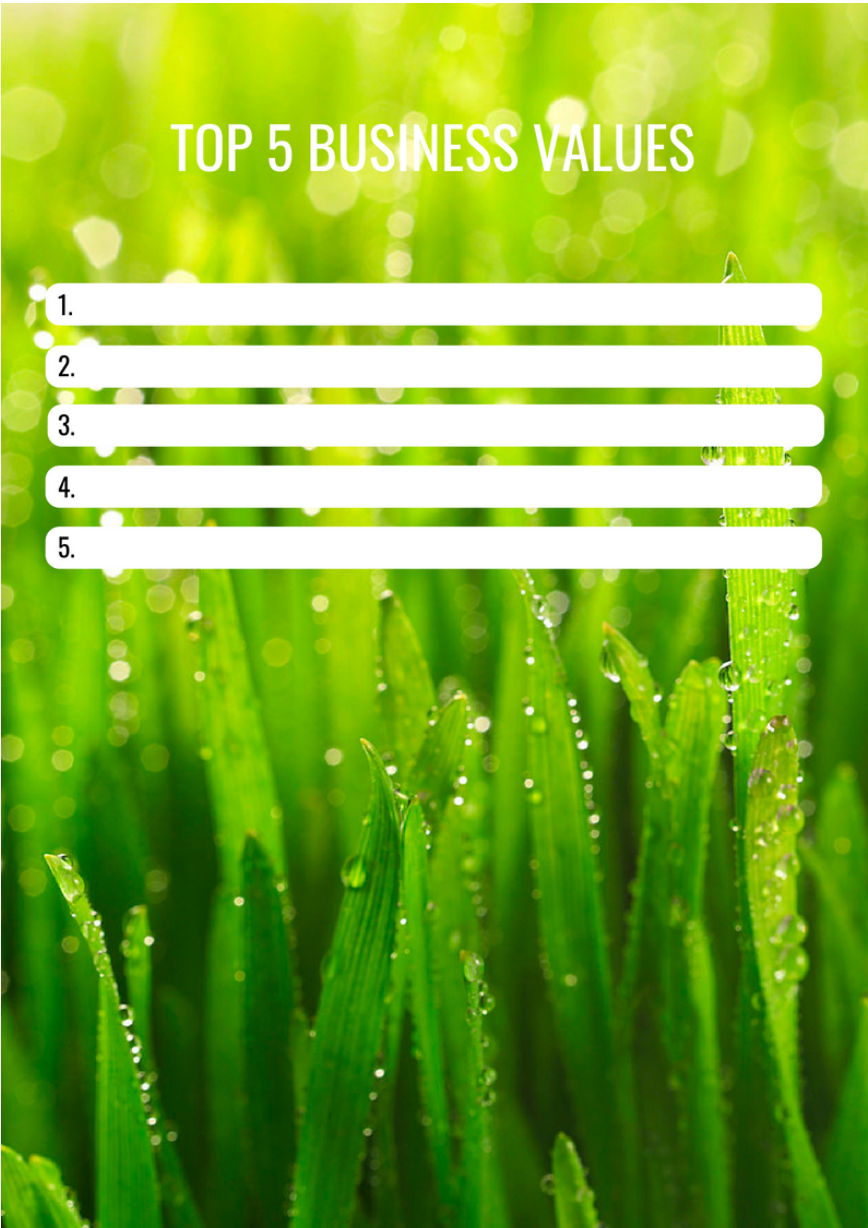
Now list them in order of importance from 1 to 10.



YOUR BUSINESS VALUES

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

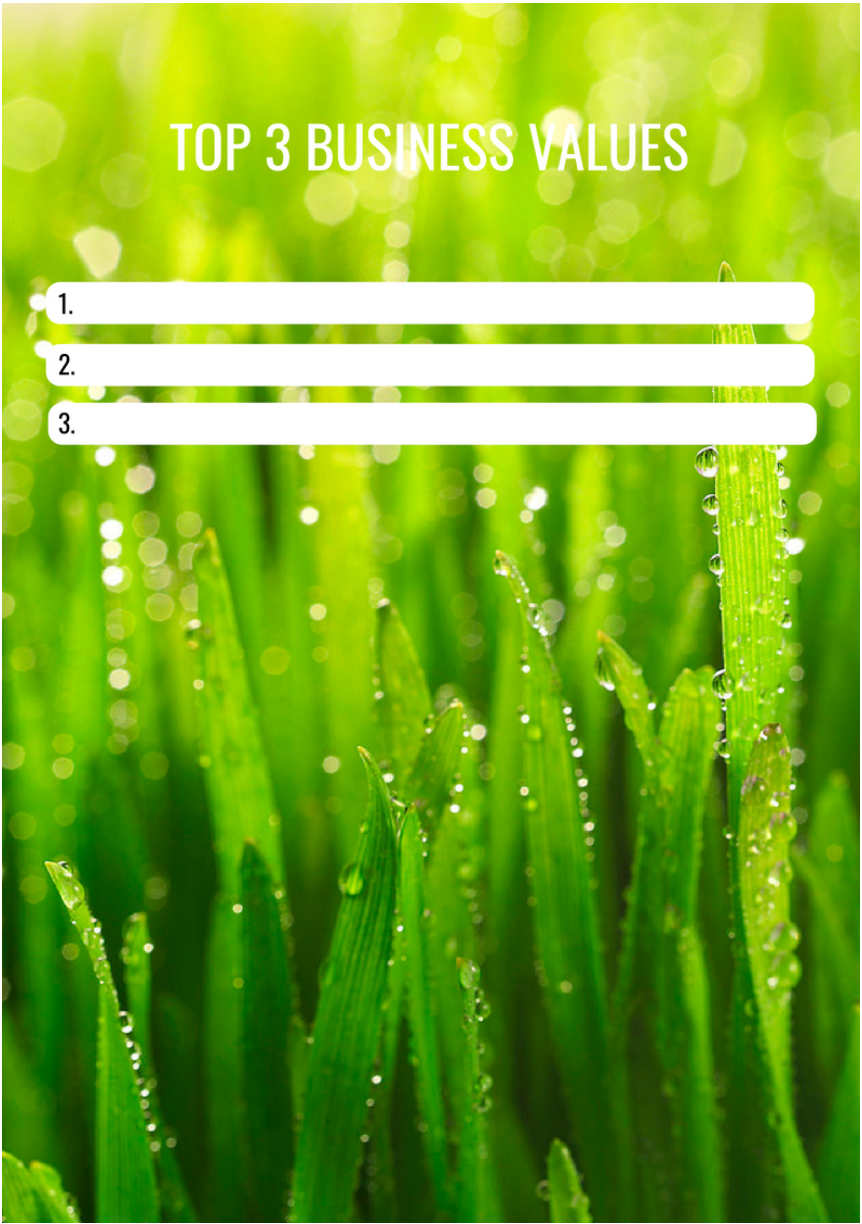
Now you have your top 10, you could take this exercise even further.
Bring your top 10 values down to your top 5 values.



TOP 5 BUSINESS VALUES

1.
2.
3.
4.
5.

Now bring your top 5 values down to your top 3 values.



TOP 3 BUSINESS VALUES

1.
2.
3.

Remember values drive behaviour. No value, no behaviour.

For example, you might list under your business values, “make money” or “profit”. However, there is no MONEY value in your top 10 values to drive that behaviour, you won’t focus on things that make you money.

Have a think about why goals fail. It is usually because it’s not an important enough value.

We need to work on getting our values in the right priority for what we want in life. Perhaps, if you didn’t list MONEY in your values, do some therapy work on your view of money to see if you have various limiting beliefs around money.

I often talk to people and they say things like, “I don’t do it for the money”, “money doesn’t drive me” and other things that drive money away from them.

What we like to see, is a healthy respect for money and what it does for their business.

Our view is simple.

NO MONEY | NO OPTIONS.

We want you to know how to make money. How to keep money. How to spend money and how to give money away for your passion projects.

If your values are in alignment with your personal drivers, it really turbo charges your business.

It is interesting to note that our unconscious mind works on just the top 3 values, it doesn't have the time to check in with the rest when making split decisions every minute. So, make sure your top 3 values are working for you.

Also, it is good to note that now you have your top 3 values for your business, all your decision making is now easy. The decision to give a yes or no to something is answered easily by considering if it fits with your values. If yes then do it, if no, then don't.

Your values determine your behaviour, so make sure your values are working for you.

Now let's list your personal drivers.

Your personal drivers need to align with your business values - check to see if they do.

Here is an example of personal drivers:

Freedom

Results Orientated

Unique

Work 24 hours per week

Quick | Action orientated

So, we need to build a business that suits those personal drivers for this

person. If their business ties them down to full time staff, already this person would be unhappy in their business, because their number one driver is FREEDOM. This person might be better off having a remote team that they manage, rather than a group of people working in their home office.

What you write next, is your blueprint for personal happiness. Without these drivers in your life, you are not happy.

We go into how to change your values and the psychology behind your values and personal drivers and what to do if you find your old operating system is not working for you anymore. We ensure that you understand how you connect with the world and how your intellect processes your values to know what to filter into your mind to notice and what to filter out. If you didn't have values your mind wouldn't know what was important to you and what is not. That is why we call it a blueprint for happiness.

Everyone has different values, in different orders. You can't expect others to have the same ones as you. Even in the same family, each member would have some similar (perhaps) but mostly different. It is because we are all being driven by different needs. Our soul has come here to experience a certain thing and that is why it is driven to do some things and not other things.

To change your values, you need to upgrade your software. Your values, your beliefs, your attitudes, what you've been born into culturally and inherited from your family are all playing a role in your

values. We want your blueprint to be working for you, not against you.

We want you to be clean and clear on your values and what drives you to do what you do, so you can contribute to the world like only your SOUL can.

You will save a lot of time, money, effort and angst if you build a business that suits your values and personal drivers. Look around you at all those unhappy souls, in jobs and businesses that they hate. Quite often they are in those jobs because their mum and dad encouraged it. Or they thought it was a good idea to make someone else happy. It's SOUL destroying to do something that is not aligned to your values.

The problem is, it takes people a lifetime to work that out.

Lucky for you, you have found your calling. Your expression in the world. We are just here to make that journey a little easier.

Go ahead now and work on listing your personal drivers.

YOUR PERSONAL DRIVERS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

REFLECTION TIME

THREE TAKEAWAYS SO FAR

TO DO LIST

SCHEDULE

NOTES



We want to now demystify Strategy within your business.

No Strategy means NO ACTION

We are going to look at 3 main strategies that all businesses have.

All those times you have asked yourself, what am I here for, or what am I meant to be doing with my life and you get the same answer every time, "TO HELP PEOPLE".

That is because, we are all here on this planet to help people, just in different ways. People who work in banking, help people that way. Those that help pick up the garbage, help people that way. Nurses and doctors help people, but so does everyone.

You have decided to help people in your way. You have joined your industry to express your soul purpose through that activity.

You have defined your vision and mission for "where you want to go"

You have clarified your values and know "Why you want it?"

You now need to craft your strategies "How will I get there?"

Working from your answer that you put in the section on MISSION, we now need to consider the resources (revenue) and the investment (cost of doing business) you will need to achieve that mission.



There are 3 strategies essentially:

1 Revenue

2. Costs

3. Profit

At Becoming the Expert, we teach the 80/20 rule - 100% revenue minus 20% costs = 80% profit.

For your revenue strategy, use the year 1 figure from your MISSION.

Here is an example:

Increase Revenue Strategy

Create a business that generates:

Year 1 | \$200,000 | 2020/21

Year 2 | \$400,000 | 2021/22 | Year 3 | \$1,000,000 | 2022/23

through training, coaching, online programs, books, webinars, promotional events, key note speaking.

Decrease Costs Strategy

20% of total revenue on each activity. Keep costs to a minimum through innovative solutions.

Year 1 | \$40,000 | 2020/21

Year 2 | \$80,000 | 2021/22 | Year 3 | \$200,000 | 2022/23

Increase Profit Strategy

Create a business that has 80% margin in most activities after costs.

Each activity will have its own cost centre and be designed around the 80/20 rule.

80% gross profit against 20% costs for each activity.

Year 1 | \$160,000 | 2020/21

Year 2 | \$320,000 | 2021/22 | Year 3 | \$800,000 | 2022/23

YOUR STRATEGIES

TOTAL REVENUE FORECAST

WRITE DOWN YOUR TOTAL REVENUE FIGURE HERE FROM YOUR MISSION

COST OF DOING BUSINESS

WHAT IS 20% OF THE TOTAL REVENUE ABOVE

PROFIT EXPECTATION

WHAT IS 80% OF THE TOTAL REVENUE ABOVE

EXAMPLE

REVENUE STRATEGY • \$100,000 REVENUE (100%) MINUS

COST STRATEGY • \$20,000 IN COSTS (20%) EQUALS (=)

PROFIT STRATEGY • \$80,000 IN PROFIT (80%)

YOUR STRATEGIES

● TOTAL REVENUE FORECAST

TOTAL REVENUE FORECAST \$250,000

WRITE DOWN YOUR TOTAL REVENUE FIGURE HERE FROM YOUR MISSION

COST OF DOING BUSINESS

COST OF DOING BUSINESS \$50,000 (20%)

WHAT IS 20% OF THE TOTAL REVENUE ABOVE

PROFIT EXPECTATION

PROFIT EXPECTATION \$200,000 (80%)

WHAT IS 80% OF THE TOTAL REVENUE ABOVE

You have now worked out your 3 numbers required to determine your 3 strategies. We can now work from there with the rest of the exercises.

Here is an example of what your strategies could look like:

YOUR STRATEGIES

REVENUE STRATEGY

EXAMPLE:

INCREASE REVENUE STRATEGY

CREATE A BUSINESS THAT GENERATES \$250,000 IN 2019 | \$500,000 IN 2020 | \$1,000,000 IN 2021 THROUGH TRAINING, COACHING, ONLINE PROGRAMS, BOOKS, WEBINARS, PROMOTIONAL EVENTS, KEY NOTE SPEAKING.

COST STRATEGY

EXAMPLE:

DECREASE COSTS STRATEGY

20% OF TOTAL REVENUE ON EACH ACTIVITY. KEEP COSTS TO A MINIMUM THROUGH INNOVATIVE SOLUTIONS.

PROFIT STRATEGY

EXAMPLE:

INCREASE PROFIT STRATEGY

CREATE A BUSINESS THAT HAS 80% MARGIN IN MOST ACTIVITIES AFTER COSTS. EACH ACTIVITY WILL HAVE ITS OWN COST CENTRE AND BE DESIGNED AROUND THE 80/20 RULE. 80% GROSS PROFIT AGAINST 20% COSTS FOR EACH ACTIVITY.



