



RACHAEL T PHILLIPS

Monetize Your Knowledge  
& Share Your Passion  
Start Up An Online Course That Sells  
EDUCATE - INSPIRE - EMPOWER



You have decided that you want to startup your own spiritual online business so that you can monetize your knowledge, share your message, help many, leave a legacy, educate to share your wealth of knowledge & wisdom & work one to many to anywhere in the world without any limitation of time or location. And most of all you want to build freedom business.

A business that allows you the freedom to work from anywhere in the world, financial freedom and one that gives you back time.

Time is the greatest commodity. People do not willingly give up there time unless they truly love what they are doing! Freedom to have better balance in your life with family, friends/loved ones, travel, fun & a business that is built on a solid foundation that is systemized & automated so that your clients can work with you anytime. A business that gives you options.

Options, of whom you want to work with, how you want to work with them, invest in yourself more, embark on new adventures both personally & professionally & work with great experts in your industry. We want options that will enable ourselves to grow and continue to serve all at the same time.

BUT before you take that leap of faith and invest the next 3 months solid into creating an online course, you want to do your homework & check everyone out who is doing it, then most of all – what is it going to take for you to build out your dreams. What are all the logistics and 'techy' stuff will you need to do.

These are the decision you are going through right now before you even make the final decision, that yep, I'm ready to invest in me! Ultimately that is the truth, are you willing to invest in yourself, your passion, your purpose? What you know you where put on this earth to do?

It's perfectly ok to say and notice the feelings of fear rise when you think of continuing along this pathway. I get that. Whoever said fulfilling your purpose was easy, was wrong. It takes great courage, support, guidance, determination and most of all a SASSY attitude so say 'no matter what, I believe in me', all the while you may be freaking out inside. Wow, how refreshing is it to finally own those emotions. So lets take that SASSY attitude forward.

We all have a criterion that we follow when wanting to pursue something new and that is where you are at and I congratulate you. You are following your intuition because something inside you has been dropping this thought into your consciousness, guiding you to find out how to fulfill your purpose of sharing your valued knowledge to change the lives of many & build a successful spiritual business that can monetize your knowledge to many.  
So lets go an explore 'How To Start Up An Online Wellness Course That Sells'

Building an online course is something anyone can do; unfortunately there are more components involved to create the life you dreamed. You must be able to sell this course and this is where the strategies come into play.

Now its time to build a business that is systemized & automated. One that will create a following of community that loves what you do and who you are, that will drive

traffic to your website and build an email list you can market to continually.

This workbook will go through each area listed above and together lets discover is if this is the direction you want pursued?

Now creating an online wellness business is that you are educating your clients. They have come to you because you have the knowledge that they desire to learn and they love how you deliver the content. So that means you are in the educating arena.

So who is this for? An online education product is for:

- \* A spiritual entrepreneur – that means anyone working for themselves in the industry of the spiritual, holistic or wellness sector. If you are earning income from any one of these services, you are a 'Spiritual Entrepreneur' (monetize your knowledge)
- \* Author (offer workshops, seminars etc from your books)
- \* Speaker (seen as an expert in your industry)
- \* Yoga Instructors (educators within the wellness sector)
- \* Personal Development & Mindset Specialist (educating)
- \* Meditation Facilitators (educators, offer workshops, seminars from your learning's)
- \* Trainer/Facilitator (seen as experts in your industry)
- \* Passionately driven & heart centered about a topic/industry that you can provide a solution to those clients
- \* Anyone wanting to transform & change the lives of many
- \* Has a message that must be shared with the world
- \* Know that this is the pathway that you have been guided to pursue as part of your purpose

If you have said 'yes' to any of the above, I can help you startup a spiritual online course with easy to follow steps.

There are a variety of ways to create an online product but I will share with you the #1 system that has worked for me and I like to call it the Successfully SASSY blueprint.

You are probably wondering if this is all too good to be true. The answer is NO. The key to success is simple when you have the right strategy set in place from the start. A simple to follow, step by step guide that has proven results for you're to achieve your dream of creating a successful spiritual online business that educates many with the click of a button.

