



# *Royal Resilience*

BUSINESS COACHING

*How to Walk in your Purpose and  
Turn your Passion into Profit with  
Royal Confidence*

*Platform to Profit™  
Coaching and Course Workbook*

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## **Royal Resilience Business Coaching**

How to Walk in your Purpose and Turn your Passion into Profit with Royal Confidence  
Platform to Profit Workbook

How would you feel if you woke up each day with gratitude in your heart for another day to live out and fulfill your God-given purpose with power and authority? What would it be like to have people thank you each day for how you have impacted their lives with your message of hope and inspiration?

Do you desire to see generational curses of poverty obliterated in your family and in your community—all because you had the courage to rise up and walk in your God-given purpose as a confident content creator and business owner?

I am here to tell you today that this is *possible*.

This became my reality in 2016 when I started my Christian blog called Garments of Splendor. But before I was able to walk in my purpose as a Christian content creator, I found *purpose in my pain*.

### **Something had to Change**

One evening I was in my house putting the kids to bed, and my husband came home late and was discouraged from work. He looked so disheartened and despondent. After I put the kids to bed, we sat together on the bed in our bedroom. There was a lack of joy and luster in his eyes. He looked so tired. He told me he was weary of being where we were.

Tired of trying so hard, and things not working out how he thought they would. He loved helping people and enjoyed making a difference in the lives of others through nonprofit work, but I could see in his eyes that he was tired of struggling financially.

I was a stay-at-home mom, which is what I always wanted to do. I loved hanging out with my babies and teaching them things, reading with them, and cuddling with them. But since I was at home and was not working, my husband always worked in non-profit organizations.

Money was tight, and my husband was beginning to feel the heavy weight and burden of our finances on his shoulders. He was always a hard worker, always worked at least two jobs and was also very involved in ministry at the local churches we were part of. One day he came home from a late night of working, and was discouraged.

Despondent. Defeated. He didn't know how much more he could take. It felt like he was on a hamster wheel, putting in countless hours of work and dedication for very little money.

And I felt completely helpless.

I loved being home with my kids, but I hated how I was unable to contribute financially to help our family. He never asked me to get a job. He was happy to continue to provide for us the best he could—but I wanted to do *more*. I wanted to help.

That previous year, I started a blog for Christian women. I really started the blog because at the time, I felt like the prophet Jeremiah 20:9. God's Word was like a fire in my heart—like fire shut up in my bones! He placed His word on my heart, and I had to share what he was speaking to me. It was His message of freedom for His daughters who were caught in spiritual bondage. It was amazing, and I loved blogging.

It was an opportunity for me to share my heart with the world as a creative outlet, and I enjoyed the positive feedback and encouragement I received from my readers. Blogging provided a great way for me to connect with others online, and I truly felt fulfilled and blessed. I was able to stay home and raise my babies and work on my blog—but we were still struggling financially.

I did not want to live my life fulfilled while my husband continued to live in frustration.

It was at that moment when I talked with my husband that evening when I determined to figure out a way for my blog to provide income for my family.

I thought to myself, *"Things need to change."*

Have you ever been in a place in your life when you felt stuck? Desperate? Hopeless?

Have you ever looked around and realized that this wasn't the life you signed up for? Have you ever thought to yourself, *"Why am I still in this place in my life?"* or *"I thought I would be further along..."*

Have you ever known that something needs to change in your life, but you didn't know *how* to change it?

It was at that moment in my bedroom when I realized something *had to change*. I realized that I needed to *get in my war room, get on my knees and boldly approach* God's throne of grace for a *breakthrough*.

Over the years I've learned that in order to experience true hope and freedom, we've got to learn to *fight*.

There's an enemy out there that *wants* you to stay stuck.

There is an *enemy* of our souls who wants to *destroy* your family line.

There is an *enemy* out there who wants you to stay broke, disgusted and disgruntled with God and with your life.

The Bible calls this enemy the “accuser of the brethren” (Revelation 12:10)—but when you get on your knees and go boldly to the throne of God’s grace with confidence, you *silence* the lies and false accusations of the enemy.

Everything changed for me and my family when I went into my war room *daily* and prayed specifically and strategically for the Lord to bring a breakthrough in our family.

### **Praying with My Hands and Feet**

Not only did I *pray with faith on my knees*, but I *put my faith in my feet and took action*.

I started taking courses on how to grow my blog using Pinterest. I took a class on how to market my Bible study products with online marketing. I learned about fancy terms like SEO, (search engine optimization), and over time, the income on my blog began to grow.

At first the financial growth was slow, but year after year, the income on my blog grew to the point where we were able to pay off our mortgage.

In 2023 we were able to move as a family across the country for my husband to pursue a new job opportunity where he could more fully operate within his gifts and skills as a leader in his field. Our kids were able to thrive in a new environment—and all this was possible because of the financial growth we experienced through my Christian blog.

We have gone through mountains and valleys with my blog and online business, but God has been with us through it all—and it is such a joy, honor and privilege to use my online platform for God’s glory!

I have made a lot of mistakes and have learned a lot along the way, and I have in no way “arrived”—but I am learning that the journey of becoming the woman God is calling me to be as a confident creator and woman of purpose is never complete.

That's part of the beauty of the journey—becoming more radiant to reflect His image.

Do you desire to walk in the purpose God has for your life and business as a purposeful Proverbs 31 woman? In this workbook we will look at how to fulfill your purpose and turn your passion into profit using the PURPOSE business framework.

**P**—Discover your ***purpose*** in the power of your story  
**U**—***Understand*** the problem you want to solve for others  
**R**—Get Clear on the ***result*** people will receive from your offer  
**P**—Find the right ***people*** you desire to help  
**O**—Craft your signature ***offer***  
**S**—Understand that selling is ***service***  
**E**—***Expand*** your reach

In this workbook we will go through all of these steps using the example of the Proverbs 31 Woman, and one of the most influential women in the Bible—Queen Esther. Although she was not a business woman, she was a woman of incredible royalty, poise and grace—and impacted the lives of millions of people with her courage.

As purposeful entrepreneurs, we can glean so much wisdom and confidence from her story.

In the next 90 days, you will be equipped to create, launch and market your own signature coaching program that can be used as a stand-alone model for your business, or can be added as an additional stream of income to your current business.

This workbook includes three 30-day “sprints”, where you will create, launch, and market your coaching program using the PURPOSE business framework. Here is a list of the steps below:

## **CREATE and LAUNCH**

### **30 Day Sprint** (Purpose, Problem, Result, People, Offer)

Step 1—Calling: Discover your purpose in the power of your story  
Step 2—Clarity: Implement market research for your signature program  
Step 3—Content: Create signature framework/outline of your program  
Step 4—Connect: Launch your beta program

## **REFINE, REFLECT and Build your Platform**

### **30 Day Sprint** (Understand that Selling is Service)

Step 5—Refine your signature program

Step 6—Reflect on your journey and create the curriculum for your program one week at a time with your beta clients

Step 7—Gather testimonials from the clients who went through your beta program

Step 8—Set up website or landing page (your platform) for future clients and add testimonials to your website or landing page

## **MARKET your Signature Program** (Expand your Reach)

### **30 Day Sprint**

Step 9—Establish your online presence and community around the topic of your program and implement effective marketing strategies to obtain new clients

In theory, each sprint should take about 30 days to complete, but some of the steps can be accomplished more quickly, and other steps may take more time for you to complete. Feel free to go at the pace that works for you! The sprints are mere guides to help you keep moving toward your goals.

Many of the implementation activities and strategies will require reflection, and journal pages are provided to help you process your calling and your purpose. You will have journal space to write your thoughts, reflections, prayers and process any internal mindset barriers that may stand in the way of you walking in the calling God has designed for you in your business.

I pray that this journey of reflection and strategic action will propel you forward in your journey of walking in your purpose, and allow you to profit from your passion and make a difference in the lives of others!

## 1st 30-Day Sprint

### Day One: Identify your Worth through your Identity in Christ

Point to Ponder: A Purposeful Proverbs 31 woman is a woman of worth.

*An excellent woman [one who is spiritual, capable, intelligent, and virtuous], who is he who can find her? Her value is more precious than jewels and her worth is far above rubies or pearls.*

Proverbs 31:10 (AMP)

Before we can walk in our purpose as a profitable entrepreneur, we have to know our worth as a daughter of the King of kings.

In our businesses, we often don't see our own worth and lack confidence to step into our purpose.

When I started as a blogger, I created free content for my audience to enjoy. I truly wanted to help people with my content, and creating content for free was a "safe" way to get started because I was not charging for my work. I was afraid to charge for what I was creating, even though I invested a lot of time and money into creating the resources on my blog.

