

The 9 must have pillars to grow a super successful heart-centered business.

Imagine waking up to the smell of your favourite freshly brewed coffee waiting for you...nice. No snooze needed. You feel genuinely happy, ready to jump into another awesome day working a biz you love, knowing you will make a difference for your clients.

Imagine having the time to create your own life, feeling mega family-bliss, because you are the commander of your own schedule. A life of your own choosing – and a lifestyle of your own design.

Maybe for you that means your day ends when the kids get off the school bus, or spending your evenings painting in your studio / dining room table.

Sounds awesome?

Totally within reach. And just a decision away.

Women are making it happen *all the time*. And it is easier than ever to get quick results doing what you love.

Sometimes though, building a business can feel pretty overwhelming!

Having to come up with ideas, nurture your gifts, write copy, learn technology, admin, all of the marketing, branding, social media, create content, “should I blog, do interviews, what's periscope... and selling...omg selling...” and then of course *actually work with your clients...* Where to even begin?

And then, what comes next?

Enter the vortex: that cursed e-mail, facebook, pinterest loop that has you spinning all day.



How does all this dreaming actually turn into money? Ugh!

Let's not forget information constipation, the soul-crushing cycle of crippling comparison and self-doubt that creeps in... "am I good enough?"

Sounds exhausting, and so the thought of keeping (or going back to) that 9-5 creeps in. Maybe even the thought of doing something like putting the sprinkles on donuts or stacking boxes starts to sound really nice. (And I guess they do have their benefits).

But we both know..*that's not what you are here for.*

Like, *here, here. Alive here.*

At all.

Let me reassure you...

**You have everything you need to move forward to your dreams.
To creating that lifestyle. To blissful freedom.**

Sure, you need to know how to put it all together, and then to market and of course...to sell it. (And in which order). But you can take all of your strengths and gifts, and turn it into money quickly when you know what to focus on and when. When you have the right tools and the right philosophy backed by years of time-tested methods and success stories.

Because it is about so much more than a great idea – or a positive outlook. Belief and vision are necessary, as is your business and money mindset. Crucial.

That's just one big part of the puzzle.

What about the *how*?

Whether you are brand spankin' new or been trying for a while and not sure why things aren't working, or maybe you're ready to up-level your business, I have created Business Betterment™ to help entrepreneurs know exactly what to do and when, so you can go about creating the life of your dreams with ease and joy - and do it authentically.

So you can:

Build an efficient business that is *focused*.
Build a business that allows you to be *flexible*.



Build a business that gets you results, to be able to live your dream instead of just dreaming your dreams.

At Business Betterment™ we say that It's about *head, heart and hands*.

Follow your heart. That's your passion, your mission. Your gift to the world, and to your family.

Your head is all of the business know-how, the choices, strategy and marketing to help make your heart-work happen.

And last but not least, your hands. Your hands are the *consistent inspired actions* that you will take to make it all come together.

Here's the thing -

You don't need to know it all.

Business Betterment™ was DESIGNED to take you step by step.

From day 1.

Step 1.

And we cover all 3 aspects. Head, heart and hands...all in perfect flow.

I've created this exercise to help you on your journey to living an inspired abundant life! Of course, it has practical and theoretical goodness with my "No fluff, just good stuff™" guarantee.

In it you will find 9 principles – or pillars – to turn your passion into a business that thrives!



This is the magic sauce for any creative or heart-centered entrepreneur.

The pillars are like your business temple, and each must be honoured. Tend to them like your garden, keep them at the forefront of your mind, keep aware. They are the foundations of what you need to make your business succeed!

So, water, sunshine...and ya, you gotta talk to your plants. Nurture your idea seeds so that they can sprout and grow!

The idea here is to just become aware of each pillar. The awareness will bring a newfound creativity and orient you in the right direction. You can answer some of the questions to get you going.

Let's dive in!

Passion

Without this first pillar, it's hard to bring all of the business magic into fruition. This is where your heart and your vision come in.

It's where your strengths are...it's the dream, the purpose, the vision. It's your SOUL-WORK™.

It's doing this work that will bring the most satisfaction to your life, and your family's life. Make your work smooth, exciting and joyful. It's the place where your natural creativity will abound!

It just so happens that your Soul-Work™ is the thing that your audience will respond to most. It's also what will keep you calm, cool and collected under pressure, keep you energized when facing obstacles.

So, the big questions: What are you here to do? What's your manifesto, your raison d'etre?

Now, if you are unsure about what exactly your Soul-Work™ is, don't sweat it!

Many people are, especially multi-passionate creative and heart-centered entrepreneurs.

Business Betterment™ will help you to uncover your Soul-Work™. It's what we are here to do, so that you can make all of the other sweet stuff happen.

Here are a couple of questions to get you started.

What do you love to do?

If money was no object what would you do?

What are your values?

What did you love to do as a child?

How can you improve your connection to your passion and your vision?



Attitude and Mindset

Let's talk about the mindset. In order to do what needs doing, and in order to be happy doing it...and yes, in order to see the results, we gotta get this one down.

Belief, trust and a positive attitude will get you everything you desire.

(In conjunction with action of course).

We'll work on the spiritual, emotional and value pieces to this puzzle, so that you attract.

It's all about them

It's important to start with you. Yet, your client is where your focus needs to be, in order to know where to go and what to do. In order to connect with them, to do incredible life and world-changing work...and yes, in order to be able to **SELL WITH EASE.**

Here's the good news! It's actually what heart-centered entrepreneurs do BEST. And at Business Betterment™ we show you exactly why and how. So you can shift that mental image of sleazy out-for-the-money salesman, and replace it with a kind of selling that feels oh so lovely and free.