At this point these may be some of your concerns you may have:

- \* Not being tech savvy
- \* So many ideas and not knowing how to arrange them into appropriate categories
- \* Lack of clarity or direction, only a desire to create an online course
- \* Fear and a whole lot of 'what if's'
- \* Family commitments
- \* Financial concerns
- \* No email list
- \* No community following
- \* Time limitation
- \* Indecisive
- \* Lack of support

If this sounds like you, it's ok. These are healthy normal concerns when moving in a new direction that means its now time to really put yourself out there for the world to see and sometimes judge.

With these simple steps you will gain clarity and direction you have been seeking along with the success you know to be true for you. Along with support to overcome the barriers you may come across.

This journey is for collaborating all your amazing knowledge, packaging it into a high quality product and delivering it the abundance of clients simply waiting for you to build it.

This pathway is more than it being about you. I know that may seem an odd thing to say, but your wisdom and desire to change the lives of many comes with responsibilities. One to yourself, which is the most important, to your family and to the clients of now and your future clients.

Are you ready to open the floodgates of abundance (both personally and professionally and on every level of self) and step into your true potential? Or will you succumb to those nagging fears that continue to hold you from that amazing being inside which is fighting to be seen & heard. If not now, when will be the right time.

Success is not without its own problems. You will undergo a massive personal growth and unlock the magic within. Success comes to those who can overcome obstacles and see them as learning potentials.

When I began my journey of creating a successful online spiritual business, I had no idea of where it was going to take me. I had a successful spiritual, holistic & wellness business of over 20 years experience, that I stopped and put every ounce of energy into creating this dream. Believe me there were times I questioned if what I was doing was the right thing. I mean, I had no tech skills, 20 years of spiritual knowledge and a soul full of belief in what I was embarking on. All that was certain was that I knew I was on the right track even though no one could see my vision, I did and that was all I had to go on.

I understood I would need to learn new skills, move out of my comfort zone, really put myself out there in ways I had never done before and explore opportunities that presented themselves as a way to learn, grow and develop. The journey has been an adventure of self-development and following my intuition.

There were days my relationship with my computer was really rocky and I wanted to throw it on the ground and then stomp on it, but I kept on working until I uncovered the key to success.

So I understand where you may be at right now. Do you listen to that voice that has led you here today or shy away from what you were put here on this earth to do.

To attain success, it is important to focus on building a solid business foundation. One that can grow and expand as you do.

Creating a startup spiritual online business that is automated and systemized is simply. It may not be easy at the

beginning but it is simple. The magic begins when you have your very first course built out and you stand back with absolute pride and again when you sell to your very first customer. The emotions that will well up are beautiful.

Once you have your first course built, all you will every have to do, if you want, is simply add more and more layers of customer experience.

Right now you may feel overwhelmed and frustrated, or in information overload. There is plenty of knowledge out there with everyone saying they have the key to success if you do this and follow that. I get that. There was a time I thought my brain was going to explode from all the information, ideas and strategies I had been learning.

You want someone who will simplify the process and show you exactly what needs to be done to achieve the success you want.

With my help you will achieve how to:

- \* Determine your 'target audience' and what they want
- \* Achieve 'clarity' on your 'offer, outcome or result' you can guarantee the clients will attain when working with you
- \* Choose the style of online course that will best serves your client learning experience
- \* Build a 'community or tribe' that love who you are and what you do
- \* Gain 'direction' so you know where to focus your attention on that will generate the best results for both your business and your clients
- \* Build a 'successful startup spiritual online business' that you love!

Implementing action is a necessity if you want your business to grow. Action is about taking consistent steps towards your goal without the focus being on the result. At the very beginning some things will work for you and others not so. The concept behind it is that by taking action you overcome the mindset of fear. Like the saying goes 'Feel the fear and do it anyway'. When we focus all our attention on the outcome or result of the action, we make it about ourselves. And that is when our critical perfectionist self enters.