I lacked confidence to charge for what I was creating. Have you ever felt uncomfortable charging for your products, or feared charging too much for your services? I have come to realize that just like the Proverbs 31 woman, we are women of worth—more than precious rubies or pearls!

Because we have inherent worth and value as children of God, we can serve God by providing products and services that will benefit other people—and we can confidently charge others for those services. The Proverbs woman 31 knew her worth, and created valuable products and services people in her community needed.

She profited from those services and provided for her family. We can do the same thing in our businesses, knowing that our worth and value as daughters of God is priceless!

## How your Pain can Become Part of your Purpose

One of the most powerful and influential Proverbs 31 women in Scripture is Queen Esther—not because she started a textile business or bought vineyards, but because she was a woman who was courageous enough to step out in faith and ultimately risk her life for the sake of her community. Many of us know Queen Esther and all her royal glory—but before she was known as Queen Esther of the province of Susa, she was known as Hadassah in her family.

Orphaned as a young girl, she was raised by her cousin Mordecai (Esther 2:5–7). The pain of losing your parents at any age in life is devastating. Not only that, but she, along with many other Jewish people at the time were exiled from their home in Jerusalem and were forced to live in a foreign country. Susa was part of the Persian empire at the time (Esther 1:1-3).

And if that wasn't enough, Esther was thrust into King Xerxes' palace, torn once again from the only family she knew (Esther 2:3-4). Little did Esther know, her pain would turn into a catalyst that would propel her into her purpose as Queen of Susa.

Have you experienced deep pain in your life? How did that pain propel you to take action? Many of us start businesses, organizations or ministries out of the ashes of what we have gone through in our own personal lives. The things God has brought us through often become bridges for how we can also help others with their own struggles.

Esther's Hebrew name is *Hadassah* (Esther 2:7). Hadassah in Hebrew means *myrtle*, which is a plant that grows in the wilderness—beautiful and aromatic with white blooms.

What has bloomed in your life in the midst of the “desert wilderness” of your painful circumstances? As it relates to your business, what difficulties has God helped you with that you desire to share with others?

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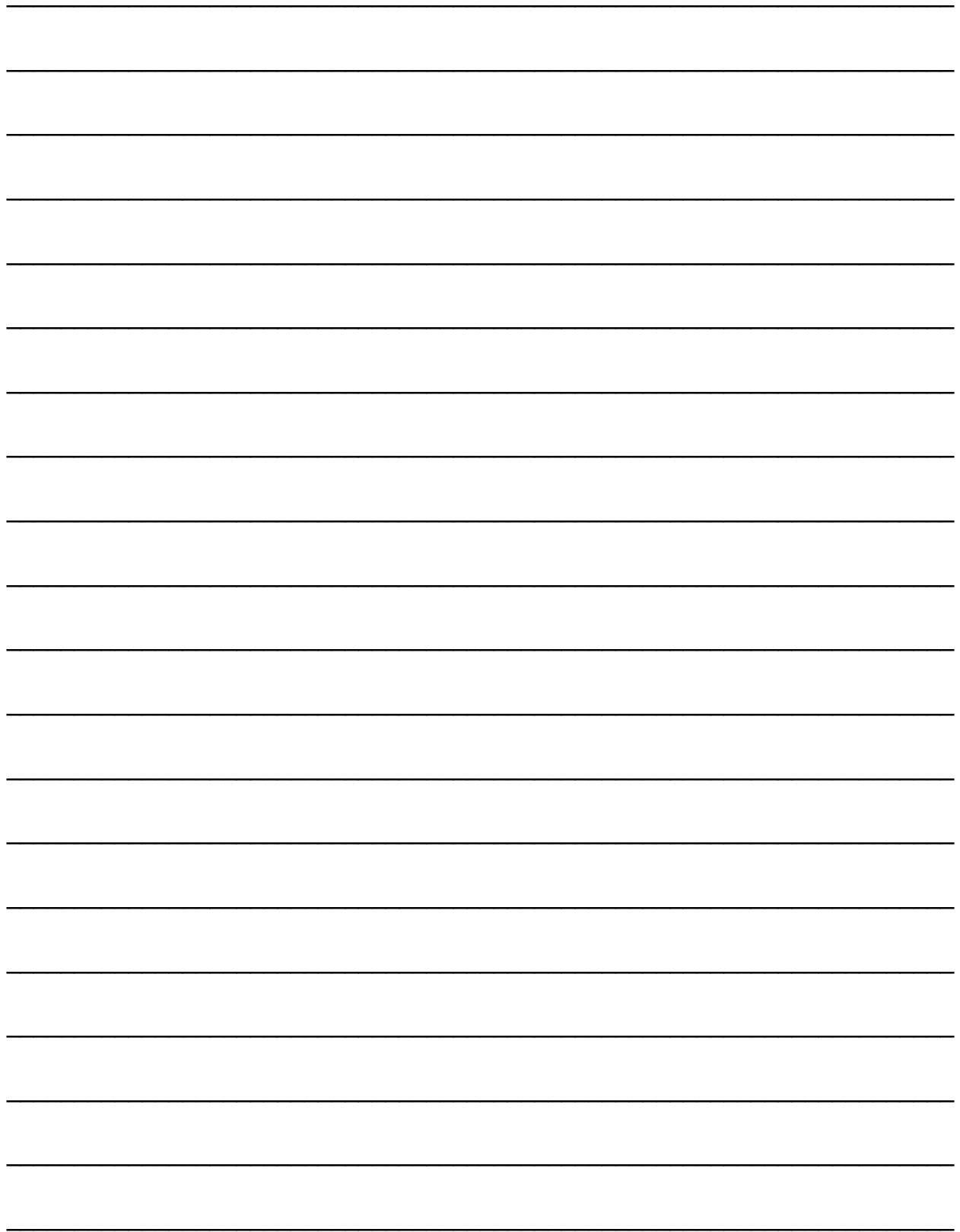
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Hadassah was primarily known as Esther, which is a Persian name that means *star*. Not only did Esther flourish and bloom in the midst of her desert seasons in life, but her light also shone greatly like a glittering star in the darkness, shining the light of God's deliverance of the Jewish people (Esther 4:14-16).

In what ways does the message of your business shine like a star? How can the truth of your message "deliver" people from their pain and become a light of wisdom and guidance to others?

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### **Reflection Questions**

Answer the following reflection questions about your identity, your purpose, and your business. You can write the answers in the spaces below or keep a record of your thoughts and reflections in a Google Doc.

### **Walk in your Identity and Purpose**

What is your inherent identity according to the Word of God? Your inherent identity is inherited from God. Your inherent identity never changes.

For example, you will always be a child of God, even if you sometimes don't feel worthy of God's love.

Our perceived identity is how we view ourselves. Oftentimes, we view ourselves through the lens of our mistakes, shortcomings, or negative experiences we have encountered in life.

No matter what we have been through, our inherent identity and worth in Christ will always remain. However, business consultant and Bible teacher Myron Golden once said that our *perceived identity* affects our *external reality*.

In other words, if we think negatively about ourselves and have low self-worth and low self-value, the negative thoughts about ourselves will negatively affect how we show up for ourselves, for our families, and for our business.

What are some lies you have believed about yourself that are holding you back from fully walking in your purpose as a Proverbs 31 business woman?

### **My Perceived Identity**

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Look up the following verses below to uncover your TRUE identity, worth and value as a child of God.

Next to each verse write “I am \_\_\_\_\_” and fill in the blank with your inherent worth in Christ.

### **My Inherent Identity**

Romans 8:16

Romans 8:37

Ephesians 2:10

1 Peter 2:9

2 Corinthians 12:10

I am \_\_\_\_\_

I am \_\_\_\_\_

I am \_\_\_\_\_

I am \_\_\_\_\_

I am \_\_\_\_\_

Choose to believe what God says about you, and walk in that reality!

### **Finding Purpose in your Passions**

Make a list of as many of the personal strengths and character traits you have.

For example: I am hard working, I am compassionate, creative etc.

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Make a list of the talents and skills, and the activities you enjoy that are helpful in running and maintaining your business.

(For example, I am good at organizing, I like to help others solve problems, I am good with spreadsheets, etc)

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Write down your dreams and desires for your life and your business.

My dreams for my life are...

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My dreams for my business...

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Where do you want to be in your business in the next 5 years?

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What do you envision your family doing in the next 5 years?

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**Who** do you want to be in the next 5 years?

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Turn your dreams and desires into a petition and prayer to God. Lay these desires before the Lord and ask Him for wisdom and clarity to help you achieve your aspirations.

Turn your dreams and desires into a petition and prayer to God. Lay these desires before the Lord and ask Him for wisdom and clarity to help you achieve your aspirations.



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## Day Two: Understand the Problems of Others and Make a Plan to Solve Them

Point to Ponder: The Purposeful Proverbs 31 woman is a problem solver and a planner.

