



## Women's Prosperity Network

Expert Content from Trusted Authorities, Integrated with  
Masterminding for Accelerated Implementation!



### Online Workshop & Mastermind

**The Right Tools & Proven Strategy to Attract, Retain and Serve More  
Clients for Lasting Impact and Income**

**Saturday, June 1<sup>st</sup>  
10 am to 1 pm (Eastern)  
Via Zoom!**

▶ <https://zoom.us/j/377750768>

or Dial In: 646-558-8656, Meeting ID 377 750 768

## Part 1 – Setting the Foundation

10 to 10:45 am	<ul style="list-style-type: none"> <li>➤ Overview of the Level Up System</li> <li>➤ Reviewing your 2019 goals</li> <li>➤ Mastermind &amp; brainstorm to expand your vision and increase opportunities for clients, referrals and potential partners</li> </ul>
10:45 to 11 am	Open Q & A

## Part 2 – Revenue Modeling

11 to 11:45 am	<ul style="list-style-type: none"> <li>➤ What are you selling? What else can you sell?</li> <li>➤ Who are you selling to? What else may they want or need?</li> <li>➤ Creating a clear path for your customer's journey (creating your funnel and flow)</li> </ul>
11:45 am to 12 pm	Break

## Part 3 – Sales: It's Just a Conversation!

12 to 1 pm	<ul style="list-style-type: none"> <li>➤ Conversations that CONVERT to paying clients</li> <li>➤ Messaging to get to the heart and mind of your IDEAL CUSTOMER</li> <li>➤ Tried and true marketing to attract and retain more customers</li> <li>➤ Easy systems for sustained success</li> </ul>
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### Nancy Matthews

"The Visionary with Guts"



### Trish Carr

"The Results Revolutionary"



As Seen on:



Proud Members of and Partners with:



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## Welcome to Your Level Up Online Workshop

You are about to take part in our proven prosperity process designed to bring you extraordinary results in every area of your life and business. Here are some suggestions to support you in getting the most from this experience:

1. **Dream Big:** Give yourself permission to dream big and be open to the expected and unexpected ways that your dream and goals will be realized.
2. **Connect & Collaborate:** Make an effort to not just meet one another, but to really connect so that you can discover ways to collaborate, support each other and serve your customers even better.
3. **Have Fun:** One of the things we learned early on from our mother was that life (and business) can and should be fun! If you're not having fun, get back to your heart's desire and the reason you created your business.

### What Members Are Saying:

*"The mentoring, coaching and support of WPN has helped me to **triple my income** and I am serving people better than ever before."* ~ Allison Ronis, GeekInYourPocket.com

*"The WPN community, ideology, the leaders and their **vision have profound value** for anyone wanting to enrich their lives."* ~ Jodi Darren, TV Spokesperson, Entrepreneur

*"Before WPN I had a strong passion and big vision, but no plan to make it a reality. Now, **Vision for Jamaica is up and running** – children are being equipped with skills and resources to shape their future."* ~ LaRonda Robinson, Vision for Jamaica

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**Mid-Year Check Up – June 2019**


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**Review, Revise & Recap**

Year End Goal: \_\_\_\_\_ by 12/31/19

See how far you've come!

*(Remembering, measuring allows us to adjust the plan to achieve the goal (regardless of what may have shown up along the way.)*
**Track Your Results So Far**

Revenue	Other Milestones/Achievements	Potential Revenue & Opportunities

***NOTE: FILL IN AS MUCH AS YOU CAN BEFOREHAND – DURING THE ONLINE WORKSHOP WE WILL GO THROUGH THESE NEXT STEPS IN DETAIL***

Next, set up your action plan for the second half of 2019 --- in quarters.

Taking the remainder of your year-end goal and dividing it up --- this gives you the perspective and sets the pace for the action items necessary to achieve your goals.

 3<sup>rd</sup> Quarter Goal \_\_\_\_\_ by 9/30/19

 4<sup>th</sup> Quarter Goal \_\_\_\_\_ by 12/31/19

On the next page, you'll chunk down your quarterly goals into monthly goals, which makes it easy to create and plan your action items.

Month	Monthly Goal	Action Items
<b>June</b>		
<b>July</b>		
<b>August</b>		
<b>September</b>		
<b>End of 3<sup>rd</sup> Quarter</b>		<b>Celebrate</b>
<b>October</b>		
<b>November</b>		
<b>December</b>		
<b>End of 3<sup>rd</sup> Quarter</b>		<b>Celebrate</b>



# Revenue Modeling

My products, services and price points are:

Products, Products, Services (Name of Items)	Description (How many, how long, etc.?)	Pricing

Who is your ideal client?