Perfectionism is the fastest way of destroying your dreams. We suggest an 80/20 rule. If its 80% awesome than simply get your material out there. We want room for improvement so you can continue to grow and learn what works for you.

Time to as 'YES' to you. Lets get started.

- CLARITY-

What are you most passionate about that you want to share this with the world?

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Why will be the benefits of creating an online education business?

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What will prevent you from giving up on your dreams?

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How much time do you have to dedicate to achieving your goals?

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## - WHO IS YOUR TARGET AUDIENCE? -

To understand your target audience is going to be your greatest asset to your business.

You want to be very specific with the details of your niche. You want to know them better than they know themselves.

The purpose of this exercise is to be able to identify your niche, so that you know exactly when you would be in the presence of your target audience.

Marketing becomes easier once you can be specific. You want to know what their fears, dreams, problems & solution they are searching for.

The details gathered below enable clarity within your business of exactly whom you want to work with that generates the greatest of happiness for yourself and one you know you can get results with.

Age \_\_\_\_\_

Sex \_\_\_\_\_

Children \_\_\_\_\_

Marital Status \_\_\_\_\_

Job Title \_\_\_\_\_

Fears \_\_\_\_\_

Hobbies \_\_\_\_\_

What Facebook groups would they like \_\_\_\_\_

What are their biggest problems they want solved \_\_\_\_\_

What would be their name \_\_\_\_\_

-TECHNOLOGY-

# BUILD, AUTOMATE & SYSTEMISE

## BUILD

Does all your website clearly reflect who you are, what you offer, who you serve & what you do?  
If not what requires improvement?

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Does your branding and logo express who you are? When you look at your logo do you feel a sense of pride? YES/NO

Have you defined 2 styles of fonts that express your personality that will be utilized throughout all marketing?  
If not, what is required to amend this?

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Where are your clients coming from? Facebook, Instagram, LinkedIn, referrals etc.

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How many people are currently visiting your website?

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Does your website showcase how clients can work with you? Yes/No

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Do you have a free offer on your website? Yes/No

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Does your website have your social media sharing option? Yes/No

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## - CREATE AN ONLINE COURSE -

What will your ideal customer learn from you? What is the outcome or end result the client will achieve from your e-course?

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Do you know your prospective clients problem that want solved?

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What is the solution you are providing to your ideal customer?

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What is the duration of your e-course?

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What will be the price point for your e-course?

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Will you have a payment plan options available for your prospective client? And what payment gateways need to be automated?

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What will be the name of your e-course?

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Is the domain available for your e-course? Yes/No

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When will you launch your first e-course?

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How will you deliver the content?

- \* Screen recording (PowerPoint or keynote slides)
- \* Visual recordings of you speaking directly to the camera
- \* Audio files – audacity or dragon dictation

# BUILD, AUTOMATE & SYSTEMISE WHAT YOU WILL NEED TO STARTUP AN ONLINE COURSE THAT SELLS

- \* Domain name (www. YourCourseName.com)
- \* Hosting your website Godaddy.com or Uber.com.au
- \* Wordpress Site
- \* For audio recording Audacity or DragonDictation
- \* Screen recording Screenflow, Camtasia even QuickTime Player on a mac
- \* Video recording via mobile phone, QuickTime Player (mac only), video camera and a lot of cameras record too
- \* Video Platform to hold all your videos YouTube and Vimeo
- \* Compression of videos to make file smaller so video can be uploaded faster HandBrake
- \* Lighting by Cowboy Studio which can be found on eBay
- \* Microphone to record course material Samsung Meteor or Blue Snowball
- \* Webinar Hosting GoToWebinar which has screen record option or Webinar Jam
- \* Landing Pages LeadPages, OptimizePress or Landing Page Monkey
- \* Autoresponders to build your database and email your list GetResponse, Aweber, Mailchimp, ActiveCampaign & Click Funnels
- \* Payment Gateway PayPal, Stripe & Chargebee even EzyPay (although has limited countries but Australia definitely)
- \* Slide creation PowerPoint or Keynote
- \* Create workbooks and PDFs Microsoft Word, Pages & PDFescape
- \* Logos, business resources and also transcription on fiverr.com

