

After Party at The Frying Pan



Hashtag for Instagram, Twitter, Facebook

Off The Charts Live

Share the love and connect.



Can I have a dose of bands please?
- Band one of which will fit the current state of stuff
- That's ready to get done?
- That's the one your business needs most?
- The more violent?
- The more who have got things already on it?
- The most difficult to move the most are the tracks?

There is a more natural way...

By following the cyclical nature of life as a woman, we're able to grow our businesses more sustainably and it's a lot less overwhelming, too!

Instead of a linear path, you're taking one step at a time in a circular and always increasing direction



You still get from point A to point B, but you have the opportunity to refine and improve at each new level.

New perspectives arise from the same things.



The Spiral Staircase solves many problems...

It answers the question: "What should I do next?" (no jumping)

It disarms perfectionism because you know you'll be back...

You don't need to know the whole path to get started...

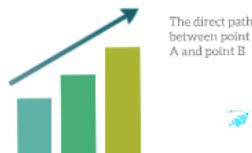
Allows you to continuously improve your craft and skills...

Keeps you from getting bored with your business...

IT'S TIME TO TAKE YOUR BUSINESS OFF THE CHARTS



When most people think of growing a business, we picture this straight upward curve...



The direct path between point A and point B



IT'S TIME TO TAKE YOUR BUSINESS
OFF THE CHARTS



This week-end
we'll be talking
about...



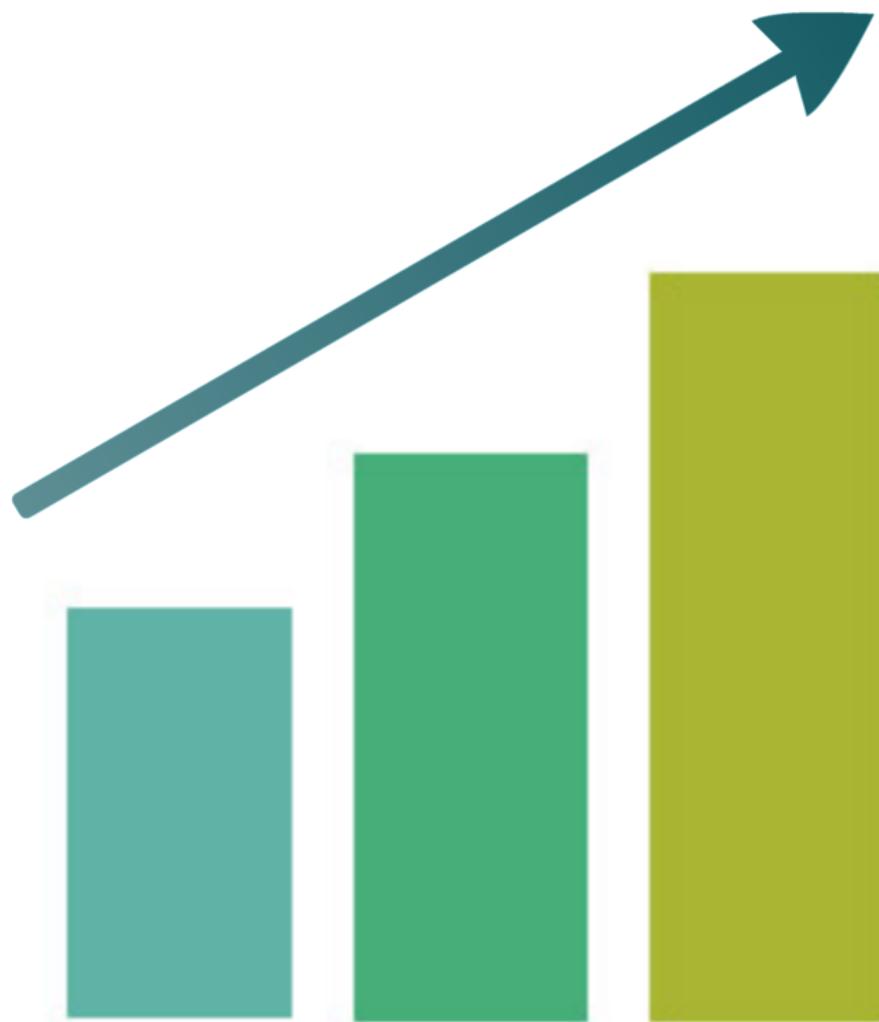
Can I have a show of hands please?

