

FOR CONSULTANTS & COACHES

HOW TO CREATE & INCREASE REVENUE JUST BY SHIFTING YOUR MINDSET



BY STELLA HOH

Founder of MindsetToProfits System

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**Absolute Clarity and
Breakthrough for a Scalable
Business now, Guaranteed**

Read this education guide and you will discover:

- Surprising Facts for not creating the business of your desire
- 9 Common Misconceptions in creating your business and increasing revenue
- 5 costly mistakes to avoid when marketing your business
- The 3 simple steps for your business to grow and scale
- The 3 critical questions you need to ask before starting your consulting or coaching business
- How to create and increase revenue in less than 16 weeks?
- What are the ways to market my business
- The #1 Reason why you can't progress in your business
- Why this one sentence will help you get out of your own way
- What makes our business successful?
- 12 telltale signs you need help with your consulting or coaching business
- Where to get help with more clients
- Our story
- What our clients say about us



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MindsetToProfits System



Hi! This is Stella Hoh.

First, we would like to thank you for grabbing our Consumer Awareness Guide on How to create and increase your revenue just by shifting your mindset. We are here to put it together to help you solve your frustration and struggles in creating and increasing revenue for your consulting and coaching business.

Simply, we created this to help you determine the best way to move forward in a way that's right for you, so that you can overcome your frustration of not having clarity in your business, working long hours with the great stress of not knowing the business strategies to build a scalable business.

Because we have been in the business of creating wealth for our clients, just by helping them shift their mindsets, you will find that we are able to bring you the guidance so that you can create your success in your business and live a life by your own design.

In this guide, you will discover how to avoid costly mistakes, you will have your burning questions answered on how to create and increase revenue for your business without having to work long hours and have lots of stress. Most importantly, you will know your own steps to ensure you overcome your own self-limiting beliefs - not making the money you desire and finally achieve business success.

We have provided information about our company, and how our proven processes have impacted 100% of our clients, just like you.

If you have any questions about this guide, we invite you to email us at mindset2profits@gmail.com. We have dedicated our business to connecting and educating our clients, We will be most happy to help you so that you can finally achieve your goals and results that you so deeply desire.

Sincerely,

Stella Hoh

Founder of MindsetToProfits System

Surprising Facts for not creating the business of your desire

You complained about not knowing how to create your business with good revenue, not having any good clients, poor business, stress with having to work long hours for your business, no clear direction in business growth, and struggling ways to find the right prospects.

Most business owners do not have clarity, a real purpose in their life, have self-doubt, and do not know clearly what are their inner challenges. Hence this directly impacts their business.

Prospects are not clear of what you offer, have no desire to hire you, and are not willing to pay your deserved value.

The biggest reason why consultants and coaches do not make enough money is their lack of direction, clarity in their business, and low perceived value.



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9 common misconceptions of how to create and increase revenue

I WILL SUCCEED IF I WORK HARD AND SMART ENOUGH

Perseverance is the key to success, but it is not about working hard and smart enough! It is about working on the right things at the right time. Most business struggles for the first three years and if you do not have the right resources, the business will fail.

I MUST LEARN AND RESEARCH MORE BEFORE I BEGIN

I am not good enough. It is important to have the skillsets and knowledge. Having the right source of information and guidance is important; however, many people get crippled with too much knowledge and not knowing how to begin!

I JUST NEED A LOT OF CAPITAL TO START MY BUSINESS

You can dump more money into advertising and not achieve the results that you desire! It is about knowing how to market yourself and look for more clients organically. Stop throwing money away.

I NEED TO WORK LONGER HOURS

Many consultants and coaches believe they will get more revenue just by working longer hours. But it is the strategy of attracting clients that will gain them, good clients.



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I JUST NEED TO DO WHAT I LOVE

Consultants and coaches usually focus on what they love to do and not what the clients want. They would not get their clients without clarity in their message to market.



I SELL WHAT MY CLIENTS NEED

Clients love to buy but they do not like to be sold to. It is an emotional decision. They buy what they want not what they need.



I WANT EVERY CUSTOMER I GET

Many consultants and coaches think by increasing the no of clients, is increasing the revenue. It is important to give true value and help those that we can and achieve the results. Rather than end up with poor clients relationship.



I NEED TO COMPETE ON PRICE AND SELL CHEAPER

Money is a concern for many, especially in this economy. However, when it is the value that would be more important. Once you are labeled as a low-value coach or consultant, it is challenging to increase your perceived value. It is also stressful to help many low-paying customers and most may not value your work.