- \* Branding/ Image creator's [canva.com](https://www.canva.com), [adobe Photoshop](https://www.adobe.com/products/photoshop.html)
- \* Slide design [SlidesThatRock.com](https://www.slidesthatrock.com) or Pages & Microsoft Office
- \* Online Booking Systems [GoBookings](https://www.gobookings.com), [TimeTrade](https://www.time-trade.com) or [AppointmentsOnline](https://www.appointmentsonline.com)
- \* Prioritize your time efficiently [GoogleCalender](https://www.google.com/calendar) or old school daily diary
- \* To do list via Weekly Planners along with notebooks to jot down any important material
- \* Images [istockphoto.com](https://www.istockphoto.com), [shutterstock.com](https://www.shutterstock.com), [gettyimages.com](https://www.gettyimages.com), [bigstockphotos.com](https://www.bigstockphotos.com),
- \* FREE [stockphotosforfree.com](https://www.stockphotosforfree.com) or [graphicstock.com](https://www.graphicstock.com)

## - SALES -

The process of sales needs to be as simplistic as possible. When a person is ready to buy, they want to do it now, so they can enjoy the emotions of purchasing something they have been searching for.

If the payment process is challenging in anyway you will loose sales and the ability to best serve that person.

Now for many the concept of sales conjures up the mindset of the fear of being seen as a seedy sales person. Sales are in an essence of an energy exchange.

The more sales you can achieve the more people you are serving and is this not the whole purpose of creating your startup online business, so you can sell it and serve?

## - THE SALES PROCESS -

What is your course price point? (Refer to above)

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Do you have a sign up forms automated for your clients when purchasing your course?

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Does your sign up form have all your branding and terms & conditions clearly stated?

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Do you have a payment gateway set up? If not what needs to set in place?

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Will you have payment plans available? If so, how will clients sign up for this service?

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Will you offer a discount or offer additional service for anyone paying up front?

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## - MARKETING -

Marketing is the art of knowing your target audience so well: their fears, dreams, problems and then market the solutions they are searching for in a way that engages an emotional response. People purchase from an emotional response and then support it with logic.

Marketing focuses on the client's problems. Your job is to identify this. There are a multiply topics that capture your audiences problems, this is how you market to them. When a target audience's problem is a big enough they need fixing, they will purchase. Remember your target audience will purchase from emotions so speak that language to them. Market to their emotions, not the logic of why they should purchase your course.

HOW WILL YOU KNOW IF YOUR AUDIENCE IS PROFITABLE?

Have feedback forms available from current clients

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Put Facebook ads out that have great topics that are relevant and capture your audience and monitor the response and feedback.

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Create free giveaways that relate to your online course to determine if your ideal customers interest in your topic is high or low?

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## - SOCIAL MEDIA & LIST BUILDING -

Do you have social media and what platform do you prefer to work with – Facebook, twitter, instagram etc.

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Does all your social media platforms clearly reflect who you are, what you offer, who you serve & what you do?  
If not what requires improvement?

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Have you created a group Facebook page that represents your business to increase potential followers who love you?

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How many people do you currently have on your email list?  
And do you consistently inform them of your offerings?

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What are some value adding content that will boost your email list and determine what kind of marketing material best suits your target audience?

- \* Blog posts
- \* FREE 'signature' giveaways
- \* Webinars
- \* Video Series
- \* Ebooks
- \* Workbooks
- \* Cheatsheet
- \* Interviews
- \* Case Studies
- \* Guest Speaking Roles
- \* Social media posts
- \* Joint Ventures
- \* Facebook advertising
- \* Referrals
- \* Guest Blogging
- \* Free Discovery sessions (consultation)

## - AUTOMATE & SYSTEMS -

Now that you collated the necessary information to get started, lets look at how will you automate & systemize your business.

The automation process begins with selecting the CRM (Customer Relation Management system) that suits your business needs.

