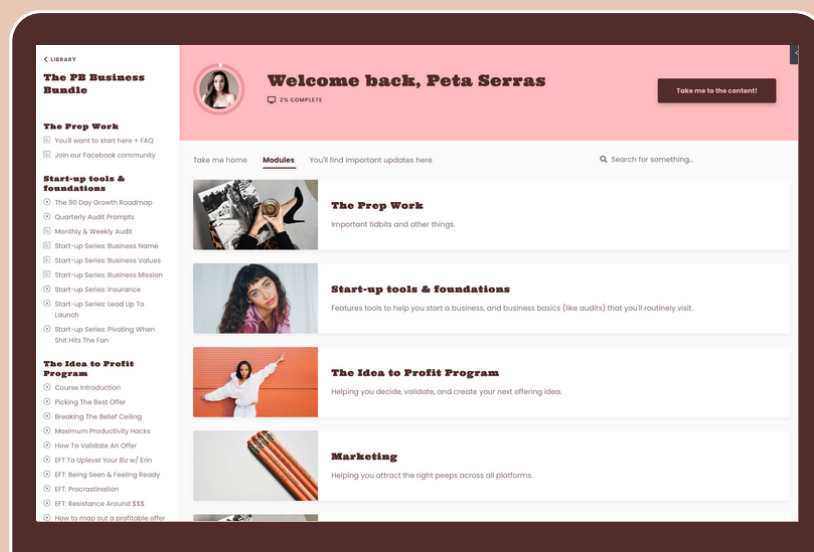


CURRICULUM: THE PR BUSINESS BUNDLE

KEEN TO FONDLE THE BUNDLE BUT WANT TO HAVE A
PEEK BEFORE YOU COMMIT?

PROFESSIONAL BABE ©

START-UP TOOLS, BUSINESS GROWTH STRATEGY, AND STICKY MARKETING STRATEGIES TO HELP YOU GROW A PROFITABLE BUSINESS.



ALL DELIVERED IN A FORMAT FOR YOU TO DO AT YOUR OWN PACE VIA 60 MASTERCLASSES YOU CAN PERUSE AT YOUR LEISURE.

START-UP TOOLS

Featuring content you'll routinely visit to keep your business running smoothly:

[The 90-Day Growth Roadmap](#)

Designed to help you action and achieve any goal in a 90-day period. Recommended for everyone to start here first to create their goal.

[Quarterly Audit Prompts](#)

Prompts to help you audit the last period (can be used quarterly or yearly) so you can intentionally plan the year ahead

[Monthly and Weekly Audit](#)

Worksheets and prompts to help you goal set and audit what's happened in the last week and month in your business. Great to be used alongside your 90-Day Roadmap

[Start-Up Series: Business Name](#)

What to do when you decide on a business name. Help on registering and trademarking

[Start-Up Series: Business Values](#)

How to determine your business values and make decisions with your values as your north star

[Start-Up Series: Business Mission](#)

What is your mission? Teaching you how to determine your business mission and communicate this to your peeps

[Start-Up Series: Insurance](#)

I interviewed my insurance broker, Casey Fenton on insurance that online business owners need

[Start-Up Series: Pivoting when shit hits the fan](#)

Business sometimes isn't smooth sailing, and this guide helps you navigate that. A practical workbook and masterclass that allows you to navigate any crisis by changing your messaging and selling solutions

THE IDEA TO PROFIT PROGRAM

This course was designed to help you decide, validate, map out, and create your next profitable offering idea. Featuring coaching, strategy, tools and experts to help you smash it out!

Picking the best offer

A practical exercise on how to work out the best offering to create when you've got several ideas floating around your mind and you're struggling to decide

Breaking the belief ceiling

A chat with hypnotherapist and coach, Rohini Nagpal on how our self-belief and limiting beliefs hold us back. Rohini gives us actionable tips and an inspiring conversation

Maximum productivity hacks

If you need like you can't smash through your to-do list, this will help

How to validate an offer

It's one thing to think up an incredible offer, but it's different seeing if there's a need for it in the market. This masterclass gives you practical tips and tools on how to validate an offer

EFT with Erin

Erin takes us through a Masterclass on EFT – the what, why, and how – and shares three EFT sequences she designed for my coaching clients on Procrastination, Resistance around charging \$\$, being seen and feeling ready

How to map out a profitable offer

If you've got your idea but you're at a loss on how to map this out, this masterclass will help you decide on the structure and flesh it out

You sure you're charging enough?