I NEED TO HIRE MORE STAFF

Many consultants and coaches fail in business as they expand their team too fast and big. Financial management and hiring performance-based staff would help generate more profits.



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5 Costly mistakes when marketing your business

LACK OF CLARITY

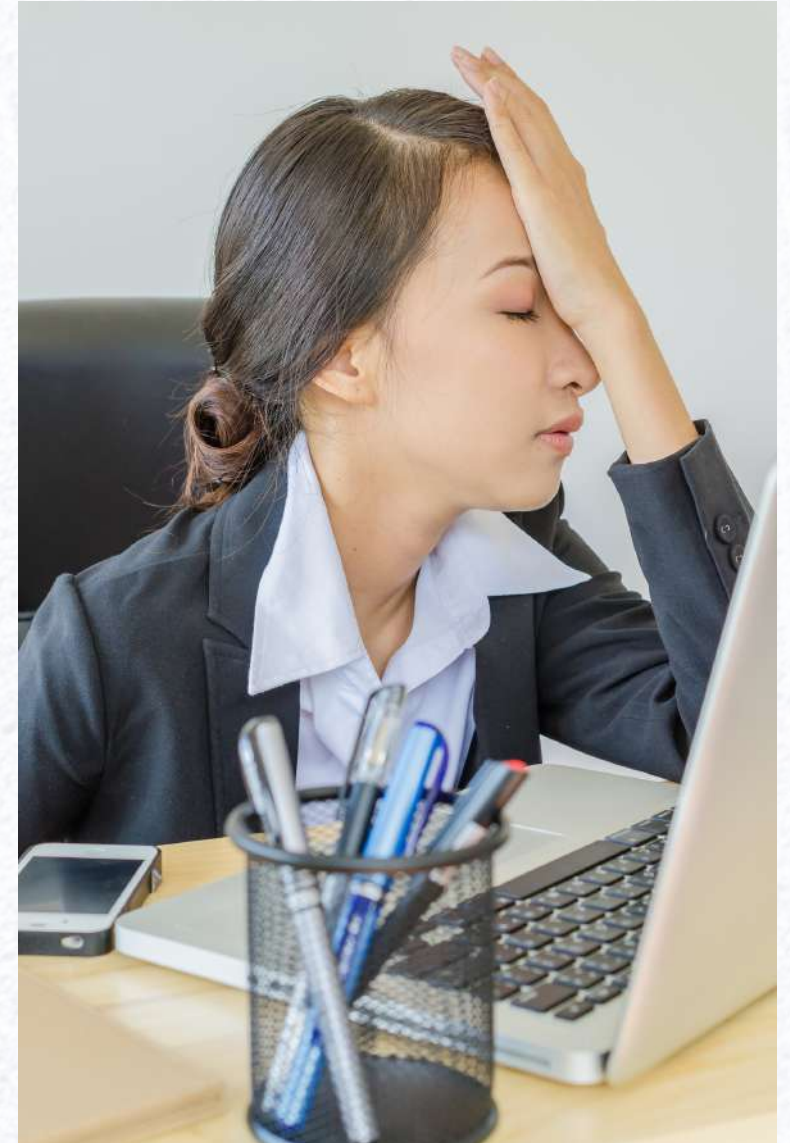
Consultants and coaches who lack clarity in their business lose focus themselves. End up with an unclear message to market. and prospects do not know what you are selling? If you do not have clarity of your solution to their pain, they would not buy.

FOCUS ON PRODUCT AND SERVICES - FEATURES & BENEFITS

Clients buy what they want and not what they need. If you keep focusing on product and service, the features and benefits, they have no appealing reason to buy. Focus on their emotions, their pain, and what results in you have for them. Show them you care and your differentiating factor in your solution. Make yourself the logical choice for their results.

FEAR ON MARKETING

Many people find "marketing" a dirty word? They fear to market themselves. But we are marketing ourselves every day, not our products or services, It is our image, behaviors, actions, and most important values that attract our clients. Stop marketing, stop selling. Start connecting with people and engaging them from their hearts.



5 Costly mistakes when marketing your business

PERFECTIONIST SYNDROME

Marketing is not a science. it's an art and science. And the market shift constantly. Consultants and coaches need to take action and launch their business, test the marketing and fine-tune along the way. it is a journey, not a destination! Stop searching for different solution providers to market you. Work on one marketing platform and keep working on it.



THROWING MONEY INTO SOLUTION PROVIDERS

When you start out in your business, it is wise to start marketing your products or services organically, Once you have built enough testimonials for your products and services. The testimonials help you in marketing. Not funnel sales, branding, or the most beautiful website....