*She considers a field before she buys or accepts it [expanding her business prudently]; With her profits she plants fruitful vines in her vineyard. Proverbs 31:16 (AMP)*

*She stretches out her hands to the distaff, And her hands hold the spindle [as she spins wool into thread for clothing]. Proverbs 31:19 (AMP)*

There are a couple of business ventures that we see in Scripture that the Proverbs 31 executed. She bought a field to plant a vineyard (vs 16) and she made clothing to sell (vs 19 and 24).

She also managed her employees, who were her maids or servants (vs 15). This makes her a problem solver because it is apparent that people in her community needed clothes. People would benefit from the grapes and wine that would be produced in her vineyard. Business owners are *problem solvers*.

Not only was she a problem solver, but she also considered which field to buy in order to expand her business. This means that she *planned* and *prepared* ahead of time to make sure that she had enough funds to purchase land to make sure that her business would remain profitable. Business owners are *planners*.

### Some of My Mistakes

When I first started my blog, I did not begin my journey with the intention of it becoming a viable business. It really started as an online journal. Over time, I started to see the

benefits of using a blog to make money, but I was not aware that profitable business owners need to solve the problems of others.

I didn't know that the purpose in creating a profitable business is to create products that are real solutions to people's problems. I just started making products that I wanted to create! 😊 Now I know that a purposeful Proverbs 31 Woman solves the problems of others.

### **Queen Esther was a Problem Solver**

After Esther was crowned queen of Susa, she discovered through Mordecai that there was a terrible enemy that sought to destroy her people. Haman was seeking to destroy the lives of all Jewish people (Esther 3:5-6). Since she was also a Jew, that meant that the enemy was also coming after *her*.

What problems have *you* personally faced?

Chances are, those problems will be similar to the problems of the people you are called to. Solving *your* problems will also help them find freedom and breakthrough in their *own* struggles.

What is the “enemy” to the people you are called to serve? What obstacles and problems do they encounter that you can help them solve?

### **Are you a Problem Solver?**

Many people start their businesses because of a problem they have had in their own life. If that is true in your case, what problem did you have? How did you solve that problem or minimize the discomfort of the problem? Is this a problem others also struggle with? How can you help others solve this problem (or a similar problem)?

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### Creating an “I Help” Statement

An “I Help” Statement is a brief description of the problem you desire to help people with in your business. Be specific about what kinds of problems they have and how you plan to help them. (We will spend more time creating your ideal avatar/client on another day.)

Here is an example of an “I Help” statement:

*I help Christian female bloggers and entrepreneurs (group of people) who struggle to grow their business (problem/pain point) get more clients and increase their income (desired result) so that they can experience financial freedom and peace of mind in their family and business (desired outcome).*

Create an “I help” statement that specifically expresses who you help. Think about what they struggle with and what their pain points are.

### Your “I Help” Statement:

I help \_\_\_\_\_ (group of people)

who struggle with (name the problem)

\_\_\_\_\_

get (desired result) \_\_\_\_\_

\_\_\_\_\_

so that they can (name positive outcome) \_\_\_\_\_

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### Day Three: Write your Origin Story

In business, an origin story is usually the story of how a person started their business based on their own personal experience or life's journey. This is sometimes found in the "About Us" section of a website, sharing more information about the founder of the company or organization. You have already written down part of your story from Day Two.

Elaborate a bit more on your journey and write more detail about the struggles you overcame, and how your journey prompted you to start your business. If you don't already have your story documented in some way, here is a moment for you to connect with future clients and let them know your story.

This will eventually go on the "About Me" section of your website or landing page, if you do not already have a website. You can write your story in the spaces below or on a separate Google Doc.

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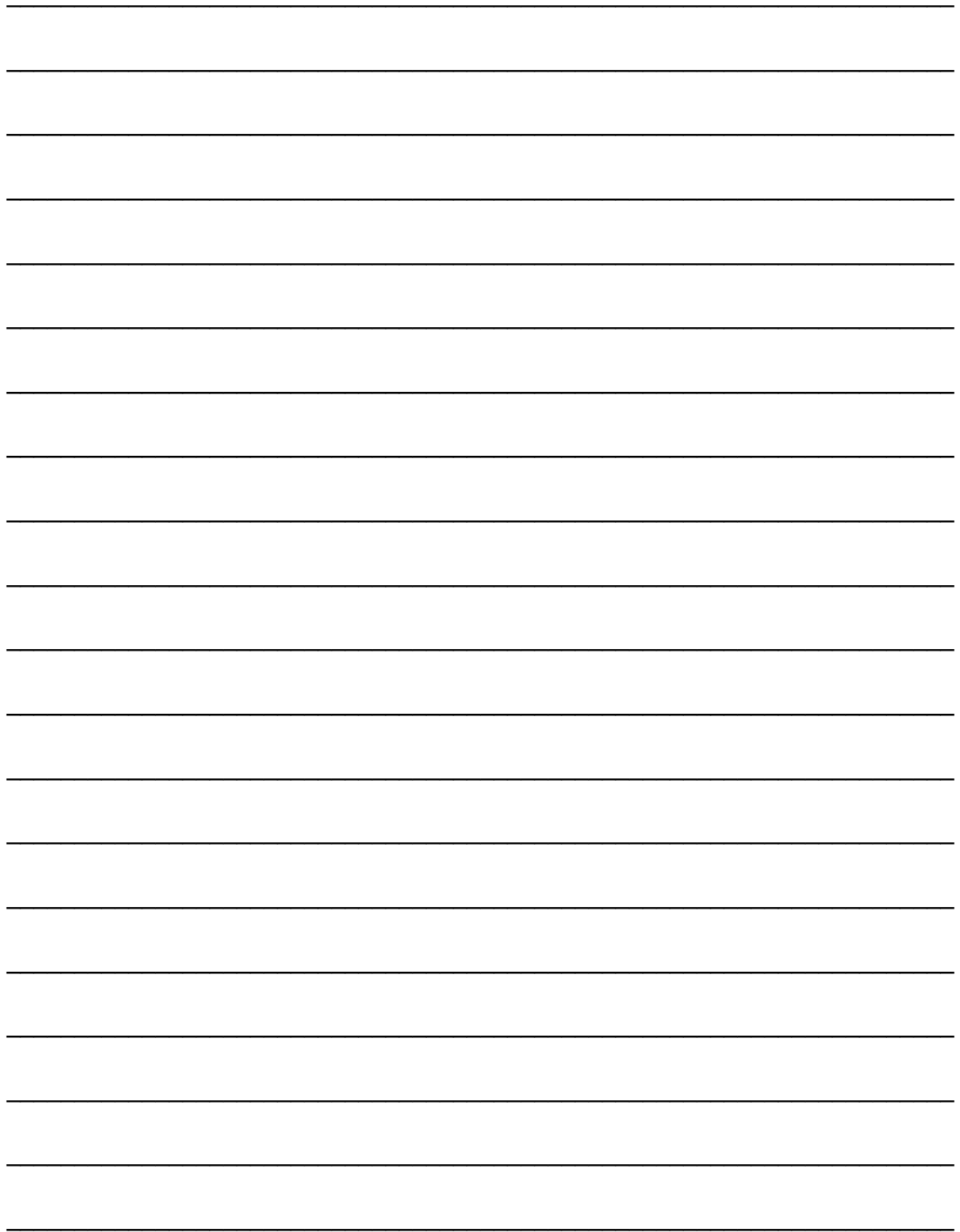
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## Day Four: Defining your Avatar

Today we will be going a bit deeper into your avatar. In business marketing, an avatar is a detailed description of your ideal client or customer. The more specific you can get about who you help, the better you will get at attracting the right people to your business.

No one serves *everyone*. It is much better to choose a narrow, “niched-down” category of people to serve in your business rather than to try to reach a general group of people.

An avatar also helps businesses...

- Better understand the needs of their ideal customer
- Create powerful messaging that directly speaks to their pain points
- Fine-tune their products and programs
- Better serve their customers or clients

The Proverbs 31 Woman also knew who she was serving. She knew their needs and desires, and was able to create a profitable business based on giving her target audience what they needed.

### Creating your Avatar

Write down your avatar by answering the questions below or on a Google Doc. It is sometimes helpful to think of a friend you know, or to create the persona of a fictitious person. You can even give them a name!

#### ***\*\*Pro Tip\*\****

To save time, you can also use ChatGPT or another AI tool as your personal assistant to give you insights about your avatar. You can use the questions below as prompts to ask. Write down what information it gives you below, or add it to your Google Doc.

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What is their demographic?

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What is their average income level? (You can look this up on ChatGPT)

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What is their age range?

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What is their marital status?

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What social media platforms do they hang out on?