You could pull a price out of your ass or you could properly map it out and be conscious of all the work you're doing that you're probably not charging for!

How to intuitively price your offers

A fun little hack I learned one time at a mastermind at Denise Duffield Thomas's place with this brilliant kinesiologist named Maria that I was paired with

Knowing your conversion rates and how to improve them

We won't ever convert at 100%, 100% of the time. It's important for us to know our conversion rates, what we can look at, how we can measure at it, and some tools to help conversions

MARKETING

Email marketing:

This three-part series is designed to get you designing your first automated email sequence. It features the Give Good Email framework of mapping out a sequence that converts. We have a case study in the second video, and finish with an expert Q+A with Homebody Club who built their business off the back of a newsletter

PR and Media:

If you've ever wanted to get your name, business, or product in the media, this module is for you. It features three content pieces on media kits and pitching, and includes example scripts to get you pitching by the end of the day!

Ideal Customer:

Who are you even selling to? How about I guess... everyone? Wrong! In the idea customer work you'll learn over two content pieces how to connect with your ideal customer by creating a persona. In the four customer archetypes unit, you'll learn how to market to the four kinds of buyer you need to market to in a sales setting. This can be used in your sales emails, social media posts, and sales pages

Social media:

Features training on Clubhouse, Pinterest, Instagram and TikTok. Social media is a tried, tested, and successful top of funnel activity. These guides will help you pack the top of your funnel with the right peeps through organic marketing and topping it off with a Facebook Ads masterclass by our friends at The Social Haus.

Affiliate Marketing:

If you've ever wanted to cash in on the products you're always recommending that other businesses sell, this is where affiliate marketing comes in handy. Alternatively, if you've got a business and you'd love to use affiliates to promote your product but don't know where to start, we've got a training on how you can use affiliates for your offerings

Launching:

It can be daunting when you launch new offerings in your business. This module has you covered with social prompts, the pre-launch period, auditing your launch, and so much more!

Data and analytics:

Data – a marketers wet dream. And for good reason! Data-driven decisions are what we should be making in business as business owners. We look at the kinds of data we can assess including a crash course in Google Analytics

PERSONAL DEVELOPMENT

I teach you my favourite personal development tools in digestible, short videos and workbooks.

Moving the needle

If you ever finish the week wondering where it's disappeared to and you're no closer to your goal, this training will help you move the needle on what's important

Why you're already the expert

The purpose of this Masterclass is to uncover the stories that roll around our mind and 'cockblock' us from doing awesome things in the world. They're limiting beliefs that we can replace with a more empowering story

Stream of consciousness writing

A tool used in journaling practice, novel writing AND copywriting. All the writing!!! For those who feel self-conscious of their words or are playing the 'write, backspace, write, backspace' game, this will be so impactful for you

The model and thought downloads

Brooke Castillo is going to change your life. Brooke believes (and I do too) that there's a flow on effect which happens once you have a thought that enters your brain. Your thought IS triggered by a circumstance, but it's up to us with what we think and we CAN replace that with a more empowering (or even neutral) thought

The Work

In Byron Katie's work, she will use the four questions and include a turnaround thought which gives you the opportunity to experience/feel the opposite of this belief

Focus wheel

It's a perfect tool to add if you love to journal and feel like writing it out to feel better. It's the process of building on our thoughts to gradually take us to the belief we'd love to have.

