

# IWBB: BUSINESS MAP

Your journey to transform your  
passion into purpose for profit



# Welcome



I'm Natasha and I am the lead business mentor on this course. I mentor women who have businesses in Spain and only women who have business in Spain because that is where I have gained all my experience. I have grown my own successful businesses here in this wonderful gorgeous and bureaucratically soul destroying country! There isn't a mistake I haven't made with each one teaching me hard fought lessons throughout my journey.

Setting up and running a business can be so exciting but it can also be a scary, lonely and frustrating road. All the passion and time you put into it that never quite equates to the money you were hoping to earn. Or you have an amazing idea, but making that leap is terrifying, will it work, will people buy your product or service? The reality is, it is hard to know how to do everything without guidance and support, something I have sought out throughout my time as a business woman.

I would not have realised my dream of a boss free life and successful businesses without the mentors who guided me and the courses where I learnt the fundamentals of running a business. This course is designed to take a good hard look at your business or business idea. Before we even think about the marketing and sales we look at its viability for reaching your financial and work/life balance goals. We adapt, tweak and change it together so you have a framework that will succeed.

I don't want to mislead you so I like to be upfront about my mentoring style. I am ALL about the money. Nothing frustrates me more than seeing amazing women doing amazing work and not earning enough money. Passion and purpose are fundamental but without profit, it is not a business.

What makes this course extra special is the women you will take this journey with. There is something magical about a group of women coming together and supporting each other. It is like a group of grown up cheerleaders who are allowed to drink! Our shared experiences setting up businesses in Spain are invaluable and there is plenty of laughter, tears, celebrations and picking each other up.

I can't wait to start this journey with you and I promise you my 100% commitment and dedication to help you get where you want to go.

## Phase 1

### The Foundation Stage



Week 1 - Real and definable goals & designing your Master Task List.  
This helps you get focused, manage your time and be accountable.



Week 2 & 3 - The adulting of the business world - getting your financial management sorted. There are not many people that like dealing with finances but it is just a hobby unless you take your finances seriously. Our first stage is to look at what income you want to earn and how your business streams can achieve that. You don't need fancy programs or complex formulas - just simple frameworks that keeps you on top of it.



Week 4- Passive and semi passive income streams - the unicorn of the business world  
For many entrepreneurs it is hard to scale their business because they are their business. In this week, we look at the options for building income streams that don't rely so much on your one-2-one time. You continue to add value and expertise but with less of your energy.

## Phase 2

### Our voice, our audience and our pitch



Week 5 - Owning your message.  
During this phase we look at what we are telling the world you can do for them. This is always clear to us but we need the message to be clear to our potential clients. This week we consider who our ideal client is, what are their challenges, pain points and frustrations and whether we are clearly communicating a solution.



Week 6 - Marketing and building your community.  
There is no point selling to thin air so building your community is key. We look at who is your ideal audience and where they are hanging out. We look at how to engage them and what platforms you should focus your time on.



Week 7- Selling - the dirty word we like to avoid!  
Selling is not easy but with the right mindset and frameworks, it will become much easier. The reality is, there is no point doing what you are doing without good paying clients. There are ways to sell that don't make you cringe especially when you do it authentically and from your heart. This week is the week to learn how to sell with soul!

## Phase 3

### Set up for success



#### Week 8 - Content is King

Writing good quality content is essential to ensure you are delivering your message authentically, you keep your audience engaged, you are clear about the products and services you offer and of course, you are helping to build your SEO word by word, day by day.



#### Week 9 - Funnel to Success

Having a sales funnel is key to a successful business and ensures you don't have to start from zero every time you launch a new service, product or course. We build the funnel together to guarantee you have a fully functioning sales funnel by the end of the course.



#### Week 10 - Ducks in a Row

Setting up and managing a Facebook group, challenge, summit or Masterclass can be challenging so we will work through all the steps to ensure your potential clients see the very best of you from day one in your gorgeous new or improved business.

## Phase 4

### Launching



#### Week 11 - Processes and templates to ensure consistency and quality

Templates don't have to be impersonal but they can help with cutting down the time you spend on initial enquiries, getting a client set up etc. We look at tools to make your life simpler and to ensure the admin is smooth leaving you more time to make your magic.



#### Week 12 - Launch Sequence

There is no point having amazing courses, products or services if you don't know how to get them out to the world. There are many elements to a launch sequence and like a puzzle you need it in the right order for it to be successful.