Demographics (Age, Income, Married, Kids)	Psychographics (Attitudes, Values, Fears)	Behavioral (Habits, Hobbies, Lifestyle)

**What other products and services is my ideal client already spending money on?**



**What do they buy for their business?**

**What do they buy for their home?**

**What do they buy for their children?**

**What do they buy for their parents / siblings?**

**How do they treat themselves?**

**What do they still worry about and/or not have a solution to?**

**These are all potential strategic alliances!**

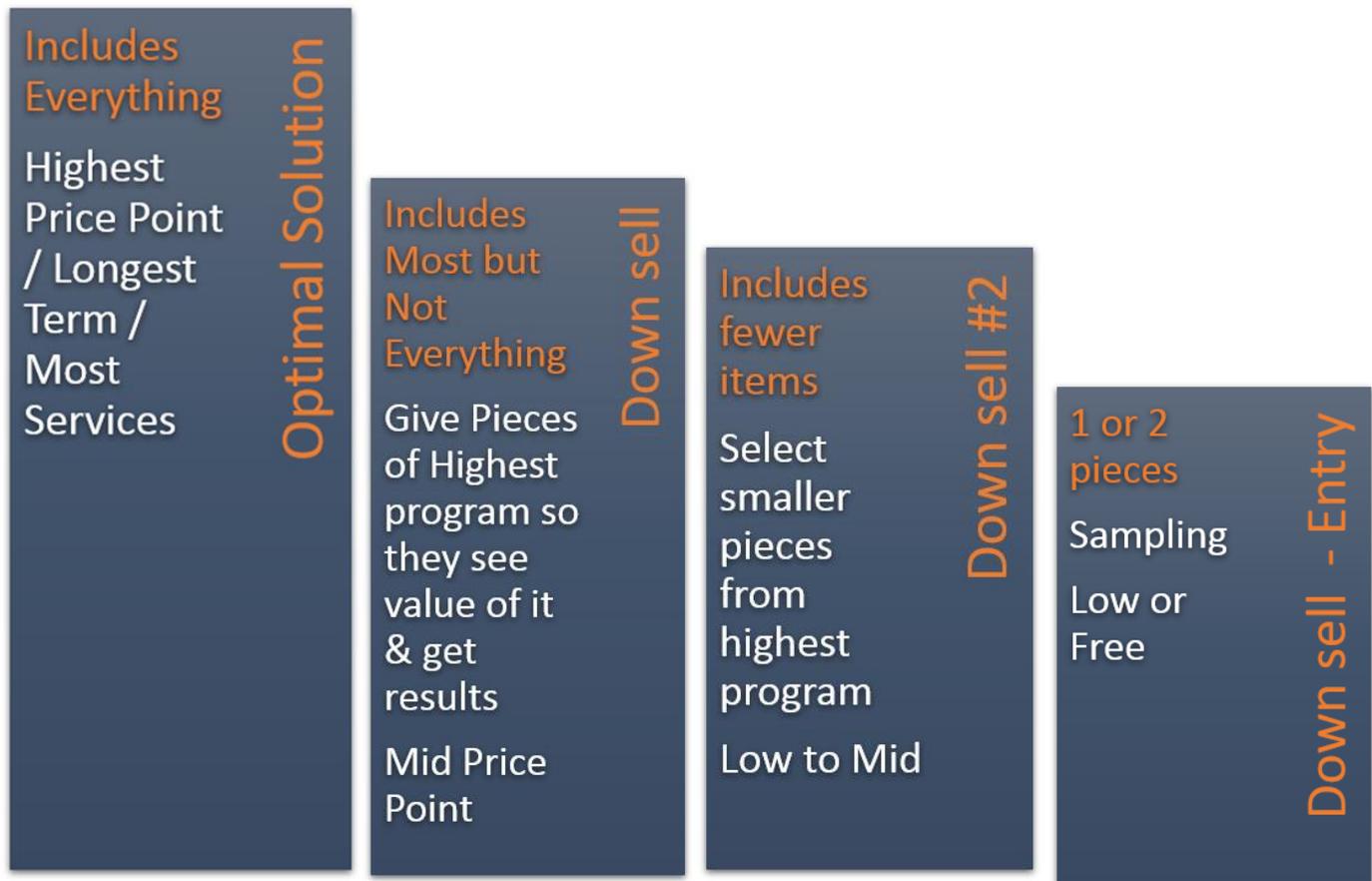
# Creating Your Ideal Customers Success Path

Start with the end in mind of delivering the **OPTIMAL SOLUTION** (your highest and most robust product/service offering.)