- Feel overwhelmed with the amount of stuff that needs to get done?
- Not inspired by your business anymore?
- Too many ideas?
- Not sure which order things should go in?
- Mismatch between the vision and the details?

What causes overwhelm & procrastination?

Having a sense of urgency to get something done, but not knowing where to start.

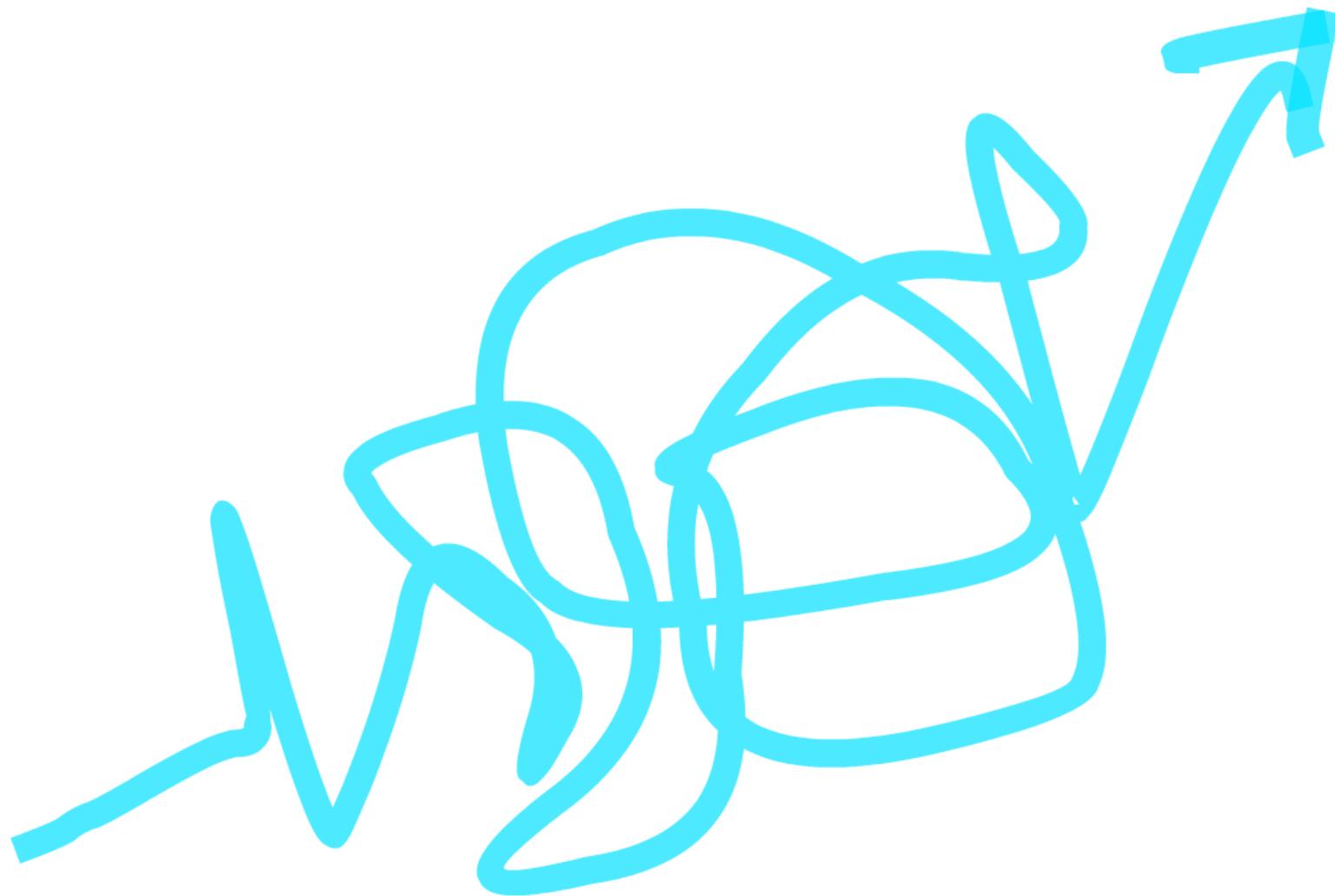
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You might have experienced something more like this...