You may want to start off with a free service to begin with or look at paid companies with the lowest price point to get you started.

\*Autoresponders to build your database and email your list  
GetResponse, Aweber, Mailchimp, ActiveCampaign & Click Funnels

Automating and systemizing your business will give you back time and allow you to stay connected with your audience of all your offers. As your audience may not necessarily purchase immediately with you, but the more contact they do have of your offering that it will be an automatic process that when they are ready that they choose you.

Another fun aspect of automation and systemizing is planning out how to stay connected with your audience. Here are some great strategies that you can put in place to drive your target audience to you and continuously runs behind the scenes for you once you have set these up first.

Remember, do something once that is automated and systemized and allow it to do the work for you so you can focus on what you do best.

A MUST have set in place:

- \* Your website with a free giveaway
- \* Your free giveaway identifies you, what your market message is and adds great value
- \* Drive your audience to your free offer (webinar & social media marketing)
- \* Free giveaway connects to your online course
- \* Sales page/shopping cart to take payment (PayPal, woocommerce)
- \* Online course is automated and login details emailed to your customer
- \* Follow up email sequence that prompts your customers to utilize the online course

## - OTHER MARKETING STRATEGIES -

- \* Facebook advertising
- \* Joint venture opportunities with some within your industry  
BUT not doing the same thing as you?
- \* Blogging
- \* Ebook/Workbooks
- \* Free content – cheatsheets, case studies
- \* Video series
- \* Webinars
- \* Free Discovery Session
- \* Seminars
- \* Guest speaking roles
- \* Guest blogging
- \* Free 7-day challenge – Facebook ad
- \* Create a meetup group
- \* Periscope
- \* Blab
- \* Referrals
- \* 250 List correlate all the people you know and define them into 3 groups –
  1. People you can sell to
  2. Joint Venture opportunities
  3. New people you have met.

What you want to do is move them through until they become #1 status. The purpose of this is to make conversation for a purpose.

## - DIRECTION -

Knowing where to spend your time is vital to the growth of your business. The time we spend on the business growth will be the difference to the results you receive.

As a start up entrepreneur we may not know where to delegate our time effectively and efficiently to generate leads back to the business to then take each potential client through the sales process to onboard your online course.

Below is a guideline of the suggested phases to propel your business and also direct yourself to be able to create marketing campaigns with a plan in mind.

Mapping out your marketing strategies is a fabulous way to give you direction for yourself, your business and most importantly a way to see what campaigns are working successfully and which ones are not.

When you have a direction in which move towards achieving your goals, means your time is spent in the most proficient manner. You want to monitor your marketing campaigns to see what results or feedback you get back from your niche. When you can identify what your niche is wanting to learn to fill in their gaps of achieving their dreams, you can then market more of that material.

By having a mapped out direction which you can play around with on a whiteboard or there are some great mapping apps available or good old school writing it down in a book that is delegated for marketing, it becomes a visual representation of the path you are about to travel along. It also enables you to see what you have achieved so you can acknowledge your journey and know that you are working consistently towards building out your online business.

Planning or mapping out a direction is a resourceful tool and great behavioral habit to function an expanding business.

Most amazing leaders before us all have utilized this skill to build sustainable leveraged businesses.

This habit building exercise of mapping out allows you to work on the business and see if what ideas you have in your mind will be great to execute or require more information before continuing forward with them.

Some leaders choose to spend Sunday evening, a couple of hours mapping out their week so they know exactly what their week has in store for them and others choose to start their day mapping out a course of action and what is not accomplished on that day, it then gets moved to the next day until completed.

Many suggest always start your day with your least favorite task and get it done first so then

you do not build a procrastination habit of putting off completing that task.

So suggestions are:

- \*Map out your day or week
- \*Place those tasks in hierarchy order of most important down to least important.
- \*Mark off completion as you accomplish your task and acknowledge your progress.
- \*Wherever you find a gap in this process, find different alternative suggestions to fill in the gap.