The 5 second rule

As you move towards kicking your goals, the louder your mental chatter becomes. The money blocks will come up and the internal dialogue can be so crippling it can cockblock your success. Mel Robbin's five-second rule is life-changing, especially if you feel like a hardcore procrastinator

Mastering uncertainty and mindset

A quickie coaching call with my clients on mastering uncertainty at the start of the pandemic (and it's still so applicable today!). We cover that fact we are not in control of our circumstance but we are in control of our thoughts. Seeing that we manage uncertainty each day, therefore, we're totally equipped to deal with it. And cultivating a mindset that enables us to sell

MONEY AND FINANCES

Money blocks

Money blocks. We all have 'em! And they creep up on us. From not wanting to put our offers out there to deciding not to pay for something that will help us grow our business, they show up and block our success. A masterclass on uncovering them, and working with them.

Unfug your finances with Adele Martin

I bought financial planner, Adele Martin, in at the start of the pandemic to teach my clients a girthy coaching call that covers, reviewing expenses, pivoting your income, knowing your personal break-even, how to look for opportunities followed by a Q+A at the end.

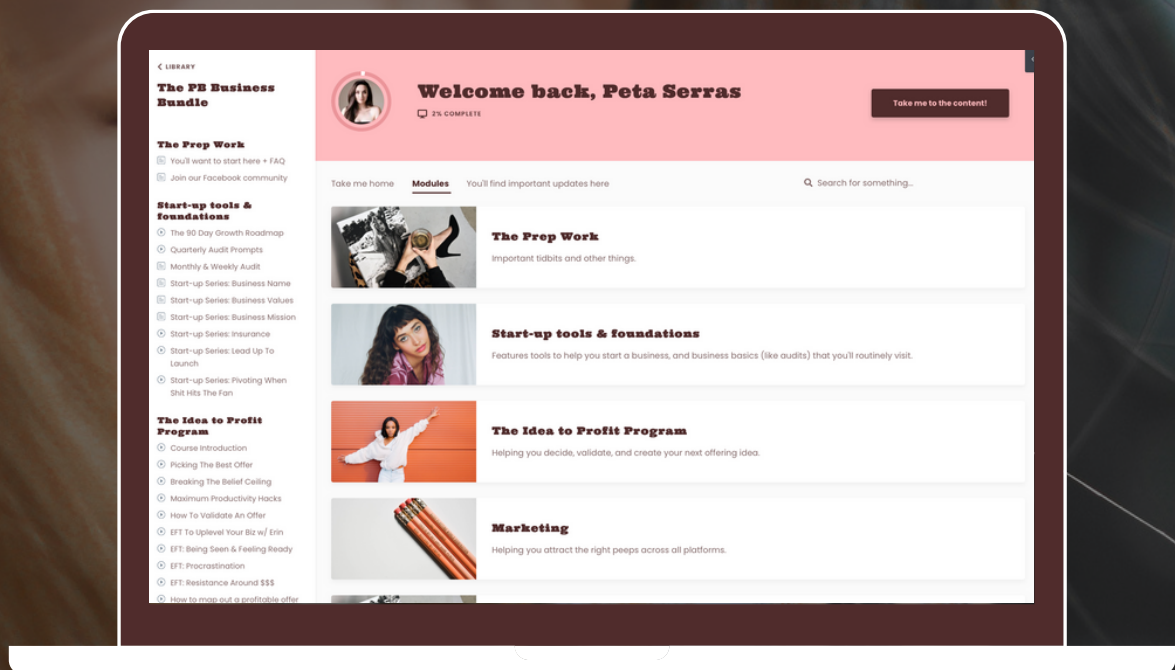
Running a profitable business with Adele Martin

Being a business owner, Adele understands what it's like to navigate cash flow and finances. In this call we cover – how to budget when you have an unstable income, deciding whether you need to earn more or budget better, working out how much to invest back into your business, raising your prices and when to do it, and so much more!

GUEST EXPERT INTERVIEWS

- The science of setting goals with Dr Hannah Korrel
- What happens in Vagus with Laura Rizzuto
- Digital marketing and branding with Lethal Digital
- Building a brand with Tresna from Kin North
- Business and worthiness with Ally Gibellini
- A Q+A with writing mindset coach, Mandi Kontos
- Bumps in the road are part of the parth with Nalini Tranquim
- From humble beginnings to industry expert with Robyn McAlpine

THE PB BUSINESS BUNDLE



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