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If you can, find a few Facebook groups related to the topic you will help people with. Be a “fly on the wall” and read some of the comments. What questions are they asking? What are they complaining about?

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Great work!

This information about your avatar will help you better understand your future clients and how to create the perfect coaching program that will help them solve their biggest problems.

## **Day Five: Identifying your Experience and Expertise**

Now that you have narrowed down your avatar, today you will make a list of the knowledge and expertise you have in your niche.

Not only have you gone through similar struggles as your avatar, but you are qualified to help them because of the knowledge and skills you have learned over the years!

A purposeful Proverbs 31 Woman is not only a problem solver, but she is capable and equipped to help others solve their problems. Oftentimes we do not feel qualified or capable of helping others, but that is a lie based on our negative perceived identity.

The truth is, you DO have lots of experience and expertise in your niche, and you CAN help others who are just starting out on their journey.

### **My List of Experience and Expertise**

How many books have you read on the subject of your expertise?

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What courses or certification programs have you taken?

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How long have you been studying your area of expertise, or how long has your area of expertise shaped your lifestyle?

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If you already have a blog, a YouTube channel or a podcast, or another online platform don't forget to add that to your list of expertise. These types of platforms automatically give you a level of authority in the online space.

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Using items from your list, write a short bio about yourself highlighting your experience and expertise. Write this bio in third person. Just like your origin story, this summary could eventually go on your website, a landing page, or on the back of a future book you write! This bio can also be used when you are a guest on a podcast or when you are a guest speaker at an event.

Here is an example of a short bio:

Write your own expertise bio in the spaces below, or on a Google Doc.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

## **Queen Esther Stepped into her Position of Authority**

The amount of time, effort and energy we spent learning what we know has been part of our season of preparation. Although we will always continue to grow and develop, the Lord will open doors for us to walk into a position of power, influence and authority. Esther went through a season of preparation before she was made queen.

Each young girl who entered the king's harem had to complete 12 months of beauty treatments of oil, myrrh, perfumes and cosmetics (Esther 2:12). She was also under the care and mentorship of Hegai, the eunuch assigned to the harem. He gave her specific instructions on how to best approach the king (Esther 2:15).

Esther also received mentoring and coaching from Mordecai who spoke truth to her and urged her to use her position and authority as Queen to help the people Jewish people in their time of greatest need (Esther 4:14).

The Hebrew word for *queen* is *mālak*, which not only means a royal king or queen, but it also means to counsel or advise. The Lord has prepared and positioned you in your businesses to counsel and advise others based on the skills you have developed in your season of preparation.

You are also called to your royal position to help others for “such a time as this!”

Pray for clarity in your purpose and walk.in.it.

Stepping out in faith and pursuing our purpose definitely takes courage. In the back of our minds we wonder, *What if it doesn't work? What if I fail? What if no one likes me? What if I make a mistake?*

It took tremendous courage for Ester to approach the king without being summoned so that she could ask for his help in saving her people. What if he said no? What if he was angry with her? What if she were killed? There was a law that stated if anyone approached the king without being summoned, they would be put to death (Esther 4:11).

She knew she had to take action. Here was her response:

“Go, gather together all the Jews who are in Susa, and fast for me. Do not eat or drink for three days, night or day. I and my attendants will fast as you do. When this is done, I will go to the king, even though it is against the law. And if I perish, I perish.” Esther 4:16  
Esther’s attitude about stepping out in faith and approaching the king was, “if I perish, I perish.”

What incredible faith!

When we step into our calling and purpose as entrepreneurs our attitude can be, “I am going to do this. People’s health, well-being and livelihood are at stake. If I don’t do this, someone else will—but what will happen to me and *my* family? What family legacy will never come to fruition if I do *nothing*? If I fail, I fail. It will do it anyway—even if I am afraid.”

Imagine what will happen when we approach our businesses with the same faith, tenacity and courage as Esther!

It’s time to put on your royal robe, and walk in your purpose and passion in your business!

## **Day Six: Get Clear on the Result People will Receive from your Offer**

Point to Ponder: The Purposeful Proverbs 31 woman is a diligent worker and gets her customers and clients *results*.

Now that we have laid a solid foundation of the problem and people you will help, it’s time to get crystal clear on how you will get your avatar the **results** they desire.

The Purposeful Proverbs 31 Woman worked hard to provide results for her clients and customers. She knew what they needed and what they wanted.

Like I shared earlier, I made the mistake of not knowing what specific problem I was helping people solve. Since I didn’t focus on what problem I could solve for people, I didn’t know what results, solutions or outcomes people wanted.

I did not understand that doing proper market research is extremely important when building a sustainable business.

## **What is Market Research?**

There are a lot of fancy definitions of market research for large corporations and fortune 500 companies. But for many of us starting small businesses, market research simply means studying what is already out there in the “marketplace” related to your niche and area of expertise.

Are there already successful coaching businesses in the niche you are in? Some of the top viable industries doing very well are businesses that fall under the category of health, wealth, and relationships. Does your area of expertise fall under one of these categories?

If so, that's great!

Today you are going to roll up your sleeves and see which online businesses are already doing well in the niche you are focusing on. You are going to explore questions like: What results are they providing to their customers or clients? How do their clients benefit from their programs or products? How do these products or services make their lives better?

## **What is Already Selling in your Niche?**

Research at least three to five other people who have programs, products and services in the niche you are in. For example, if you are in the health and wellness space, find three online health businesses and observe their process and how they do things.

You can do a Google search for “health coach” and see what comes up, or look on Youtube and Instagram. Answer the questions on the next page, or keep a record of your research on a Google Doc.

Remember, market research is very important to the success of your business. Don't compare yourself to what these businesses are doing. Those businesses are much further in their journey than you are, and that's ok!

There is enough virtual “fish in the sea” for hundreds of businesses in the same niche. You will create something that is AMAZING and is tailored to *your* style and personality, but it is important to see what is already doing well in the market.

## What is Already Selling in your Niche?

### Business #1

Name of business or name of influencer:

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What are they selling? (one-on-one or group coaching, courses, books, supplements, etc)

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What positive results are their clients and customers getting by using their products or services?

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How much are they charging for their services or products?

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What content are they creating to get clients? (blog, youtube channel, podcast, social media, etc)

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Other Notes and Observations:

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## **Business #2**

Name of business or name of influencer:

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What are they selling? (one-on-one or group coaching, courses, books, supplements, etc)

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What positive results are their clients and customers getting by using their products or services?

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How much are they charging for their services or products?

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What content are they creating to get clients? (blog, youtube channel, podcast, social media, etc)

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Other Notes and Observations:

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### **Business #3**

Name of business or name of influencer:

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What are they selling? (one-on-one or group coaching, courses, books, supplements, etc)

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What positive results are their clients and customers getting by using their products or services?

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How much are they charging for their services or products?

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What content are they creating to get clients? (blog, youtube channel, podcast, social media, etc)

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Other Notes and Observations:

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Based on the research you have conducted, what is the result your coaching program will offer your future clients? (Get clear and specific.)

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My coaching program will help...(name the specific results and benefits)

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## Naming your Program

Your program will have greater appeal if you include the **result** your clients want to achieve in the title of your program.

Examples:

*Platform to Profits (business offer)*

*Million Dollar Workshop (business offer)*

*First Paying Client (business offer)*

*Bombshell Body (health and fitness offer)*

*Healthy, Sexy You (health and fitness offer)*

*Thinlicious Feel Better, Live Free (health and fitness offer)*

*Heal your Gut in 90 Days (health and fitness offer)*

## Ideas for the Name of your Program

At this point you are just brainstorming, and if you don't have a name for your program dialed in just yet, that's ok! It sometimes takes a bit of time, and as you map out the pillars and outline of your program, you will come up with new ideas.

Many coaching programs also use words like "blueprint", "system", "program", or "formula" in the name of their program to show how their program is a roadmap to getting clients the results they desire.

You can also research Amazon bestseller books in your niche to get name ideas.

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Great job! You have completed market research and laid the foundation for the results of your signature program. You are doing great!

## **Day Seven: Crafting the Signature Pillars of your Program and Creating a Detailed Outline**

Today you are going to write out the major pillars of your signature coaching program.

### **What are Signature Pillars?**

Pillars in a building are what holds the structure together. The pillars in a coaching program are the main action steps necessary to help your clients get the result they desire. Other businesses might use the work *framework*. Similar to pillars, a framework will support your program and serve as the building blocks to support your client.

The word *signature* simply means that it is a program based on your own unique style and experience.

Let's say that you are creating a health program that includes nutrition and fitness.

Let's say that the results your clients want is to lose 50 lbs. Three pillars of your program could be nutrition, exercise, and positive self-image.