For example, a one day workshop is \$4500 total revenue, less 20% costs (\$900) for venue, printing, marketing, administration, catering, transport etc. Each event/activity will have its own profit and loss report associated with it.

That way you will always know that your business is profitable.

REFLECTION TIME

THREE TAKEAWAYS SO FAR

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We now want to bring you into the HEART of the matter.

The details.

You have been so far, working in big picture. You have your VISION, your MISSION, your VALUES and your 3 STRATEGIES.

Now we go right into the heart of the matter and talk about the things you love, that will bring clients to you. The specifics of the HOW.

The Heart of your Business is the things you do to deliver on your VISION.

Connecting you to spirit, trust and self-acceptance. Overcoming fears including the fear of the unknown, with the will to persistence is what this frequency is all about.

This is how you will connect with your customer on different levels and allow you the opportunity to build relationships.

The Heart Chakra is about relationships, including the relationship you have with yourself.

An objective is something you plan to achieve.

Objectives are also called goals.

Does not matter what you call it, we are now going down into more detail from your strategies.

We are going to take your revenue strategy and work out what objectives/goals we need to have to achieve that revenue target you have forecast for yourself.

Here are 8 examples of 8 objectives (8 different revenue streams).

[illegible]



Objective 1

Author

BOOKS

This will attract at least \$5,000 per year in revenue with book and eBook released.

Total revenue \$5,000. This will generate at least 2% of total revenue targets.

Note: You only buy one set of books to begin with, after you sell all those, that revenue is then used to purchase more book stock. So your books become COST NEUTRAL.



Objective 2

Key Note Speaking

To speak at 2 events in a 12 month period at \$5000 per 45 - 90 min speech (\$10,000 pa) Or 5 events at \$2000 per speech

Or 10 events at \$1000 per speech

This will generate at least 5% of total revenue targets.



Objective 3

Events

B2C (Business to Consumer)

Emotional Money.

This will include a range of public activities; training, workshops, retreats and strategic partners.

To train 2 x 1 hour webinars \$39 per session x (based on 8 attendees)
total revenue \$624

To train 2 x 1 hour lunch n learn workshops \$49 per session (based on 8 attendees) total revenue \$784

To train 2 x 2 hour workshops \$79 in a 12 month period (based on 8 attendees) total revenue \$1,264

To train 2 x 4 hour (half day) workshops \$149 in a 12 month period (based on 8 attendees) total revenue \$2,384

To train 4 x one day training events \$250 in a 12 month period (based on 8 attendees) total revenue \$8,000

To train 5 x two day training events \$449 in a 12 month period (based on 8 attendees) total revenue \$17,960

To train 4 x 3 day retreats \$1499 in a 12 month period (based on 8 attendees) total revenue \$47,968

To train 2 x 3 day luxury retreats \$3000 in a 12 month period (based on 8 attendees) total revenue \$48,000

This will generate \$126,980 revenue targets, representing 63% of total revenue. Total of 40 days work in a year.

B2B (Business to Business)

This will also include a range of corporate in-house activities; training, workshops and strategic partners.

To train 4 x 1-hour lunch n learn workshops in a 12-month period (based on \$1000 per event) total revenue \$4,000

To train 4 x 2 hour workshops \$49.95 in a 12-month period (based on \$1125 per event) total revenue \$4,500

To train 10 x 4 hour (half day) workshops \$99 in a 12-month period (based on \$2250 per event) total revenue \$9,000

To train 10 x one-day training events \$499 in a 12-month period (based on \$4500 per event) total revenue \$18,000

To train 5 x two-day training events \$999 in a 12-month period (based on \$9000 per event) total revenue \$36,000

This will generate \$71,500 revenue targets, representing 29% of total revenue. Total of 38 days of work a year.

What events could you do to bring in revenue as one of your revenue streams?

In any business, you always like to have more than one revenue stream. At Becoming the Expert, we teach our practitioners how to have 6-7 revenue streams.



Objective 4

Mentoring | Coaching

To attract and retain at least 6 clients at \$9,900.00.

2 Day Kick Off In-house Retreat plus Coaching | Mentoring Program.

12 months (monthly) | 6 months (fortnightly) | 3 months (weekly).

12 sessions on Skype | Zoom | Mobile | Face to Face.

2 hour sessions each.

This will attract at least \$59,400 and amount to 29% of revenue.

These objectives or goals if you prefer are worded it in a smarter way.

YOUR SMARTER GOALS

S

SPECIFIC

M

MEASURABLE

A

ACHIEVABLE | ATTAINABLE | ACTION PLAN

R

REALISTIC | RELEVANT

T

TIMED | TIMELY | TIME BOUND | TIME LIMIT

E

ETHICAL | ENJOYABLE | EVALUATE

R

RECORDED | REASONABLE | REWARDS BUILT IN



Objective 5

Online Programs (Year 2)

This will attract at least \$4,378 per year in revenue with a current online program available through Udemy.

We say Year 2, because in Year 1 you can film everything and fine tune your programs into something that is simple and elegant, turning that video and your workbooks into online offerings.



Objective 6

Facilitation

Based on \$4500 per day



Objective 7

Consulting

Based on \$4500 per day



Objective 8

Affiliate | Franchise | Licensing

Train the Trainer Programs

Based on \$10,000 - \$20,000 per person to buy into the business and get a region and includes training and setup.

Then once the Business Person is trained and setup, you could collect leads and allocated them to your certified trainers. They pay 20% back to you the business for the use of your workbook (Intellectual Property – IP) and the Affiliate gets 80% of total revenue.

What other revenue streams can you think of for yourself and your business?

At Becoming the Expert, we like your revenue streams to be related to your field of excellence and not a random bunch of ideas that don't work together under one roof.

They need to fit together and bring you closer to your vision and mission and deliver on what you stand for under your values and personal drivers.

Check to see what are your current revenue streams?

What are they currently delivering in terms of revenues?

Which are performing the best and give the best results and which ones don't?

Which ones would you like to add?

REFLECTION TIME

THREE TAKEAWAYS SO FAR

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The Throat Chakra deals with honesty, integrity, truth and expression.

Creating the right foundations for anything requires knowledge and experience.

You want to be building your business on a bed of honesty and integrity, that goes without saying. You want to know the truth about financial matters and the tax system that we currently operate in. You want to be able to express yourself, through your business without putting you, your family or your family assets at risk while you do it.

We want you to awaken and pay attention to what foundations you put into place consciously, so that you don't build your business on a house of cards, that just falls over in the slightest breeze of a problem.

How many people do you know, who have lost their house? How many people do you know who have gone bankrupt?

Finding the right land/soil to grow and flourish, then adding fertilizer, then the seeds, then water and of course sunlight to nurture your own growth.

We want you to build wealth, not just income. We want you to build assets around you and be in the know like other people. We want you to know how to protect yourself, your family, your assets and make great decisions for yourself now so you can benefit in the future.

A practitioner needs to be certified and run their sole trader business to do their job then they need the right knowledge and instruments for the

different jobs they need to do. As a practitioner, you know what is required and what needs to be done and how and why and where to do it, to achieve your results with your clients.

What we find with practitioners, are they are not aware of all the opportunities or benefits or risks involved in being in business. They are often technical geniuses in their field of excellence and not necessarily accountants or lawyers and don't know about various structures.

Are you currently a sole trader?

Are you already a company?

Do you understand which one might be best for you?

At Becoming the Expert, we have our specialist look at your circumstances and educate you about what is the best business structure for you from the point of view of Tax Efficiency and Asset Protection.

As part of The Becoming the Expert Program we have partnered with Graham our in-house Financial Intelligence Specialist who offers a Business Strategy Meeting, valued at \$495. It is a one hour review whereby he will look at your Structure, Tax Efficiency, Asset Protection

and answer all your questions you might have.

Here is the Financial Snapshot you do as your homework. You might like to do this later and put it aside for when you and Graham meet up.

FINANCIAL SNAPSHOT

Add your Financial Snapshot to make the most of our consultation please set aside some time to complete the following information: Please return it along with copies of your last lodged tax returns and financial statements for all business and personal entities. We will also need the following: Up to date estimates of liabilities – ATO debts, trade creditors, loans etc.

Any additional information by way of an overview of your current situation, past (as it might be relevant) and your objectives would also be welcome.

Full Names Person 1: _____

DOB Person 1: _____

Place of Birth 1: _____

TFN: _____

Residential Address: _____

Postal Address: _____

Phone: M: _____

Email: _____

Full Names Person 2: _____

DOB Person 2: _____

Place of Birth 2: _____

TFN: _____

Residential Address: _____

Postal Address: _____

Phone: M: _____

Email: _____

Person 1 p.a Gross Annual Income (before tax) _____

Occupation: _____

Person 2 p.a Gross Annual Income (before tax) _____

Occupation: _____

Total number of children: _____ Number still primarily dependent on you: _____

Age range of children: _____

(From - to)

Please complete your current Assets and Liabilities as a combination of what both parties own.
DO NOT include any Assets invested via your superannuation fund as this is accounted for separately.

ASSETS (Things you own)

Property

Owner occupied residence: _____

1 Investment Property: _____

2 Investment Property : _____

3 Investment Property: _____

Other Assets

Car1-Type: _____

Car2-Type: _____

Investments: _____

Direct Investments: _____

Other Investments : _____

Total: _____

LIABILITIES (Things you owe)

Mortgages

Owner occupied residence: _____

1 Investment Property: _____

2 Investment Property : _____

3 Investment Property: _____

Credit Cards

Credit Card 1 - Balance/Limit : _____

Credit Card 2 - Balance/Limit : _____

Credit Card 3 - Balance/Limit : _____

Store Cards - Balance/Limit : _____

Other Debts

Car1-Type: _____

Car2-Type: _____

Investment Loans: _____

Direct Investment Loans: _____

Other Investment Loans : _____

Total: _____

Please complete the following for each person's superannuation fund/s.

Total in Superannuation P 1 : _____

Total in Superannuation P 2: _____

Is your super fund self managed? : _____

If yes, have you rolled all funds over to it? : _____

All information collected is confidential and will not be shared with anyone without the senders written consent.

The Becoming the Expert Program does not provide financial advice.

The information collected above is for education and discussion purposes only with you and Graham or your preferred financial advisor and only if you choose to do so.

What we find with most practitioners are they don't know how to structure themselves for the future.

This program isn't about sorting that out now, but it does get you thinking about it and simply makes you aware of your financial position currently because we want to help you improve your results moving forward. So, let's keep going.

REFLECTION TIME

THREE TAKEAWAYS SO FAR

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Your Avatar is your Ideal Client. Your niche, the person you can help the most.

Third Eye Chakra deals with your intuition, sense of purpose and direction in life.

The life force of the expressed spirit.

The divine being is normally a representation of your higher self.

What I mean by this is that on your life journey you would have had some highs and lows to make you the person you are today. Being a practitioner you are now assisting and guiding people on where you have come from and this is normally your ideal client. These are the clients you will enjoy supporting the most.

An avatar is a fictitious character that represents your ideal customer.

You may have more than one avatar. But start with one first and then create another if you feel the need to.

Be specific about the story of your avatar, the more detail the better.

Use your avatar to brainstorm marketing avenues.

Write a story as your ideal avatar, an exercise that provides key insights.

Here are 3 sample avatar examples to help guide you when writing your own.



Example Avatar 1

Start Up | Graduating Practitioners

You are a woman, sitting in a corporate J O B. Hating every minute of it.

Every day you go to work and lose another bit of your soul. Well, that is how it feels anyway.

You have done your training, you've got your certificates but have done little else. Each day that goes by, you feel a sense of hopelessness. You feel trapped. Every Friday you ask yourself the same question. When are you going to start your business? How long do I have to wait to start living my dream of opening my business?

Let's be real. I'll tell you straight. I'm scared. I'm scared of failing, I'm scared of success. I'm scared that I don't know how to run a business. I see all my friends from college still working, those that did go and start their business are failing and have lost all their super. They are not

making ends meet and can't pay their bills.

I know, I know I should be learning about business. But I'm not interested in business, I am interested in being a practitioner not a business person.

If only I could find a coach or a mentor of some sort. Someone who knows about my industry and can help me understand business.

Example Avatar 2

Current Practitioner in Business

You are a woman in a wellness practitioner business. You did your training years ago. You have 20 different certificates on your walls. You have spent tens of thousands of dollars on your training over the years and here you sit.

Why is my business failing? Why can't I make ends meet?

I feel ashamed that I tell my clients to believe and here I am with no faith left in the law of attraction.

All I want is a few more clients a week. Every time I get a new client, one of my old ones cancels and leaves the area. I feel like I am constantly chasing my tail.

I can't pay my bills and I am certainly not covering my costs. My

husband has a go at me each month he sees me dip into our savings.

What savings? I've spent it all over the last 5 years. Training and more certificates. More certificates. It feels like, if I could just offer more services I could make more money. I've now proved that theory wrong.

I am starting to think that I need a business mentor of some sort. Someone to help me redesign my business and teach me all about social media. I hate technology, I am a practitioner. I am hands on. I am not a business person - clearly.

As I look around Facebook, I see all these amazing practitioners doing these amazing things and here I am day after day just trying to fill my diary with one or two appointments.

What is wrong with me? I need help otherwise back to the rat race I'll have to go.

That'll kill me.

I hated my job then, I would hate it even more now after tasting freedom.

I love being my own boss. I just need to learn how to be a better boss.

I need to get better at business. I wonder what is out there for our industry?

I wonder if there is a business school for wellness practitioners.

I'll google it. I at least know how to do that.

What's this? Business Academy for Practitioners!

What's this? The Ultimate Business Guide for Wellness Practitioners.

WOW

How come I have never seen this before?

WOW

Thank you universe, when the student is ready, the teacher appears.

Thank you universe, I am ready now, you are right and you have been waiting for me to get here all along.

Not some coach or mentor, who knows nothing about the health and wellness industry. Someone who is spiritual and awakened like me. Someone who won't think I'm an idiot and understands what I know and believe about the Universe and how it is shifting into a different phase from the past.

Example Avatar 3

Train the Trainer |

Affiliate

I am 44 years old and I have been half way around the world embarking on retreats, going trekking, and sitting in ceremony with professionals in their chosen field, I have worked in a J O B and tried running my own business and I have just had enough of everyone not seeing my worth. I

have secured a part-time J O B just to pay my bills until that BIG thing comes along, but what is that big thing? I wish someone could tell me where to go and what to do. I am soooo stuck...

