



Pure Power Coaching
Presents
How to Create and Launch Your Healing Arts Business

- ⇒ Are you someone who has a passion for, and strong belief in, the healing arts?
- ⇒ Do you want to make a difference in people's lives?
- ⇒ Have you have invested in the workshops, self-development programs, and specific healing arts training you need to be ready and qualified to take yourself to the next level?
- ⇒ Are you a healer, who wants to launch their own business but has no idea how?
- ⇒ Have you always loved the idea of being an entrepreneur but have been too fearful to try?
- ⇒ Do you struggle with where to start and don't want to go it alone?
- ⇒ Are you feeling overwhelmed and discouraged trying to manifest a new career in the healing arts?
- ⇒ Do you believe that stepping into the healing arts will give you the life you truly desire and deserve?
- ⇒ How are you supposed to launch a new business when you have little to no experience?
- ⇒ Is it actually possible to create this passion profession without fear of failure?
- ⇒ Can you step into your power without fear of change?
- ⇒ I bet you've spent a lot of time developing your healing craft but creating a viable business is something totally new for you, right?
- ⇒ But how do you find the time to create this passion business if you're a mom, wife, a caregiver to ageing parents and / or already have a full-time job?
- ⇒ Why is the idea of asking for help so stressful?

- ⇒ Is the constant battle to achieve this thing called a passion business really worth it?
- ⇒ Can you truly gain a sense of happiness and contentment in your career or is that just for other people?
- ⇒ And why should you bother to change what you're doing?
- ⇒ Should you even bother to pursue a healing arts business?

STOP.

If any (or all) of the above questions run through your head....day after day....I may be able to help.

And while I don't claim to know it all, I have helped dozens of people follow their passion and develop career paths that satisfy their deepest desires by creating a sustainable, step-by-step action plan. Let's call them Passion Igniters.

I have been in your shoes. Those early days can be rough. Taking the steps to create your own business can feel overwhelming at times.

I'd take a step forward only to take two back. I experienced self-doubt and fear of the unknown.

If that's how you feel right now...

Let me give you a road map, so that you stop hitting dead-ends or getting lost on backroads and instead, take the fast lane to a truly fulfilling healing arts business that you can be proud of.

Let me show you that you can live a life full of passion by giving you the support and guidance to step into your power as an entrepreneur.

Here is what I'm proposing:

I've had a lot of people who are looking for a way forward reach out to me asking for my help. So, I got this wild idea to build a step-by-step plan to guide you through the requirements to create and launch your passion business in 10 weeks.

No fluff. No messing around, just a simple plan to take you from an unfocused, anxious state to following your heart's desires by taking clear and concise steps forward on the path to self-mastery.

This course will allow you to learn in a safe and supportive community.

I have owned and operated four successful businesses in my career, including Pure Power Coaching, which I launched in August of 2021.

I am a business and communications expert who will help you:

- Determine exactly what you do; what you stand for; what makes you unique
- Identify your target market; a niche market is absolutely essential to success
- Customize your product and service offerings so that you create more than one revenue stream
- Create a company profile that makes you stand out from the competition
- Define a sales & marketing plan that will attract clients and ensure sales

You will:

- Name your company and create a slogan and logo unique to you
- Learn about the resources that you will need to succeed such as graphic designers, photographers, website and app developers and much more
- Determine what you are going to offer; and where you will house everything you want to share with your customers
- Create a customized online course that will highlight your unique knowledge and gifts
- Create your social media accounts and begin communicating with your target market.

I will guide you through it all.

- I will personally assist you by offering my professional writing and editing services to ensure your messaging is hitting the mark. I will also guide you through the process of creating your first online course.
- You receive two, one-on-one coaching calls during the course to support your personal goals and business needs.

Course Outline:

Week 1:

What's in a Name? A LOT!! Naming your business, establishing yourself and your powerful energy.

You will Determine:

Who Are You? What Do You Do – Your Mission Statement

What Do You Stand For – Your Vision Statement

What Makes You Unique?

What Is Your Personal Story?

How Can You Help Me (your dream client?)

Why Are You Different from the other things I've Tried?

What Niche Are You Serving? The narrower the better!

Week 2:

Business Basics: The somewhat dry but ever-so-important stuff:

Business Licence
Registering Your Business Name
Bookkeeping / Accounting
Setting Up Your Bank Account and CC
Incorporate? LLC? Sole Proprietorship?
Payment Methods
Registering Your website URL
Pricing Structure
Taxes / GST registration – now or later?
Write-Offs
Keeping Records
Home Office? Shared Space? The pros and cons.
Business Networking and Partnerships
What are Your Products and Services
Pricing Structure

Week 3: The Fun Stuff! Establishing Your Brand

Defining Your Target Market in detail
Logo / Name
Your Bio
Company Overview
Photos
Video Content and required equipment
What social media outlets will you use? Examining the benefits of each.
Testimonials – collecting them; using them
Time to Write!
I will review and assist with finessing and fine-tuning all materials

Week 4: Establishing Your Presence: Watch Out World – You Have Arrived!

Setting Up Your Social Media / Marketing Outlets and Your Website
FB – business and personal pages
IG – business and personal pages
YouTube
Tik Tok – do you dare! 😊

Creating a Practice Video – Hello World! Tell Us About Your Company
Outline of Stories / Topics you can cover with your posts / videos
The Value of Hashtags
Resources for Inspiration
Building a following – what does it take?
Email address database – how to build it, how to use it.

Week 5: Review, Update, Expand

Review all written / editing sales and marketing materials
Further discussion and learning based on Week 4 content

Weeks 6 – 9: Building Your Online Course

Building Your Online Course – secrets of success
Assignments will be shared, week-to-week

Week 10:

Selling Your Course; creating a residual income!

There will never be the perfect time to follow your dreams. The time is now! Be fearless and
STEP IN YOUR POWER!

If you are interested in claiming one of the limited spots still available, let's set up a Zoom call
to discuss this opportunity and be sure it's a good fit for you.

I would love to support you on your journey to create and launch your healing arts business!