



# Mom Biz Makeover Program Roadmap

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## Month One: Pursue Purposeful Work

### Week 1: What Is A Sustainable Mompreneur Business?

*The Takeaway:* Learn what a sustainable business is and where you are falling short.

### Week 2: Be Your Best In Your Business

*The Takeaway:* Clarify what your key style and strengths are; Learn about the E.A.S.E Biz Model.

### Week 3: Discover Your Toolkit

*The Takeaway:* Your skills are your tools; Distinguish your role from your skills and learn how to use your best tools for the job.

### Week 4: Mastering the E.A.S.E. Mindset

*The Takeaway:* Identify the limiting beliefs you hold that are keeping you from having a sustainable business; Create new, empowering beliefs that support the type of life/business you want to have.

## Month Two: Owning Your Sweet Spot

### Week 1: Who Are Your Ideal Clients?

**The Takeaway:** *Identify who you most want to serve. By choosing a small, easy-to-find group you are better able to build your brand.*

### Week 2: What Are Your Ideal Clients' Problems?

**The Takeaway:** *Identify your target market's top problems so you'll know what solutions to create.*

### Week 3: Brainstorm Ways to Solve Your Ideal Clients' Problems

**The Takeaway:** *Assemble a list of every possible way to solve these problems.*

### Week 4: Connect the Dots to Find YOUR Sweet Spot

**The Takeaway:** *Align **your** unique skills and strengths to best solve your target market's top problems.*

## Month Three: Engagement Marketing

### Week 1: Where To Find Your Target Market

**The Takeaway:** *To understand the places your target market hangs out and how to reach them.*

### Week 2: What Is Engagement Marketing?

**The Takeaway:** *To understand the difference between Engagement Marketing and other types of traditional and online marketing.*

### Week 3: How Do You Get Engaged With Your Market?

**The Takeaway:** *Identify tools and resources to create your own authentic Engagement Marketing strategy that attracts your ideal clients to you.*

### Week 4: Creating Your Engagement Marketing Strategy

**The Takeaway:** *Develop a plan that consistently (and often automatically) fills your pipeline with qualified prospects and turns satisfied customers into your virtual sales force.*

## Month Four: Setting Yourself Up for Growth

### Week 1: When You Work Is YOUR Choice

**The Takeaway:** Clarify your current definition of success and what that looks like in terms of office hours and ideal schedule.

### Week 2: Honoring Your Values & Priorities

**The Takeaway:** Assess and confirm that your actions are aligned with your priorities.

### Week 3: Getting Support From Your Family

**The Takeaway:** Determine and communicate family support needed to achieve your new vision of success.

### Week 4: Hiring Childcare, Housekeepers & Virtual Assistants

**The Takeaway:** Determine other home and business support needed to achieve your new vision of success.

## Month Five: Designing Your Business

### Week 1: Building Your Core Solution

***The Takeaway:** Having a core solution allows you to focus your brand, leverage your expertise and deliver a fine-tuned offering to your audience.*

### Week 2: Creating Your Profitable Product Funnel

***The Takeaway:** Learn how to graduate clients from lower priced offerings to higher priced offerings in a systematic way; Make the process of creating new products, services and content simple for you.*

### Week 3: Creating A Plan For Your Business

***The Takeaway:** Complete your first draft of The One Page Business Plan.*

### Week 4: Building Your Vision & Sharing It with the World

***The Takeaway:** Practice Law of Attraction strategies to bring about the results you want.*

## Month Six: Preparing for Your Success

### Week 1: Review & Check-In

*The Takeaway:* Making present the goals you created in the beginning of the program.

### Week 2: Accept, Allow & Discover

*The Takeaway:* Acknowledging where you are in the process.

### Week 3: Designing Next Steps

*The Takeaway:* Identify gaps between your goals and where you are in the process and create plans to resolve them.

### Week 4: Celebrating Success & Sustainability

*The Takeaway:* Prepare for continued success and determine ways to support your new sustainable business moving forward.