I know about the practitioner wellness world that has driven me to where I am right now.

But! What am I going to do with my life? People say keep it SIMPLE Stupid but I have tried and it is not working for me? What is wrong with me? I want to be earning a 6-figure income like I was back in my J O B.

One morning I meet with a girlfriend that tells me all about this new Business that has plugged into the world of wellness industry support and guiding people like me. I said tell me more.

She said they are called Business Academy for Practitioners, The Ultimate Business Guide for Wellness Practitioners and they have created a platform where you can be an affiliate that guides and support practitioner business owners in their business that are feeling like they are stuck in mud. She said the income from the affiliate program can exceed over 6 figures to the right affiliate. Wow that is extremely impressive, let's research them now! Ok...

That afternoon I sign up to become an affiliate of the Business Academy and it has been the best move I have ever made. I love it...

Let's get started on your Avatar.

Defining your Avatar

List out their demographic and psychographic traits.

Write as much information as you can, think from the research you've done so far on your ideal client.

Age: _____

Sex: _____

Do they have children?

Do they have a job?

Do they own or rent?

Where do they go online?

What social media do they use?

Give this avatar a name, and grab a photo online that represents your ideal client. Some have used the name and picture of an actual person that they work with, because they are ideal.

Name: _____

PHOTO or DRAWING:

You can grab an actual human face or draw one yourself. At Becoming the Expert, we use a real person to create your ideal client (Avatar).

Design an Avatar

Use the examples that we've created earlier to help you create your own.

It doesn't have to be fancy, but it helps to have a 1-page printout that you can reference when working on business ideas with your avatar in mind.

Write a story as your ideal customer avatar.

Imagine that you are them, journaling about discovering and using your product.

What did they do before using your business?

What are they thinking while using your business?

What are they really trying to accomplish with your service?

What do they do after your appointment?

When will they come back to your business?

You do not need to know everything to get started, it is all a work in progress. As you get to know your ideal customer better, the more specific your avatar will get. You will soon learn who you like to work with, and who you don't. You will learn who you can help and who you can't.

It gets you to think through the actual channels that you could use to advertise and methods for retaining customers. Perhaps in this exercise you'll discover something that you're doing that doesn't quite match up with how your ideal customer really behaves, or you'll discover a tactic that you aren't yet using.

REFLECTION TIME

THREE TAKEAWAYS SO FAR

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This is how we are going to interact with the Universe.

The Causal Chakra interacts with the spirit world and draws down from your higher self, turning everything into matter, bringing it into existence from spirit.

By tapping into what you have already identified in your life journey you are bridging your highest purpose into embodiment into your business.

This is about putting your business vision into action through your programs and various offerings.

We want to see what you are doing to offer. List all your different products and offerings and revenue streams.

This is a simple exercise, as you have already developed objectives in the previous sections of the book. So, this is just about putting it in one place. One page so you can see easily what activities you want to co-create with the Universe.

It gives you a sense of purpose and direction.

Here is an example of what you might offer:

SAMPLE PRODUCT OFFERINGS

● YOUR PHILOSOPHY

● YOUR BOOK | EBOOK | YOUR THOUGHT LEADERSHIP

● YOUR KEY NOTE TALKS (20 MINS | 30 MINS | 40 MINS)

● 3 DAY RETREATS (LOCAL | NATIONAL | INTERNATIONAL)

● TRAINING EVENTS 2 DAYS | 1 DAY | HALF DAY

● WORKSHOP EVENTS 2 HOURS | 1 HOUR

● COACHING ONE ON ONE PROGRAMS (3 MONTHS | 6 MONTH | 12 MONTH)

● MENTORING ONE ON ONE PROGRAMS (3 MONTHS | 6 MONTH | 12 MONTH)

● FACILITATING GROUPS | COMMUNITY GROUPS | SCHOOLS

● CONSULTING TO PRACTITIONER BUSINESSES IN YOUR FIELD OF EXCELLENCE

YOUR PRODUCT OFFERINGS

REFLECTION TIME

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Your Crown Chakra will ensure you are balancing the system.

We do this by pricing to our level of self worth and self value. Our sense of worth determines the crown we wear around.

When you are running a business, we tend to under value who we are and what we do. This is then reflected in our pricing of our products and services.

Always remember, the Universe will pay you any price you ask. Bear that in mind as you continue with the exercise.

Pricing ourselves into our market is critical. Valuing yourself will also affect how others value your services.

In previous sections, you have all your revenue streams identified in a list of products and various offerings, you need to be clear on pricing.

Here is some sample pricing with some options to choose from:



Authorship | Thought Leadership

Sample pricing

Books \$34.95

Note: \$24.95 US is around \$35 Australian

Sell Signed Copy for \$35 on the night at LIVE events

eBooks \$9.95 is the maximum we can charge on Amazon for Kindle ebooks.



Key Note Speaking | Talks

\$1000 for 45 – 90 min speech

\$2500 for 45 – 90 min speech

\$5000 for 45 – 90 min speech

If you charge \$1000, show the discount on your invoice from \$5000, which is the standard going rate for a mid range Australian Professional Speaker.

The big influencers can get up to \$10,000 - \$20,000+ in Australia for a key note speaking gig at a large industry conference.

So you can grow into the speaker industry, as your brand grows and your influence increases.



Online Programs

\$29.99 on Udemy.com Introduction Program (Cheap and Cheerful) no touch program. Just an Introductory Basic Overview product that then warms them up to come into your more premium products.

\$199 Udemy full program no support. No touch online program.

\$399 off your website with 7 modules and minimal support

\$999 Full program online with email support and one free coaching session

\$1995 Full program online with unlimited email support and 6 coaching sessions (one each month)

The more you charge from the list above, the more support and access they get from you.



Events

B2C (Business to Consumer)

Training Workshops

One day training workshops

\$4500 divided by 10 participants = \$450 per person

1 hour Webinars	\$39.00
1 hour Lunch n Learn Keynote Workshop	\$49.00
2 hour Workshop	\$79.00
Half Day (4 hour)	\$149.00
1 day Workshop	\$250.00
2 day workshop	\$449.00
3 day Residential Retreat	\$1,499.00
3 day Residential Retreat Luxury	\$3,000.00

B2B (Business to Business)

One day corporate workshops

\$4500 per day up to 10-15 people.

The more they put in the room, the cheaper the cost per head. So if say 20 people attend would mean it works out at \$225 per person investment from the company.

1 hour Webinars	\$39.00 pp
1 hour Lunch n Learn Keynote Workshop	\$250.00 pp
2 hour Workshop	\$350.00 pp
Half Day (4 hour)	\$2500.00 pd
1 day Workshop	\$4500.00 pd
2 day workshop	\$9900.00 pd
3 day Residential Retreat	\$1,499.00 pp
3 day Residential Retreat Luxury	\$3,000.00 pp

Retreats

\$1500 | \$3000 | \$5000 per person up to 10 participants

3 Day Rustic | Luxury | International

Support Staff | Middle Management | C Suite

These prices are per person up to 10 participants (does not include airfares)



Coaching

3 MONTH PACKAGE | 2 HOUR SESSION |

TWICE WEEKLY | 12 sessions

Normally \$13,500 | Special Price \$9,900 inc GST (per person)

Design you own Payment Plan to suit your budget (direct debit)

All Materials Provided

6 MONTH PACKAGE | 2 HOUR SESSION |

WEEKLY | 12 sessions

Normally \$13,500 | Special Price \$9,900 inc GST (per person)

Design you own Payment Plan to suit your budget (direct debit)

All Materials Provided

12 MONTH PACKAGE | 2 HOUR SESSION |

FORTNIGHTLY | 12 sessions

Normally \$13,500 | Special Price \$9,900 inc GST (per person)

Design you own Payment Plan to suit your budget (direct debit)

All Materials Provided

INDIVIDUAL AD HOC SESSIONS | 2 HOURS

Normally \$1,500 | Special Price \$1,125 inc GST (per person)

Design you own Payment Plan to suit your budget (direct debit)

All Materials Provided

INDIVIDUAL ADHOC SESSIONS | 1 HOUR

Normally \$1,000 | Special Price \$562.50 inc GST (per person)

Design you own Payment Plan to suit your budget (direct debit)

All Materials Provided



Mentoring Signature Program

2 day KICK START PROGRAM + 12 MONTH COACHING PACKAGE

FORTNIGHTLY | 12 sessions

Normally \$13,500 | Special Price \$9,900 inc GST (per person). Design your own Payment Plan to suit your budget (direct debit). All Materials Provided

We come to your home for the 2 Day Kick Start Program (In-house Retreat) or you provide a suitable private venue in your area.

Coaching is then conducted via ZOOM | SKYPE | MOBILE

I don't recommend working to an hourly rate, sell in a program not ad hoc hours. Create something that is irresistible and has high perceived value.



Consulting | Facilitating

\$4,500 per day you can value add 3 months FREE coaching | mentoring to ensure your client feels like it is good value.

High perceived value for example \$4,500 includes \$6,750 coaching support for 3 months (one hour each week x 12 weeks = \$6,750 | based on charging \$562.50 per hour.

You decide what you're worth.

What value do you put on your work?

Play around with your pricing and see what feels right for you.

YOUR PRODUCT PRICING

The interesting thing to remember is the Universe will pay whatever price you ask.

If you are congruent with your pricing, in other words it feels good inside your body, the Universe will bring you those clients that match that vibration.

If you are not congruent you will get those clients that are at your level of self-worth and self-value.

To prove it look around. Why does one coach starve and go out of business, unable to attract \$50 per hour for their service. While another makes \$500 per hour and are booked out for months?

It is their vibration around money. If you are uncomfortable with \$500 per hour you are not vibrationally ready yet.

Where do you sit vibrationally with pricing yourself and doing this exercise?

It will press your buttons. It will make you uncomfortable and bring up all your limiting beliefs about yourself worth and your sense of self value.

I encourage you to push through and set pricing that makes you uncomfortable today and when you notice the uncomfortable feeling has gone away. How long does that take? What do you need to see, feel, do or say to make that pricing congruent?

Or you could do it the slow way and wait till you are resentful of your

price and then put your prices up and up in incremental stages as your vibration increases.

Your choice. You know which one we recommend.

Over the next 12 months, while you are on the program, we do lots of psychological work around this issue and clear some limiting beliefs, but until then, see where you are at. Have fun playing with your emotions.



REFLECTION TIME

THREE TAKEAWAYS SO FAR

TO DO LIST

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Your Soul Star Chakra is about knowing the meaning of life.

Your life.

The Purpose of Life is to learn and grow. The Meaning of life is to help people.

Through developing your philosophy of life, you develop your unique approach to your modality.

Most practitioners tend to lead their business with their modality.
Which won't connect people to your business.

Clients don't care about what products you use, the technique you are using, they are only interested in the outcome you help them achieve.

So, bear this in mind, when designing your philosophy. We are not asking you to write your biography or worst still your resume.

We are asking about your journey through life and how you arrived at this place.

To be an expert in your field of excellence didn't come easy. So how did you get here?

What have you learned along the way?

Why do you think the way you do?

What is in your heart?

How did you get so passionate about this?

How did you turn your passion into your purpose?

How do you recommend we get to flow with ease through this life?

Keep it simple, but tell your story. Keep it simple and stay focused on what your Avatar needs to know to get a great result.

Avoid distractions that might be part of your story but don't help getting your philosophy across.

Even if you follow a system or process in your modality, that could be hundreds if not thousands of years old, you still have put your own ingredients into your mixing bowl of life and have created a unique cake that is yours to own.

Customers don't care what modality you are or what qualifications you have, they care about what results you can create for them in their life. So, what have you been through that makes you undeniably qualified to help them?

Think of a mixing bowl, put all your ingredients in to the mixing bowl and mix it all together. Then bake your cake, decorate your cake. That is your unique cake. Nobody else has your recipe, ingredients, or style.

That is your philosophy.

Only you have that cake, that philosophy.

Who are you? What do you stand for?

At the Becoming the Expert program, we take your philosophy and turn it into the template and design for your book, around your thought leadership and ensure you walk away with all your chapter headings and sub headings and so on. But for now, we need you to have a think about what you stand for? Write your philosophy, it doesn't have to be perfect. Do a rough draft, you can edit and play with it later.

What generally comes up for practitioners, is that they don't feel worthy or they don't feel good enough to have a philosophy. But I promise you, you do. Whether you are aware of it or not. We just want you to start to be aware of your philosophy.

So, get started.

Be loving and gentle with yourself while you witness your purpose manifesting into a manifesto. Allow it to come out of who you are. Allow it to come out of your soul, where it has been sitting quietly, waiting for you to notice it so it can bring meaning into your life and put your soul service into action.

The original meaning of the word philosophy comes from the Greek roots philo- meaning "love" and -sophos, or "wisdom." The Love of Wisdom.

When someone studies philosophy they want to understand how and why people do certain things and how to live a good life. In other words, they want to know the meaning of life.

Here at Becoming the Expert we help our clients to uncover what is

unique about them and their business.

Millions of people have learnt massage, meditation, yoga, health and other wellness disciplines.

Now put all your training and study into a mixing bowl and bake your own philosophy.

What do you stand for?

What's different about what you do?

What do you want to change about your industry?

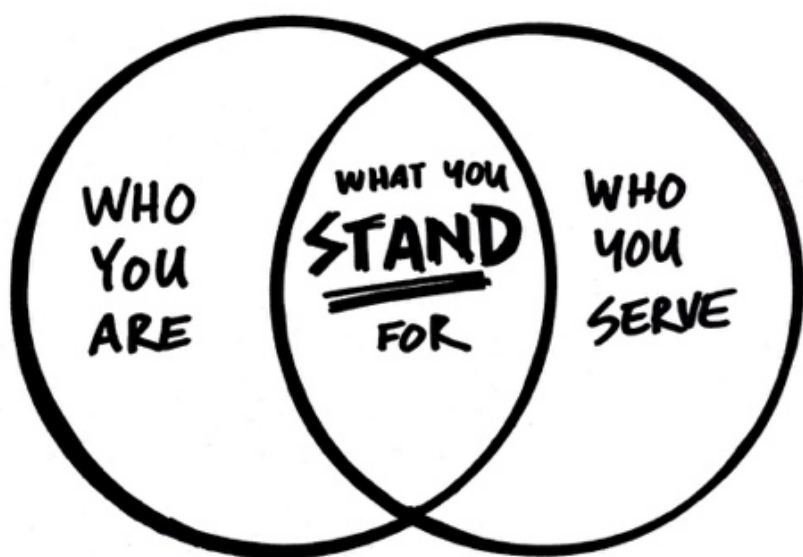
What story do you bring into the collective?

