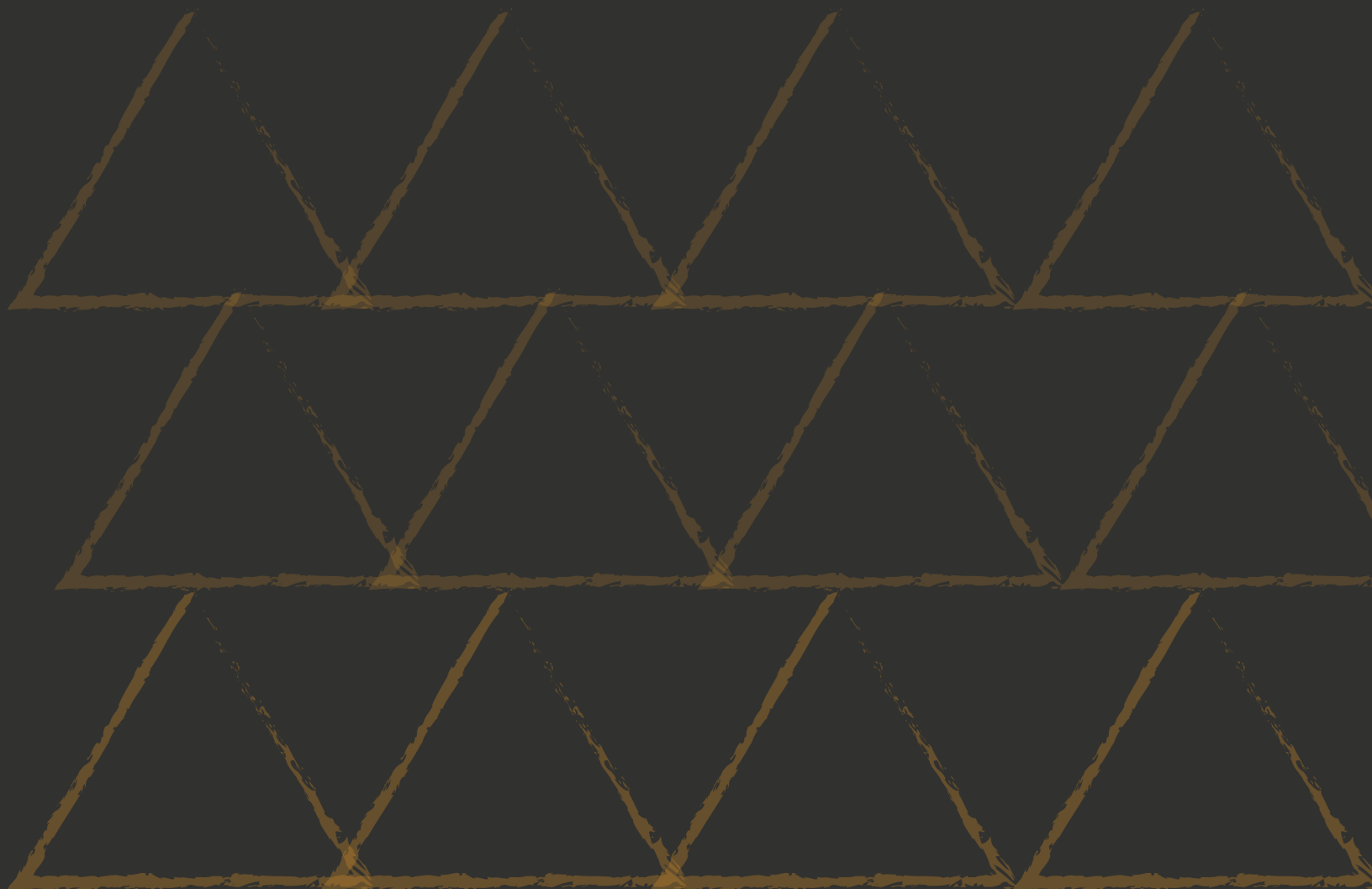


Activate

program outline





Your soul work matters more than you think...

It's time for you to say yes to doing the work that you are here to do and build a life-enhancing, high-impact coaching businesses that creates the impact you desire and the income you deserve.

The coaching industry is booming:

- Today has surpassed a \$15 billion dollar per year industry globally according to the ICF
- At the end of 2021 there were over 40,000 ICF credentialed coaches alone
- The online course industry is predicted to be a 360 billion dollar industry by 2026

As a soulful coach or consultant you have the opportunity to be a part of this collective awakening. To serve and share your gifts with those who are just waiting for you to answer the call and amplify your message.

The impact and income you dream of is on the other side of:

- having the confidence to follow that fire in your belly
- cultivating the mindset of a Soulful CEO
- taking aligned action informed by soulful business strategy

It's Time to Activate.

Kristin

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Activate

A 90-Day Business Accelerator to help coaches and industry experts, create a thriving business around their soul work.

The best part - this program comes with a written ROI guarantee. Until you earn your investment back you'll continue to get coaching and support until you do.

