

# Grow For Good



**Entrepreneurial Coaching Program**

# The Proposal

We are committed to ensuring you are successful and will help you create a business that sustains you and brings you joy. We'll help make the heavier parts of growing your business lighter. We will be your business coaches and thought partners.

Through this process, you will move from feeling confused and unsure to taking clear action and making informed decisions. Instead of letting business happen to you, you will be confident and in control of your results.

Our job as coaches is to not only facilitate your thinking through key business areas and ask the right questions, but also to provide you – as a whole person – the support you need to achieve your goals. Our blend of business content facilitation and personal coaching helps ensure that we are adapting to your needs.

Over our 4-month process, you'll get:

- 12, 60-minute coaching calls; a mix of content facilitation/coaching and personal coaching
- Unlimited additional support, including 30-min emergency sessions as needed and a Whatsapp group for timely and/or urgent communication and troubleshooting
- Access to a members-only portal
- Tools and homework to complete each phase
- Direct feedback on all aspects of your business

We can work as fast or as slow as you want on each phase. If you meet us every week and do the assignments you will be on a new trajectory with your business (and life!).

Price €4,000. Monthly installments available

We guarantee your business will make back the investment in our program in 3-6 months.

*Laura Baringer &  
Sarah Trudeau*



# Diagnosis & Solution

## Grow For Good

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We see you. You saw a problem and developed an excellent solution. You have a dedicated client base who actively refer. You've had a lot of success and can be proud of what you've achieved.

You're ready to take your business to the next level while having time for your priorities and passions outside of your business.

You want to grow and help more people, but you don't know how to in a way that is sustainable for you and your life. You feel frozen by all there is to do and how many ideas you have to keep fulfilling your mission. Such as developing new products, marketing, and selling to a broader audience.

The business lacks key a clear strategic direction and foundational elements such as mission, vision & and values. Without clearly defined long-term goals and a strategy to get there, your attention gets pulled away, sometimes in counter-productive or inefficient ways.

To date, your business has thrived on organic marketing and sales but, to you, it seems haphazard or "lucky" without a clear plan to find and reach new customers.

## Helping you to move forward

### Refining the Foundation

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We'll support you to consciously choose what you want for your business now - and in 10 years. We'll solidify your business purpose, mission, vision, and values that will guide all decisions for the long term. This will give you the freedom to experiment, dream big and love what you without feeling like you need to take projects or clients 'for the money'. You can have a sustainable business serving the clients you love.

### Planning

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You'll articulate all the ideas and plans that are in your head into an efficient and strategic plan for the future. We'll support you to break it all down by category and prioritize what's most important based on your goals.

Create 3-year financial projections and budget. Create a 3-year strategic plan that includes product, sales, and marketing strategy.

### Implementation & Testing

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Once you have a strong foundation to grow on, we will put in the scaffolding. This will include systems and processes for every aspect of the business to implement those great plans.

This could include client acquisition and journey, product or service development, pricing, and sales. As well as systems for marketing and admin.

# The Process

## Foundation

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- Full diagnostics of what's working and what's not.
- Create your ideal 10-year vision for your life and business.
- Define Mission, Vision, and Values that have longevity, guide all decision-making, and ultimately build your dream business.
- Review of the current strategy, marketing systems and templates, core product, delivery, customer experience & margins.
- Money Mindset and thinking like a CEO.
- Work-Life balance, self-care, and how to avoid overwhelm.

## Planning and Testing

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- Re-evaluate the product. Test new ideas and models.
- Design a uniquely valuable product offering and determine the pricing.
- Develop 3-year financial forecasts including profit & loss statements, annual budget, balance sheet, and cash flow projections
- Develop a 3-year strategic plan and a 3-year marketing strategy
- Redefine your niche, ideal customer, and avatar
- Redefine your offer and sales process (funnels)
- Create email and social media strategy
- Explore your beliefs about marketing, selling, and competition
- Explore your personal boardroom

## Implementing

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- Finalise and implement marketing strategy
- Implement Revenue Driving Activities and growth strategy
- Be ready to raise capital if needed
- Refine customer experience
- Test offers and refine the sales process
- Dealing with failure, goal setting, and moving forward

# About Laura & Sarah

We're on a mission to grow organizations that have a positive impact on lives and communities. With over 30 years of combined experience as entrepreneurs, we want to see your business grow and provide you with the lifestyle you desire. We know that impactful, purpose-driven business can be achieved without losing authenticity and passion. We're here for it.

We are excited to support you!

*Laura & Sarah*