What do you want to say?

All the answers to those questions join together as your philosophy.

Which turns into your book, your programs and your offerings.

Get a first draft together for now and we can word smith it later and polish it up like a diamond further down the track. Just get started for now. No more hiding, it is your time for your SOUL to shine.



YOUR PHILOSOPHY

A large white rectangular box, intended for a user to write their philosophy. It is positioned centrally on the page, below the title and above the footer.

REFLECTION TIME

THREE TAKEAWAYS SO FAR

TO DO LIST

SCHEDULE

NOTES



The expression from your life's journey is a story to be told for inspiration.

Every being, carries a story of hope for others.

When you are writing your story, call it your biography in business. You only need to look on LinkedIn or a program at a conference, listing all the speakers, to see loads of biographies.

You are now going to write your story.

We want you to be aspirational. What will your business look like in 5 years, 10 years, 20 years, write that biography. Write your future self. This allows you to get out of your own way and gets rid of the ego, so you can hear your higher self talk.

Please don't write your biography from a place of humble, modesty.

Most clients have a real issue with this exercise, because they are so humble and modest and that is what keeps them starving. You don't need to own what you write straight away, but you will grow into it. You'll eventually be able to stand in your own personal power, I promise.

Remember you might feel uncomfortable, that's fine, go with it. The funny thing about this exercise is you grow into whatever you write. It's magic and it's a magical process.

To get started, go online and find 3 biographies that you love, from people in your field of excellence or from outside your industry. Use

these as inspiration to get you started.

Start by copying and pasting them all into a word document and change them to suit you, make them true for you.

Write something amazing that makes your heart race. You might even find, that you cry. If that happens call me, and I'll explain what just happened.

Here is an example of my biography, for you to use as a template, if you want to.

Example 1



KATRENA FRIEL

Business Coach for the Conscious | Business Mentor to the Awakened

International Speaker | Award Winning Trainer and Author

For those that want to become an Expert in their Field of Excellence,

through 7 streams of income including:

- ☐ International Key Note Speaker
- ☐ Award Winning Author and #1 Best Seller)
- ☐ Trainer | Facilitator
- ☐ Coach | Mentor
- ☐ Consultant

While it took 20 years to develop this program, it will only take Katrena 120 days to setup for you and hit the ground running.

Katrena Friel provides a customised, very individual solution for you to build the business of your dreams, make you a superstar in your field of excellence, while ensuring we address specific emotional challenges, woman face in business.

Katrena Friel is a master in public speaking, entrepreneurial leadership, business strategy, helping her clients craft their unique message, incorporating business development, while becoming a best-selling author, and ensure can facilitate transformational retreats and events around the world, just like Katrena has done for over 2 decades.

Discover how to become an expert in your field of excellence and make your soul purpose a reality.

Come along and receive your FREE Business Strategy Session to discuss your secret dreams with someone that can make them a reality.

Katrena is the "HOW" you have been waiting for.

Example 2

Katrena Friel is one of the brightest minds in training, coaching and corporate consulting today.

She is an award winning author, international speaker, corporate trainer

and executive coach.

She incorporates three key aspects, one being life-transforming skills, professional development programs as well as professional coaching and mentoring for those that are great and seeking excellence.

For over 25 years, Katrena has worked across every industry, specialising in people development. Her sound knowledge of business, plus her ability to put ideas into action through planning, training and development ensures her client's success.

She has contributed to the success of thousands of companies and guided tens of thousands of people inspiring them to their next level of development.

She holds formal qualifications in Training, Business, Management, Advertising, PR and Marketing and is a Master Practitioner and Trainer the Trainer of NLP (Neuro Linguistic Programming).

Katrena's life purpose is to offer unique solutions that develop creativity, leadership and communication skills for a leap frog effect in people's lives.

Katrena's promise to you is to refresh your thinking and her favourite testimonial came from this CEO.

"Well, What can I say – The pleasure was all mine. I always had my transformer plugged in but you just turned the power on and gave me a good jolt of 240 volts. I love it."

Example 3

Katrena is an international keynote speaker, fully qualified corporate trainer, executive coach, award winning author and business mentor.

Katrena's energy and expressive approach will energise and challenge behaviours, beliefs and thinking.

Known for her practical, pragmatic approach, she has been described as highly dynamic, spirited and empathic.

Katrena is an expert in personal and professional development, helping people escape their current thinking in an express format. With people reporting that they learnt more about themselves and others, than they have in the last 20 years.

Katrena will enable you to have a giant leap forward in your evolution and ensure you become an expert in your field of excellence.

Her aim is to INSPIRE – ALIGN – ACTIVATE. You will walk away feeling refreshed, empowered, confident that you have a new deep understanding of your capability, more assured around how to add more value and guarantee your future, with an increased sense of self belief and self value.

For those companies that value honesty, growth, credibility, expertise, experience and authenticity, then Katrena will Refresh your Thinking.

By editing and editing it, down and down and down into 2-3 paragraphs

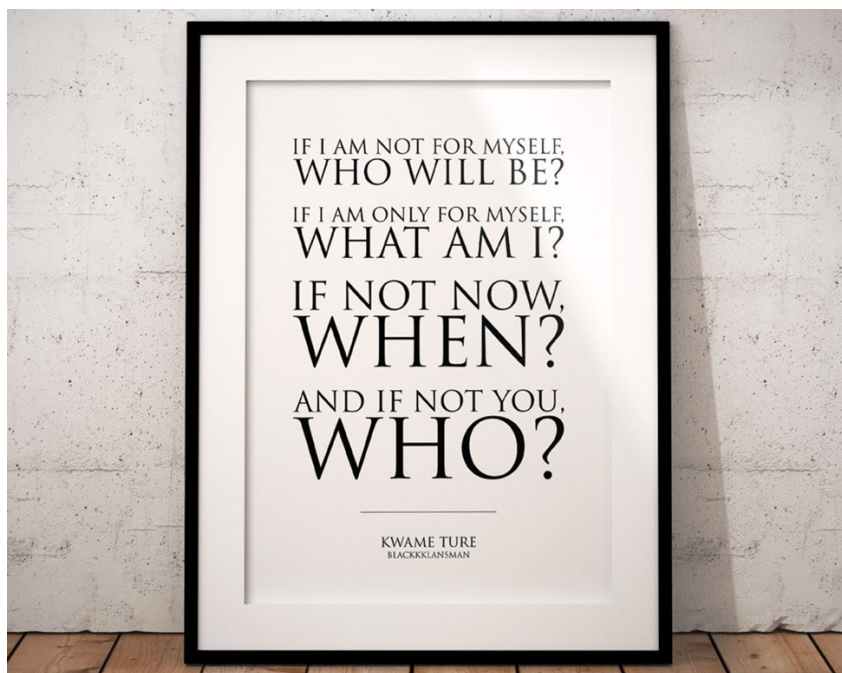
you can really start to see the essence of who you are and why your avatar is going to be attracted to you and your business.

No time for the tall poppy syndrome here, during this exercise. It's time for you to shine like the Super Star you are.

Start to sparkle, own who you are. Stand in your light and hold the light for others. Illuminate the way, because if not you, then WHO? If not now, then WHEN?

What right do you have, not to shine your light?

Chances of being here in this moment, at this time, is not 4 billion to one, it's ZERO.





what are the odds?

What are the odds that you exist, as you, today?
Author Ali Binazir attempts to quantify the probability that you came about and exist as you today, and reveals that the odds of you existing are almost zero.

STAGE

LET'S START SMALL.

What is the probability of your dad meeting your mom?

Though the world was smaller 20 years ago, your dad could have met almost **200 million** of its women (go dad!)



But over 20 years, the probability met around 10,000 women.

So the odds that your mom was in this small group and met your dad is:

1 in 20,000

BUT WE KNOW HOW TRICKY LOVE CAN BE.

What is the probability that they stay together long enough to have kids?

Thus, the odds that your parents' meeting results in kids is:

1 in 2,000



So far, the combined odds of you being here are:

1 in 40,000,000

That is about the size of the population of California.

NOW THINGS ARE GOING TO GET PRETTY INTERESTING.

Why? Because we are about to deal with eggs and sperm, which come in large numbers.



Mom has about 100,000 eggs in her lifetime.



Dad makes about 4 trillion sperm during the years you could have been born.

What are the odds that the 1 egg...



(lady)



(harry)

...met the 1 sperm, which together made you (and not your brother)?

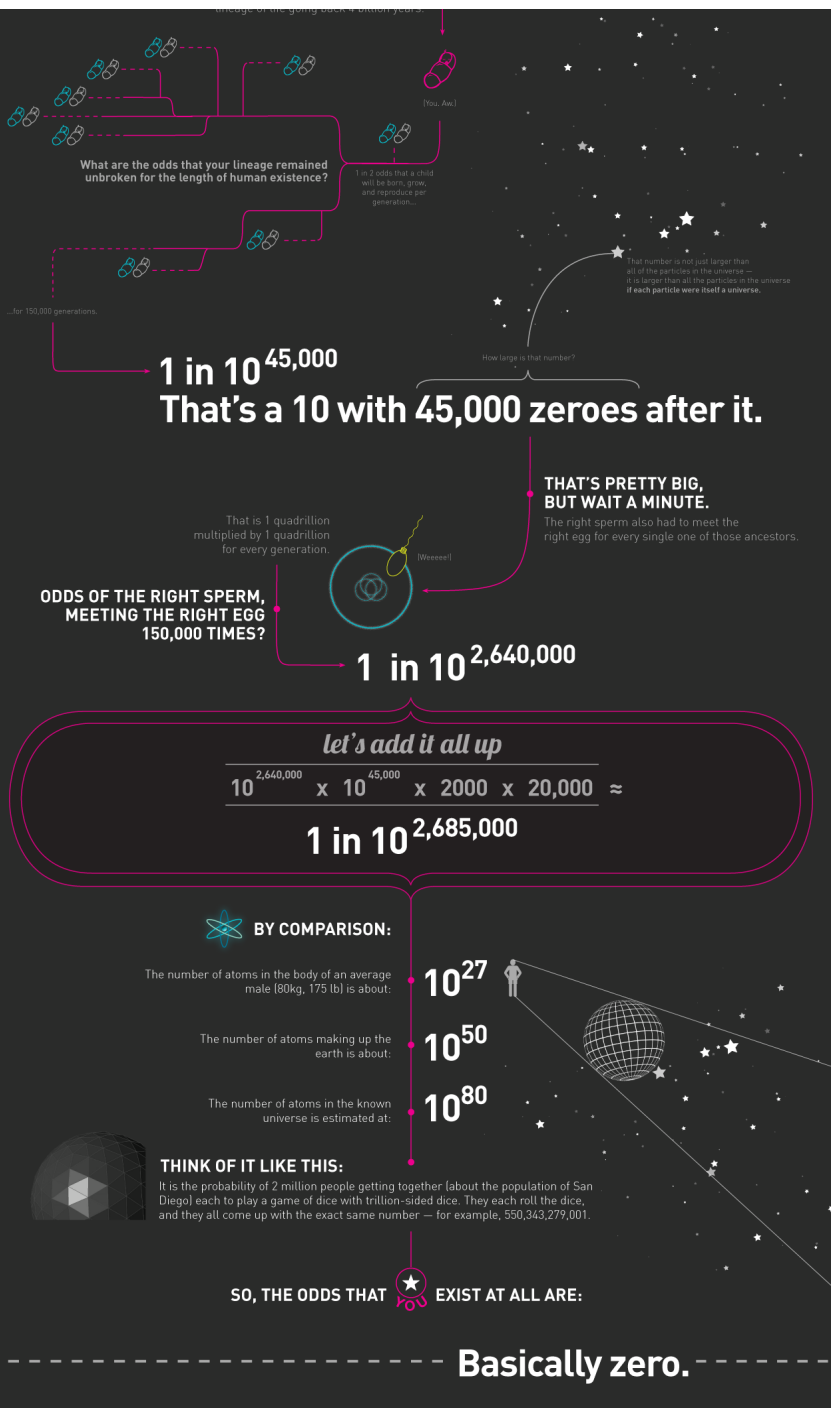
1 in 400,000,000,000,000,000 (1 in 400 quadrillion)

That is approximately the volume in cubic meters of the Atlantic Ocean (3.236×10^{17} cubic meters).

BUT WE'RE JUST GETTING STARTED.

Because your existence here, now, and on planet earth presupposes another supremely unlikely and utterly undeniable chain of events. Namely, **that every one of your ancestors lived to reproductive age** — going all the way back not just to the first *Homo sapiens*, first *Homo erectus* and *Homo habilis*, but all the way back to the first single-celled organism. You are a representative of an unbroken lineage of life going back 4 billion years.





YOUR BIOGRAPHY



REFLECTION TIME

THREE TAKEAWAYS SO FAR

TO DO LIST

SCHEDULE

NOTES



Now we start to dance with Universal interaction through our Divine Gateway.

This is taking all that you are and all that you will be out into the world.

There's a grand orchestration being conducted by the hand of the Universe.

For everything under the sun there is a time and a season.

As you perfectly embody your highest potential you are modeling this for others.

Congratulations on believing in your gifts, loving yourself enough to manifest a purposeful life and in offering your beautiful self to the greater good.

We are now going to create our operations plan.

It shows more of what we do day to day to deliver on the VISION | MISSION using our VALUES to drive our behaviour and help us make great decisions for the people that we serve.



Here is your one picture operations plan



To follow is simply the next level in detail of what we have above in the picture above.

Each department of your business as shown in the picture above has a mini VISION | MISSION | STRATEGIES for each area.



Research & Development Department



BOOK | eBooks Thought Leadership Articles | Blogs | Media

This is where you write your philosophy then turn that philosophy into a book and eBook.

To do that you need to research and develop your concepts, test the market and create product and services from that research.

VISION

This will initially include Book and eBooks (with online program products).

Please Note

That from that book you would use that to create newsletters, blogs,

social media posts and repurpose the book content for all webinars, interviews, speeches and to create online programs.

MISSION

This will attract at least \$5,000 and amount to 2% of total revenue.

STRATEGIES

1. Develop marketing plan for the book | online programs
2. Develop promotional plan for the book | online programs
3. Distribute books | eBooks | online programs
4. Sell online through website directly
5. Make available through Amazon and Kindle (KDP)
6. Achieve Number 1 Best Seller Status to launch
7. Apply to the IPPY Awards and become an Award Winning Author in your category (\$75 per category). Receive Award Winning Author status on your biography, business cards, banner and website.