You can then summarize those three pillars into strategic action steps your clients will take to get the result of weight loss. If nutrition, exercise and mindset are the three main pillars, how could these pillars be broken down into actionable steps? Each pillar can be broken down into small steps that can be part of a program outline.

### **Pillar One—Nutrition**

Step 1: Discuss what foods to avoid (Remove sugar and processed foods from diet)

Step 2: Discuss what healthy foods to eat

Step 3: Develop a healthy meal plan with simple recipes and a shopping list

### **Pillar Two—Exercise**

Step 4: Create a fitness plan

Step 5: Implement fitness plan

Step 6: Journal and discuss how the fitness plan is working over time

### **Pillar Three—Positive Self Image**

Step 7: Discuss the power of a positive self-image

Step 8: Create a self-image affirmations journal

## Step 9: Create a self-care plan to help clients take care of themselves

This is just an example, but each step could be a week in this hypothetical health program.

Based on the market research you conducted and based on the results you aim to help your clients with, create a framework for your program with at least 3 pillars.

Pillar One \_\_\_\_\_

## Pillar Two

## Pillar Three

Now create a tentative outline of your program by adding 3-5 action steps under each pillar. This is tentative because it may change as you go, and that's ok! You can write this below or in a Google Doc if that is easier.

[illegible]

## **Determine the number of weeks of your beta program.**

As you plan the first round of your program, consider running it for at least 6-8 weeks. The very first round of your program is called a “beta” program. Another word for it is “pilot” program, or establishing your first “founding members”.

The first round of your program will be with people who will help you build out your program, giving you feedback and insights along the way. Starting with a beta group ensures that your program meets the needs of your ideal clients to help them get the best results and benefits of your program.

As you go through the first beta run of your program you will know if you need to extend the length of the program. You are off to a great start!

Write down what you want your clients to do each week of the program (or at least a rough idea of what they will do each week)

Week 1:

Week 2:

Week 3:

Week 4:

Week 5:

Week 6:

(add more weeks if needed)

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## **Choose a date for when your first beta program will start!**

Choose a day/time that works for you where you can do a group Zoom call once a week at the same day and time. Evenings work well for people who will be at work, or a Saturday morning. It's a good idea to set your date at least two weeks from now so that you have the next two weeks to plan and prepare.

Date of my Beta Coaching Program:

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Put this date on your calendar and commit to starting on that day.

Congratulations! You just outlined your signature coaching program! You have laid a GREAT foundation in the process of creating a powerful program that will help so many people!

At this point in your journey, all you need is an outline of your program, but you will NOT start building the curriculum of your program yet. I have learned that the best way to create an effective coaching program is to work with a few beta testers of your program, and you will build out your curriculum with those clients as you go.

This will save you so much time and energy. I have made the mistake of spending endless hours creating an entire program all to find out that it was NOT what people needed or wanted.

## **Day Eight: Finding Beta Members for your Program**

Today is the day you will create a plan to find people to join your beta coaching program!

But before we go any further, this is the part in your journey where you may start to experience feelings of doubt, inadequacy, and fear. *This is normal*. You are stepping out into new territory in your business, and anytime we try something new or “put ourselves out there”, we risk feeling judged or rejected by others.

You may start to think to yourself,

*What if no one likes my program?*



*What if I invite someone to join and they say “no”?*  
*What if I make a mistake and look foolish?*  
*What if I fail?*

I remember feeling this way when I first started my blog.  
I remember thinking,

*What if no one likes my blog? What if people don’t agree with my point of view? What if I make a mistake?*

Whenever we start something new that is good for us, we are usually met with fear. Sometimes that fear paralyzes us and stops us from pursuing what God is calling us to do. Steven Pressfield in his book *The War of Art* calls this hesitation *resistance*.

*“The more important a call or action is to our soul’s evolution, the more Resistance we will feel toward pursuing it.”* Steven Pressfield

The definition of *resistance* is to be in opposition to someone or something; a strong hostility or aversion. We naturally resist risky things that our brains perceive to be unsafe—like touching a hot stove or running in a busy street.

But we also resist things that are actually *good* for us. Like choosing a new career, or pursuing a new business venture.

We can also feel resistance to beneficial things like eating healthy or exercising. (*Why are bags of cookies so much more appealing than a plate of veggies? And why is it so difficult to wake up in the morning to go to the gym?*)

We sometimes even feel resistance in our spiritual lives. We desire to grow in our faith and get closer to God, but many people find it challenging to commit to daily prayer and Bible reading— we sometimes hit the snooze button a few extra times in the morning instead of having our devotion time with God.

Why do we feel such resistance to doing things that are good for us?

It’s what modern psychologists might call “human nature”.

Paul in Romans 7:14-25 said it is our sin nature that always seems to get the best of us. Read the paraphrase of this passage from The Message:

*I can anticipate the response that is coming: “I know that all God’s commands are spiritual, but I’m not. Isn’t this also your experience?”* Yes. I’m full of myself—after all, I’ve spent a long time in sin’s prison.

*What I don’t understand about myself is that I decide one way, but then I act another, doing things I absolutely despise. So if I can’t be trusted to figure out what is best for myself and*

*then do it, it becomes obvious that God's command is necessary.*

*But I need something more! For if I know the law but still can't keep it, and if the power of sin within me keeps sabotaging my best intentions, I obviously need help! I realize that I don't have what it takes. I can will it, but I can't do it. I decide to do good, but I don't really do it; I decide not to do bad, but then I do it anyway. My decisions, such as they are, don't result in actions. Something has gone wrong deep within me and gets the better of me every time.*

*It happens so regularly that it's predictable. The moment I decide to do good, sin is there to trip me up. I truly delight in God's commands, but it's pretty obvious that not all of me joins in that delight. Parts of me covertly rebel, and just when I least expect it, they take charge.*

*I've tried everything and nothing helps. I'm at the end of my rope. Is there no one who can do anything for me? Isn't that the real question?*

*The answer, thank God, is that Jesus Christ can and does.*

We can all relate to Paul's words. We *want* to do good, but our sin nature is right there, pulling us in the opposite direction. Thankfully, we as purposeful Proverbs 31 women can go before the throne of God's grace—there we can receive mercy and grace from our Savior, and He can help us in our time of need (Hebrews 4:16).

So today, let's decide together that we will NOT allow our own resistance, the opinions of others, or the lies of the enemy to stop us from fulfilling God's purpose for us in our business. Let's decide to get out of our heads, get out of our own way, and do what sometimes feels impossible—but with God, ALL things are possible!

Like Queen Esther, let's put on our royal robes of strength and dignity and walk in our purpose!

Let's declare this together:

*Today, I commit to overcoming resistance in order to walk in God's purpose for me as a Proverbs 31 Woman and entrepreneur.*

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(sign your name here)

(date)

You've got this! As you continue in the rest of this program, you will need to remind yourself of this commitment often.

Later in this workbook there will be journal pages, Scriptures and affirmations that you can read on a daily basis to remind you that stepping out in your purpose takes courage, confidence and strength from the Lord. You can do this!

## **Making a List of Potential Beta Members**

Make a list of people you know personally who you think will benefit from your program based on your client avatar.

Make a list of at least 50 people from your phone contacts and from social media contacts (Facebook, Instagram, etc).

This step is important because you will need to reach out to a lot of people in order to get your first few beta clients. Think of friends, family, former colleagues, church members, people in your community, social circles, etc. (This is *not* like MLM programs where you spam everyone you know. Think of people who would most likely fit your ideal avatar.)

Since you are starting a new program, it is much easier to start a beta group with people who already know and trust you. This is usually friends, family, colleagues, etc. These are also people who would be a natural fit for your program and represent the avatar you are trying to reach.

They will be very supportive of your new program, and will be happy to help you build a solid foundation. Beta members also can give great feedback on how you can improve your program, and can share positive testimonials that can eventually go on your website or landing page for your program.

Write a list of people below, or create a list in a Google Doc. You can do this!

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## Day Nine: Creating a Message to Beta Clients

Did you create a list of people you can reach out to regarding your coaching program? You're doing awesome! Today you will write a message that you will use to start reaching out to the people you have written on your list. You will be sending a message to each person directly, letting them know that you are working on something very special!

Below is a sample script you can use to invite people to join you for a short, 15-20 minute “research call” on Zoom, where you will ask them a few questions related to the topic of your program. You can also write your own message if that is easier for you.

Sample Script for family and friends:

*Hi (name)!*

*Hope you are doing well! I wanted to let you know that I'm launching a new health coaching program where I will be helping (avatar) with (desired result). As I conduct further research, I would love your help! Would you be willing to jump on a quick Zoom call sometime this week?*

*I would love to hear your thoughts, insights, and feedback as I develop this program to best serve others.*

*I'd love to know what you think!*

If they respond and say “yes”, ask them what day and time works best for them that week or the following week. It is better to talk as soon as possible before life gets busy and they forget.

