

# Jill Chivers

*invites you to*

# PASSION

*to*

# PROFIT

– a 5 week customised program for  
entrepreneurs and start ups

Sign up for this 5 week  
customised 1:1 program  
where we'll focus together  
on the deliberate, focused  
action you need to take to  
kick your business into  
the next gear, to turn up  
the heat and turn your  
business into a business  
you'll love.



## How does the program work?

The **PASSION TO PROFIT** program is a highly practical 5 week experience. Here's what you need to know:

- **Completely customized:** The program is completely customized to you and your business. There is no off the shelf material in it.
- **Based on current needs and goals:** We build your program, your 5 weeks of sessions, based on what you need right now in your business and your life.
- **No set curriculum:** There is no curriculum to the program per se. There is no "day 1 we do this" and "day 2 we do that" approach.
- **Guided 1:1 working sessions:** Your program is full of guided time spent working with me 1:1 on key aspects of your business. Our time together is focused, creative and productive.



## The nuts and bolts



- **One day per week for 5 weeks:** You get one full day of my time every week for 5 weeks. We usually spend at least 2 of those hours together in a face-to-face or Skype session. You have full use of the remainder of my time for that day which I can spend working on various aspects of your business, creating specific deliverables for and with you.

- **We co-create specific deliverables:** Specific deliverables I can work on for and with you include, but are not limited to:

- o Reviewing your website copy and suggesting changes or writing website copy for you
- o Reviewing your opt-in/free give-away on your website and suggesting changes or co-creating your opt-in/free give-away for your website
- o Reviewing your products, physical and/or e-products, and suggesting changes and/or working with you on creating products
- o Reviewing or creating a promotional strategy for specific areas of your business, or for you as the business owner/entrepreneur
- o Reviewing or writing promotional material, such as brochures, flyers, media releases, or advertising copy
- o Reviewing or creating additional promotional materials such as your Speakers Pack and One Sheet (a one-page promotional document focused on you)
- o Helping you prepare for a media interview or media campaign
- o Reviewing or helping you create your seminar or workshop
- o Reviewing or helping you create your online webinar or teleseminar
- o Reviewing or helping you create a keynote speech
- o Reviewing your videos and helping you with an online video strategy
- o Preparing video scripts and rehearsing with you
- o Reviewing your manuscript and helping you create a plan to complete your book.

- **We set our direction first:** At our first session, we identify where you are at in your business, what your goals are, what your needs are, what your schedule is like, what you have energy for, what areas of your business, if we worked on them, would have the biggest impact, and other key areas we need to cover to get a full and "big" picture of what's happening for you and your business right now. We then draw up a map of how we are going to spend the rest of your program based on that good intel.

- **Location is flexible:** We do not need to be located in the same geography for you to participate in this program. The sessions we spend working directly together can be face to face, or via Skype. I can work with you in whatever location you are in, so long as you have an internet connection and a computer.

## How much does it cost?

The program is \$6000 for the entire 5 weeks. What you get is 5 full days of my time, working together and directly with you in 1:1 sessions, and in developing and delivering specific outcomes and deliverables for you.

You get unlimited email access to me during the 5 weeks. And you get two follow up 30 minute Skype or face-to-face sessions with me in the 3 months following the program.

Payment options are either one payment of the entire \$6000 upfront, or two payments of \$3000, one upfront and the final payment no later than 10 days into your program.

## The nuts and bolts

We want to make sure this is a good fit for both of us. I only want to work with people who are in the right place in their business to get the most out of this program, and are prepared to do the work.

And you only want to spend the time and money on a program that's going to give you what you need right now.