Key Note Speaking Department

You now take your book and create talks from your point of view to educate the market about your business and how you help people.

VISION

To speak at least 2 events in the next year.

To work overseas and get International Speaker status on your biography, business cards, banner and website.

MISSION

This will generate at least 4% of revenue, which will amount to \$10,000.

STRATEGIES

1. Attend networking opportunities to feed database. Other sources of data from social media, word of mouth, recommendations, articles, key note speaking, PR.
2. Database Development – Free Speaking Opportunities
3. Database Development – Professional Conference Organisers (PCOs) Speaking Opportunities
4. Sales Call
5. Email Marketing
6. Sales Call (follow up)
7. Meeting (face to face) or do a Free Introductory Session
8. Close (Agreement developed and confirmed from original Proposal or Discussion Paper)
9. Date confirmation
10. Invoice/Confirmation of date and other details
11. Logistics

12. Delivery
13. Follow up to loop back around



Coaching Department

VISION

To attract and retain at least 9 clients at \$3000 per package for 6 sessions.

MISSION

This will attract at least \$27,000.00 and amount to 11% of revenue.

STRATEGIES

1. Attend networking opportunities to feed database. Other sources of data from social media, word of mouth, recommendations, articles, key note speaking, PR.
2. Database Development – Free Speaking Opportunities
3. Database Development – Professional Conference Organisers (PCOs) Speaking Opportunities
4. Sales Call
5. Email Marketing
6. Sales Call (follow up)
7. Meeting (face to face) or do a Free Introductory Session
8. Close (Agreement developed and confirmed from original Proposal or Discussion Paper)
9. Date confirmation
10. Invoice/Confirmation of date and other details
11. Logistics
12. Delivery
13. Follow up to loop back around



Events Department

Once you have created your philosophy and put it into a book and keynote speeches and talks you then sell from stage your events, trainings, workshops, seminars, classes, courses and online programs.

Business to Consumer (B2C)

When the client pays you directly, we like to call this emotional money.

VISION

This will include a range of activities; training, workshops, retreats and strategic partners.

MISSION

This will attract at least \$133,705 and amount to at least 53% of revenue.

Business to Business (B2B)

When a company pays you directly, it is not their money personally, it is the company paying who they work for.

VISION

This will include a range of corporate in-house training events.

MISSION

This will attract at least \$71,500 and amount to at least 29% of revenue.

STRATEGIES

1. Attend networking opportunities to feed database. Other sources of data from social media, word of mouth, recommendations, articles, key note speaking, PR.
2. Database Development – Free Speaking Opportunities
3. Database Development – Professional Conference Organisers (PCOs) Speaking Opportunities

4. Sales Call
5. Email Marketing
6. Sales Call (follow up)
7. Meeting (face to face) or do a Free Introductory Session
8. Close (Agreement developed and confirmed from original Proposal or Discussion Paper)
9. Date confirmation
10. Invoice/Confirmation of date and other details
11. Logistics
12. Delivery
13. Follow up to loop back around

Please note the process is the same no matter what you are doing. This is a sales pipeline that has been developed and fine-tuned over 20 years of sale experience. Use it as a starting point, but look at your process and see what stages and steps you go through with a potential client to finalise and close a sale.

At Becoming the Expert, we think that a sale is not a sale till the money is in your account. We see practitioners often talking about things that could happen, might happen, potentially happen. That is all just pre-sales. We teach that you have potential sales opportunities and actual

sales opportunities and then you have closed sales prior to payment and then you have payment. Once you have payment, you have made a sale.

3 Day Retreats Bootcamp Events

VISION

Promote the 3-day Retreat

MISSION

Objective is to sell the event at \$1500 | \$3000 | \$5000 with a free coaching offer and include the online program (Year 2).

STRATEGIES

The process is the SAME as listed previously

Two Day Training Events

VISION

Promote the two-day Retreat

MISSION

Objective is to sell the event at \$995 | \$1500 | \$2500 with a free coaching offer and include the online Program.

STRATEGIES

The process is the SAME as listed previously

One Day Training Events

VISION

Promote one-day workshop.

MISSION

The objective is to sell books as well as promote the Retreat with a special offer.

STRATEGIES

The process is the SAME as listed previously

Half Day Workshop Events

VISION

Promote half day training session.

MISSION

The objective is to sell books as well as promote the Retreat with a special offer.

STRATEGIES

The process is the SAME as listed previously

2 Hour Workshop Events

VISION

Promote two-hour session.

MISSION

The objective is to sell books as well as promote the Retreat with a special offer.

STRATEGIES

The process is the SAME as listed previously

One Hour Workshop Events

VISION

Promote Lunch n Learn one-hour sessions.

MISSION

The objective is to sell books as well as promote the Retreat with a special offer.

STRATEGIES

The process is the SAME as listed previously

These are various event versions of your book (based on your philosophy) now turning into LIVE Events.

These are the types of events we tend to do, see if you have other LIVE Events and add them in.



Administration

Department



Marketing Division

Now we need to determine what marketing activities would suit you and which ones are worth doing that give you a result rather than wasting time and money.

Here are our suggestions.



Webinars

Webinars are great as you can create your own but also look to go on other peoples' webinars, podcasts, webcasts, radio programs and TV programs. Other peoples' webinars are great it saves time and money, because they already have an audience. They need content, you need an audience. A match made in heaven.

If you are going to do your own, create a list of webinars you could design for your website and social media platforms. A list of topics is a good place to start. Each book chapter is a stand-alone webinar – just saying.

If a webinar is pre-recorded, we recommend iMovie - you can add your slides over audio and video and swing back and forth from you talking

and your slides, it's awesome and easy! iMovie is for Apple users, so there would be something similar for non-Apple users, just ask.

Note: We can also do Audio Recordings from your phone. We use GarageBand to add music and create a professional download for your website. A few of my clients have additional resources available for their clients, like meditations for example and the link is only provided in their book, so only people purchasing the book, will know that there is a link. It is invisible to everyone else.

VISION

Work with strategic partners on webinar opportunities to increase profile and attract suitable clients to database.

MISSION

Offer free webinars as a marketing tool to attract enquiries to the website or direct to clients ready to buy.

STRATEGIES

Create database of webinar opportunities that need content that have an existing audience that contains your avatar | ideal client | strategic partner.



Online Programs

VISION

To develop and promote online programs based on your books, keynotes and training programs.

MISSION

You can create your online programs through Udemy.com and Teachable.com or Thinkific.com (there are loads of options), these three are popular. **However, I have just put up 4 online programs into YesCourse.com which is FREE.**

Udemy is an amazing sales and marketing global portal for you but you'll have a low price point and focus on volume.

At Teachable and Thinkific, focus on this being direct from your website and high quality and higher price point.

Both online programs are priced differently from \$199 and upwards from \$295 - \$1995, promoted through website, email and social media.

STRATEGIES

Replicate all LIVE Programs into ONLINE Programs using video, handouts, workbooks, guides, downloadable notes and audio files, transcriptions and links to other resources when necessary.

Here is an example of what your online product offerings could look like.

SAMPLE ONLINE PROGRAMS

SPECIAL LANDING PAGE ON YOUR WEBSITE

YOUR PHILOSOPHY OUTLINED ON LANDING PAGE WITH CLICK TO PURCHASE

YOUR EBOOK | GUIDE | WORKBOOK | HANDOUT

YOUR KEY NOTE INTRODUCTION TO CAMERA

30 MIN TO 1 HOUR MODULES WITH VIDEOS | TEMPLATES | DOWNLOADS

COACHING ONE ON ONE PROGRAMS (3 MONTHS | 6 MONTH | 12 MONTH)

EMAIL SUPPORT

TELEPHONE SUPPORT

**BUILD IN VALUE:
THE MORE VALUE THE HIGHER THE PRICE**

The more you offer, the more hands on you have to be, the higher the price. If you are completely hands off, then a low price is warranted.

We recommend you include the last three on the list above to enhance the customer experience and lift the results your participants get out of doing your program.

The statistics on low price online programs, are the students buy and then don't act. At Becoming the Expert, we would prefer the student does the work and has a great experience. So, build something that people want to actual do. So, accountability is vital and connection will ensure a raving fan and someone that recommends your services.



Strategic Partners

VISION

Attract 10 viable strategic partners. These are people who do not do what you do but you have the same or similar avatar (ideal client). We call these partnerships non-compete relationships. You know you have a strategic partner when it is reciprocal.

MISSION

You probably already have 3 strategic partners. They are your friends, family, colleagues, past clients, industry experts etc. Make sure your friends and family know what you do and are educated about what you offer, otherwise they can't refer properly or recommend you to the right people.

Current potential exists with Women's and Men's Networks, Business Networks and Practitioner Networks | Expos | Events | Workshops

STRATEGIES

Get clients, friends and family to recommend you to suitable networks for business as well as specifically audiences that suit you.

Plus, your own direct networking efforts and existing | past relationships.

[illegible]

YOUR STRATEGIC PARTNERS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



Free Promotional Events

VISION

Look for opportunities with strategic partners to offer free key note presentations | talks.

We believe that speaking on stage is your most important job in your business. It connects real people to you like no other activity or media can do.

We see social media as a means for you to stay top of mind and go deeper as you build relationships. But speaking positions you as an expert in your field of excellence.

If you are not up there speaking then you are just one of the many exhibitors, advertisers, posting on social media, adding to the noise.

Now is not the time to be the world's best kept secret.

Now is your time to shine and reveal yourself to the world.

Scary – sure!

Worthwhile – absolutely!

Speaking allows you to stand out. Speaking allows you for a short period of time to be the Divine Gateway. Allow the Universe to speak through you.

MISSION

The objective is to attract new clients to website or direct enquiries.

STRATEGIES

Get clients, friends and family to recommend you to suitable networks for business as well as specifically female audiences.

Plus, your own direct networking efforts and existing | past relationships.



Social Media

VISION

Create Facebook | LinkedIn campaign and schedule through Hootsuite for example prior to the book launch.

MISSION

To generate direct enquiries as well as to increase LIKES, COMMENTS and FOLLOWS.

As you know, this is called engagement but it doesn't always turn into revenue, so don't waste time, money, effort in getting engagement that will never turn into business for you.

We recommend you focus your limited time and money into speaking and only spend 5-10% of your time and money doing social media.

Over the next 3 – 6 months of the program, we go through in detail, how to set everything up, design and schedule everything on all the platforms that you have chosen for your market. As well as monitor

your results, track and measure what you are doing on social media.

STRATEGIES

Here is a list of options you could create a strategy around.

What ones might work for you best?

Facebook is B2C (Business to Consumer) – have fun and be social

LinkedIn is B2B (Business to Business) – educate and be professional.

One of my clients is Jo Saunders. I consider her a LinkedIn Expert. So if you want to learn about LinkedIn in more depth, I recommend that you learn from Jo.

Instagram (Consumer) (Owned by Facebook) so will probably just merge into one application. Instagram is important now, so if you have Facebook you must have Instagram.

Twitter – have a play with it, could be good but the others above might be more important at the moment. If you are on LinkedIn, then you can have your posts automatically going to Twitter at the same time. So, may as well. Twitter in the US is huge, but for some reason it didn't take off in OZ quite as much.

Snapchat – growing and you must be willing to have fun here.

Google Business and Google Pages – Setup.

Google+ has been deleted by Google in April 2019. However you must have a Google account. When you register with Google, use your

proper branded email, not just your domestic email which you might be currently accessing Google with. You will use this to sign up to Google Analytics and connect Google to your WIX Website. Google and you need to be friends.

YouTube is owned by Google and accessed through your Google Account. Setup a YouTube Channel for your business and upload all your videos to your YouTube Channel and use those links to add them to your Blogs on WIX Website. NOTE: If you do not want your videos on YouTube, you can just load them up onto your WIX Website and control access to them through your WIX Membership Site.

YouTube and/or Vimeo- setup your accounts ready to go, as we will be teaching you how to film everything you do and you need a place to put your videos, so you can share them on social media.

Pinterest – see if it's for you, not necessary for everyone.

Zoom – setup your accounts as you are going to do all your webinars and online Discovery Sessions here so you can record them, for a variety of reasons.

Skype - setup an account if you don't have one and start to use it as much as possible instead of your phone. 40% of people are VISUAL so let them see you and build stronger relationships.

Messenger– is the up and come darling of the digital world. Make sure your Facebook Messenger account is open and setup and start to use it as much as possible instead of your phone. Use it to text clients, call

and video calls. It might just take over the world and that's all we will be using. It could get rid of email in the near future. Get across it.

Facebook Live – has grown in popularity and you need practice, but get ready to be good at this skill.

Issuu.com is if you want to do a digital magazine or put your eBook up so it looks professional. Not an important issue, but in case you run a business that doesn't produce long magazine type things, then this could be worth a look.

iMovie for webinars with slides – it is free with your computer//laptop from Apple, so take a look and see if you can learn it. We will help you, when you get to that point.

At you know, we could go on and on about the digital landscape, but we don't want to overwhelm you anymore than most business people already are. The above list is enough for now. Get on and get that done and we will help you master social media so you know what you need to know for your industry and your business.



PR

VISION

Respond to Sourcebottle.com requests for articles.

MISSION

One objective is to get PR nationally and internationally through print media, radio, TV, digital media (blogs, vlogs etc). That benefits from hearing about your philosophy. When you have a book, and are a speaker you get more PR opportunities. Without a book, you are not an expert. The media want to talk to experts, so make sure you have a book and plenty to say on your topic of expertise.

STRATEGIES

Use Sourcebottle.com for media opportunities

Register for FREE and each day you will receive requests from the media. Choose one or two per week that fit your expertise and apply as regularly as you can or want to.

Respond only to appropriate call outs in your field of excellence.

You can repurpose your responses for your website blog if the media don't use you. You can share on your social media and website any media you get, which is great for your profile.



Processes and Systems

Roll your eyes.

Go ahead, we know you think this is the boring bit, but it is important because it saves you plenty of time, money, effort.

Setup your processes and systems correctly and efficiently and you have time to deliver your genius to the world.

Here are all the things we will set you up with easily and effortlessly with our aim being to save you time money and effort.

For now, write down what you are currently using:



Bookkeeping Strategy

First option: Excel Spreadsheet given to your Accountant.

2nd Option: WaveApp is FREE, however is not for the Australian taxation system.

3rd Option: As soon as you can afford it, I recommend rounded.com.au

An Australian company that is simply awesome. Designed for our type of business (freelancer | self-employed)

\$20 per month and you get everything you could possibly need.