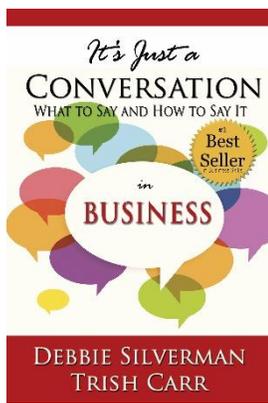
Wouldn't you love every person to enjoy the benefit of your largest product or service?

So that ...

- They get their desired results (and even more than they hoped for)
- You are rewarded financially and in terms of glowing appreciation and referrals!



# Sales: It's Just a Conversation!



## Sales occur when the sales person:

- Knows the benefits of their product or service
- ASKS questions that have the prospect share what is happening in their life (or business)
- Has the prospect feel comfortable and confident that the product or service will give them what they want

What Problems Do You Solve?	How do those problems IMPACT your customer?	How Do You Solve the Problem?

## Create your solution power statement:

I solve \_\_\_\_\_ for \_\_\_\_\_ so that they \_\_\_\_\_ in \_\_\_\_\_ (time)

### Examples:

#### (Nancy NLP Sessions)

I solve the fear of making sales calls for entrepreneurs so that they can serve the people they want to and make the money they deserve in one session.

#### Trish Speaker Training Workshop

I solve the problem of not having enough leads for business owners so that they have qualified prospects to convert to clients in 2 days.

### Now You:

I solve \_\_\_\_\_ for \_\_\_\_\_ so that they \_\_\_\_\_ in \_\_\_\_\_ (time)

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## Remember, It's Just a Conversation!

And, if you don't have the conversation to let people know how you can add value to their life, if they've got a problem or desire and are looking for a solution, they're going to pay someone!

## Don't you think it should be YOU?

### Presence and power tips for sales (and follow up) calls:

- Let them know you care about them
- Let them FEEL you care (adjust your energy before picking up the phone)
- Let them feel hopeful, then excited and eager to work with you.

# Marketing to Attract Your Ideal Clients

## Top 21 Marketing Strategies

Put a ✓ next to the ones you are consistently doing  
(i.e. on a monthly or weekly basis)

Speak to Groups (in person & online)	Free Offer on Site (with lead capture system)	Text Marketing
Customer Service Processes	Have a Book (Author)	Digital Products (audios, eBooks, courses)
Facebook Post/Engagement	Twitter	Instagram
LinkedIn	Pinterest	Blog on Your Site Once a Month or More
YouTube	Facebook Live Videos	Blog on Others' Sites (Write Articles)
Testimonials on Website, Emails, Flyers, etc.	Survey Customers & Prospects	Email Your List (Monthly or More)
Interview Others	Phone Calls: Connection, Follow Up & Sales. Consistently (2-3 x per week)	Get In the Press (Press Releases, Interviews)

### List the results you're getting from the ✓ strategies:

- Growing your list (by how much) \_\_\_\_\_
- New clients (how many, how often) \_\_\_\_\_
- Strategic Alliances & Joint Venture Partners \_\_\_\_\_
- Resources for yourself or your business \_\_\_\_\_

After measuring and assessing the effectiveness of your current strategies, create your course for the remainder of the year. Which do you want to stop, start and/or continue?