The 3 Simple Steps for your Business to Grow and Scale

WEALTHY MINDSET IS EVERYTHING IN BUSINESS

Surely you have heard the saying that when you believe in yourself, you can do anything. It's a piece of advice that gets passed for the right reason- because it is 100% true! It especially applies to having a wealthy mindset. It doesn't matter where you're starting from; with the right steps, the sky is really the limit.



MANIFEST RESULTS - BELIEVE

The first step is to truly believe that you can accomplish anything when you set your mind to it. You can prove to yourself that you can become wealthy by taking it seriously and making concrete plans. Financially, where are you right now and where do you want to be? It doesn't matter how far you need to travel, you just have to set your dreams, vision, and outcomes. The next thing you need to work on is the "how" of it all. What actions will you take in order to achieve the business you desire. Choose to believe in the law of attraction and attract your business; rather than working hard for it!



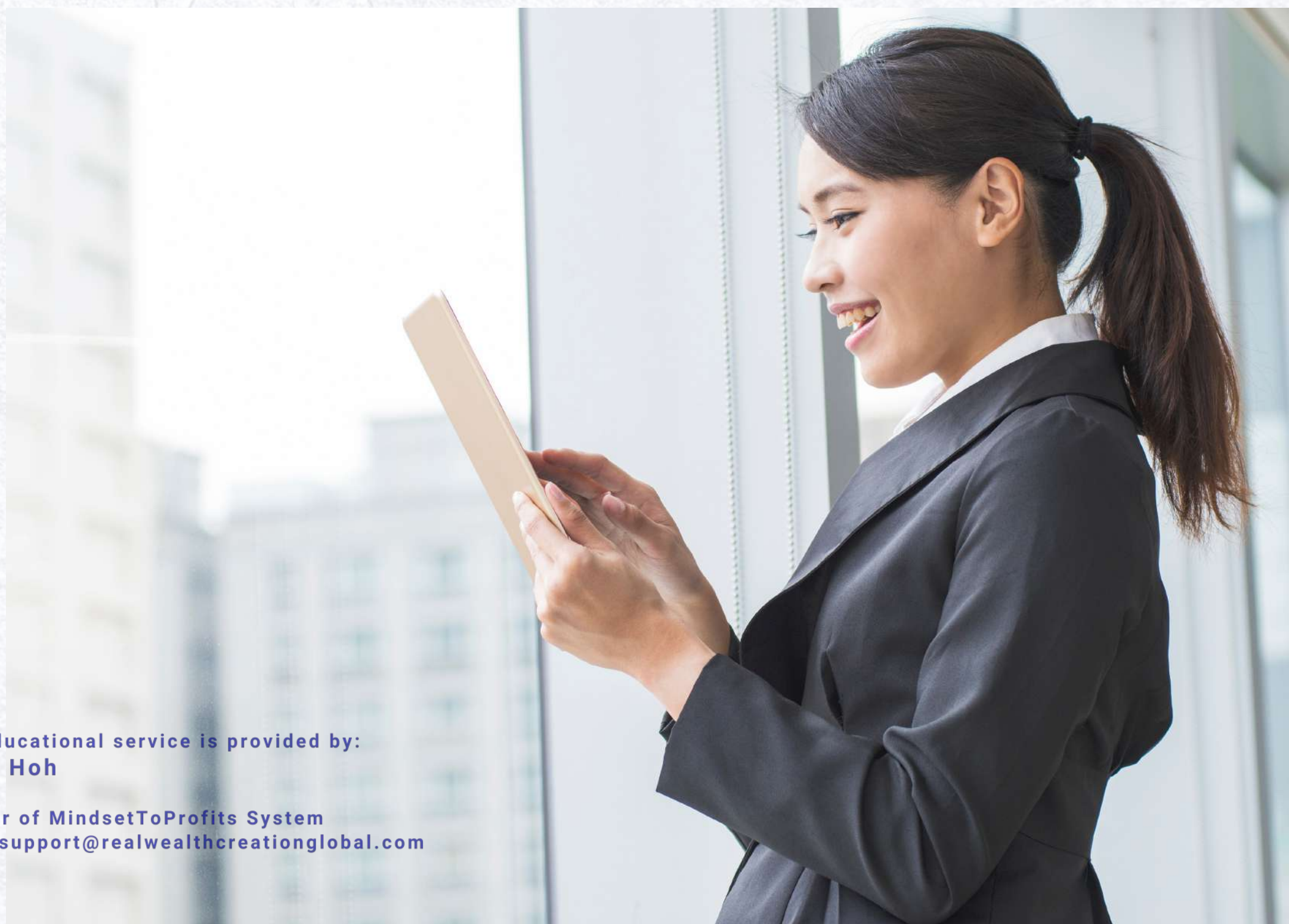
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The 3 Simple Steps for your Business to Grow and Scale