# How it works

Each week I will be live on Zoom to talk you through all the knowledge you will need. This will be recorded so you can go back through it as many times as you want. There will be a resource section for any templates or frameworks that you need. Every other week, extra Masterclasses will be organised throughout the course with our experts that bring essential knowledge to your tool kit.

We will also have a weekly mini Zoom mentoring sessions with a maximum of 5 people where we can dive into applying the topics to your business. I can answer your questions and give you feedback. We work on the best times for each group so they fit in with your busy lives.

The Facebook Group is where we keep each other accountable by posting your tasks for the day, asking questions and getting instant support and advice. Whilst a lot of the know-how comes from me, the heart of the group is in our Facebook group where the support makes this a very special course and experience. This course is perfect if you need a step by step map to get your business started or to grow with a solid foundation, start selling and attracting new clients. The tools and frameworks are practical and can be applied to your business straight away. This is a course that requires action, where you get results, where you will begin to increase your profits.





## THE IMPORTANT BIT

Start date:  
Tuesday 19 January 2021  
11 am.

There are only limited places on each course so contact me now to see if the course is a fit for you



*The group programme really helped me to get focused, with a strategy and lots of practical tools and tips and wonderful support.*

Lindsay Nixon - Lindsay Nixon Coaching

Price:

- 12 monthly payments of 55€
- 6 monthly payments of 105€
- Pay in full for the discounted price of: 590€

Bonus sign ups:

Sign up before 12 January and you will have a lead magnet/freebie designed by our graphic design specialist that will help you stand out and look professional.

**Join us!**



# Calendar

## IWBB: Business Map

Week 1

Tuesday 19 January  
11am with Natasha

Week 2

Tuesday 26 January  
11am with Natasha

Thursday 28 January 11am  
Mindset

Week 3

Tuesday 2 February  
11am with Natasha

Thursday 11 February 11am  
Websites

Week 4

Tuesday 9 February  
11am with Natasha

Week 5

Tuesday 16 February  
11am with Natasha

Week 6

Tuesday 23 February  
11am with Natasha

Thursday 25 February 11am  
Canva

Week 7

Tuesday 2 March  
11am with Natasha

Week 8

Tuesday 9 March  
11am with Natasha

Thursday 11 February 11am  
Content Creation

Week 9

Tuesday 16 March  
11am with Natasha

Week 10

Tuesday 23 March  
11am with Natasha

Thursday 25 March 11am  
Sales Funnel Workshop

Week 11

Tuesday 30 March  
11am with Natasha

Week 12

Tuesday 6 April  
11am with Natasha

Thursday 8 April 11am  
LinkedIn



## TESTIMONIALS

I first heard/met Natasha at one of the IWBB events in a pre-covid world and was very impressed by her own success story of building her own business here in Spain and I was struck by her down to earth manner in describing all of the highs and lows that occurred. Roll on many months later and I signed up for one of her group mentoring courses (Business Map) and she didn't disappoint. I've found it incredibly worthwhile both for my business and for me on a personal level. Natasha is wise, bubbly, sharp and realistic. She has some fantastic insights and is both motivating and encouraging whilst at the same time being very down to earth and practical. She doesn't bullshit and is very direct which helps to keep everybody on the same page. Her own personal experience is invaluable and she is very generous in sharing. She always seems to be about 10 steps ahead and is excellent at connecting people and ideas. She has created a fantastic support network for women in business which is invaluable as it can be a little lonely (and daunting) running your own business. The course made me take a good look at my business and implement a lot of changes to help make it grow. Both Natasha and this group of women were exactly what I needed to get my ass and business in gear.



**Sinéad Galvin - Irish  
Educational  
Consultant**  
[www.trueireland.es](http://www.trueireland.es)

I took the course with Natasha because I knew that, if I wanted to have my project to be real, I needed some guidance and accountability. Natasha is a great mentor, she knows what she is doing, her advice is straight to the point, practical, and her generosity in giving tips, advice and resources is amazing. She guides me through the whole process step by step: from having my numbers right, to building a strong brand and finally and for me a great achievement and personal success: being able to have my product out there. I learned how to sell my product in the best way, using social networks to build an audience, where to put my focus on. I have a clearer idea what I want for my business and where I want to take it. Now I finished the course and I feel like I am a baby who just learned how to walk by herself, I may fall but I will stand up again!



**Malichanh Phothirath - Founder**  
[www.ludolingua.es](http://www.ludolingua.es)  
[www.facebook.com/groups/larecreduffle](https://www.facebook.com/groups/larecreduffle)