You know how best you function and what motivates the best version of yourself. Take that vital knowledge and build yourself a schedule that is always a motivator to propel you and your business forward.

As an entrepreneur you are embarking on the biggest personal development ever. You are accountable for every aspect of your business in the beginning, so your business growth is determined by how much you accomplish. There will be times you need to push yourself outside of your comfort zone to realize that you can accomplish more than you ever dreamed possible. Learn new skills, implement new learning's, commence new adventures and all of this relies on you. Huge isn't it. BUT! You have all the skills to begin and learn, grow and develop as your business grows too. You don't need to know everything to begin, you just need to begin and all will unfold before you when you need it.

Look at where your greatness can contribute to your business, outsource or learn new skills to bring back to your business and always remember to ask for help when needed.

So with the last one said, find great people in your life who will be there to support your new journey and champion you along when needed and also give you a kick up the backside too when you need it. Support will be one of your greatest assets for your growth.

We all need support and guidance when undertaking something new, it is not a weakness to ask for help it actually takes great courage to ask for help, because without finding that gap or knowledge your business will come to a standstill and progressive steps forward is your goal. With that said I am only an email or Facebook message away if I can assist in any way.

These 3 Phases may take anywhere up to 12 months to achieve these, so it allows you to plan to know what phase you want to be at and by when. Again another accountability and goal setting resource for you to work towards. You could also place beside each phase a \$ amount you want to reach and by when, that will maximize your efforts even more if you wanted a little push motivator.

### Phase 1

Offline/Online

Marketing to find people to help.

All time marketing to bring leads in.

10% Sales

90% Lead Generating Marketing

Build Content

### Phase 2

Offline/Online Marketing

50% Lead Generating Marketing

50% Sales

Always spending to generate leads. Be creative, your audience doesn't want beige.

There is a multitude of ways to share a message. Look at suggestions listed above to invoke your creative marketing juices.