STARTING FROM SCRATCH - RAISE YOUR PERCEIVED VALUE IN BUSINESS

Having the correct mindset on your perceived value can be difficult if you feel that you are starting from nothing. However, it is when a positive attitude is needed the most! Just think of all the people that would have given up, and tell yourself that you are not going to be them. It may help for you to look at the inspiring stories. There are plenty of people in the world who started with next to nothing who built extremely profitable companies and other streams of income. The difference between them and the average person was not a superhuman power; it was a simple will to achieve great things. They embraced a wealthy mindset and they didn't take "no" for an answer. To expand on business and work on the expansion, involves risks. It is important to be careful and make sure you have backup plans and backup revenue just in case one of the solutions doesn't plan out. Start with the right perceived value and scale with consistent business strategies. You always have to be forward-thinking as well. Value your self-worth!



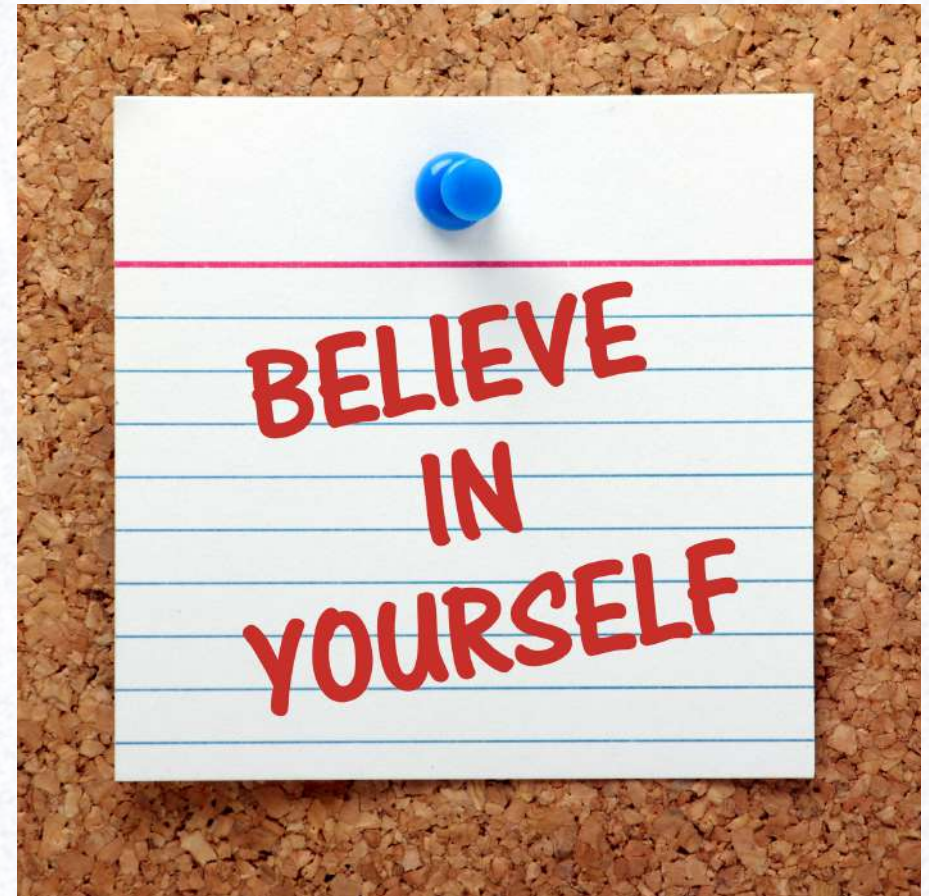
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The 3 critical questions you need to ask before starting your consulting or coaching business

Question 1

Are you willing to open to shift your mindset? To believe in yourself. To Change to have a growth, abundance and investor mindset?



Question 2

Are you open to dive deep to find your inner fears and wounds, remove them to "unstuck" your business? Because our business is determine by our values, behavior and actions



Question 3

Will you take directions to change your habits, your thought process and trust the new way of building up your business systems?



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How to create and increase revenue in less than 16 weeks?

