



Audience Building and Business Results

Private Client Attraction Strategist and Business
Coach tailored for driven female business owners.

Are you a woman business owner or entrepreneur ready to take your business to the next level?

I believe in the power of Messy Action. taking bold steps forward, even if they're not perfect. My 1-on-1 Ignite Your Market coaching programs are designed to propel you into action and support your business growth, each program is uniquely tailored to meet your specific needs. Let's make things happen together!

Why choose my coaching packages?

When you work with me, you're not just getting a coach; you're gaining a partner. What sets me apart from other coaching programs is the level of access and support you receive. You're never left waiting for your next scheduled session, instead you have continuous, real-time support tailored specifically to your needs. As well, I'm not just a coach, I have an extensive technical background to help you make the right technology decisions.

The result? You are in action! You are making gains every week - you're energized and creating momentum in your business. You're working on your business and most importantly you're discover how to do it your way!

I'm often told "you're the voice in my head - cheering me on, showing me what is possible, pushing out my doubts and uncertainties, and encouraging me to take a chance and reach for my dreams."

"When I began working with Heather, I was uncertain about how to develop a lead magnet and a welcome sequence for my newsletter list. Not only did Heather teach me how to accomplish this, but she also provided thorough training on creating opt-in pages, sales funnels, and a membership offer."

Her technical knowledge is exceptional, and her hands-on approach has helped me learn at an incredible pace. Through her strategy sessions, I gained clarity on my vision with a practical approach to building my business, positioning me for success.

In the past, I have worked with other business coaches and for the first time I felt heard and understood with what I wanted to achieve. I highly recommend hiring Heather for her knowledge and expertise." – Anne Dunnett, Everyday Haiku

Tailored to your needs and style, where ACTION is rewarded

Ignite Your market coaching packages are not your tradition coaching model where we meet once every two weeks for an hour. They are specifically designed so that you are never left "waiting" for support.

I'm here to help you to connect with your vision, strategically set your 90-day goals, break down your goals into bite-size actions, brainstorm ideas, stay on track, address obstacles as they come up, push those mindset demons away, and celebrate your successes!

We'll start with a 3-month commitment – because honestly that is typically the minimum time you need to see results. At the end of the 3 months, we'll discuss options to continue.

However, you do have the option to book an Intensive Session. Typically, this is use to tackle one thing and create a plan to address it. It can also be an opportunity to see if we are fit for a longer commitment.

My Unique Approach:



MINI BUSINESS REVIEW

As soon as you sign up, you'll be asked to complete a detailed questionnaire to take the pulse of business and goals.



90-MINUTE STRATEGY PLANNING SESSION

We'll start with a virtual call to get super clear on your vision and goals then develop your custom 90-Day Action Plan and next steps.



UNLIMITED "LIVE" ACCESS

Depending on the package, you'll have access to Unlimited Action Coaching either on zoom (Action Coaching) or Voxer (Coach in Your Pocket) for 3 months to support you in implementing your plan. Yes, unlimited!

- In the **Action Coaching Program**, you can schedule as many 30-Minute Action Coaching Sessions as you want BUT you must complete all agreed upon "Actions" before scheduling your next session. If you're stuck, we can meet.
- In the **Coaching in Your Pocket Program**, you can leave a message whenever you need me, I'll get back to you with 24 "working" hours, normally much sooner.



CUSTOMIZED SUPPORT

I'm here for you. I'll provide support, including content review, feedback, strategy and tech implementation, and more to keep you in ACTION moving forward.



ADDITIONAL RESOURCES

I may provide additional resources like custom tools, worksheets, templates, and more to support your specific needs.

Ignite Your Market Private Coaching Programs



IGNITE YOUR MARKET ACTION COACHING

"Unlimited" face to face coaching to simplify, focus, and create awesome business results in the next 90 Days, doing it your way. Coaching is Live on Zoom.

- 90-Minute Strategic Planning Session
- Unlimited 30-Minute Action Coaching Sessions (on Zoom). The catch, you can schedule as many as you want BUT you must complete all agreed upon "Actions" before scheduling your next session. If you're stuck, we can meet.
- Email and message support during the 3 months if you need help with your "Actions", want to celebrate, or have any questions.