### Phase 3

Offline/Online Marketing

20% Sales

More leads & less time to sell so bring in sales team to accommodate demand

Spending more time lead generating to generate continual growth in the business

50% Lead Generating Marketing

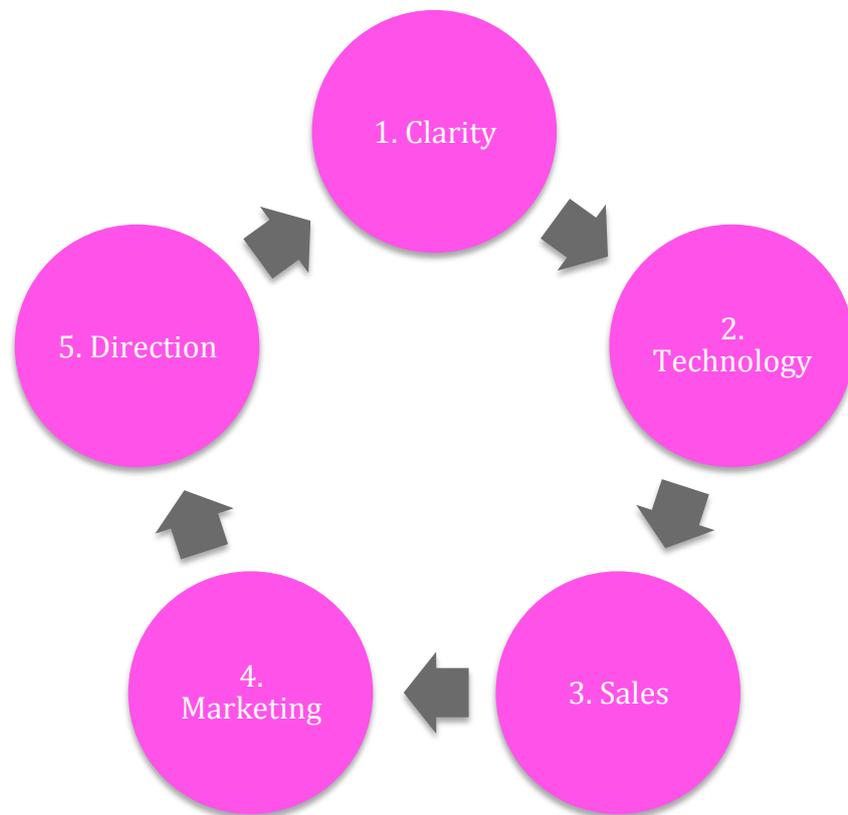
30% Systems/ Tools/ Leverage Business

Bigger Lead Generating & Thought

Leadership Activities

- SUCCESSFULLY SASSY BUSINESS BLUEPRINT -

5 Steps To Create An Online Business That Lights Up  
Your Soul, Ignites Your Passion & One You Love!



- BONUS SALES STRATEGY -



*Bonus* \$100K  
SALES STRATEGY

- \* CREATE ONE ONLINE COURSE AT \$997
- \* SELL 8 PER MONTH
- \* 2 A WEEK
- \* LESS THAN 1 A DAY

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NOW ARE YOU READY TO CHANGE LIVES?

## - STOP! -

Before you jump right in, I want to share one of my mistakes that could potential prevent you from following my footsteps.

When I embarked on this journey of creating my first online course I gave it my ALL. That meant countless hours and I do mean countless hours sitting in front of my computer with no time for anything but creating my online wellness business.

I spent no time with family, friends, avoided going out, which for me is a quite a big deal. I spent every waking moment with my focus only on my vision/purpose. I had waited long enough and I was going to accomplish this, no matter what.

So I want to share this message that I knew all along but didn't implement myself for a while.

**BALANCE** is the key. To maintain your sanity, energy, enthusasium, determination and drive, keep a balanced lifestyle.

Take into account the 4 aspects of self that NEED nurturing.

- \* Physiology
- \* Mental/Emotional
- \* Spiritual
- \* Soul interactions.

*Physiology* is to keep your body moving through some form of exercise. Not only does the exercise give you a break from the mental grind, it sustains your energy flow throughout your whole body, flushing your body with

oxygen that retains mental clarity. The other added bonus of taking regular hourly breaks away from sitting is that all the new learning you are gathering becomes embedded more easily in your DNA through movement. So a total bonus, wouldn't you agree? So any modality for exercise is vitality to your growth.

Nutrition and water intake are also fundamental aspects of giving back to self. What we feed our body is our source of energy consumption. Feed your physical body nutritional foods and drink plenty of water that is essential to supporting you along the pathway to success. Even if you need to set a timer to break for food, because it is easy to lose plenty of time when caught in the moment of being brilliant and ideas are flowing and you are just in your jam. You could also have a day of cooking to prepare meals for the week. Make eating healthy no.1 on your daily list of to do's.

*Mental/Emotional* needs are met through interacting with other people. They are your support crew, there to champion you along where needed and also provide a kick in the butt when needed as well. This journey of creating an online business will be your biggest self-development you will ever undergo. Bringing up all your fears, past accomplishments and also failures, along with the biggest mental conversation with yourself revealing so much about your values and beliefs. Don't take this lightly. Give your permission to surround yourself with amazing people that will uplift your emotional/mental needs and feed your soul with inspiration. Source out meetup groups with people who are following the same path, take time to sit and listen to family and friends and really be present and connect with them too. Remember your journey is their

journey too, so make it a priority to give and receive to balance the scale of love and support.

*Spiritual* requirements. Each person expresses his or her spirituality differently. Know what lightens your spirit up and schedule that as an essential daily requirement. Listen to your guides and follow their guidance, as they are too also there to support, nurture and guide you. Think of how you receive message and take note of what comes up for you.

Connect with nature or the ocean as a way to cleanse the stuck energy and allow the flow of life to move through you with ease and grace. It's also giving you a moment to connect with yourself and find some mental clarity to keep moving forward with the path of least resistance.

*Soul* growth is taking some time out to connect in with YOU. Times to reflect and give praise for your progress and access where there are gaps. The gaps are areas that require information to keep the momentum in your business and self. Reflection is a prerequisite that create a strong bond with you. We can become so focused on where we are going that we don't always see our own growth or acknowledge it either.

