



## **“Step Up to Success”**



# **Business and Marketing Breakthrough 90-Day Mentoring Program**

*The transformation that occurs with this program is you will create a business and marketing implementation plan to accelerate lead generation, and creation of income.*

### **In this Accelerated Business and Marketing Mentoring Program You Will...**

1. Create an income-generating business model that fuses together your business partner associates, and product sales, as well as new identified income-producing opportunities
2. Build an attractive brand identity to consistently and authentically communicate your brand to attract your ideal client
3. Create a marketing implementation calendar to plan product and marketing launches, build your list, generate leads, and plan cash flow throughout the year

One thing I know for sure is it is entirely possible to transition to a business model and marketing implementation plan that is powerfully designed to grow your business to your desired goals, in half the time you're spending in your business right now. I created the “Step Up to Success” Business and Marketing Breakthrough 90-Day Mentoring Program to help solve this exact problem.

### **Here are the Results and Outcomes You are Investing in, and You Can Expect When You Show Up and Play “Full Out” in this Private Program With Me...**

- ♥ Create a business model that maps out exactly what you will sell to make money, and identify untapped, new potential sources of income.
- ♥ Define your brand archetype, to take the guesswork out of how to brand your business, so you accelerate lead generation of your desired “ideal client” to your business, which helps to generate more revenue with less work.
- ♥ Create an authentic, consistent marketing message that is in alignment with your brand strategy, both online and offline, which is more effective at generating leads and increasing income potential
- ♥ Identify the most attractive market niches to focus, who should be your business partners and clients; we'll assess them together to determine, and we'll identify keywords to use to attract them online with your website, to increase your list of ideal prospects, and generate leads that build your business income

- ♥ Review your website, and suggest design elements to turn it into a more powerful lead generation tool, focusing on which elements you absolutely need
- ♥ Identify multiple ways to quickly build your list of prospects, and create opportunities to sell your products, so you can increase sales and income generation
- ♥ Create a marketing calendar and implementation plan, so you'll know what to do, step-by step , to market and grow your business
- ♥ Manage your fears so you can “do it anyway” and move forward
- ♥ Build your confidence, and break through those barriers that have been holding you back way too long!
- ♥ Receive focused strategy and passionate mentoring and coaching to help you create a business in alignment with your vision, goals, and dreams
- ♥ Experience a high level of accountability so that you make powerful decisions and take action toward your goals
- ♥ Step fully into your purpose and dreams and go for what you really want in your business!

*The best part is we do all this in 90 days.*

## **Here's What You'll Receive as a Private Client of Mine in the “Step Up to Success” Transformational Program...**

- ♥ **2 Private In-Depth Coaching and Consulting Retreat Days with Me**, one scheduled **Friday, April 29, 2011**, and the other to be scheduled within 60 days. In these retreats we will accomplish the following:
  - ✓ Set your Bold Goal, and 90 and 30-day action and implementation plans for your business
  - ✓ Determine your brand archetype and personality
  - ✓ Design a profitable, leveraged business model, using the ‘Profit Pyramid’ system
  - ✓ Identify your Ideal Client and attractive market niches, and where to find these people
  - ✓ Review your blog to create a strategy of marketing communication and design elements to communicate to, and attract, your target audiences, and generate leads
  - ✓ Create a marketing plan and implementation calendar, using both online and offline methods
- ♥ **3 Private Coaching Calls**, 30-minutes each, 1 each month
- ♥ **2 In-Depth Reviews** of your marketing materials, each with a 30-minute review call (perfect for reviewing copy for product or program launches and marketing campaigns)
- ♥ **MP3 Recordings of ALL Coaching and Marketing review Calls**

- ♥ **Priority Email Access**, for getting quick answers to your questions and “check-ins” by me (I respond to emails Monday through Thursday)
- ♥ **Detailed WELCOME PACKET**, including pre-retreat ‘homework’ assignments, that will help us get the most out of your Personal Retreat time

## **Confidentiality**

Confidentiality is crucial in this program. As your coach, I will maintain a highly confidential environment.

## **Payment**

Thank you for your payment!

## **Commitment and Termination**

The “Step Up to Success” program is a commitment. If for any reason you choose not to continue with the program, you will still be liable for the fees you agreed to and/or already paid for the program.

Coaching is a powerful process and at times, you may feel scared as if “up against a wall” or as if, something is not working. This is often a perfect sign that you are releasing obstacles and limiting beliefs. My request is that any and all concerns regarding assignments and coaching be addressed with me so I can be the best coach to you I can be and assure the coaching relationship is in integrity. Working together, we will make sure your needs are met.

## **Guarantee**

I am confident the “Step Up to Success” Business and Marketing Breakthrough 90-Day Mentoring Program will transform your business, and your life. If at the end of the program, you feel I did not deliver what I promised, as far as content, expertise, and support, you can choose to ask for a 100% refund from my own purse.

All I ask from you is if something is not working for you, that you tell me, and let me know there is a problem so I can correct it. If you don’t tell me there is it is a problem, I cannot deliver promised results, and meet your expectations. I want you to be successful, so communicate your needs to me at all times! 😊

**I am committed to YOU and YOUR success—no matter what! I am passionate about coaching you to leverage your brilliance, and create lasting success to help you be phenomenal in your life and business!**

*Bonita Richter, MBA*

6-Figure Mentor for Women Entrepreneurs