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Introducing the Spiral Staircase



Growing up...

Instead of a linear path, you're taking one step at a time in a circular and always increasing direction



You still get from point A to point B, but you have the opportunity to refine and improve at each new level.

New perspectives arise from the same things.

Have you ever watched a movie you've seen before and suddenly you recognize an actor from another movie or movie you watched?
That's the great pleasure in acting.
Mister Corvo free license to the translation.
This work is licensed under a Creative Commons
Attribution Non-Commercial-ShareAlike 3.0
Unported License of the original author that had done you first
heard from, and the able to copy them of all new tools.
Take it all. 3.

Have you ever watched a movie you've seen before and suddenly you recognize an actor from another show or movie you watched?

That's the spiral staircase in action.

Mastery comes from focusing on the foundations.

This week-end you might hear ideas or strategies you've heard before...

But because of the experience you've had since you first heard them, you'll be able to grasp them at all new levels.

Take it all in.

The Spiral Staircase solves many problems...

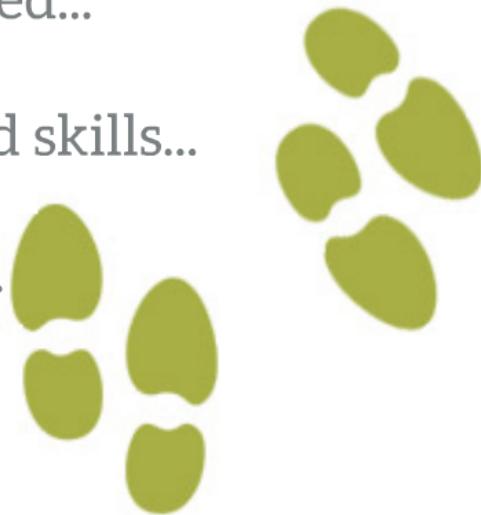
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**There's usually a
spiral within the
spiral**

*your
website*

*your
business*

your website copy



your
website

your website copy



your website copy



THE 9 STEPS ON THE SPIRAL STAIRCASE



The 9 steps on the staircase...

The steps on the staircase...



1. Get Clear On Why & Build Confidence

On Who

2. Get Clear On Who

3. Create Offers & Test Value + Pricing

4. Make Sales & Get Feedback

5. Fine Tune Your Business Model

6. Story & Positioning

7. Build Business Assets: list, intellectual property, relationships...

PS...