You will also want to send a follow up message the day before, thanking them so much for agreeing to meet with you.

In the space below, write your own message using the script as your guide. You can write it below as a draft and then type it in a Google Doc. When you are ready to send your message, decide if you will email, text, or send a direct message to each person on social media. Remember, you can do this!

Ask the Lord to help you overcome any resistance you might be feeling. You only need to start with a few people—and those who know will be very supportive of what you are doing!

Your message:

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For those who are interested in meeting with you, find out when the best day and time to meet with them is. After you have coordinated the date and time, add it to your calendar. You can also add it to the space below:

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### **Following up with your Potential Beta Client**

You will need a paid Zoom account so that you can meet with them. In your follow-up message you can say something like:

*Hi (name)!*

*Looking forward to meeting with you on (date). Here is the Zoom link for our chat. Our conversation should only take about 20 minutes or so.*

*(provide Zoom link) \_\_\_\_\_.*

*Thanks, and see you then!*

Feel free to tailor this message in a way that feels most natural to you.

When you meet with them, here is a list of questions you can ask to guide your conversation. These questions are also in the *Client Session Workbook*.

## List of Questions to Ask Potential Beta Clients on your Research Call

*When it comes to (your niche) what are your biggest struggles or frustrations?*

*Can you tell me a bit more about that...or about any other struggles?*

*How do those issues show up in your everyday life?*

*What are your biggest goals regarding (niche/topic that your coaching program addresses)?*

*What have you already tried to help you with (desired result) and how did that work out for you? What did you like? What did you dislike?*

As they share their answers with you, write them down and keep a record of their responses. (You can keep a record of their responses in the *Client Session Workbook*.)

This will serve as great market research as you develop your program, since talking with others who are struggling with problems your program will address is a great way to make your program better!

After chatting with your prospective beta clients, you can conclude the call by saying something like this:

*Thank you so much for your insights and feedback! This information is really going to help a lot of people. Would you be interested in learning more about the program I will be offering?*

If they say “yes”, then you can ask them if they would like to schedule another call where you can go into more detail about your program. This is a **separate** Zoom call from the research call. The first call is simply meant to gather research and feedback. It is not supposed to feel like a “sales call” to sell them your program. (That will come later! 😊)

If they are interested in learning more about your program, you can both look at your schedules right there on the call and see when you are both available to chat further about the program you will be offering. This is when you will get more into the details and benefits your program will offer.

If they are not interested in your program, you can thank them for the valuable insight they shared with you. Let them know how much their feedback will help others in the future! You can offer them a free gift as a way of thanking them for meeting with you.

This can be a free coaching call, a free 7-day meal plan, or a checklist that will help them in some way. They may be interested in learning more about your program in the future. If you extend a free coaching call to them, they may enjoy working with you so much and change their minds. Giving them value in a free gift will plant a foundational seed that may flourish in the future—they may know other people they can refer to your program!

### **Thank you Gift Ideas**

Write a list of possible “Thank you Gift” ideas below.

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## **Day Ten: Choosing a Payment Method and Platform**

You are making great progress on creating your coaching program! When you get your first beta client, you are going to need to send them a payment link.

You can create an account on a course platform like Payhip, Teachable or Gumroad. These platforms have a free version for new business owners. You can click “create a course” with the title of your program, add your payment information, and have clients pay you through one of those platforms.



You will not be adding the curriculum to the course platform yet—but this is just a way for them to pay you for the services you will provide.

This is also where your program materials “live”, and where your clients can login to receive any of the program materials you will create.

If you don’t want to use a course platform, you can also create a payment link with Paypal or Stripe. There are also free invoice software programs like Invoice Ninja that you can use.

When you are on your second “presentation call”, you can send them a link to the payment information so that they can secure their spot right away.

**\*\*Important Note:\*\***

If you are able to ask them to fill out the payment information right there on the call, that is the best way to do it. This eliminates them putting it off or forgetting about paying.

You can also collect payment by sending them an email. If you do this, make sure that they send you payment before the start date of the program. You will also need to send a follow-up email to make sure that they have paid before the start of the program.

Research and choose which payment method you will use for your program.

## **Day Eleven: The Follow-Up Presentation Call (One on One)**

For those who expressed interest in learning more about your program, you will set up a follow-up call with them to explain more about the program. Some business coaches call this a “Presentation Call”.

Here is where you can freely share what your program is and how it will help others. You can give a brief teaching on the pillars you set up in the program, and what the main desired results people will receive from the program.

You may choose to share a few slides with a bit of information, but the purpose of this call is to let them know the amazing benefits your program will offer. This will get your prospective clients excited about joining! People usually buy something because they are excited about the **transformation** they desire to experience.

Your program will offer results that have the potential to change their lives in a profound way—that is powerful! Paint a beautiful picture of who they can **become** after they have gone through your program.

Here is a sample script you can use to tailor the powerful results your program will offer. The example given is a business offer, but you can switch the business language out for your own language of your program.

**Sample Script:**

*I have developed a transformational coaching program called, [name of program] where we go even deeper to help you get [desired results].*

*In this [number of weeks]- program, you will be guided through the [name of program] System. You'll have everything you need to [list the three pillars] to produce [results of program] so that you can [desired outcome].*

*In this program, you will experience [benefits/ details of program].*

*Each session in this program is structured in a way that will [create desired results of program] so that you can [experience desired results of the program].*

*Now you will finally be able to [name results of program] and [obtain results of program].*

*In just [number of] weeks you'll have [desired result]!*

*Does that sound good to you?*

*If you know that this is for you, I am currently taking a small group of beta clients who will be going through the program starting (date)\_\_\_\_\_.*

*For founding members of this beta program, the cost is only \_\_\_\_\_.*

*When I officially launch the program to the public the price will be much higher.*

*This is the only time I am offering the program at this price!*

*Is this something you are interested in?*

**Example from Sample Script:**

*I have developed a transformational, high-impact coaching program called **Platform to Profits**, where we go even deeper to help you get the best results for your business.*

*In this 8-week program, you will be guided through the **Platform to Profits System**. You'll have all of the elements you need (signature offer planning, offer creation, and marketing strategies) to produce a high-impact coaching business that ushers in financial freedom and peace of mind for you and your family—without social media burnout or algorithm drama!*

*Each session in this program is structured in a way that will help you develop a proven system to bring 6-figures and beyond into your business and create life-altering impact in the lives of your clients!*

*Now you can confidently plan your signature coaching program with ease, and attract the best premium buyers who will love your program!*

*In just 8 weeks you'll have a signature, high ticket offer and a solid marketing strategy to find your dream clients, so that you can easily scale your business to bring in premium profits and prosperity!*

*No more crossing your fingers and relying on unstable algorithms to bring you traffic! You won't even have to endlessly post on social media to get in front of your audience. You can create the perfect coaching business that pays you top dollar on **your** terms in a way that fulfills your purpose and serves your clients at the highest level.*

*Does that sound **good**?*

*If you know that this is for you, you are welcome to join us!*

*We start \_\_\_\_\_ (add date) and since you will be founding member of the beta program, the cost is only \_\_\_\_\_. When I officially launch the program to the public the price will be much higher.*

*This is the only time I am offering the program at this price!*

*I'm looking forward to working with you to take your business to the next level.*