Market Positioning

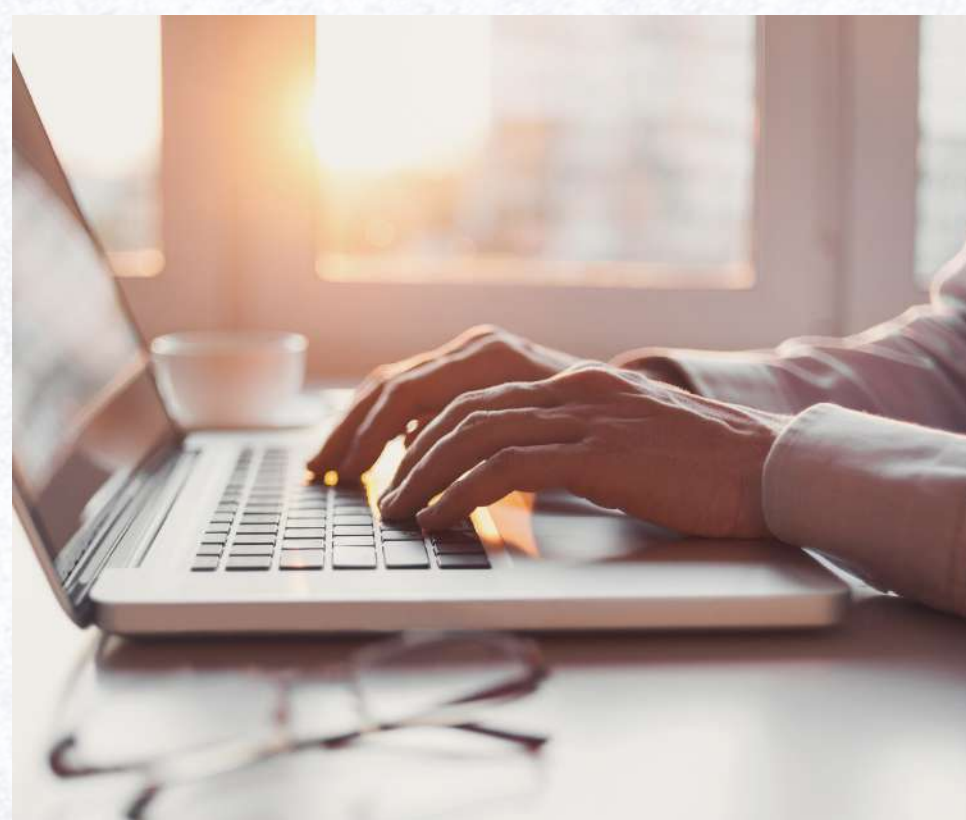
After working on your self-limiting beliefs and removing them, we work to identify your true purpose, strengths, knowledge, and resources to position yourself as the logical choice in your business.

Clear Message to Market

No more chasing clients, we address the pains of the clients with clear results using the right market positioning statements to attract the client of your choice.

Heart to Heart connection

We connect with our clients with heart connection and true authenticity, they raise their hands to buy as they resonate with our values and business ethics.



How to create and increase revenue in less than 16 weeks?

Right pricing strategy

We position ourselves with the high perceived value and price our business for real value and use business strategies for growth.

One to Many

Provide solutions that address the many. Work on systems and processes to work on one-many clients rather than one to one clients.

Systemize and automate business

To grow and scale any business, it is important to systemize and automate the process after it is stabilized to be working on the business rather than in the business.



What are the ways to market my business?

TYPES OF MARKETING

Influencer Marketing

According to the Association of National Advertisers (ANA), influencer marketing focuses on leveraging individuals who have influence over potential buyers and orienting marketing activities around these individuals to drive a brand message to the larger market.

In influencer marketing, rather than marketing directly to a large group of consumers, a brand inspires or compensates influencers (which can include celebrities, content creators, customer advocates, and employees) to get the word out on their behalf.

Leverage



Relationship Marketing

According to the Association of National Advertisers (ANA), relationship marketing refers to strategies and tactics for segmenting consumers to build loyalty.

Relationship marketing leverages database marketing, behavioral advertising, and analytics to target consumers precisely and creates loyalty programs.

Viral Marketing

Viral marketing is a marketing phenomenon that facilitates and encourages people to pass along a marketing message.

Nicknamed “viral” because the number of people exposed to a message mimics the process of passing a virus or disease from one person to another.



What are the ways to market my business?

TYPES OF MARKETING

Green Marketing

Green marketing refers to the development and marketing of products that are presumed to be environmentally safe (i.e., designed to minimize negative effects on the physical environment or to improve its quality).

This term may also be used to describe efforts to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.



Keyword Marketing

Keyword marketing involves placing a marketing message in front of users based on the specific keywords and phrases they are using to search.

