

THE GROUP PROGRAMME



WWW.THEGUIDETOGROWTH.COM

MODULE BREAKDOWN

Module One: Financial Clarity

After completing this module, you will have:

- A complete understanding of how the numbers of your business work so that you're always in complete financial control
- A system that puts profit (and paying your own salary) first
- A new healthy relationship with money
- A new money mindset that makes you feel empowered and excited to start making more money in your business

Module Two: Entrepreneurial Mindset

At the end of this module, you will:

- Have a toolkit of mindset exercises and practices that will enable you to think bigger than ever before – plus the resources to execute on your big ideas
- You will break through the barriers of your self-limiting beliefs
- Be confident in your abilities as an entrepreneur
- Step into a life of organisation and control as we put effective systems and automations in place for managing your time and work so that you can focus on what you do best

Module Three: Business Models & Strategy

In this module, we'll show you:

- How to adapt your current business model and create a structure in your business so that it scales sustainably
- How to identify new, profitable and passive income streams based on numbers that we know work

Module Four: Customers

At the end of this module, you will:

- Know exactly who your ideal, PROFITABLE, customers are so that you can sell to them consistently, with ease
- You'll know what makes your customers tick, where they are hanging out and understand why they would buy from you (and why they might not be)

Module Five: Optimising your sales pages and website

In this module you will:

- Learn how review your current website and user-journey. We'll identify any holes in your website where customers might be getting stuck and ensure people can buy from you easily and quickly
- Learn how to optimise your sales pages and copy for conversions
- Establish your key performance indicators for your business and learn how to action the results so you can get more customers and sales

Module Six: Marketing Systems

In this module, we'll show you:

- A marketing system that works, no matter what your business model is so that more marketing doesn't equal more stress and overwhelm
- How to keep things simple and strategic with your marketing to ensure you are consistently growing your pool of leads and customers and building a thriving online community

Module Seven: Sales Systems

In this module, you will:

- Create a sustainable sales system that enables you to track leads, manage your pipeline and ensures you're not leaving money on the table
- Create a succinct elevator pitch the sells
- Learn how to ask the right questions that will enable you build trust with your customer and sell them a product/service that is truly right for them
- Learn how to take control and confidently ask for the business
- Overcoming any objections someone might have to buying from you

Module Eight: Social Media

In this module, you will:

- Benefit from the knowledge of our 3 experts who will be delivering masterclasses on:
- Facebook Communities + Pages
- Building an Instagram audience that converts
- Using video (and YouTube) to grow your business
- How to use LinkedIn for business
- Have a solid, scalable social media strategy that ensures you stay consistent and are using your chosen platforms to their maximum potential to convert customers

Module Nine: Attraction Marketing

After this module you will:

- Have a simple process for acquiring new customers without burning out and feeling as though you have to be doing everything
- Understand how to leverage your personal brand and PR to attract customers
- Know how to establish partnerships, referrals and affiliate programmes to grow your audience (and sales) effectively

Module Ten: Nurturing Customers

In this module, you will develop:

- A simple process for nurturing and keeping your customers happy by adding valuing - ensuring they buy from you again and again
- An email marketing strategy that is consistent with your brand, adds value and converts consistently
- A content marketing strategy that doesn't leave you feeling overwhelmed and is focused on delivering results

Module Eleven: Financial Planning

In this module, you will:

- Develop a clear financial plan that you understand
- Eliminate your fear of spreadsheets
- Set growth targets for your business and feel excited to see how your business is going to expand

Week Twelve: Scalable Systems

In our final module, you will:

- Create a 5 year growth plan and be thinking even bigger than you were at the start of our programme
- Have a plan for growing your team and identify which areas are the most important to outsource
- Introduce scalable systems that allow you to focus more on what you love doing and spend less time doing the things you don't

Each week, a new module of content will be released into your private members portal, on The Guide To Growth website. Content is delivered through video tutorials, audio guides and workbooks and takes you behind the scenes of my own business and other multi-million pound turnover businesses, teaching you exactly which systems and strategies work. This is all done in a clear, succinct, easy-to-digest way.

In addition to these 12 modules you'll get:

- A comprehensive welcome pack, designed to kickstart your journey to success. It is filled with resources, tools, reading lists and mindset exercises preparing you and inspiring you prior to the start of the programme.
- Weekly live video conferencing calls to discuss the week's content. This is an opportunity to ask questions and hear from others. The calls ensure you hold yourself accountable to me, your business, and the rest of the group.
- To connect with like-minded entrepreneurs and grow your network – you never know what doors your fellow students may be able to open for you. You'll make lifelong friends and have the support of the rest of the group and I to ensure your business is a success in our private Facebook Community.
- Access to tech tutorials and step-by-step guides. From setting up and analysing your Google Analytics, to integrating email, opt-ins and hosting your website – we cover it all.
- Upon completion of the programme, the Mastermind Group will meet in person for a one-day business retreat. You'll take part in a final in-person workshop. Then we will spend the afternoon celebrating your future success.

This isn't just a group programme of content, this is a community of entrepreneurs who all have ambitions of growing sustainable and profitable businesses.

If you're an entrepreneur looking to significantly grow your sales and business in 2018 then this programme is for you.

Enrolment for the programme is closing soon. Don't miss out and [book a call here](#) to see if it's right for you.