

Thank You for Your Business!

We've summarized our partnership so you can see what we've done, what you've paid and what we've accomplished



Our Meetings

We loved getting to know you and your goals and hope to have been a productive part of helping you reach them!



Initial Consultation

Marie expressed a desire to start her own business from the moment we began a conversation about working together. Our partnership was unorthodox but fruitful as we exchanged services during our contracts.

Onboarding

We clarified what emails to use for communication, and laid out expectations for our unusual partnership exchange so that value was equally given and received from both parties.

5/11/22 12:00 pm

During our first meeting we jumped right in with guiding statements. Marie had been thinking for a long time about what she wanted this business to look like, so she knew exactly what most answers were right off the bat. We established her mission statement to be "Empowering you to live fully on your journey to parenthood." This helped us form a foundation to build the rest of the brand on, including things that embody compassion, vulnerability, wholeness, creativity, healing, hopeful, engaging and avoiding anything transactional, judgmental, shallow, insensitive, cure-all

6/15/22 11:30 am

We canceled our second meeting, but picked back up quickly at the third. Marie has access to a make-up meeting outside of this contract period. We started the conversation about logistics, like what demographic are we defining as our audience, how many sessions should we offer, and at what price.

6/29/22 10:00 am

We decided on the name! Fullness of Life Fertility Coaching. We talked about program content, what an initial consultation would look like and showed her some drafts of first round logo designs.

7/13/22 11:30 am

We talked about marketing methods and materials, especially for the retreat in October. We discussed how to measure success of a participant you're coaching and the benefit of having a "practice couple"

7/27/22 12:00 pm

Talked in-depth about the initial consultation, when to show pricing, whether to use a visual and you found some success with Facebook groups for a practice couple! We decided we need to design a flyer

We have loved getting to know you and your business goals, Marie!

What Went Well

We were able to bring the essence of the brand to the foundation and set up a solid plan that Marie can go and execute. We understood her values and goals well and tailored our approach at each meeting. We hope to have made a foundation that she can use to grow her business for years to come.

What Could've Gone Better

We were a bit rushed trying to squeeze a six month process into three months. We could have made a plan from the start of the contract to include or exclude certain process steps that were important specifically to Marie's needs instead of assuming.

Your Investment

See what you paid during our partnership



IVORY FOR BUSINESS



MAY

Consultation Meetings

\$200.00

JUNE

Consultation Meetings

\$200.00

JULY

Consultation Meetings

\$200.00

AUGUST

Consultation Meetings

\$200.00

SEPTMEBER

Consultation Meetings

\$200.00

OCTOBER

Consultation Meetings

Website project

\$550.00

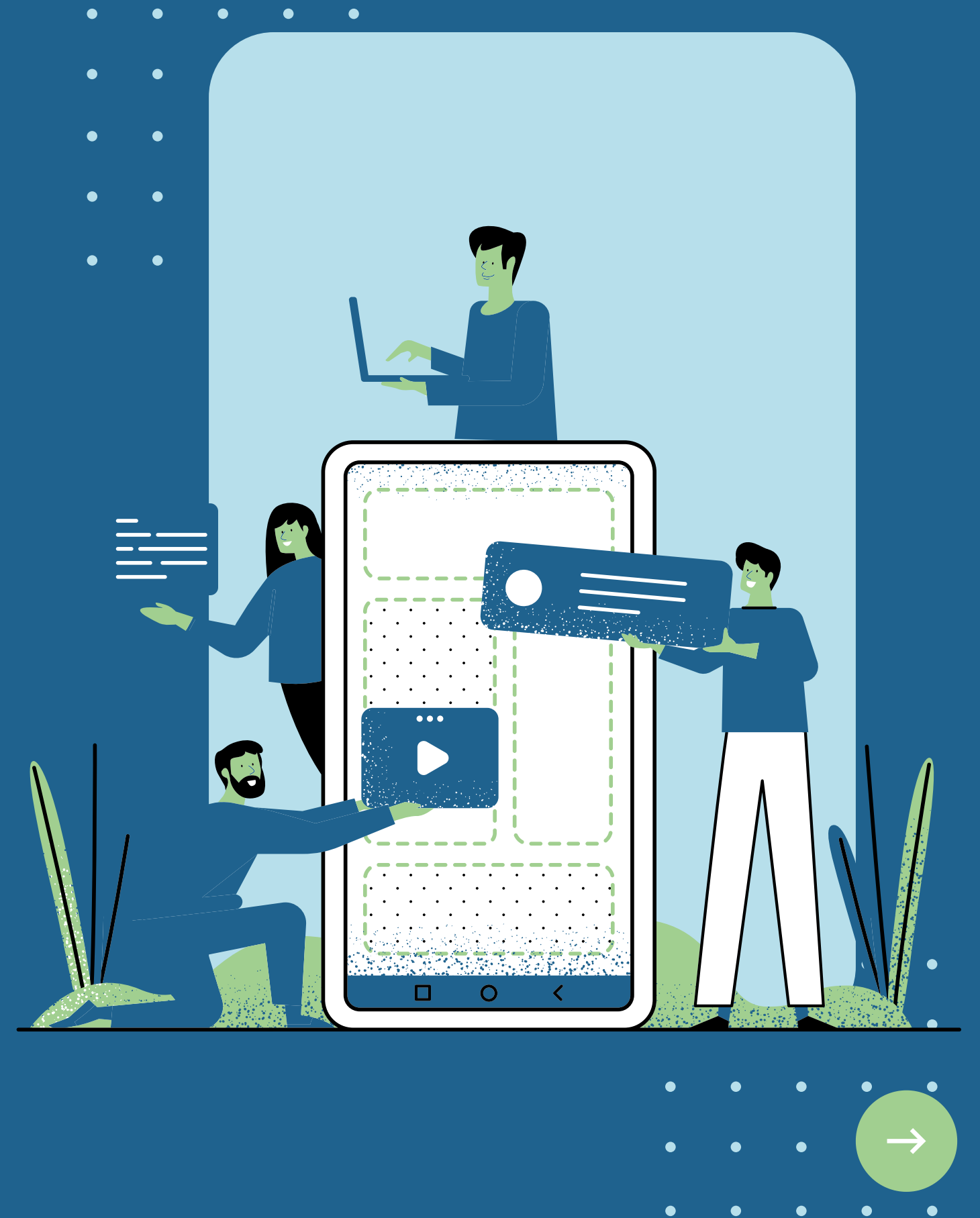


View All
Meeting Notes



Your Results

What did you gain from partnering with Ivory?



Foundation

We hope our conversations have given you insight into the key aspects of your business

- **Guiding Statements**
- **Business Logistics**
- **Big Picture Vision**
- **Pricing and Program Details**

Brand Clarity

We aimed to solidify your brand to visually represent the work you do and the personality of your company

- **Chose Business Name**
- **Created Color Palette**
- **Created Logo**

Growth

Time to use what we have done to expand. Here is what we recommend you do to capitalize on the momentum.

- **Do A/B testing with initial consultation formats**
- **Build relationships with free test clients**
- **Be Bold!**



Thank you for choosing

Ivory For Business

IVORY FOR BUSINESS

Let us know how we can help in the future!