A key advantage of this method is that it gives marketers the ability to reach the right people with the right message at the right time. For many marketers, keyword marketing results in the placement of an ad when certain keywords are entered. Note that in SEO, this term refers to achieving top placement in the search results themselves.

Guerilla Marketing

Guerilla marketing describes an unconventional and creative marketing strategy intended to get maximum results from minimal resources.



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The #1 Reason why you can't succeed in your business

SELF-LIMITING BELIEFS

Our inner child - the childhood imprint

Most of us have this sub-conscious self-limiting belief that we are not even aware of. It makes us stuck in our fears, our situations, and not able to excel in our work and mostly even our lives. Most importantly, we do not know how to walk out of it.

This self-limiting beliefs typically creates:

- Fear of success
- Fear of failure
- Lack of vision
- Lack of self-confidence
- Lack of direction
- Fear to communicate
- Poor habits
- Ill-discipline
- Easily distracted
- Negative talks
- Negative thoughts
- Fear to invest
- Fear to trust
- Fixed mindset
- Indecisiveness
- Easily stressed
- Anxiety syndrome ...etc

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**Why this one sentence will help you
get out of your own way**

**TRUST YOU -
YOU ARE ENOUGH**

Action Now!

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What makes our business successful?

It is about Them!
Heart to heart connection!
Be authentic!

1. We focus only on our coaches and consultants like yourself, who wants to create and increase their revenue just by shifting mindset, so we tailor our services specifically to your unique needs and challenges.

2. Understanding. One big reason our clients seek us out is because Stella Hoh, our chief business consultant, has been through the exact same struggles you are currently going through. This is how we are able to get such great results with our clients, and it also creates a level of empathy, understanding and expertise not received anywhere else in the industry.

3. Value Based Pricing. We work to over-delivers and you know exactly how your investment was developed and the expected ROI and results.

4. Recommendations. We have the chance to impact many people with our work. Some of our incredible video recommendations can be seen here....

5. No Refunds. Because of our over-delivering mentoring and client satisfaction, we have never had a refund.

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What makes our business successful?



6. Two Ears, One mouth. You will be feel, heard, and honored for your thoughts, feelings and perspectives. We revere active listening as sacred and paramount to our mentoring success.

7. Root Cause Analysis. We are committed to help our clients dive deep to discover the root cause of their challenges and the client's desired solutions.