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8. Evaluate What's Working

9. Scale: automate, delegate, and streamline...

1. Get Clear On Why & Build Confidence

On Who

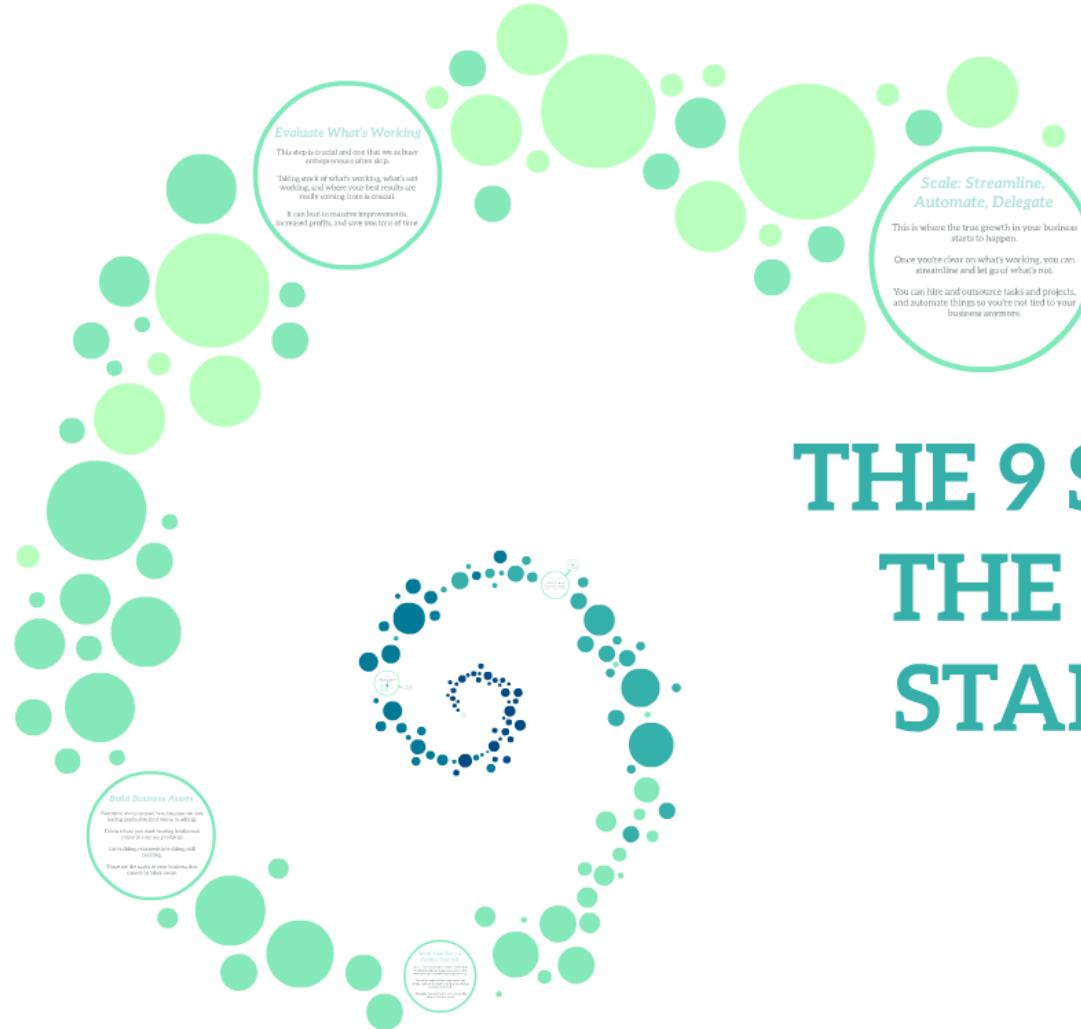
The steps on the staircase...



The steps on the staircase...



9 steps... 9 months to birth



THE 9 STEPS ON THE SPIRAL STAIRCASE



9 steps... 9 months to scale

Why: get clear and confident

Why are you starting **this** business, **this** project, **this** next spiral?

Why are **you** the one to bring this work into the world?

With a strong intention you'll go further, faster without losing steam.

Who?

