

SORTED, NOT STRETCHED

*Flexible strategy that turn chaos
into clarity and confidence.*



www.thefantasticfoundations.co.uk



ABOUT THE BUSINESS

If you're a mum running a service-based business, you already know the juggle: school runs, snack requests, sick days and the pesky 97 tabs open in your brain. You're ambitious but because of all you need to do, you're also exhausted. You want your business to give you freedom and not eat up every ounce of your energy.

That's where I come in.

The Fantastic Foundations gives you the clarity, structure and compassionate accountability you need to grow your business without burning out. No bro-marketing, no cookie-cutter blueprints, just practical, real-life strategies that work for women with *actual* responsibilities.

My clients experience:

- More time back in their week (without losing income).
- Confidence in running their business like a CEO, not a frazzled assistant.
- Systems that finally stick, even through the school holidays and sick days.
- The ability to work on what actually moves the needle.
- Support that makes them feel seen, capable and no longer "doing it alone".

WHAT I HELP YOU DO

No matter your stage of business, I'll help you:

- Swap overwhelm for organised and done.
- Build strategies that flex around family life.
- Stay motivated, consistent and confident even when your day starts with "shouty Mummy".
- Let go of guilt and the hustle-culture nonsense.
- Create a business that feels good and works for you.

This offer let's you mix:

- *1:1 Strategy, Planning and Business Management support* (sometimes you just need a Lizzy in your corner) together with
- *Done-for-you delivery* where I take some things off your plate. Perfect for when you want progress without adding more to your to-do list.

This flexible and tailored support will give you fast clarity and accountability, helping you:

- Untangle the chaos that's keeping you stuck.
- Build a practical, simple and joyful strategy.
- Create plans that work for your energy, family and goals.

THE FANTASTIC FOUNDATIONS APPROACH

The Fantastic Foundations approach is practical, flexible and always tailored to your life because building a business shouldn't mean sacrificing the things (or people) that matter most. We'll work together in these areas:

Business Strategy (*knowing what needs to be done*) - Together we cut through the noise and focus on the things that will actually move your business forward. That means no more second-guessing or spinning plates.

Business Planning (*knowing when it needs to be done and in the right order*) - You'll get a plan that breaks your big goals into manageable steps, so you can stop firefighting and start feeling in control.

Business Organisation (*the art of doing more but in less time*) - With the right systems, tools and smarter ways of working, you'll finally have breathing room to grow your business, your way, without burning out.

AND HOW WE WORK TOGETHER

Think of this retainer as your all-in-one support system - part strategy partner, part project manager, part business manager and if you need it, part done-for-you extra pair of hands.

Each month, we'll get clear on what's still left on your to do list, decide the prioritise and map out the exact next steps turning your big ideas into manageable weekly actions. And if you choose the done for you support time, you'll also get hands-on help with the tasks and systems that make your business run more smoothly. Perfect for when you want progress without adding more to your to-do list.

It's flexible by design. Some months you might need more strategy and more 1:1 time, other months you might need me rolling up my sleeves to take something off your plate. Either way, you'll always have:

- Clear priorities

- Compassionate accountability
- Practical progress you can actually see (and feel every day in your small business).

This is about creating the space, structure and support you need to grow your business in a way that works for you and your life.

Monthly strategy Sessions

2 x Focused 60 minute sessions to:

- Celebrate your wins 🧡
- Untangle any roadblocks
- Set clear goals that align with your big-picture vision and then
- Break them into weekly, doable actions

You'll walk away with clarity, confidence and a practical plan plus a written summary so you're never left wondering "what now?"

A 12-month plan

We'll co-create a flexible, big-picture plan across your sessions, mapping out:

- Milestones, launches and growth goals
- Key projects and capacity planning
- Built-in flexibility for holidays and important dates.

You'll get a clear plan that you can build on monthly adding more detail as you go along.

Bi-Weekly accountability

check-ins

On the 2 weeks of the month you don't have a strategy session I'll check in to see how things are going and make sure that you have what you need to get those tasks finished.

You'll get gentle nudges, reminders and when you need it "you've got this" voicenotes to keep the momentum going (even when life throws curveballs).

On-demand support

Email and voice-note access for quick questions, feedback or pep talks between calls. Because sometimes you just need a Lizzy in your day.

Tools and resources

From templates to checklists, I'll either share or create resources that save you hours. No more reinventing the wheel at midnight.

Progress reviews

Based on your goals, we'll zoom out, celebrate wins and make tweaks to your plan to keep it working with you and moving you towards your dreams.

THE TRANSFORMATION

Before

- Constantly firefighting, never having time to work on the business and second-guessing your decisions.
- A business that eats up evenings, weekends and on the really bad days, your sanity.
- Brilliant ideas that stay stuck in your head.
- Not being able to show up fully for your business because it feels so messy.
- Investing feels scary after being burnt before by cookie cutter offers.