Your Investment: \$800 USD per month (\$2250 USD paid in full)
\$1080 CAD per month (\$3040 CAD paid in full)



COACH IN YOUR POCKET COACHING

Your Virtual VIP "Voxer" Coach, Empowering you to simplify, focus, and achieve the business results your desire, your way! This coaching journey is yours to shape. Engage daily, setting intentions or sharing your results. Your pace, your way.

- 90-Minute Strategic Planning Session
- Coach in Your Pocket, Voxer VIP Coaching, allows you to reach out for help the moment you need it and fit it around your day. You can leave a message anytime, day or night, weekday, or weekend, so you never forget a thought or a question. I'll answer back during my Voxer "business" hours.
- Weekly Check-ins! - Begin each week with a "Focus for the Week Check-in" and end with a celebration as you share and "Celebrate Your Accomplishments"

Your Investment: \$500 USD per month (\$1350 USD paid in full)
\$675 CAD per month (\$1825 CAD paid in full)



VIP COACHING INTENSIVE

Sometimes we all need outside eyes on our business to see what we can not see ourselves. That's what I'm here for! A VIP Intensive purpose is to focus on one thing to move your business forward. We'll work on whatever you choose with emphasis on getting into ACTION and getting results.

- You choose either a 90-minute Power Call on Zoom OR a Half-Day Coach in Your Pocket over Voxer.
- Business Health Check to set the stage and help you get the most out of the session.

Your Investment: \$197 USD

Note: Prices do not include HST/GST for Canadians

“Quiet Genius – Heather listens and then she mysteriously breaks through all the crap and see what possible, what is next, in the simplest and most powerful way.” – Elizabeth S.

What can we focus on?

Drawing from a rich and diverse background, I combine intuition with practical strategies to help you succeed.

Here are some key areas that we can focus on, but this isn't an exhaustive list. Our work together will be tailored to your unique needs, simplifying processes, and ensuring accountability. If you have other needs or challenges not listed here, let's discuss them.

Develop Core Business Strategies

- Strategic Planning – Identify aspirational and functional goals, breaking them down in to manageable actions – your Action Plan.
- Define your business success model.
- Manage mindset blocks.
- Nail your message.

Create Key Business Systems

- Identify and simplify repeatable processes
- Implement Audience Growth and Client Attraction systems
- Discover your own time management and productivity systems
- Develop your “project” management system

Marketing & Sales Strategy

- Identify your core message and target audience.
- Plan your Customer's Journey
- Develop a profitable email marketing strategy & content planning
- Audience growth through leverage:
 - Create your Lead Magnet Machine.
 - Plan how to Guest on Purpose
- Host your own profitable events – summit, giveaway, bundle, etc
- Create your content planning

Nail Your Offers

- Group coaching program
- One-on-One Services (Done-with-You or Done-for-You) – coaching or consulting.
- “Passive Income”
- Membership development
- Or something else

A LITTLE BIT ABOUT ME

HI, I'm Heather



I'm a Client Attraction Strategist, and Business Coach. I'm passionate about helping women create thriving businesses.

I combine my natural intuition, engineering, and coaching background to help you simplify and systemize your client attraction system that turns followers into awesome paying clients, even while you're sleeping!

I love helping my clients design their unique 90-Day Plan and support them as they move into ACTION to get results.

Every business needs a way to attract a flow of new clients and provide them with an irresistible offer that converts. I'll make sure that you set up a system that is a reflection of you and your business.

One simple system can start to bring in paying clients and save you so much time. Imagine waking up and you've got a new client waiting for you!

I'm also the co-host of the Scrapbooking Fun Summit and Scrapbooking Fun Circle. Our last summit, Spring 2024, was huge, profitable, success with over 10,000 people registered, over 700 VIPs, 29 speakers, and we more than double the members in the Circle.

I have been in business for over 20 years and have 20 years of corporate experience. Through all of it my passion has been helping people shine, helping them step into their potential and their dreams.

Are you ready to dive into “messy action” and make things happen?

YES! Let's chat and see if we are a good fit. Spaces are limited, so take the first step towards transforming your business today!

Book a Call Now!



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