*Do you have any questions?*

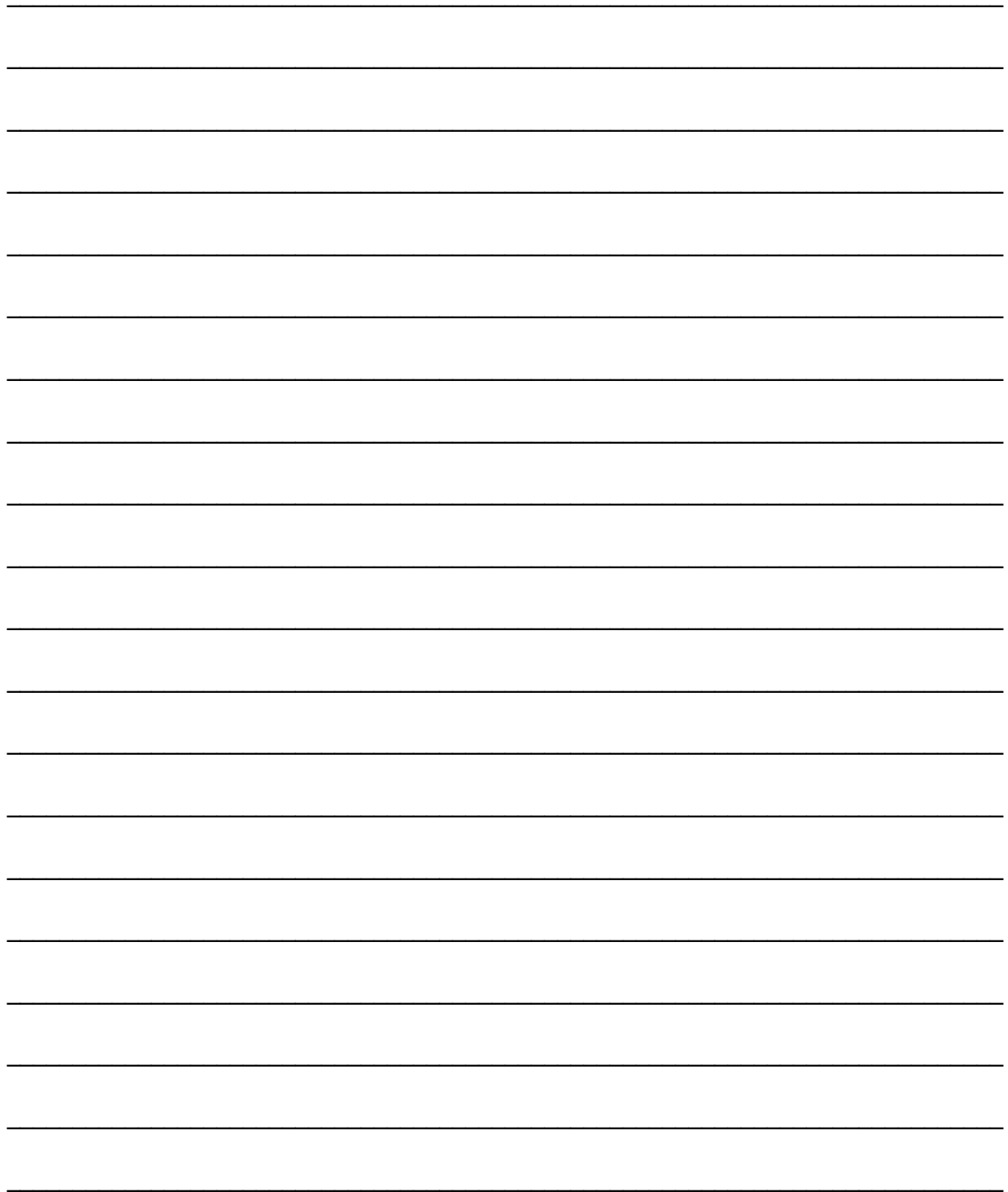
Now write your own “Sales script” that highlights the benefits and results your program will offer. Use the sample script as a guide, and write it in a way that sounds authentic and right for you.

The purpose of the script is to help you paint the picture to your prospective client of the powerful results they can expect to experience if they follow your program framework.

The mistake a lot of new coaches make is talking too much about what is in the program, how many modules it has, how many workbooks, and other minute details of the program.

The key to enrolling clients to help them see how your program can ***transform their lives***. This will help them to see what is possible if they invest in themselves when they work with you.

[illegible]



## Day Twelve: The Follow-Up Presentation Call (As a Group Call/Party)

You are doing great! Now that you have your sales script drafted for your presentation call, today you will choose to either do the presentation call as a one-on-one call or as a group call. If you choose to do the presentation call as a group, then you will invite those who are interested in learning more about your program to a group call on a specific date.

This is effective because it saves you time. Doing one call to a group of interested people as opposed to scheduling separate meetings for each individual “kills two birds with one stone” because everyone can hear your presentation at the same time.

A group call is also effective because it builds excitement and momentum about your program, and others may join because they desire to be in a community of like-minded people reaching a similar goal. This group call can be presented as an online event or “Zoom Party”. To invite your prospective beta clients to this event you can say something like,

*Thank you so much for your insights and feedback! This information is really going to help a lot of people. Would you be interested in learning more about the program I will be offering? [Wait for response] Great!*

*I will be hosting an online event called [name of event] where we will go deeper into how you can achieve [desired result], and I will be sharing more details about my program at the party! The event is [date of event] and I'd love for you to join us!*

*Here is the link to register [provide link].*

*Thanks again for chatting with me today! Do you have any questions?*

In the space below or in a separate Google doc, write a sample script for what you can say to invite your prospective beta client to join you for a group presentation call, or “Zoom Party”.

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Decide right now which option you will choose for your Follow-up Presentation Call:

## Group Presentation

Now it's time to start reaching out to people! For the next few days, do your best to reach out to as many of the people on your potential beta member list. Make a goal of reaching out to several people each day with your tailored message.

When people start to respond back to you, schedule your research calls with them and gather as much information and feedback from your prospective beta clients. The more they share about the struggles and difficulties they are having, you will discover the best ways to solve those problems in your program. Write your notes and observations from those calls in the *Client Session Workbook* (found at the end of this workbook).

## **Day Fourteen**

Reach out and follow up with prospective beta clients.

## **Day Fifteen**

Reach out and follow up with prospective beta clients.

## **Day Sixteen**

Reach out and follow up with prospective beta clients.

## **Day Seventeen: Planning your Presentation Call**

Congratulations! You have collected great data and information from your research calls! Whether you are planning on doing a one-on-one presentation call or a group call in a more interactive “party” way, you will want to structure your presentation call in a similar way.

Here is a simple outline to guide this call:

**Step 1:** Welcome (welcome everyone to the event)

**Step 2:** Origin Story (briefly share your story on how you have personally overcome the problems your program solves)

**Step 3:** Give a brief teaching of the three pillars of your program

**Step 4:** People can share takeaways or “aha” moments

**Step 5:** Share the benefits of your program and a quick overview of your program

**Step 6:** Invitation for them to join your beta program (use the script from Day Eleven)

This general outline should take about 45 minutes to an hour if you do a group call, and can be even shorter for a one-on-one call. The purpose of this event is to connect with your potential clients and get them excited about the wonderful results they can receive from joining your program. The more engaging and interactive your presentation call is, the more excited and encouraged people will be to join you on a journey of transformation!



## **Day Eighteen: Creating a Welcome Email and Welcome Package**

Here is a sample email you can use to welcome your new beta clients and to help them know what to expect moving forward. If you have any downloadable resources you need to send them, you can add those as an attachment in the email as a “welcome package”.

**Subject:** *Welcome to [Program Name] — I’m Excited to Begin This Journey Together!*

*Hi [Beta Client's Name],*

*Welcome to [Program Name]! I’m thrilled to have you on board and can’t wait to start working together toward your goals. You’ve made an amazing decision to invest in yourself and your growth, and I’m here to support you every step of the way.*

**Here’s what you can expect moving forward:**

**1. Program Overview & Expectations:**

*This coaching program is designed to [briefly describe the key goals of the program]. Over the next [duration of the program], we’ll be focusing on [highlight key topics or areas the program will cover]. I’ll be guiding you through a series of sessions and actionable steps to ensure you’re moving forward with clarity and confidence.*

**2. What to Expect from Each Session:**

*Our coaching sessions will be [in-person, virtual, or phone], and each session will focus on [the core purpose of your sessions]. We’ll dive deep into your challenges, breakthroughs, and action steps to ensure you’re making tangible progress.*

**3. Ongoing Support:**

*Throughout the program, I’ll be available for support via [email, chat, etc.]. If you have any questions or need guidance between sessions, don’t hesitate to reach out.*

**4. Community & Resources:**

*As part of this program, you’ll have access to our private community [if applicable], where you can connect with other members of the program for support, and motivation. You’ll also receive resources, tools, and guides to help you maximize your success.*

**What You Need to Prepare:**

- **A Notebook/Journal:** *I recommend keeping a notebook or digital document to jot down insights, thoughts, and reflections during the program.*

- ***A Clear Mindset:*** Come ready to embrace change, challenge yourself, and take bold steps toward your goals. Growth happens when you step out of your comfort zone!

*If you have any questions, please don't hesitate to reach out to me directly at [email address]. I'm here to ensure your experience is smooth and impactful.*

*Looking forward to getting started!*

You can copy and paste this sample email into a Google Doc and modify it to meet the needs of your program.

## **Day Nineteen: Creating the First Week of your Program**

Using the market research you have conducted and based on the pillars of your program, write the first week of the curriculum for your beta program. Feel free to use ChatGPT to give you guidance and suggestions for weekly homework and other activities that will align with the core pillars of your beta program. Keep all curriculum in a separate Google Doc or Word document.

## **Days Twenty through Thirty: Journal Reflections and Continuing to Develop your Curriculum**

For days 20-30, continue to follow up with prospective beta clients and plan your presentation, whether it is one-on-one or as a group. The start date of your beta program should be 1-2 weeks after your presentation call. When you are ready to begin your program, send out your welcome email and welcome package, and send a reminder email the day before the first day of your program.