The Learning Journey

9-Self Paced Modules To Give You The Knowledge, Systems + Tools To Create A Soulful 6-Figure Business

M1: SETTING YOU UP FOR SUCCESS

- Welcome
- Program Overview
- 90-Day Gameplan
- Time and Energy Management

M2: CREATING A BUSINESS AROUND YOUR SOUL WORK

- Your Soulful CEO Blueprint
- Soulful 6-Figure Business Model
- Money Mindset

M3: YOUR IDEAL CLIENT

- Ideal Client Discovery
- Creating Your V1 Soul Work Offer

M4: YOUR UNIQUE METHOD

- Extracting Your Signature Method
- Income Challenge #1

M5: CREATING IRRESISTIBLE OFFERS

- Creating Your Signature Offer
- Pricing Your Signature Offer
- Designing Your Signature Offer
- Money Mindset

M6: SETTING UP YOUR BUSINESS SYSTEMS

- Business Systems Set Up
- Setting Up Your Online Presence

M7: SOULFUL SALES + MARKETING

- Soulful Sales and Marketing
- The Soulful Sales Cycle™
- Soulful Selling

M8: SOULFUL CEO PRINCIPLES + PRACTICES

- Soulful CEO Principles
- Soulful CEO Practices
- Soulful CEO Daily Meditation

M9: CREATING 3-5 IDEAL CLIENTS

- Income Challenge #2

Group Call Schedule

Weekly Calls To Support You With Implementation, Working Through Blocks, Celebrating Your Wins, and Accountability.

- 1st week of every month: The Soulful CEO Ritual Call to create clear goals and alignment for the month ahead and for some tough love accountability. This call is hosted for the entire Activate community so that you can connect and collaborate with more Soulful CEO's.
- 2nd+4th week of every month: Hot Seat Coaching Calls to give you personalized coaching and feedback on anything that's coming up for you. There are two call times each week. You will be assigned to one but can come to the other one from time to time if you have a scheduling conflict.
- 3rd week of every month: The Soulful Sales Lab to help you master soulful sales and marketing. There are two call times each week. You will be assigned to one but can come to the other one from time to time if you have a scheduling conflict.

MONTH

YEAR

Example Monthly Call Schedule

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Soulful CEO Ritual 10am-12pm PST	Soulful CEO Ritual 12pm-2pm PST			
		Hot Seat Coaching 10am-12pm PST	Hot Seat Coaching 12pm-2pm PST			
		Soulful Sales Lab 10am-12pm PST	Soulful Sales Lab 12pm- 2pm PST			
		Hot Seat Coaching 10am-12pm PST	Hot Seat Coaching 12pm-2pm PST			

1:1 Call Schedule

You being successful in this program is our top priority.

Because of that you will get a personal 1:1 mindset and accountability coach assigned to you to make sure you are fully supported throughout the program.

You and your coach will meet 2 x per month for the first 90-days of your program.

You will meet with your 1:1 Mindset and Accountability Coach In:

- Week 1: Onboarding and Set Up
- Week 4: Progress Check-In and Ideal Client Sign Off
- Week 6: Progress and Mindset Check In
- Week 8: Progress Check-In and Income Challenge Sign Off
- Week 10: Progress and Mindset Check In
- Week 12: Progress Check-In and Next Steps

Your Coach will send you a DM in the community so that you can book these calls in.

The Community

You were never meant to do this Soulful Business thing on your own. Inside of our private community you will be in great company with other Soulful CEO's who are out to create more impact and income through their Soul Work, just like you.

Here's how to get the most out of the community:

1. Introduce Yourself

Take the time to say hello and let the other community members know a bit about you and where they can come hang out with you online and get to know you more.

2. Check-in at a minimum weekly to share your week ahead goals

Every week there will be a weekly goals thread started use this as a place to share what you're working on and set goals for yourself and the week ahead.

3. Share your wins

We want to celebrate you and with you. Use the wins channel to share your wins big and small. the energy of celebration is infectious!

4. Ask for the support you need

The support channel is there for you to ask for support from Kristin or anyone in the community at any time. Most people under use this space. Think of this as a place to get real time feedback and support on anything you need. Next time you find yourself spinning, getting stuck, or just wanting eyes on something you've created pop it in the support channel.

5. Engage and connect

The connections you make in this program have the opportunity to turn into beautiful friendships and collaborations. You'll get out what you put into the community space. Use this space to connect and engage with other community members outside of our weekly calls.

Let's Activate

You're ready for Activate if you are a coach or industry expert who is....

- feeling called to step into something bigger, but you're unclear how to start or what to do next.
- tired of going it alone.
- sick of seeing others doing what you want to do and are ready to claim what you really want.
- ready to stop the feast and famine cycles with your revenue and instead create consistent income you can count on through a suite of aligned offers.
- passionate about creating scalable impact through a signature offer.
- ready to have a business that creates ease + abundance.

Let's do this xx

Kristin

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