Building an online business is more than creating a learning experience, it is also the journey of **WHO YOU BECOME** along the way and that deserves to be acknowledged.

Success can be achieved when you bring clarity and focus to your goals. You don't want to become a slave to your dreams.

What I realized during my time of creating my first online course what the freedom life I mentioned, I wasn't living. I was expressing this to my audience and yet here I was with little freedom through choices I was making. My gap.

I soon realized I wasn't living my truth and took serious steps to amend this. My life was so out of balance and I was working from fear. Fear that if I didn't give every waking minute to my dream, than it wouldn't evolve. The first step of change is ownership and an action plan.

From that very moment I took a serious look at what was working and focused on that to get the results I was looking for.

When I committed to working smarter not harder, a series of events starting to fall into place. I figured out that exactly how to have a six-figure business that was balanced personally and professionally.

The key was I gave myself permission to enjoy the learning journey and watch as my creation unfolded and new I was truly living my purpose with my values and beliefs on track, which is to educate – inspire – empower.

I created Successfully SASSY as a start up for wellness entrepreneurs that could have a knowledge one-stop shop that gets you the results your looking for.

Successfully SASSY provides you with the tools and resource for a beginner with little or no tech skills and takes you along a journey of learning how to execute and run a successful online business that is scalable and sustainable in 90 days.

Successfully SASSY is designed so that you understand the strategies for each section so that you can implement the action steps, and start seeing results instantly.

You can see your vision being built out before your very eyes, whilst being supported through your learning journey, keeping you accountable to achieve your dream and lastly celebrate your wins and amp up the motivation when necessary.

Successfully SASSY provides you with the business blueprint to establish an online business that is built on a solid foundation.

I will help you take an idea and turn it into a reality.

Lastly, the most important. There is an abundance of clients just simply waiting to work with you and learn what you have to offer. The longer you procrastinate to accomplish your dream the further they are from achieving theirs too.

You can provide a solution to your client's problems and move them away from fear and towards attaining their dreams. You are the solution. You hold the key to your success and to others.

Your dream or goal is far greater than it just being about you, it is your opportunity to change the world one person at a time and teaching a legacy of you can have it all.

The longer you wait to serve your clients the longer they struggle through life without your valued knowledge and a flow of cash is not exchanging. Your knowledge is a

saleable item that is waiting for you to package it up and share with the world.

It is time to declare that you are worthy of success. You are good enough and the world wants what you have.

You owe it to yourself to live your purpose, under your terms, doing what you are naturally brilliant at. The time is now. Take action. Your business and life depend on it.

To learn more if Successfully SASSY is a great fit for you, register now for a FREE 45 minute SASSY session here:

<https://www.rachaelthompsonphillips.com/work-with-me/wellnesscoachingmentoring/>

- Create The FREEDOM Life You Deserve -

An online wellness business will create a FREEDOM life for you. Here's how:

- \* Packaging your knowledge means providing a service to your abundance of clients just waiting to work with you.
- \* Create an online wellness business once that continues to pay you over and over again.
- \* There are no limitations to time or location so you can reach a far greater audience online.
- \* Give your clients a variety of services they can continue to work with you from high end to low end products.
- \* Gives you back time and choices. Spend more time in your brilliance sharing your magic with the world being of service.
- \* Working smarter not harder through an automated and systemized process that implements strategies and action plans that gets results.
- \* Living your purpose, following your dreams with clarity & confidence and growing into the person you were meant to

Rachael xx

- Join The Successfully SASSY Team Today -



# SUCCESSFULLY SASSY

Here is what Successfully SASSY will do for you:



Learn How To Create Your Own Online  
Wellness Business From Scratch



Teach You To Live Your Purpose and Package  
Your Knowledge With Integrity & Truth



Create A Business & Freedom Life You Love

[www.rachaelthompsonphillips.com](http://www.rachaelthompsonphillips.com)