During the weeks to come as you meet with your beta clients weekly, you will get a better understanding of what their needs are, and you can tailor your program to best meet those needs and get them the results they desire. Build out the program week by week, and continue to ask them for feedback and insight. What a privilege it is for you to be able to confidently step into your purpose as a Proverbs 31 entrepreneur and serve your clients!

Use the Journal Reflection pages and Biblical Business Affirmations at the end of this workbook to keep your heart and mind centered on serving the Lord as a coach in your area of your passion and expertise. Write down what you are learning, your thoughts, fears, milestones, and breakthroughs your clients experience.

Reflect and write down how the Lord is growing you through this process. Write down any prayer requests you have for yourself and your beta clients. This is just the beginning of a beautiful journey!

The next 30 days of this program will focus on reflecting on the insights you receive from your beta clients. At the end of the program you can ask for feedback on how the program helped them reach their goals and gain their desired results.

## Day Twenty: Journal and Prayer Reflection

Date \_\_\_\_\_

[illegible]

## Day Twenty-One: Journal and Prayer Reflection

Date \_\_\_\_\_

This image shows a single page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, leaving small margins at the top and bottom. There are no vertical margin lines, text, or other markings on the page.

## Day Twenty-Two: Journal and Prayer Reflection

Date \_\_\_\_\_

[illegible]

## Day Twenty-Three: Journal and Prayer Reflection

Date\_\_\_\_\_

[illegible]

## Day Twenty-Four: Journal and Prayer Reflection

Date\_\_\_\_\_

[illegible]



## Day Twenty-Five: Journal and Prayer Reflection

Date\_\_\_\_\_

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Day Twenty-Six: Journal and Prayer Reflection

Date\_\_\_\_\_

[illegible]

## Day Twenty-Seven: Journal and Prayer Reflection

Date\_\_\_\_\_

[illegible]

## Day Twenty-Eight: Journal and Prayer Reflection

Date\_\_\_\_\_

[illegible]

## Day Twenty-Nine: Journal and Prayer Reflection

Date\_\_\_\_\_

[illegible]

## Day Thirty: Journal and Prayer Reflection

Date\_\_\_\_\_

[illegible]

## **Next Steps**

If you are interested in learning how to reach new clients with effective marketing strategies and build a landing page and/or website for your coaching business, the final 30 days of this program are designed to help you do just that! A separate workbook for this portion of the program will be available soon!

## **Additional Resources**



**Client Session Workbook**  
Research Call Questions

Date\_\_\_\_\_

Name\_\_\_\_\_

*When it comes to [problem/pain point], what are your biggest struggles or frustrations?*

*What are your biggest goals regarding [problem/pain point]?*

*What have you already tried to help you with [desired result] and how did that work out for you? What did you like? What did you dislike?*

*Thank you so much for your insights and feedback! This information is really going to help a lot of people. Would you be interested in learning more about the program I will be offering?*

## **Business Affirmations**

Here's a list of 31 Online Business Affirmations based on biblical principles for female Christian entrepreneurs:

1. I trust in the Lord with all my heart, and He directs my business steps. (Proverbs 3:5-6)
2. I am fearfully and wonderfully made, equipped for success in my business. (Psalm 139:14)
3. I will not fear, for God is with me as I build my business. (Isaiah 41:10)
4. God has given me the wisdom to make sound business decisions. (James 1:5)
5. My business prospers because I honor God in all my endeavors. (Proverbs 16:3)
6. I am a woman of strength and dignity, and my business reflects my character. (Proverbs 31:25)
7. I trust that God's plans for me and my business are good. (Jeremiah 29:11)
8. I seek first the Kingdom of God, and all my business needs are provided. (Matthew 6:33)
9. I am a diligent worker, and my efforts are blessed by the Lord. (Proverbs 12:24)
10. I am called to be a light in the marketplace, showing integrity in all my business dealings. (Matthew 5:16)
11. God supplies all my needs according to His riches in glory. (Philippians 4:19)
12. I am a good steward of the resources God has entrusted to me. (Luke 16:10)
13. I work with excellence, knowing that I am ultimately working for the Lord. (Colossians 3:23)
14. I am confident that God will bless the work of my hands. (Deuteronomy 28:12)
15. I walk by faith, trusting that God is increasing my business daily. (2 Corinthians 5:7)
16. I am blessed and highly favored as I do my business in partnership with God. (Luke 1:28)
17. I speak life and blessings over my business every day. (Proverbs 18:21)
18. I am a woman of purpose, and my business aligns with God's will for my life. (Ephesians 2:10)
19. I cast all my anxieties upon God, trusting He will guide my business. (1 Peter 5:7)
20. I am wise in handling my finances and trust God for continued abundance. (Proverbs 21:5)
21. I will not be afraid, for the Lord strengthens me in my business ventures. (Isaiah 40:29)
22. God is my provider, and He equips me with everything I need for success. (2 Peter 1:3)
23. My business is a blessing to others and glorifies God. (Matthew 25:21)

24. I am a woman of faith, and I believe God will multiply my business efforts. (Mark 11:24)
25. I honor God by serving my clients with excellence and love. (Colossians 3:17)
26. God's peace surrounds me as I make decisions for my business. (Philippians 4:7)
27. I trust in God's timing for my business growth and success. (Ecclesiastes 3:1)
28. I walk in wisdom and discernment as I grow my business. (Proverbs 2:6)
29. I am a positive influence, impacting others with my business in a godly way. (Romans 12:2)
30. I know that with God, all things are possible in my business. (Matthew 19:26)
31. I commit my business to the Lord, and He makes my plans succeed. (Proverbs 16:9)

## Sample Life Coaching Agreement

This Life Coaching Agreement (the "Agreement") is entered into on this [Date], by and between:

**Coach:** [Coach's Full Name]  
[Coach's Business Name]  
[Coach's Address]  
[Coach's Email Address]  
[Coach's Phone Number]

AND

**Client:** [Client's Full Name]  
[Client's Address]  
[Client's Email Address]  
[Client's Phone Number]

### 1. Purpose of Coaching

The purpose of this coaching relationship is to support the Client in achieving their personal and/or professional goals. The Coach will provide guidance, encouragement, and accountability to help the Client discover their potential, create clarity, and achieve measurable success. Coaching will involve discussions related to the Client's personal growth, professional development, goal-setting, and other areas as identified by the Client.

### 2. Coaching Services

The Coach agrees to provide coaching services, including but not limited to:

- [Number] of coaching sessions per month
- Duration of each session: [Time Duration (e.g., 60 minutes)]
- Coaching sessions will be conducted via [phone/video call/in-person]
- The coaching process will be tailored to the Client's specific needs and goals

### 3. Session Fees & Payment Terms

The Client agrees to pay for coaching services as follows:

- Fee per session: \$[Amount]
- Total coaching package (if applicable): \$[Amount]
- Payment due upon [session completion/receipt of invoice/etc.]
- Payment method: [e.g., credit card, PayPal, bank transfer, etc.]

### 4. Schedule & Cancellation Policy

- Coaching sessions will be scheduled mutually between the Coach and the Client.
- If the Client needs to cancel or reschedule a session, at least [24-48] hours' notice must be provided.

- If the Client cancels with less than [24-48] hours' notice, a [fee or percentage] of the session fee will be charged.
- Sessions not attended by the Client without prior notice are subject to the full session fee being charged.

## **5. Confidentiality**

The Coach agrees to maintain the confidentiality of all discussions and information shared by the Client. No confidential information will be shared with third parties without the Client's prior written consent, except as required by law.

## **6. Coaching Relationship**

The Client understands that coaching is not a substitute for professional advice or treatment, including medical, mental health, or legal services. The Client is encouraged to seek appropriate professional services if necessary.

## **7. Responsibilities of the Client**

- The Client agrees to take full responsibility for their actions, decisions, and outcomes during the coaching process.
- The Client is expected to be open, honest, and committed to the coaching process.
- The Client understands that the success of the coaching relationship depends on active participation and effort.

## **8. Termination of Agreement**

Either party may terminate this Agreement at any time by providing [Number] days' written notice to the other party. If the Client terminates the Agreement, any remaining session fees will be refunded, minus any sessions already held.

## **9. Limitation of Liability**

The Coach will not be held liable for any outcomes, actions, or results that occur as a result of the coaching process. The Client acknowledges that they are responsible for their own decisions and the results of those decisions.

## **10. Agreement Amendments**

This Agreement may be amended or modified only in writing and signed by both the Coach and the Client.

## **11. Governing Law**

This Agreement will be governed by the laws of [Your State/Country].

**By signing below, both parties agree to the terms and conditions of this Life Coaching Agreement:**

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**Coach's Signature**

Name: [Coach's Full Name]

Date: [Date]

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**Client's Signature**

Name: [Client's Full Name]

Date: [Date]

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