

*The Queen of Evolution*



# **THE QUEEN OF EVOLUTION 5-STEP SETUP METHOD**



6 months of strategy, support &  
soul for women 40+  
Build a business that feels like  
home — without the hustle,  
confusion, or burnout

**BY ADELE M ANTHONY**

---

## What is it?

This is not a hype-fuelled course or another Facebook group that fizzles out.

The Queen of Evolution's 5-Step Setup Method is a high-touch 6-month experience for women 40+ ready to start, rebuild, or finally do business their way — with strategy, structure, and soul.

You get the entire 5-step Setup Method brought to life — with live support, a trusted roadmap.



## What's included?

- ✓ 6 Monthly Strategy Modules
- ✓ 1 x Coaching Call per Month (60 mins)
- ✓ 1 x Monthly Strategy Session (60 mins)
- ✓ Weekly Email Support
- ✓ Deep-Dive Workbooks + Templates





## Month-by-Month Breakdown:

The following is what we'll cover together — step-by-step, with full support at every stage.



# Month 1: Clarify Your Vision + Business Idea

✓ Get clear on what you want to create — and who it's for.

Identify your strengths, stories, and skills

Define what success looks like for you

Validate your business idea before you invest too much time or money

Build a business that fits your life stage, values, and energy

✨ Tools: Vision Clarity Workbook, Queen's Zone of Genius Map, Dream Client Mini-Map



## Month 2: Choose the Right Business Structure + Offer

✓ Get legally set up and build an offer that supports your income goals.

Decide on Sole Trader, Company or Trust (with guidance)

Understand your legal and tax responsibilities (in plain English)

Create your first offer and know exactly how to price it

Learn how to protect yourself and your intellectual property

✨ Tools: Legal Lite Kit, Entity Comparison Chart, Pricing Confidence Calculator





## Month 3: Craft Your Brand Message + Positioning

✓ Find the words, tone, and story that connect with the people you want to serve.

Define your brand personality and voice

Write a compelling bio and elevator pitch

Create messaging that builds connection and trust

Know how to talk about your offer without feeling salesy

✨ Tools: Magnetic Messaging Workbook, Bio Templates, Brand Mood Board



## Month 4: Build Your Website + Online Presence

✓ Set up your digital home so people can find you, trust you, and pay you.

Create a simple, strategic one-page website (or landing page)

Build a lead magnet that brings the right people to you

Set up your tech stack (with low-stress support)

Know what platforms you actually need — and which to ignore

✨ Tools: Website Copy Template, Lead Magnet Guide, Tech Stack Simplifier





## Month 5: Create Content + Start Showing Up

✓ Build visibility without burnout using aligned content strategies.

Plan content you can actually stick to

Start showing up on one or two platforms with ease

Learn to create Reels, posts, and emails that convert — without “performing”

Share your offer confidently with simple, effective sales scripts

✨ Tools: Soulful Visibility Calendar, Caption Guide, Content Planner + Prompts



## Month 6: Launch Your Offer + Start Making Sales

✓ Learn how to launch in a way that feels aligned, calm, and clear.

Map your launch timeline (based on your energy and schedule)

Soft launch your offer and onboard your first clients

Use soulful sales strategies that don't feel pushy or fake

Celebrate your wins and reflect on your next steps

✨ Tools: Launch Planner, Soulful Sales Scripts, Confidence Reflection Journal



## Who This Is For:

- ✓ Women 40+ starting or restarting a business
- ✓ Coaches, creatives, service providers, consultants
- ✓ Women who want structure and heart in their business
- ✓ Those tired of feeling overwhelmed, underprepared, or like they're "behind"



## ! Who This Is Not For:

- ❌ People looking for an overnight success formula
- ❌ Anyone unwilling to take action or ask for support
- ❌ Business owners looking to scale to 7-figures in 6 months (this isn't that program)



## **Bonuses When You Join:**

Queen's Startup Checklist

Launch Planning Toolkit

Client Email + DM Templates

Trainings in Mindset, Marketing + Systems



## Investment:

✨ Full Mastermind: \$5,997 AUD

 Payment plans available





# Let's Build Your Business — Without Losing Yourself in the Process

This is about more than business.

It's about claiming your voice, your value, and your vision — at this stage of life.



*Thank you!*

You don't need it all to start—just  
the right things done right.  
— The Queen of Evolution



[hello@adelemanthony.com](mailto:hello@adelemanthony.com)

[www.adelemanthony.com](http://www.adelemanthony.com)

---