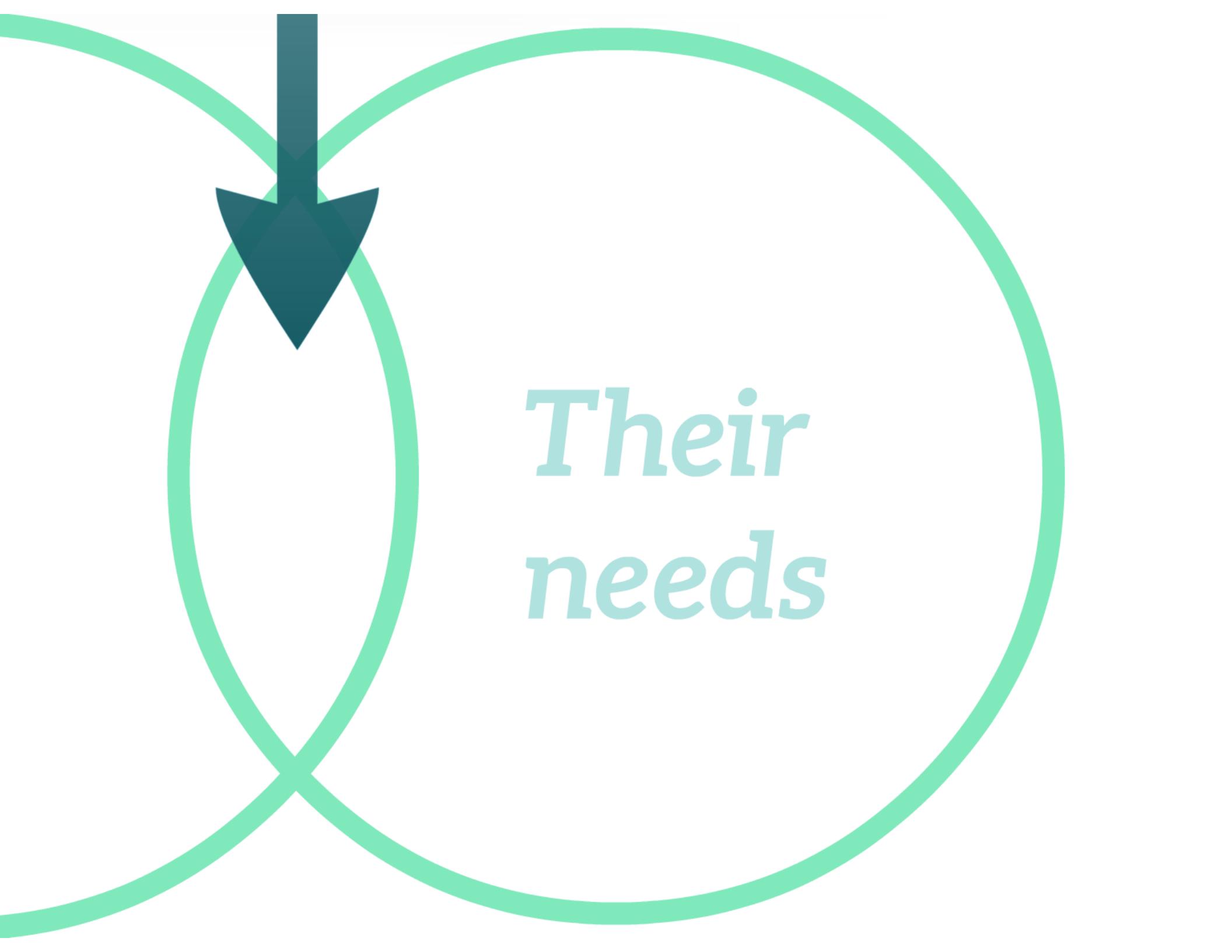
Business is about the intersection of your talents and inspiration, and what your ideal customers are looking for.





Your
gifts

T
n



*Their
needs*

From there, create valuable offers

You want your products and services to be so valuable to your customers they feel like they're getting a deal.

You need to be able to deliver these offerings profitably.

Testing and finding the right price and profit margin is key.

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Start Bringing In Sales

Surveying potential customers is important, but cash in hand is where the truth comes out.

Bringing in money for your offerings early on is key to make sure you're on the right path.

You don't need a perfect website to sell one on one.

Design Your Business Model

Once you've brought in some sales and tested your assumptions, it's time to think through your business model.

Is it sustainable? Do you need to change your delivery mechanism?

Can you scale? Does it feel too complicated?

It's not set in stone, but knowing where you want to go will help you get there.

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Write Your Story & Position Yourself

At each step you've gotten more clarity, now it's time to communicate this clarity to the world through storytelling and positioning.

Do this through written communication, design and branding, photography, marketing message, video, PR.

This helps you get known for your specific why and unique story.

Build Business Assets

Everyone wants to start here, because we love feeling productive (and averse to selling).

This is where you start creating intellectual property (courses, products).

List building, relationship building, skill building.

These are the assets of your business that cannot be taken away.

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Evaluate What's Working

This step is crucial and one that we as busy entrepreneurs often skip.

Taking stock of what's working, what's not working, and where your best results are really coming from is crucial.