## This program best suits entrepreneurs who say YES to all of these criteria

- You are already in business. You must already have a business, even if it is still in its early stages or you're not sure what it does, who it does it for, or where it's going, to get full value from this program.
- You have enthusiasm. I want to get to know and care about you and your business as much as you do, so it all starts with the fire within you.
- You want to increase your reach and share what you have with more people. If you're satisfied with what you're doing and who you're doing it for, there's not a lot of room for movement, and that's what this program is all about.
- It is imperative that you leverage your time and talents and to work smart to create new and easier ways for people to access your offerings. It's all about reach and helping you see the possibilities, and turn those possibilities into reality.
- You are prepared to do the work. Please don't express interest or sign up if you have no intention of taking action. This program is only a great fit for those happy to take action.
- You have ideas but you haven't taken as much action as you'd like, and that's what you know you need to do now – take action. You just need some help with deciding on what the best action is for you right now, prioritising your actions, and taking it.
- You could do with an expert and empathetic helping hand. You've tried all kinds of things before, been to your fair share of inspirational programs, read every business guru but you still don't have a business you love, a business that's on fire.
- You're ready to fall in love with your business and turn up the heat!

## Areas we may explore in your customised program

During the **PASSION TO PROFIT** 5 week customized program, there are many areas we may explore – depending on where you are at in your business, what your goals are, and what you need most right now:

**Foundations:** This is about exploring if your ladder is up against the right wall.

- What are your dreams and passion?
- What are your outcomes and goals?
- What is your story and how does it fit into your business?
- What do you need to get to where you're going?

**Clients:** This is about client attraction and retention.

- Who are you helping? Why do they need your help? What is their pain or their problem?
- Who is your ideal-for-me client? What is your customer profile/client avatar?
- How do you reach them? How do you expand and/or deepen your reach?
- The 4 step process to attracting clients: do you offer something at every step?
- The client commitment funnel: are you drawing people through your funnel?
- How can you increase your touch points? Touch points include online (website, opt-in, list building, blog and blogging, newsletters, website copy and design, video, and so on) and real world (speaking, coaching, workshops, events, signature system, and so on)

**Offerings:** This is about the products and services you offer.

- What product/s or service/s do you offer? What is (or could be) your signature system?
- How are you solving someone's problem? What format are your offerings in now?
- Increasing your income by adding more products and services
- Organising your content and developing exercises and activities
- Micro products, long/in-depth products, program packages
- How is your content delivered – online (downloads, audio, video, memberships, live forums) and real world (workshops, retreats, coaching, sessions)
- How much do you charge, the price-value continuum, and offering products for free

**Promotion:** This is about how you market and promote your offerings

- How do people hear about you?
- Developing a strategy and specific plans to promote you, your business and your offerings
- Promotional activities can focus on all types of promotion including content, soft, mainstream and paid marketing (blogging, articles, newsletters, speaking, workshops, videos, profiles, mainstream media, online media, books, advertising, social media, podcasts)

## Jill Chivers

I'm Jill Chivers and I'm thrilled to introduce the **PASSION TO PROFIT PROGRAM** – it's a 5 week customised program for entrepreneurs who ~~want to~~ **MUST** mobilise their business.

I have over 20 years' business experience, in both the corporate world and in small business, and have created 5 successful microbusinesses. I know what it takes to turn a business from okay into outstanding.

The clients I work with often tell me I understand their business, and their clients, better than they do. How is that possible? Because I listen. I pay attention. I care. And I'm very skilled at turning passion into profit, and stories into sales.

"Jill moved me forward at least a year ahead of where I would have been without her coaching and mentoring". – Jenny Smith, Divorced Womens Club.

"Jill has the knack of seeing through all the ideas that an entrepreneur has, and gathering them together in cohesive ways". – Alex Mitchell, Author Support Services.

"Jill provides the clarity of vision that is essential to move from overwhelm to success".  
– Lisa Fitzpatrick, Sacred Women's Business.

"Within one day of Jill's coaching session, I had 7 times more sign ups to my workshop".  
– Jo Shiers, The Style Adviser.



If you are interested in this program, then contact me today with your:

- Name
- Email address
- Phone number
- And why you want to participate in this program

And I'll get back to you within 2 working days.

**Contact me today:**

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