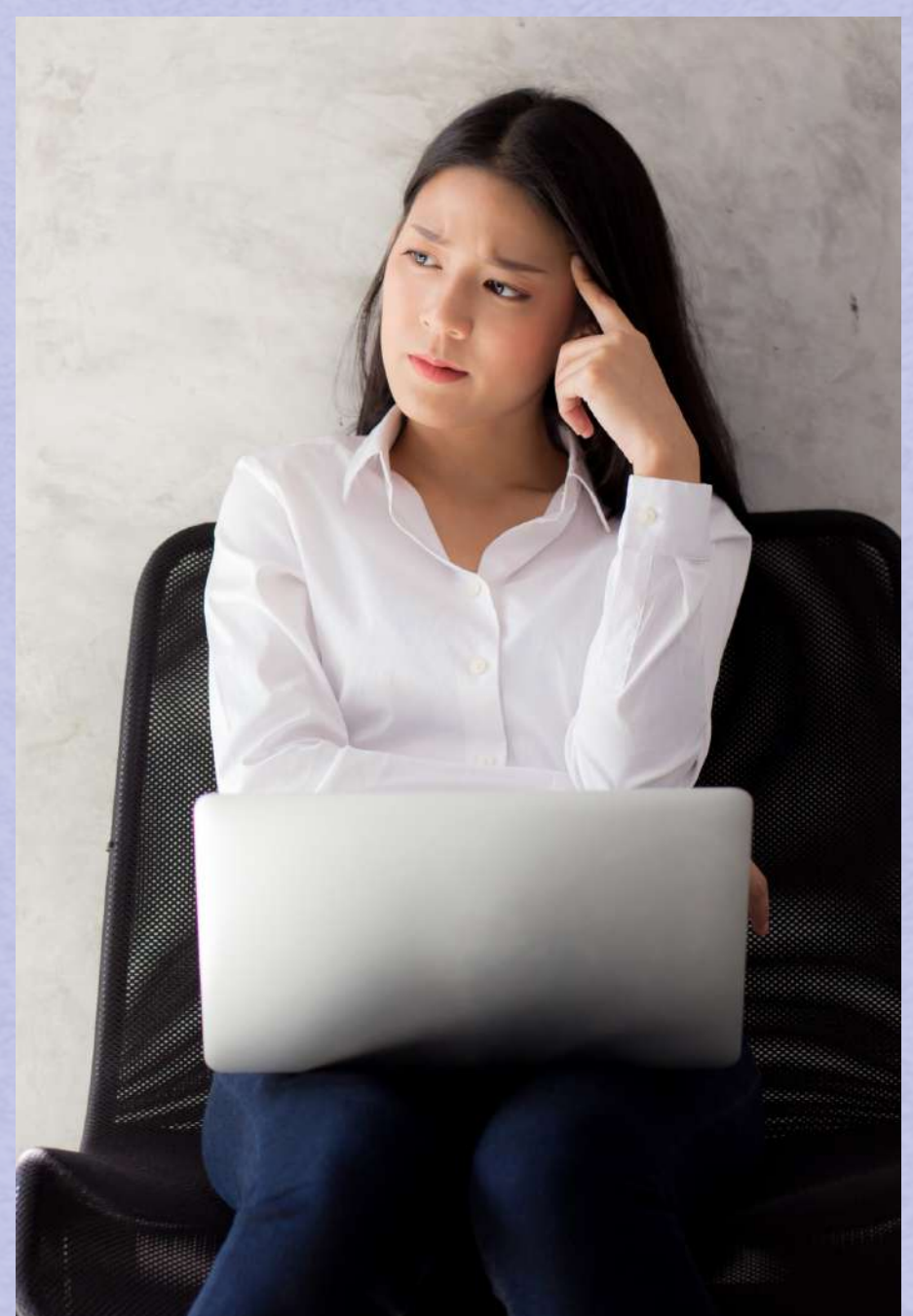
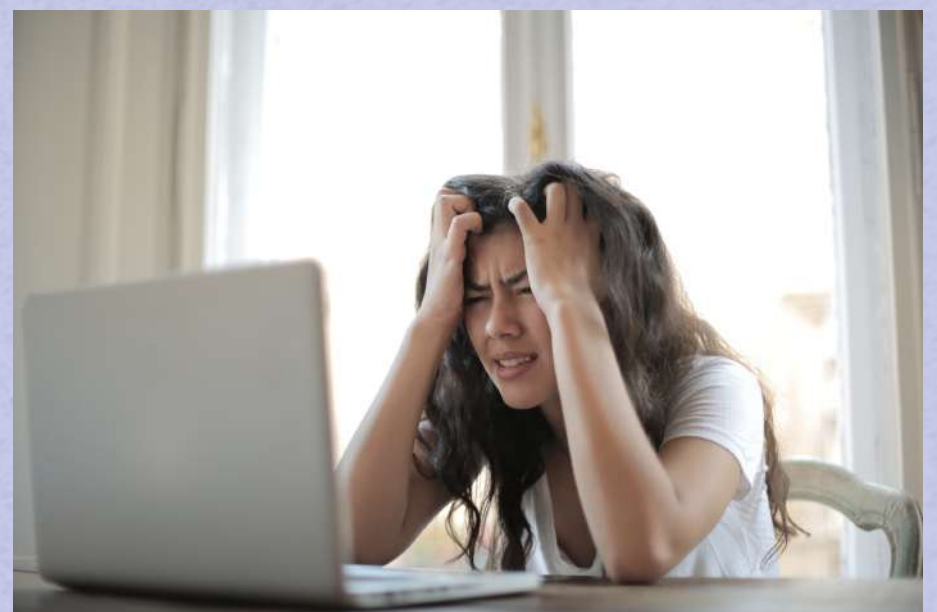
8. Brutal Honesty Our most successful client thoroughly appreciate our direct, diplomatic way we provide unfiltered feedback so our client stretch, grow and accelerate for maximum results.

9. Obsessed with Results. We pride ourselves to help our clients deliver incredible results. That's our greatest reward for investing All-in for our clients. We grow as a consultancy by facilitating, empowering our clients to achieve great outcomes. So we are also committed to ensure every client will gladly provide a testimonial of their experience for a referral which is the greatest compliment we receive.

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12 Telltale Signs You need help with your Consulting and Coaching Business

- You feel stuck in your business... been overthinking, lost, and can't break free.
- You are frustrated, trying to perfect your business but it doesn't seem to progress.
- You start to have self-doubts, beat yourself up... and your business doesn't seem as fulfilling as it used to be.
- You don't know what steps to take to find the ideal clients willing to pay what you are worth! You start to procrastinate as you are afraid you will never have a serious business.
- You are feeling burnt out and stressed with no direction.
- You keep working hard, but sick and tired of creating content that leads to no client.
- You have no idea your business positioning and how to get business every day.
- You keep investing in coaches, consultants, and solutions that don't work!
- You see others flourishing in their business and wonder why they can but you can't.
- You believe you are wasting time on low-paying clients who don't value your work.
- You have no confidence that people will pay you a premium for your business.