Other options include: XERO | MYOB | QuickBooks | Freshbooks | Quiddity



File Management Strategy

Dropbox is free and good for sharing files with others, especially big files. When you need more space purchase at \$152.90 per year for a 2TB. I don't use Google Drive or OneDrive, but I have them, just in case.



Database Strategy

WIX is included in your WIX Website price



Email Marketing Strategy

WIX Newsletter (called Shout Outs) is included with your WIX website.



Website Strategy

Wix \$350 a year (\$29 - \$40 per month) or wait for a 50% discount deal (happens regularly throughout the year)

Wix is included in this program at no additional charge and includes training you in the program, so you can do minor amendment and updates yourself.

WordPress needs to be outsourced to another provider, it is more complex and needs a developer/designer to manage things, and needs ongoing financial commitment. **It is not included in this program. If you know WordPress, and prefer it, then I will support you with your content, but you will need to do the backend yourself.**



Invoicing Strategy

Stripe is incorporated into WIX website and allows for all credit card payments.

Square Reader is another one. However PayPal and Stripe is what I use through your WIX website.

Avoid Merchant Facilities – they are too expensive. The others you just pay for what you need.



Online Shopping Cart Strategy

WIX website can include an online shopping cart and users can incorporate Stripe for credit card payment and also have available PayPal.



Outsourcing Strategy

Use www.fiverr.com and www.freelancer.com for all your marketing needs like logo design, database creation, Facebook banners, editing, proofing, photo edits and so on.

All this is included in this program at no additional cost and includes training you in how to do your own design collateral, moving forward.



Graphic Design Strategy

USE the DIY www.canva.com to create your own posters, social media posts and stuff. **You will be trained in how to use this, however it will all be done for you, as part of this program initially.**

I highly recommend you pay the \$13 per month for the PRO version. It is all you will need to design everything for your business.



Online Program Strategy

Use www.udemy.com to create your own online programs easily. They do all the sales and marketing plus you can also sell directly and get a bigger cut. Plus Thinkific and/or Teachable.com, but I am now using YesCourse.com which is FREE if you choose that structure.



SEO Strategy

(Search Engine Optimisation)

We use the SEO inside of our WIX website back end.

My client Sue Blatchford from PayPerClick is our resident expert for all things Digital Marketing, specifically SEO. Once her book is released, you can get yourself a copy and learn the inside details of digital world – the good, the bad and the ugly.

Make sure you have setup Google Business as well, so you appear on the right hand side of a google search.

Here is our



Start-up Process Checklist

Let's see what you have achieved so far off this list and what you still might need to get done.

If you don't know any of these items, just highlight them and get in touch. We go through all these items and aim to save you thousands of dollars by recommending what is the best value for our industry. We want to save you heaps of time, money and effort.

You can startup a business for under \$1000. \$955 to be exact.

- ☐ Business name registered for \$100
- ☐ Domain Name \$12
- ☐ Logo Design FREE
- ☐ Byline for business
- ☐ Website design and development

- ☐ Web Hosting \$35 US per month
- ☐ Business cards (Moo.com are gorgeous) \$50
- ☐ Facebook pages + events + Group + Shop (linked to shopping cart)
- ☐ LinkedIn profile + company page
- ☐ Google Account for YouTube channel (film where ever you go and whenever you speak)
- ☐ Pinterest (show what you are interested in and add your products)
- ☐ Instagram (as you have events send your event photos here)
- ☐ Blog (included with your website)
- ☐ Email Signature
- ☐ Email hosting \$60 per year (\$4.95 per month)
- ☐ Email marketing campaign software (WIX)
- ☐ CRM system - database management software (have a list builder from your website)
- ☐ Event management software (WIX Events plus add them to Facebook Events and LinkedIn Company page)
- ☐ Products for Sale (use WIX Shop - Product Gallery and have payment through from PayPal and Stripe)

- ☐ Payment options (Stripe, PayPal, direct debit)
- ☐ Invoice Software (Choose with WIX Invoice, PayPal or Stripe)
- ☐ Book Stock (based on \$12 a copy landed)
- ☐ Pop Up Banner (\$100 delivered) (VividAds)



Keep costs as low as possible at the startup phase. As you grow, you can invest and improve your business, sales and marketing processes and systems.

You can decide what is right for your business, the above is just

suggestions and what we focus on in our programs with practitioners based on 20 years' experience. As your revenue grows you can invest in more costly processes and systems, but for now and for the wellness industry, we believe in watching every dollar and being sensible. The more money you save, the better for you, your business and your lifestyle. We have seen repeatedly, practitioners spending up big, wasting a lot of money and the spend is not proportional to their revenue. That breaks our hearts. We love it when we work with practitioners at the startup phase, because they haven't made all the mistakes as yet and we can get on and help them save time, money, effort and heartbreak.

If you have wasted heaps of money, then it's time to forgive yourself and know that we are here for you now. So, take advantage of our expertise and get in touch. Stop beating yourself up about bad decisions, we all have our war stories and those mistakes, we go on to share with clients to help them. So, nothing is a waste, nothing is a mistake, it is all just learning.

It is the day to day activities we do, that have the biggest effect on achieving our VISION and MISSION.

Beyond the startup phase, here is our checklist for the rest of the Becoming the Expert Program.

We work with you privately to get them done depends on the level of support you require.

The Business Plan is what we call a LIQUID DOCUMENT, meaning you

keep it up to date and insert new ideas into your operations plan as things develop and the Universe starts to present you with opportunities, strategic partnerships and media exposure.

This business plan once written in then OUT OF THE DARK INTO THE LIGHT. Out of your mind which is dark and out onto paper, which is white. Planning and writing things down is a metaphor for bringing down into the material world that which you desire.

Most practitioners just run around being busy without too much of a direction, feeling their way through things intuitively and they wonder why things don't come together. The Universe is waiting for you to take it out of the dark and into the light.

Bringing it down into this vibration. The frequency of this World, so it can work here specifically. If we were elsewhere in the Universe then we would work differently, this dimension as it currently stands, requires action towards your goals not just wishing.

We work intuitively as well and need this skill every second we are in touch with our heart, our higher self, all guiding us minute to minute, but it is to a plan an order we have placed with the Universe. Put yourself in the Vicinity. Help the Universe Help you.

To do that, you need to place your order. This book is about getting your order to the Universe written up and given to your waiters to give to the chef in the kitchen. Once they have the order, they start cooking.

You don't keep bothering the waiters, asking them to check on your

order. You trust that your team, at your restaurant know what to do and how to deliver your dish of life to you in the perfect way you need it cooked.

Asking over and over again, doesn't help the process, in fact it delays it and can actually stop the process. The kitchen doesn't like being micro managed and it doesn't like you not trusting them to do their job.

The plan is done, the order is in, that is your job. This book is helping you do your part. Now back to it.



Expert Checklist

Business Planning | Strategic Development Plan

- ☐ SWOT Analysis
- ☐ Vision Statement
- ☐ Mission Statement
- ☐ Values | Personal Drivers
- ☐ Strategies
- ☐ Operational Plan
- ☐ Pricing
- ☐ Sales Process
- ☐ Marketing Plan
- ☐ Action Plans | Daily to Do Lists
- ☐ Financial Plan (Budget/Forecast)

Writing your Book

- ☐ Philosophy

- ☐ Ideal Client (Avatar)
- ☐ Book Draft
- ☐ Images and Graphics
- ☐ Biography
- ☐ Edit your book
- ☐ Proof your book
- ☐ Book Design
- ☐ Setup CreateSpace (Amazon) and KDP
(Kindle) account + upload and test book
online
- ☐ Print Proof Copy
- ☐ 3D Book Logo
- ☐ Book Launch to go Number 1 Best Seller
on Amazon
- ☐ Get reviews on Amazon + Kindle
- ☐ Number 1 BEST SELLER status
- ☐ Get stock of book (Small Print Runs)
- ☐ Book Launch in your Local Area
- ☐ Create Signature Program | Workbook

Branding

- ☐ Branding Colour Philosophy
- ☐ Brand Design
- ☐ Images and Graphics for the Business
- ☐ Logo Design
- ☐ Searching and Registering a Business
Name

- ☐ Researching and Domain Registration
- ☐ Web Hosting Setup
- ☐ Email Hosting + Email transfer to current email software
- ☐ Email Signature Design + Setup
- ☐ Website Design
- ☐ Website Content (Copywriting) including home page, about page, training, coaching, retreat, keynote, consulting, mentoring, facilitating, book, blog
- ☐ Write Initial Blog Posts (up to 12 posts including images)
- ☐ Learn how to write your Blog and share it to your Social Media platforms
- ☐ Newsletter Design
- ☐ Email Marketing Setup
- ☐ Invoice Setup
- ☐ SEO (Search Engine Optimisation)
- ☐ Google Analytics
- ☐ Site Booster for Google
- ☐ PR – media opportunities (setup with SourceBottle.com)

Social Media Setup including:

- ☐ Facebook Profile + Page + Events + Shop includes all artwork to specification

- ☐ LinkedIn Profile + LinkedIn Company, Products and Services includes all artwork to specification
- ☐ Twitter includes all artwork to specification
- ☐ Pinterest
- ☐ Google+ Profile, Page includes all artwork to specification
- ☐ YouTube Channel – How to create videos and upload and share includes all artwork to specification

Marketing Collateral

- ☐ Business Card Design + Print
- ☐ Banner Design + Print including delivery

Marketing

- ☐ Webinar opportunities
- ☐ Speaking opportunities
- ☐ Networking opportunities
- ☐ Create databases and segment your markets
- ☐ What CRM are you using?
- ☐ What design software are you using?

Sales

- ☐ What Sales Skills Support and Mentoring including Telephone Sales Skills with script design do you need?

- ☐ Key Note Speaking Tools of the Trade – HANDOUT
- ☐ PowerPoint Slides designed and developed for Key Note Presentations
- ☐ Marketing Copy for Events and Key Notes (add every event you do to your website and social media platforms)
- ☐ Sales and Marketing Plan for Key Note opportunities
- ☐ Strategic Partnerships + Collaborative Relationships

5 Day Business Retreat

Sydney | Melbourne | Brisbane

- | | |
|---|-------|
| <input type="checkbox"/> REFRESH YOUR SELF LEADERSHIP | Day 1 |
| <input type="checkbox"/> REFRESH YOUR LEADERSHIP | Day 2 |
| <input type="checkbox"/> REFRESH YOUR BUSINESS | Day 3 |
| <input type="checkbox"/> REFRESH YOUR SALES | Day 3 |
| <input type="checkbox"/> REFRESH YOUR SPEAKING | Day 4 |
| <input type="checkbox"/> REFRESH YOUR COACHING | Day 4 |
| <input type="checkbox"/> REFRESH YOUR LIFE | Day 5 |

The above list is in order you tend to do things from our experience. It represents your 1st year in business and the activities and exercises you need to do to lay a strong foundation for the years ahead.

When you build something for your business, we call these assets. Like your website should make you money, your key note presentations make you money, your social media makes you money. Sometimes directly and sometimes indirectly. Doesn't matter as long as your ideal client sees you as relevant and buys your philosophy you carry on.

If it isn't connecting, we often find we tweak things along the way, always testing. Until you find it sticks and things start to work.

Your business is liquid, just like your plan. It moves, it shifts, you have to move and shift with it.

As the frequency of the universe changes, that affects our world, which affects us. The vibration around us lifts as the paradigm shifts, we need to shift and rise with it. Not just personally but professionally. It is all one, after all. Our business is a reflect of us. A reflection of who we are vibrationally.



Financial Division

Here is an example of what a Budget | Forecast for Year 1, 2 and 3 could look like. We have used the figures in the examples we have used throughout the book, so you can see how it comes together in figures | numbers.

Most practitioners, say to us things like, “I hate figures”, “I hate numbers”. We find that a bit sad and we ask practitioners to stop saying that stuff in the first place. We then go on to change their beliefs about numbers and endeavour to show them, how fun “dong the numbers” can be.

We agree, that some people are born good with numbers. We are not those people. We have grown to respect numbers and we have found a way to make this activity fun.

When you see \$250,000 and \$500,000 broken down into the specifics, it gets quite exciting. The aim of doing it, it to show how achievable it now looks.

If you just run around saying you want to make half a million dollars and don't know the details behind that number, you tend not to achieve that wish of \$500,000.

But when the Universe, sees these numbers and you have clarity on how that number is made up to equal \$500,000 then things start to move in that direction.



