

HOW TO CREATE THE Business & Life of Your Dreams



A guide to a balanced work + life
and how to show up as your best self
in both areas of your life



Megan

BUSINESS COACH



Introduction

You are brave, followed your heart and created a business serving your purpose and igniting your passion. Now, how do you keep up? Manage it all? Create a Brand? Build a Team? Market your Company? Make lots of money? Plus maintain your health, happiness, and relationships?

You are your business and it feels like it's opened 24/7 because customers have access to you via social sites, text, and email anytime day or night. Your to do lists gets longer each day and overwhelm and burnout are looming.

You begin to think someone else is better than you and you don't know enough to serve your customers. These self-sabotaging thoughts are on repeat within your mind. You lose energy, light, and passion. You feel like a failure because passion is what landed you into entrepreneurship, now it feels a lifetime away. This is the reality for many purpose driven women entrepreneurs. It doesn't have to be this way. You HAVE the power to Create Your DREAM Business making a HUGE impact for your customers while honoring how you want to feel as a mom, wife, woman, and entrepreneur.

Buckle up! Let's create a sustainable business that gives you more freedom of money and time.

"Building a sustainable business starts with having a plan, self-care, saying goodbye to the hustle mindset, and hello to more abundance."

Megan

How to Create the Business of Your Dreams

About Me



My name is Megan. I am a wife, mom of 4, yoga instructor, business coach, entrepreneur and lover of food. I have spent the last 10 years designing and creating a life I LOVE. I have owned and sold brick and mortar businesses, had 30 employees, built a 6 figure online yoga company in 6 months, and coached dozens of women entrepreneurs to create the businesses of their dreams while honoring how they want to feel as moms, wives, women, and entrepreneurs. My client's success sets my soul on fire!

Before transforming my life I spent 10 years living on coffee, wine, and hustle, digging myself out of \$820K of business debt, having 4 little kids, and staying busy to numb my overwhelmed mind.

My purpose now is to help women create and live a life they LOVE through business coaching and yoga. I coach women to turn their dreams into goals and create a plan to make them their reality. I help purpose driven women entrepreneurs create freedom of time and freedom of money doing work they LOVE.

I believe we all serve a great purpose on this Earth. I would like to help you discover and live out your purpose, so the world can benefit from your gifts.

Much Love & Gratitude,

A handwritten signature of the name "Megan" in a cursive script.



01 Discover Your Passion & Purpose

Your passion is what sets your soul on FIRE. It's what you want to learn more about, listen to all the podcasts on, continue to grow your knowledge and expertise in. Passion is for YOU!

Your purpose is how you are going to share your passion with the world.

What sets your soul on FIRE?



What are your goals for this program?

1

2

3

4

5

How will your life and business be different when you make these dreams and goals your reality?

dream
big

03

Creating a Sustainable Purpose Driven Business

“Your business success depends on your health; physical, mental, and emotional”



Self-Care

Family in Your Home

Paying Customers

Discounts



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Business Mission Statement

This defines your business culture, values, ethics, fundamental goals, and agenda. It should clearly state what your business does and you're why for doing it.

Ask yourself these questions this will help you create your mission statement:

What does your business do?

How does your business do it?

Who are your customers?

What value does your business bring to those customers?

Why are you in business?

What's Your business why?

MISSION Statement

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04



Business Core Values

Core Values for your business are clearly stated principles about the business vision, mission and purpose. This is your companies why. The reason this is important is so that everyone is aligned around a guiding philosophy and moving towards the same goals. Your business core values are for leadership, employees, customers and the community. These are important because you want to do business with and hire people that have similar core values. Core values attract the right customers and employees to your business.

Your business core values should represent who you are (or want to be) at your best. What is your company good at?

They should set you apart from competitors.

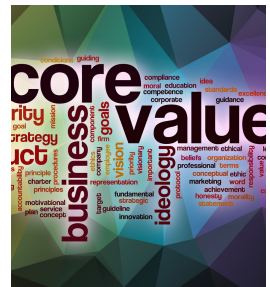
They should create an image for your business and how a customer will feel when doing business with you.

CORE

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Values

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06

Create a Customer Avatar

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A customer avatar is one of the most powerful things you can create for your business.

To effectively market any product or service, the most essential thing you must do is get crystal clear on WHO your ideal customer avatar is.

Not only WHO they are but also where they are hanging out, what motivates them, their behaviors, their challenges, fears, problems, if they have buying power.

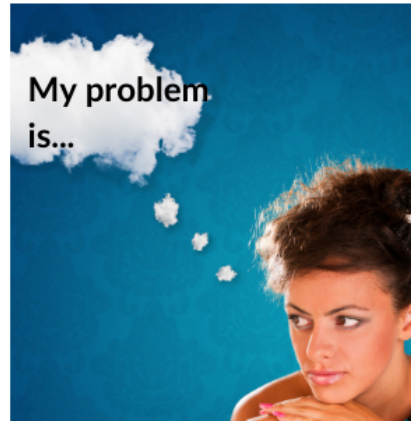
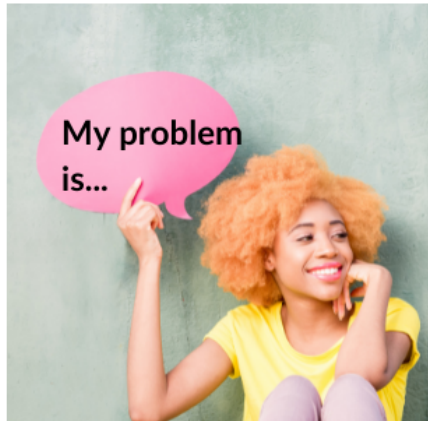
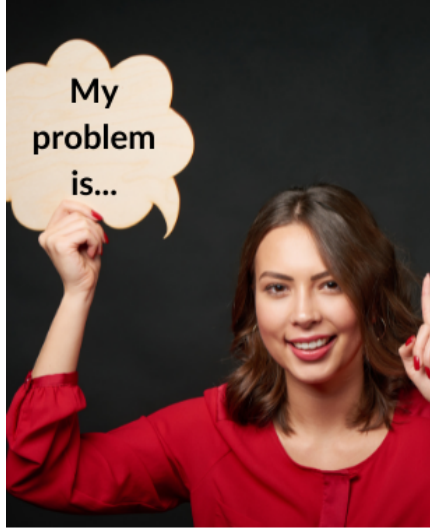
Create Your Customer Avatar

It's time to create your customer avatar. You will write a detailed description of this person as if you are writing about someone you know and that they already exist, (guess what? They do!) That's why you are in business! This person needs you! You MUST know your customers before you can sell to them. Here are some prompts to get your started:

1. What are their goals and values? (this is important because if you are selling healthy shakes your customer must value health and be willing to spend money on that value)

2. Demographic information, gender, job, income level, education, where they live, where they like to travel, marital status, kids or no kids, empty nesters, stay at home, work part-time?

3. Personality Type, Introvert, Extrovert, What's in their Amazon cart, what is their most listened to Spotify playlist, where are they going out to dinner at?



07

What are your customer avatar's pain points?

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This is where you write a list of all your customers' problems, struggles, and pain points. The next step is to write out how doing business with you can solve each one of those problems. This can be a long or short list depending on your business. One thing to keep in mind the longer your list, the more ways you have to market to your customer. We will revisit this during our marketing call.

You MUST become an expert in knowing your customer's pain points, so you can effectively market to them, and solve them with your product or service.

Your Customer Avatar's Pain Points How Your Business Can Solve Them

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