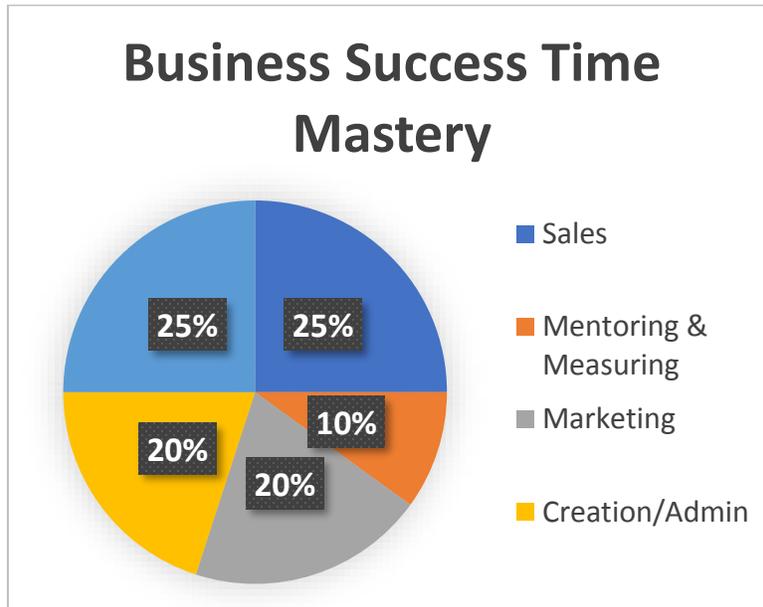
Continue	Start	Stop

Next, move the ones you will Continue and Start into the Action Items on Page 5.

## Easy Systems for Sustained Success

### Your Most Valuable Resource ... How You Spend Your Time

*“The bad news is time flies.  
The good news is ... You’re the Pilot!” (Michael Althsuler)*



### Business Success Time Mastery:

25% of your time on sales, conversations, presentations & follow ups

10% of your time on planning, learning, mentoring and measuring results

20% of your time marketing: email & social media, networking, etc.

20% of your time content creation, copywriting, administrative

25% of your time on client fulfillment

### 40 Hour Work Week

%	Hours	Activity
25	10	Sales Conversations, Presentations & Follow Ups
10	4	Planning, Learning, Mentoring and Measuring Results
20	8	Marketing: Email, Social Media, Ads, Flyers, Tradeshows, Networking
20	8	Content Creation, Copywriting, Administrative
25	10	Client Fulfillment (at \$200 per hour = \$2000 per week!)

Get a Complimentary Next Steps Planning Session to explore how we can best serve you in increasing your reach, your impact and your income!

▶ [WomensProsperityNetwork.com/grow/](https://WomensProsperityNetwork.com/grow/)

## Hear from a few of our happy and successful clients:



*"The coaching program has absolutely helped me excel in my business. **My sales have increased**, I have moved forward on goals that I've had, and then also on goals I didn't even know I had. I joined in June 2018 I don't know how they do it! **They're always there for you.** Even when I don't think they're going to have time for me, they do. Whether it's for something little like, "Hey can you look at my flyer?" to big things like, "I don't know if I can do this anymore," or working on sales copy, practicing sales conversations, figuring out pricing and programs, they always have some sort of resource or advice."*

~ Jessica Faber, Functional Health Practitioner



*"WPN has made a huge difference, it's made a difference because once I decided to make that leap of faith, and to join the programs that they offered. My coach put together amazing business plan to take my business to another level **which grew my revenues by 27% in 2017, then another 28% in 2018, for a total increase of 55%!** I've just renewed my program for 2019 and can't wait to see my next level of growth!"*

~ Jennifer Bryan, Amazing Skin Care Med Spa



*"What I admire and love and embrace with WPN is that it's a one stop shop. I have everything in one place. All my resources, my coaching, training, mentoring and my networking in the same location. This coaching program is different from all the others I've experienced. You can actually get in contact with them easily, zero in and have that personal time with them and have them keep you on track. I have a goal for the year and achieving it is so much easier with a system by which to work."*

*Anyone who actually wants to accomplish something that they have always had in mind, you know, that dream that may be way up under the shelf and you never really start working on it, that's the person that needs to come to WPN. Don't let your dream sit until you're too old or too tired. Bring your dream and your ideas and WPN will help you create it, expand it and make it into something that will overjoy you. So, if you want to actually make some good changes in your life and have that dream accomplished in a timely manner, then WPN is for you."*

~ Janice Wight, Epic Life Systems Coach and Loan Officer, CMG Financial

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▶ [WomensProsperityNetwork.com/Grow](https://WomensProsperityNetwork.com/Grow)

## Some final words from The Sisters

*“Within each of us is a visionary. The ‘guts’ comes from having a team to support, guide and encourage you.” ~ Nancy Matthews*

*“You are always in the right place at the right time ... the difference maker is the right attitude, choices and actions.” ~ Susan Wiener*

*“Success is available to anyone willing to give it their all. Great success, however, is only possible through the magic of collaboration and partnership with others.”  
~ Trish Carr*

## Let's Do This! Schedule Your Complimentary Next Steps Planning

▶ [Get Started Here](#)

*Illumination*  
*Where Passion Meets Prosperity*

*“Miracles are all around us just waiting for US to have the vision to see them.” ~ Nancy Matthews*

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