Year 1

Type of Revenue		Number of Events	Average Cost per event	Attendee Numbers	Amount of Revenue	Total Revenue		% of Total Revenue
YEAR 1		per year		per event	per event	per year		
2021								
Author	Book 1	129	\$ 35.00			\$ 4,515.00		
kDP Income from Amazon	ebook 1	50	\$ 9.99			\$ 499.50	\$ 5,014.50	2%
Keynote Speaking		10			\$ 1,000.00	\$ 10,000.00	\$ 10,000.00	5%
Training Events	1 hour Webinars	1	\$ 39.00	8	\$ 312.00	\$ 312.00		
	1 hour Lunch n Learn Keynote Workshop	1	\$ 49.00	8	\$ 392.00	\$ 392.00		
	2 hour Workshop	1	\$ 79.00	8	\$ 632.00	\$ 632.00		
	Half Day (4 hour)	1	\$ 149.00	8	\$ 1,192.00	\$ 1,192.00		
	1 day Workshop	10	\$ 250.00	8	\$ 2,000.00	\$ 20,000.00		
	2 day workshop	1	\$ 449.00	8	\$ 3,592.00	\$ 3,592.00		
	3 day Residential Retreat	0	\$ 1,499.00	8	\$ 11,992.00	\$ -		
	3 day Residential Retreat Luxury	1	\$ 3,000.00	8	\$ 24,000.00	\$ 24,000.00	\$ 50,120.00	25%
One on One Programs	Mentoring 2 day kick off + 12 month program	14	\$ 9,900.00		\$ 138,600.00	\$ 138,600.00		
	Coaching 26 session (3, 6, 12 months program)	0	\$ 9,900.00		\$ -	\$ -	\$ 138,600.00	68%
		30						
							\$ 203,734.50	100%

Year 2

Type of Revenue		Number of Events	Average Cost per event	Attendee Numbers	Amount of Revenue	Total Revenue		% of Total Revenue
YEAR 2								
2022								
Author kDP Income from Amazon	Book 1	129	\$ 35.00			\$ 4,515.00		
Keynote Speaking	ebook 1	50	\$ 9.99			\$ 499.50	\$ 5,014.50	1%
		5			\$ 2,000.00	\$ 10,000.00	\$ 10,000.00	2%
Training Events	1 hour Webinars	2	\$ 39.00	8	\$ 312.00	\$ 624.00		
	1 hour Lunch n Learn Keynote Workshop	2	\$ 49.00	8	\$ 392.00	\$ 784.00		
	2 hour Workshop	2	\$ 79.00	8	\$ 632.00	\$ 1,264.00		
	Half Day (4 hour)	2	\$ 149.00	8	\$ 1,192.00	\$ 2,384.00		
	1 day Workshop	15	\$ 250.00	8	\$ 2,000.00	\$ 30,000.00		
	2 day workshop	2	\$ 449.00	8	\$ 3,592.00	\$ 7,184.00		
	3 day Residential Retreat	0	\$ 1,499.00	8	\$ 11,992.00	\$ -		
	3 day Residential Retreat Luxury	4	\$ 3,000.00	8	\$ 24,000.00	\$ 96,000.00	\$ 138,240.00	35%
One on One Programs	Mentoring 2 day kick off + 12 month program	22	\$ 9,900.00		\$ 217,800.00	\$ 217,800.00		
	Coaching 26 session (3, 6, 12 months program)	0	\$ 9,900.00		\$ -	\$ -	\$ 217,800.00	54%
Online Programs	Tier 1 Teachable + Support	12	\$ 1,995.00		\$ 23,940.00	\$ 23,940.00		
	Tier 2 Udemy No support full program	22	\$ 199.00		\$ 4,378.00	\$ 4,378.00		
	Tier 3 Udemy introduction only no suport	22	\$ 29.95		\$ 658.90	\$ 658.90	\$ 28,976.90	7%
		51					\$ 400,031.40	100%

Year 3

Type of Revenue		Number of Events	Average Cost per event	Attendee Numbers	Amount of Revenue	Total Revenue		% of Total Revenue
YEAR 3								
	2023							
Author	Book 1	129	\$ 35.00			\$ 4,515.00		
kDP Income from Amazon	ebook 1	50	\$ 9.99			\$ 499.50	\$ 5,014.50	0%
Keynote Speaking		4			\$ 2,500.00	\$ 10,000.00	\$ 10,000.00	1%
Training Events	1 hour Webinars	4	\$ 59.00	10	\$ 590.00	\$ 2,360.00		
	1 hour Lunch n Learn Keynote Workshop	4	\$ 79.00	10	\$ 790.00	\$ 3,160.00		
	2 hour Workshop	4	\$ 149.00	10	\$ 1,490.00	\$ 5,960.00		
	Half Day (4 hour)	4	\$ 299.00	10	\$ 2,990.00	\$ 11,960.00		
	1 day Workshop	30	\$ 399.00	10	\$ 3,990.00	\$ 119,700.00		
	2 day workshop	4	\$ 599.00	10	\$ 5,990.00	\$ 23,960.00		
	3 day Residential Retreat	0	\$ 1,499.00	10	\$ 14,990.00	\$ -		
	3 day Residential Retreat Luxury	8	\$ 5,000.00	10	\$ 50,000.00	\$ 400,000.00	\$ 567,100.00	56%
One on One Programs	Mentoring 2 day kick off + 12 month program	22	\$ 9,900.00		\$ 217,800.00	\$ 217,800.00		
	Coaching 26 session (3, 6, 12 months program)	15	\$ 9,900.00		\$ 148,500.00	\$ 148,500.00	\$ 366,300.00	36%
Online Programs	Tier 1 Teachable + Support	24	\$ 1,995.00		\$ 47,880.00	\$ 47,880.00		
	Tier 2 Udemy No support full program	35	\$ 199.00		\$ 6,965.00	\$ 6,965.00		
	Tier 3 Udemy introduction only no suport	35	\$ 29.95		\$ 1,048.25	\$ 1,048.25	\$ 55,893.25	6%
		95						
\$1,004,307.75							100%	

Use the spreadsheet table as a guide, a template.

Katrena will prepare your specific spreadsheet, based upon what has been designed and decided with you during your Business Planning Day.

So use these spreadsheets just as a guide, but yours will be specific to you and inserted into your business plan.

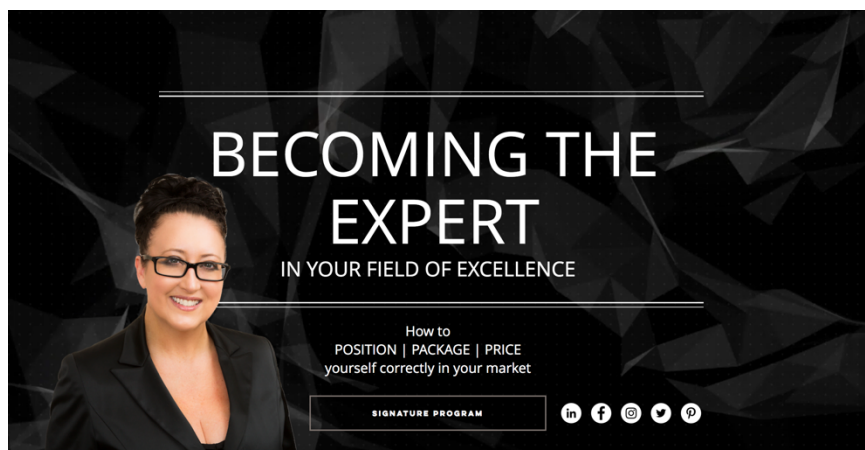
REFLECTION TIME

THREE TAKEAWAYS SO FAR

TO DO LIST

SCHEDULE

NOTES



Now that you have completed your business plan, we now start working on your book (your thought leadership), utilising your philosophy.

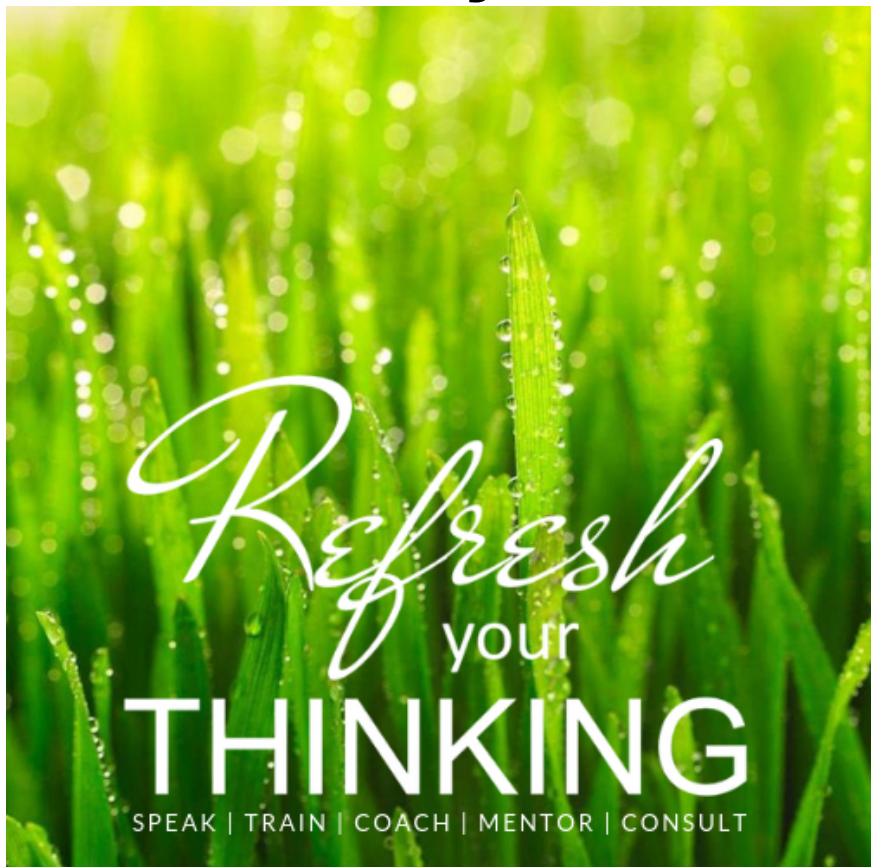
From there we create your key note presentation, your website and signature program.

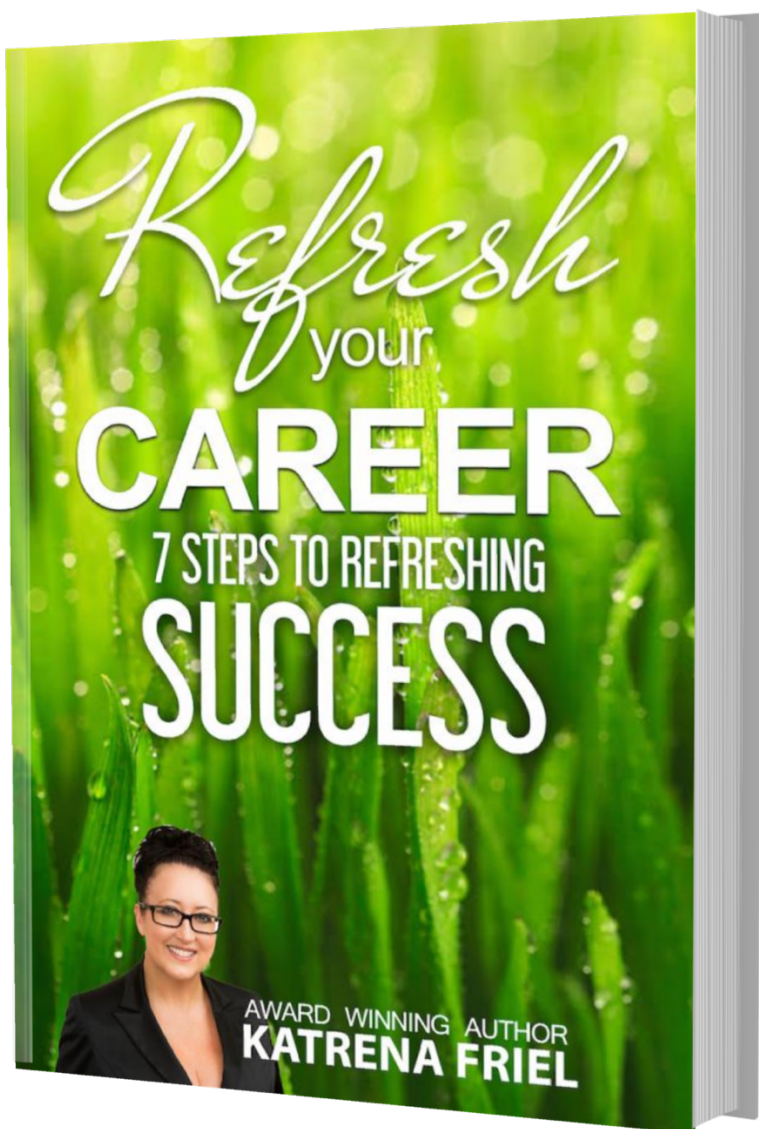
Welcome to the rest of your life. It is going to be quite the ride.

Let the fun begin.