After

- A clear, simple plan that gives you the structure to get things done but the flexibility to do it your way.
- Evenings and weekends free again 🧡
- Your dreams and BIG ideas channeled into doable tasks that build on each other.
- Confidence in your decisions and showing up *in* and *for* your small business.
- Growth that's aligned with *your* life and *your* priorities and not something that works against them.

WHY THIS WORKS

Strategic expertise rooted in real-life. With 16+ years as a business and project manager I can take chaos and turn that into clear and doable plans.

Empathy. As a mum to a disabled child and a small-business owner myself, I get the juggle. My support meets you where you are right now, no judgement, no assumptions just focused on building you the best life possible!

Accessible and affordable. You get support that delivers transformation without the scary price tag, without the long commitment and without having to commit to a minimum of 10 hours per month.

Hands-on support. For those people that want it, you can also get me working in your business, it's practical partnership that'll lighten your load.

THE INVESTMENT

Support shouldn't feel out of reach when you're growing your small business which is why **Sorted, Not stretched** is simple, flexible and built around you. My rate is £70 per hour and this is how it works each month:

- **Minimum:** 2 hours of support sessions (strategy, planning and accountability) = £140 per month).
- **No maximum:** choose as many hours as you need.
- **Flexible use:** you pay for the hours that you want and then you can use those hours however you need. That will be mix between support sessions and done-for-you delivery (from setting up systems to finishing off all those things that you just haven't gotten to, you don't have to do it alone).

Here's an illustration of what that could look like monthly depending on your needs:

Strategy / Planning	Accountability check ins	Done-for-you tasks	Hours and cost
2 x 60 minute sessions	+ 2 x email check ins	+ 0 DFY hours	= 2 hours (£140)
2 x 60 minute sessions	+ 2 x email check ins	+ 2 DFY hours	= 4 hours (£280)
2 x 60 minute sessions	+ 2 x email check ins	+ 4 DFY hours	= 6 hours (£420)
2 x 60 minute sessions	+ 2 x email check ins	+ 6 DFY hours	= 8 hours (£560)
2 x 60 minute sessions	+ 2 x email check ins	+ 8 DFY hours	= 10 hours (£700)

WHAT MY CLIENTS SAY

What I love most about working with Lizzy is that she genuinely cares - you can't fake that, it's so authentic.

Since starting with her, I've gone from feeling like I was winging it, laptop open in my pjs while the kids demanded snacks, to actually showing up as a businesswoman. Creating the right environment, dressing for that Zoom meeting and taking pride in my work has completely changed how I see myself.

That shift has made me feel more confident, more consistent and it's directly aligned to more success in my business. I wouldn't have made those changes without Lizzy's mix of encouragement, accountability and practical strategy. She's helped me step into being a CEO, not just someone trying to hold it all together.

Cath Allard - Cath Allard Nutrition

Lizzy gets stuff done. For the first time, I felt like I could actually see the wood for the trees and more importantly, that I could actually do it.

She's warm, reassuring and constantly reminds me, 'that's for me to worry about' which, as a mum juggling everything, is the most refreshing thing ever.

So much of what we sign up for in business is self-led and honestly? It gets on my nerves. Sometimes you really need a done-for-you service and that's exactly what Lizzy brings. She takes the stress (and the to-do list) off your shoulders and delivers every single time.

She really does take the 'do' out of to-do. 🥰❤️

Nicola Wood - The Wonderful Wig Company

MORE FEEDBACK THAT FUELS ME

What makes Lizzy stand out is that she really understands me and what's needed - which instantly takes the pressure off. I can trust her completely to make it happen and that kind of support is priceless when you're trying to juggle business and a job.

Her conscientious approach and determination mean nothing gets left unfinished, no matter what tech challenges come up. That reliability gives me the freedom to focus on the things only I can do.

On top of that, her enthusiasm is infectious. She makes the whole process lighter, inspiring and even fun. Honestly? She's a true inspiration - I just love her to bits. 🌟

Dr Karen Bright

ABOUT LIZZY

Hi, I'm Lizzy founder of The Fantastic Foundations and your Chief Joy Officer! ✨

I know what it feels like to be pulled in every direction to want a thriving business but also want to be present for your family. That tension is what led me to build **The Fantastic Foundations**.

I'm not here to preach from a mountaintop and make you feel that you aren't doing enough. I know how hard you're working and I'm ready to meet you right in the messy middle with practical strategy, an approach that works for you and when you need it the humour to get you through the hard mornings and the tough nights.

Together, we'll make your business lighter, smarter and more joyful so that you can breathe again and actually enjoy the life that you built your business for.





Ready to breathe again?

Your business doesn't have to feel this heavy. Let's make it lighter, smarter more and joyful - together.

Book a free call with me today and give yourself the support you deserve.

Book a free call using the 'book in' button on the website header.

You can also connect with me on socials.

 the_fantastic_foundations

 thefantasticfoundations

 thefantasticfoundations

www.thefantasticfoundations.co.uk