

Blue = printouts/worksheets/tools for you to use/alter/keep

Purple = guest expert

Week 1 - The Foundation (You)

What drives you? Your WHY/Definite Chief Aim

How your business will transform the world

[Metrics that matter worksheet](#)

Week 2 - Goals, Milestones, Recognition, Success (You)

Measure of success

External vs. internal

Goals with soul

[90 Goals Worksheet](#)

Week 3 - Your Best Engagement Style (Movement)

What forms of communication light you up & energize you?

How can you leverage that to stand out AND increase engagement?

The right way to connect with your tribe/movement

[CRM worksheet](#)

Week 4 - Content Strategy & Social Media Marketing (Message & Movement)

The language of each platform

Repurposing and sharing across the internet

WHERE are your dream clients and what are they looking at?

[Social Media Goals Worksheet](#)

Week 5 - Your Business Beliefs (Message)

What makes you unique?

What are your business values? What do you stand for? Against?

Week 6 - Unique Client Experience (The Work)

How can you serve your clients on a deeper level in a way that creates more profits?

Week 7 - Positioning + USP (Message)

Positioning your biz to stand out

Positioning to connect with soulmate clients

[Clear & Captivating Message PDF](#)

Week 8 - Leadership (You)

Who is your most successful self?

Becoming the leader you want to be

Week 9 - Leadership (You)

Protecting your Superstar energy

What kind of boss do you want to be?

SOP's

Week 10 - Best YOU Possible (You + Branding)

Becoming the Best You possible

Branding so your clients recognize you

Week 11 - Branding (Message)

Brand archetypes

Brand statements

Guest expert: Chantelle Davis-Gray

Week 12 - Branding (Message)

Brand Distillation

Brand, message, client attraction

[Branding map](#)

Week 13 - 3 Month Check in - Goals, Milestones, Habits

[90 Day Goal Worksheet #2](#)

Week 14 - Copywriting & Keywords (Message + PR)

Words with superpowers

Keywords

[Brand Words Worksheet](#)

Week 15 - Copywriting (Message + Visibility)

Buzzwords

The language of your tribe

Guest expert: Tania Dakka

Week 16 - Branding (Message)

Building brand awareness

The power of words & storytelling

Week 17 - Sales (Movement + Sales)

Sales pages

Sales energy

[Sales Energy Visualization](#)

Week 18 - Tools & Teams

automation tools

email clients

taking payments

scheduling

VA, OBM, copywriters, graphic designers, etc.

Week 19 - Marketing (Message + Client Attraction)

7 touch points

fast action vs. slow action

Week 20 - Sales Funnels (Message + Client Attraction)

Your irresistible opt-in lead magnet

Creating a highly converting opt-in

Week 21 - Sales Funnels (Message + Client Attraction)

Landing Pages

Nurture sequences

[Sales Funnels Post-It Map](#)

FREE Month in the Funnel Playground with Lindsay & Emily!!!

Week 22 - Habits & Consistency (You + Movement)

Habits check-in

Goals check-in

Consistency with ease

Week 23 - Expert Status + PR

Guest opportunities - blog posts, podcasts, articles on big sites

Collaborations - guest expert in other people's programs

Week 24 - Networking + Support Networks

Connecting with peers

Creating a network of collaborators & co-conspirators

Leveraging your network for warm leads

Leveraging your network for feedback and advice when you need it.

Additional Guest Experts:

[Sarah Elizabeth Lahoud](#)

[Jacqueline Yvette](#)