Katrena xxx

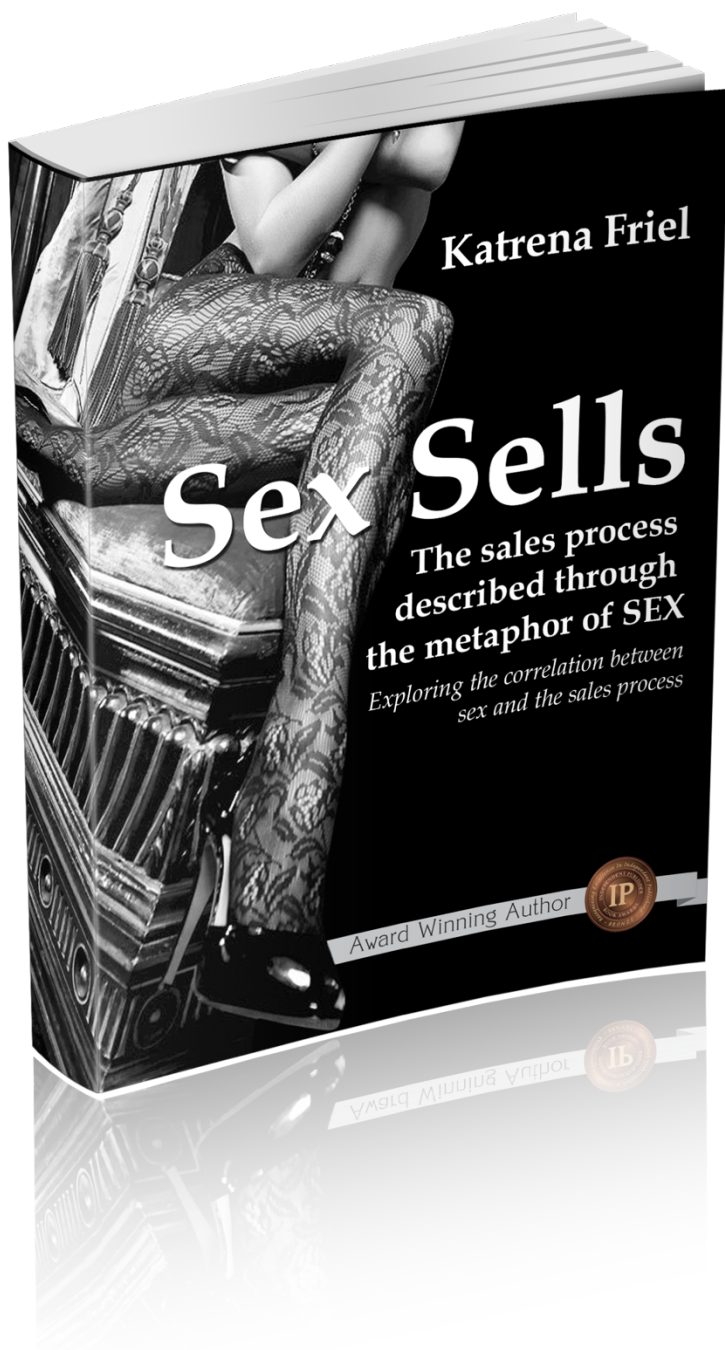
Other Books by Katrena

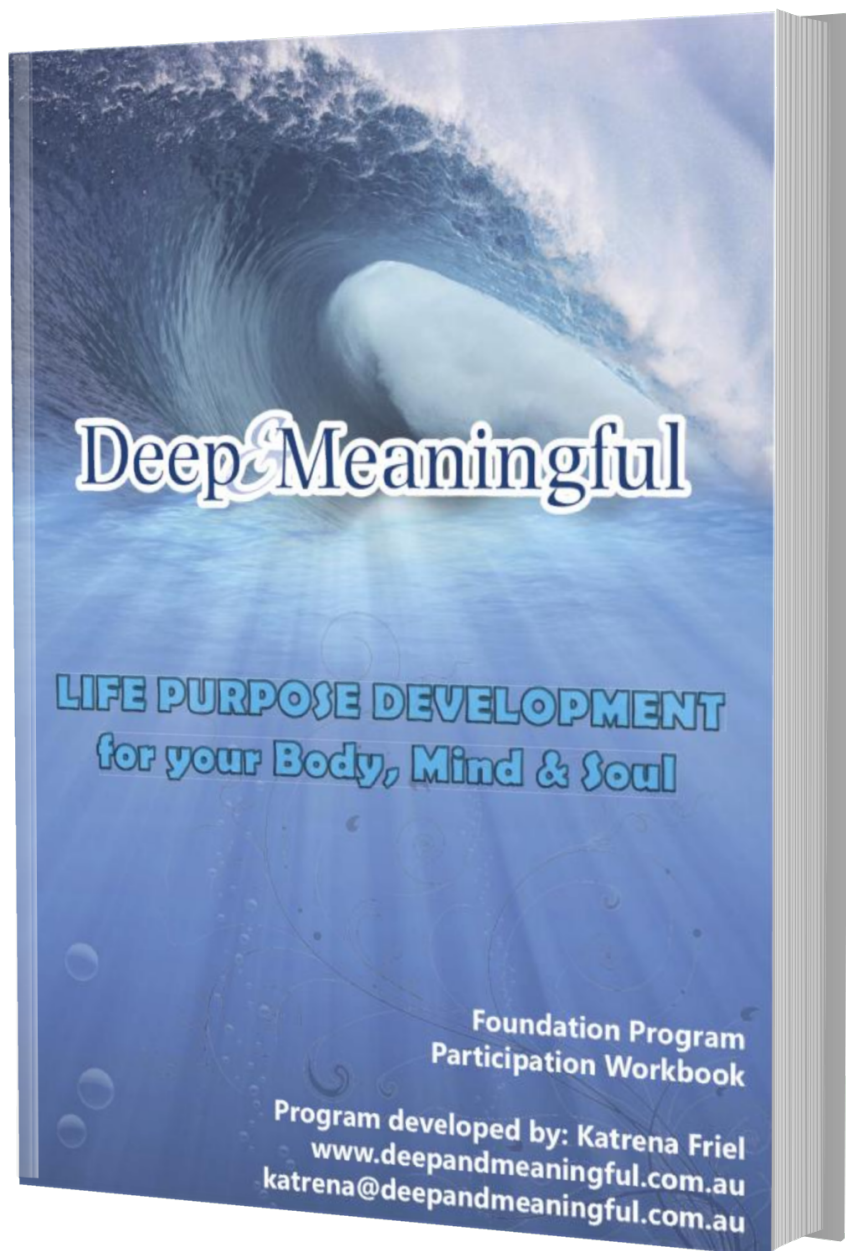












Other Programs by Katrena

Business Development

www.becomingtheexpert.com.au

Leadership Management for Entrepreneurs

www.founderacademy.com.au

Corporate Training

www.katrena.com.au

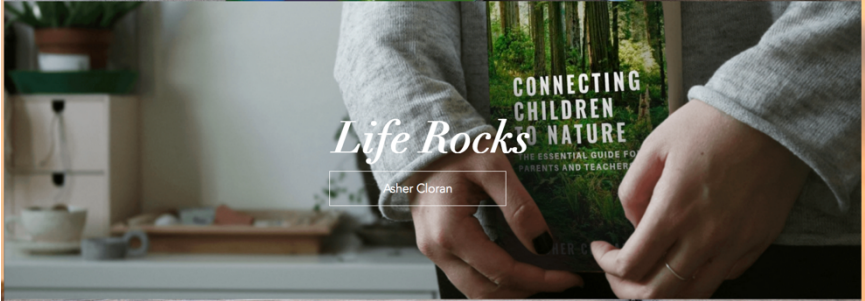
Spiritual Development

www.deepandmeaningful.com.au

You will experience these programs in your

5 Day Business Retreat

It is included in the Becoming the Expert Program





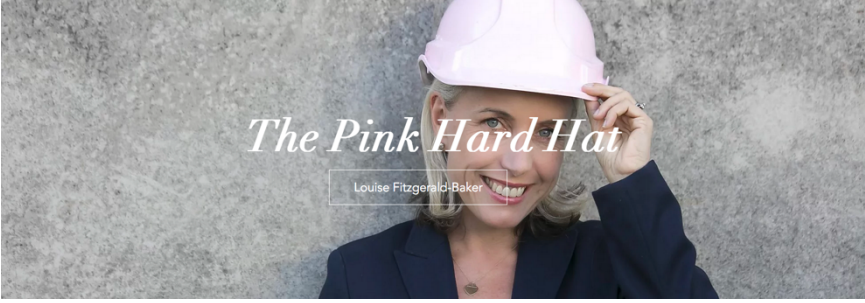
Leanne Blaney

Leanne Blaney



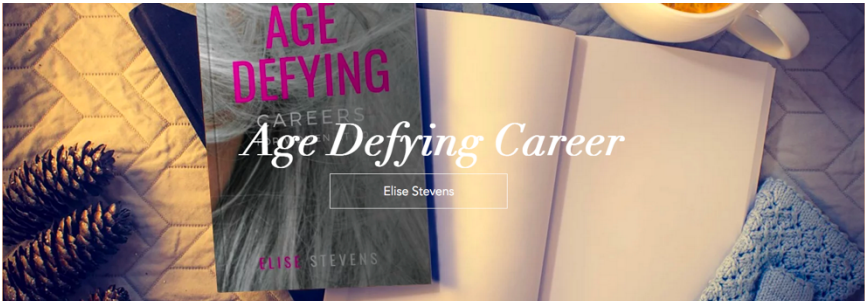
Wellness Business Academy

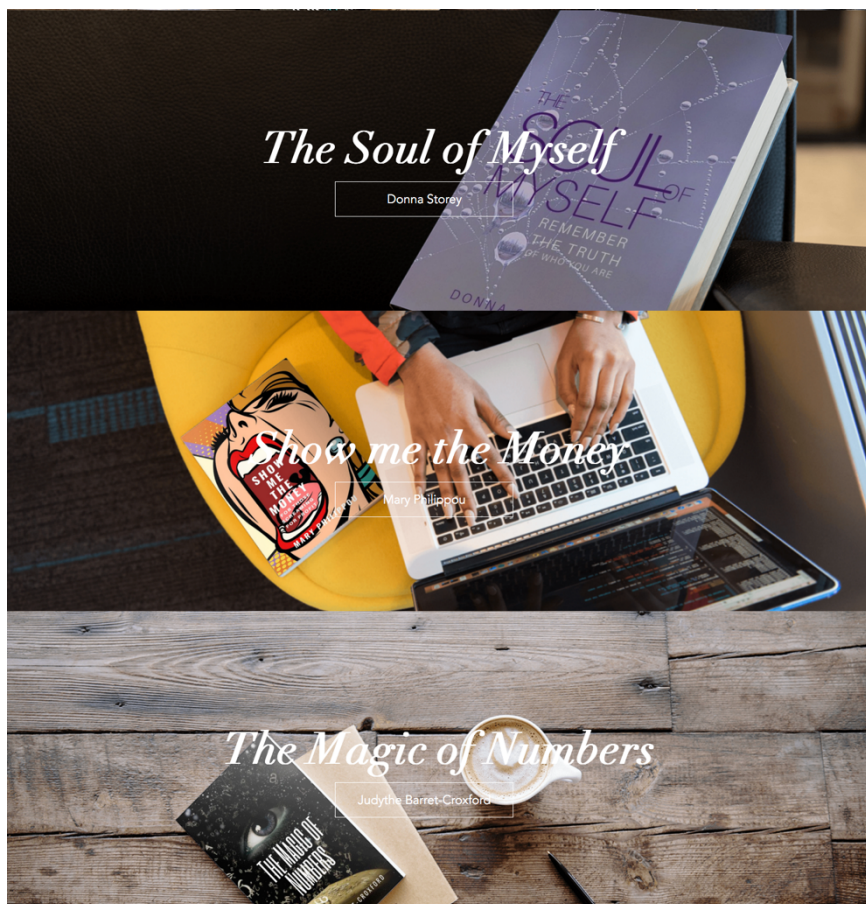
Kelly Kingston

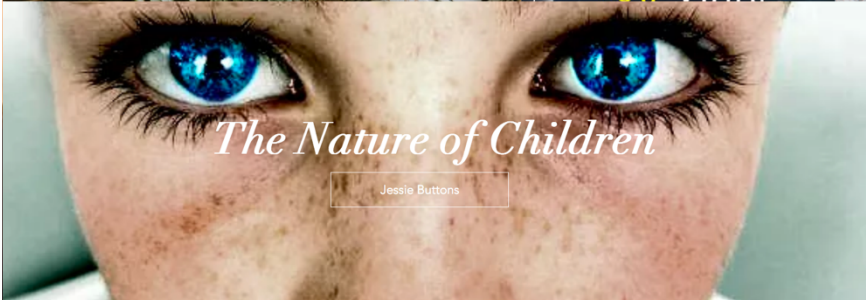


The Pink Hard Hat

Louise Fitzgerald Baker







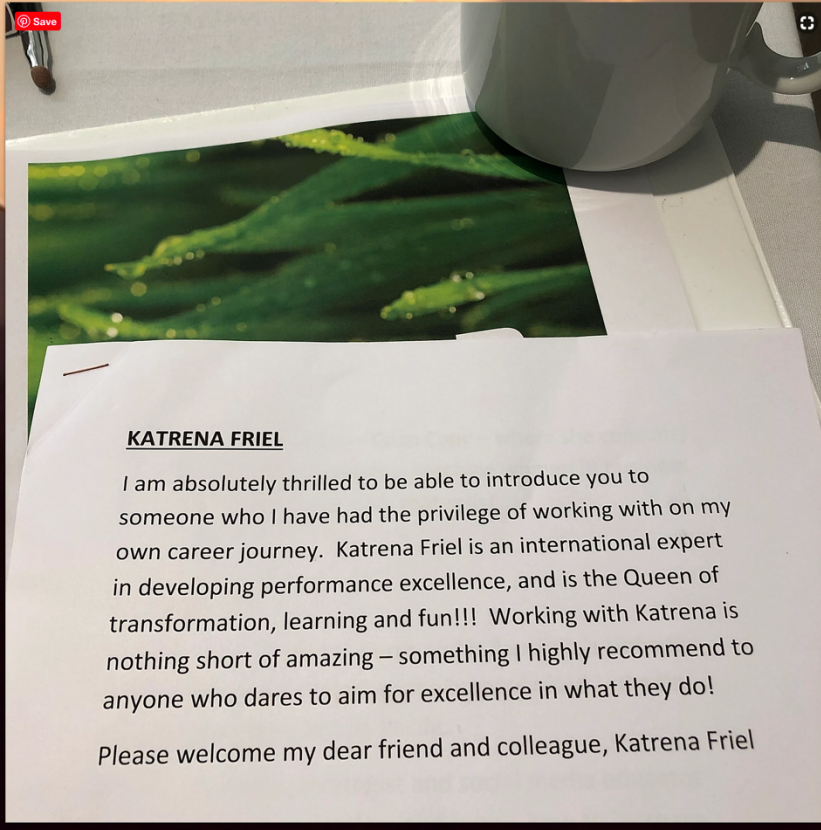
Ingrid Bayer | VA Institute

Ingrid worked with me for 2 years. In the first year we did her first book and in the 2nd year we did her 2nd book. We just recently came back from LA together. I am now working with her co-creating the VA Summit National Roadshow. I consider myself a confidant, mentor and friend to Ingrid. She refers business to me all the time. From the logo, to her original website, to her book covers, to her business model, Ingrid certainly has become the expert in her field of excellence. www.vainstitute.com.au



VA INSTITUTE

TRAINING COACHING CONSULTING



KATRENA FRIEL

I am absolutely thrilled to be able to introduce you to someone who I have had the privilege of working with on my own career journey. Katrena Friel is an international expert in developing performance excellence, and is the Queen of transformation, learning and fun!!! Working with Katrena is nothing short of amazing – something I highly recommend to anyone who dares to aim for excellence in what they do!

Please welcome my dear friend and colleague, Katrena Friel

I have actually started my 3rd year with Katrena and am now working on book #3 (and potentially #4).

With Katrena's knowledge, direction and support, I have built a business from the ground up which has exceeded my wildest expectations. I have established myself as an industry leader, and the last 12 months have seen exponential growth.

I am a huge fan, and can only rave about the work I've done, and continue to do, with Katrena.

Thanks for contacting me and I am happy to share with you my experiences of training with Katrena.

I met Katrena over eight years ago when she was delivering a one day course through my Government law job. Katrena inspired me and motivated me in a way no one else ever has.

I then trained under her in her Becoming the Expert course and loved it. Katrena offered professional delivery of material, support and feedback and got me to step outside of my comfort zone.

Since that day I have done a Diploma of Management and a Certificate IV in Training and Assessment which created new roles in my legal job. In my own time I completed NLP Practitioner and Master Practitioner as Katrena ignited in me the desire to be the expert of me!

For the past four years I lived overseas, travelled the world and have with my own webpage doing what I love. I have moved back to Australia this year ready to step into 'the next level of me'.

I am very happy to have had Katrena in my life as she has educated me, inspired me and always showed me a clear path through whatever was holding me back, in a fun succinct way.

I wish you well in whatever your field of expertise may be and highly recommend Katrena as your guide.

I highly recommend Katrena. She has gone above and beyond my expectations and I can honestly say I would not be in the position I am today had it not been for her vision, experience and mentoring. You won't regret it.

Build your Team of Experts around you

If you need a lawyer, I recommend

Her Lawyer

The law firm for ambitious women in business
1300 790 264 | Level 4, 29 Kiora Road, Miranda NSW 2228
<https://www.herlawyer.com.au/legal-guides/>

herlawyer.com.au

If you need an Accountant, I recommend

Balance Tax Accountants

balancetax.com.au

Recommended Resources

When you are writing your book, subscribe to



Upgrade while you work on your book and then you can go back to the free version, once we have finalised your book.

<https://www.grammarly.com/upgrade>