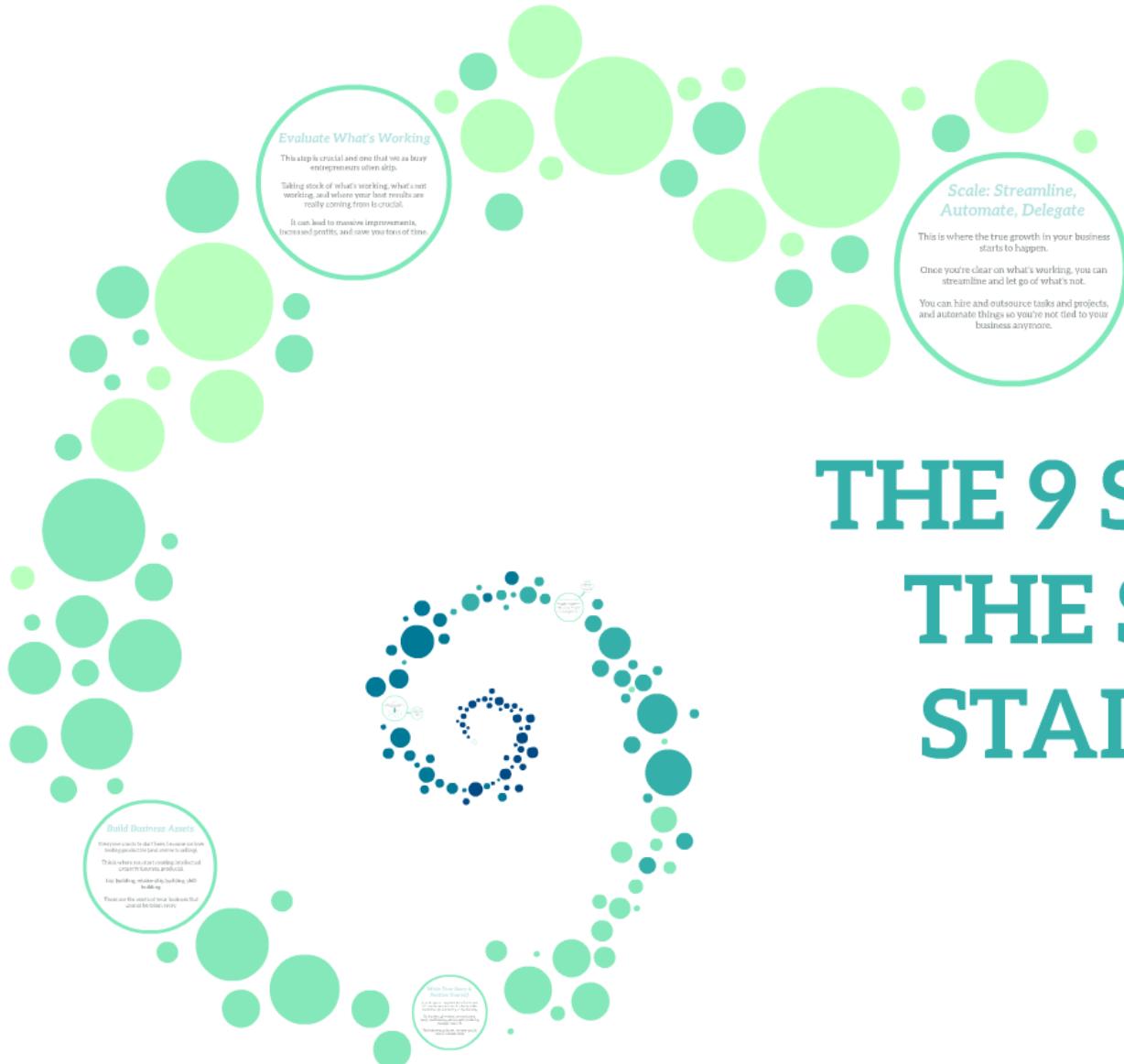
It can lead to massive improvements, increased profits, and save you tons of time.

Scale: Streamline, Automate, Delegate

This is where the true growth in your business starts to happen.

Once you're clear on what's working, you can streamline and let go of what's not.

You can hire and outsource tasks and projects, and automate things so you're not tied to your business anymore.



THE 9 STEPS ON THE SPIRAL STAIRCASE