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Where to get help with more clients

There are 3 places that you can seek help with creating and increasing the revenue of your business from qualified people. So you can make an informed decision as we have outlines the critical difference between each, these being Coach, Consultant, and Mentor.

Coaches

Coaches facilitate their Clients' self-discovery through the power of active listening and extraordinary use of questioning and reflection methods.

Coaches help Clients with current challenges in the present, only exploring the past briefly for sa;ient distinctions that appropriately and adequately serve the needs and desired results of the Client.

Coaches do not fix the problems for the Clients or tell them what to do, instead, they enable, encourage, and support the Clients to seek and discover their own solutions or resources to access the solutions.

Consultants

Consultants are diagnosticians, analyzers, assessors and are expected to provide recommendations, solutions and prescriptive strategizes and plans based upon the combination of their training, education, work experience and consultative experience with other organizations.

Consultants are expected to share benchmarking data from their other clients along as it is shared without name of the other clients. Client still own the results yet actively seek the instructional insights of the consultant.

Consultants are sometimes asked to take interim active positions with in an organization as a bride for the organizations as the hire the replacement - such as interim CEO, CFO, COO, Controller, VP, Director or simply internal Consultant.

Mentors

Mentorship is a personal developmental relationship in which a more experienced or more knowledgeable person helps to guide a less experiences or less knowledgeable person. The person in receipt of the mentorship may be referred to as a protégé (male), a protegee (female), an apprentice or in recent years, a mentee.

Mentorship tend to be in career or skill oriented and is often provided pro bono by the Mentor.

Our Story

I am the founder of MindsetProfits System, have been serving clients just like you to achieve the results that you desire. As a consultant and marketer for more than 25 years, I have helped made many millionaires.

I made my millions in early thirties as a consultant in a Real Estate Consultancy. Managing only investment deals of high value and head the 10- member team. Life was great. I had achieve \$200k as a 15 year old in a holiday job selling soft toys, ended in University to study Real Estate. Bought my first freehold real estate two years upon graduation. Leveraged on real estate.

However, in my mid thirties, I felt unfulfilled. I was searching for my purpose. It took me years of learning and dissecting my process of success in life. I awakened when my team mate died. He was 38 years old then, two years older than me. Cause of death-exhaustion. I decided then that I was going to live my own dreams and vision and stop trading time for money. Having no time to bond with my kids... Was it easy? It wasn't. I was at one point cash strapped.... Today, I'm passing forward with my experience of my system and process that's working in my life. This will literally save you 10-15 years of learning curves and the hundred of thousands that I spent, searching for solutions and mentors.

My passion for transforming lives started because I truly want to help many, get out of their undesired life, live life in their own terms... I've seen many deaths in my life. Since 15 years old, when my favorite uncle died of cancer. He was working too hard and missed his meals... he eventually died at 49. So young! That was also the time when Dad who was always working hard ...almost lost his business...I do not want to repeat their lives...

My commitment to each and every client is my true heart-felt mentoring to achieve their desired business results.

I have dedicated my life to empower others and lead a fulfilling and meaningful life. Life is not about just financial success, status but truly empowering and impacting other's lives. This is not my business, it is truly my life!

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What our Clients say about Us?



Reached \$1million in first Q2021



**\$15.5K real estate deal
6th day after using one
technique**



2 business in one year, 5 figure deal



2 business in one year, 3x ROI

*love
and
joy*

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The list go on and on ...

In gratitude

My greatest dream and vision is to empower women like you with children like mine,

Live a life created by our own design.

Not trade time for money.

Waste time and tons of money on solutions that don't work for us.

Be on our business rather than in the business.

To support more towards financial freedom,

Build legacy & even a dynasty for our family, children, and ourselves.

Truly pay forward by empowering many others.

Ripple effects of love will spread around.

Focus on helping them, caring and connecting with them.

Be authentic with true values.

My favourite quote :

GIFT AND YOU SHALL BE GIVEN!

Shamelessly *Stella Hoh*

Reach out for my gift to you. In this
15-minute-call, I'm going to help you
unblock at least one self-limiting belief
so that you can move forward in your
business! It's totally free!

I have limited slots for this, so do this

NOW!

<https://calendly.com/mindset2profits/15min>

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