It's all about serving. How are you going to help other people? Because at the end of the day, those people are the most important part of the equation.

Think sugarplum fairies where candy-land is played with real candy. You know what I'm talking about.

So...what's their candy?

What do they really, truly, deeply want?
It's not superficial, and it's not vague or abstract.

How will you serve them, make their problems go away, calm their nightmares like a snuggly blanket and your unicorn nightlight. (But not a glass of warm milk...never warm milk. Disgusting). :)

I will help you get REALLY good at honing into and connecting with the REAL emotional issues that keep your client awake at night staring at the closet full of monsters. It's a business-betterment specialty.

When you have peeked into the closet, then...and only then can you bask them in the glow of your gift.



Get Focused

Focus is one of the most underrated qualities of our time. I don't need to go into a whole sermon on smartphones, social media and the constant pinging, whether you are building something part time or are committed to developing and running a full time business.

The e-mail, twitter, pinterest, instagram loop will kill your business, and exhaust you in the process.

It is so crucial, I named a whole program after it! Focus. Yeah, baby!

Find your Flow

K, I get it, I need to focus. But..on what? Knowing what to do first, second, third, fourth...last, this is CRUCIAL to your success.

And to your peace of mind. Imagine building a business with less energy, more peace and fun! Am I kidding? Nope. It's possible. In fact, *it's highly recommended*.

Knowing what to focus on and when is like a little golden nugget, a gift that will help you soar. It will help bust any fears, doubts, procrastination or comparison.

Listen, I'm not saying you aren't going to have to hustle a little, sometimes more than others. Hard work pays off.

But not if you are working hard on the wrong things, or at the wrong times.

Then you see no traction, you wonder where the results are hiding, you feel like you have been working like a madwoman and have little – if anything – to show for it. That's when glazing the donuts before the world wakes up sounds preeettttyy sweet. Don't go there. It is avoidable!! (Unless you are here to start a sweet shoppe, then glaze away).

Finding your flow means using the timeless truths to your advantage, ones that we would all benefit from, (and they are probably not what you think or what most people are taught). Along with understanding and accepting the unique mix that makes up our perfect flow.

And it feels amazing.



Create

This is where you can start to have some fun! Where who you are, what your passion is and the needs of your client intersect. How can you take what you know (and you know enough), the issues that you solve and serve your audience?

Create content, programs or solutions to make your client happy. Create the art that you want to, write the books and the blogs, the speeches...illustrate the books, knit the scarves, design the jewellery... all of the wonderful things dreamed up by your star-gazing mind!

Do the work. The soul-work. How can you bring what's in your heart into the world?

If you ever feel stuck here, that's normal, too. I am here to hold your hand and help get you unstuck, paving the way for you to create your best work. The work people will want to buy. All done with clear guides that will have you saying, "that was way easier than I thought".

Edit

This is also kinda like getting focused. But it's also about honing your work. Developing your brand.

Multi-passionate, creative and heart-centered entrepreneurs have many loves, many passions, and oh so many ideas!

Knowing what to say yes to, what to choose and when, means editing. Editing your business and your offers. The clarity that comes from knowing what to produce and what to shelve for a later date, makes for a clear offer, and an easy "Yes" from your clients. They get you. They can see the real you, and they love it. And are willing to pay for it.

This means saying no to the periphery. Staying consistent, Staying the course. Doing those specific inspired actions that you found with our focus and flow, in order to see it all turn into mucho moolah.



Connect: Find your tribe

We are social creatures. Whether you are introverted or an extrovert doesn't really matter when it comes to connecting. There is no wrong way, and I know this from over a decade of real-world experience, as the founder and president of the number 1 resource and networking organization in Montreal for Women in Business, We2Network.com.

Now wherever you are in the world, you can tap into We2Network®.

This along with Business Betterment™ are designed to help you transform your business from “Meh” to Magnificent!

This is the place where you can go to find support, to find encouragement, to feel like you are not alone. To find clients and to find referrals. To get the right feedback, and to add value to the community with your gifts and your unique voice, enchanting your audience with the special gift that only you have.

Community is key. Build one and build it well, and you will never feel lack. Of money or support, advocates, friends, cheerleaders and champions.

With over a decade of community and tribe-building experience, I can show you exactly how to do that. It feels amazing and yields real-world results you can bank on!

Have Fun

Business shouldn't be boring. Whether you are just starting out, have built a business or are changing the name of your game, it is important to remember to *step lightly*.

Make your mark, be the best brightest, boldest version of yourself, always be you...but step lightly and with ease.

Joyfully.

Not only does it make all of this worthwhile, watch how your ***clients will simply be utterly magnetized by you.***

Don't take yourself too seriously. Do the best you can with what you have and where you are, and *have fun*. This is the dough...and the sprinkles, too.

Serve. Serve with love, integrity, passion and soul.

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Congratulations & Bonus offer.

Congratulations on taking the steps to creating a business you love, and a on making the *decision* to follow your heart, and your dreams. Remember...that's all it takes. Saying YES to you. YES to your family. YES to your calling.

Now all you need to do is open the door and follow the path.

If you'd like to know more about how Business Betterment™ can help you turn your passion into a business that thrives, feel amazing and have fun, I extend a very special offer to *you*.

You can book me for a FREE 30 minute no-pressure consultation, to see if Business Betterment™ is right for you.

Of course, my “No fluff just good stuff™” guarantee means that you will get real insights into your life and biz. Actionable steps (I guarantee at least 3) to help move you in the right direction.

All you need to do: send an e-mail with your name and phone number to: Create@BusinessBetterment with the subject line FREE CONSULTATION 9 MUST HAVE PILLARS BONUS OFFER.

XO
Sarena

“Be bold, Be Brave, Be Amazing!”
- Simon de Pury

