THE DIVINE LIVING ACADEMY
BUSINESS AND COACHING TRAINING & CERTIFICATION FOR WOMEN

2016-2017 COURSE CURRICULUM

- Subject to change throughout the Academy year -

INTERNATIONAL COACHING CERTIFICATION & BUSINESS TRAINING
MODULE 1

Getting in Touch With What You Really Desire in Business and Life PLUS Productive Business Setup

The training and exercises in Module 1 will help you:

- Discover your essential self and gain more clarity on your expertise and what you bring to the world
- Identify the unique characteristics that make you standout and shine in your business
- Gain clarity on your true desires for your life and your career
- Develop a clear and focused business model that you can implement with confidence
- Structure your daily routine and calendar so that you focus on activities that are effective and aligned with helping you reach your goals
- Set up foundational business structures that will serve as key factors in your success throughout the duration of your business
- Identify key team members you desire to bring on for additional layers of support in the next 90 days

By the end of this module you should have crystal clarity on the following:

- How you stand out in the world and what is unique to you
- Specific 90-day business and lifestyle desires and goals
- Your business model for the next 90 days
- A daily structure and routine for how you will spend your time most effectively
- Foundational business structures that will allow you to grow with more ease and flow
- The first and most important team members for you to begin building your support system
ADVANCED

Your Ideal Business Now: Refine Where You are Now and Master Where You Are Going Next

The training and exercises in the Advanced Training of Module 1 will help you:

• Get clear on your new and up-leveled desires for the year
• Build upon your current business model that is designed to support you in reaching consistent $20k months and is also sustainable long term
• Create a business structure that has you working more on your business and less in your business
• Create goals that are specific to reaching consistent $20k months, expanding your program offerings, list building, and more
MODULE 2

Wealth Consciousness and Transforming Your Relationship With Money

The training and exercises in Module 2 will help you:

• Strengthen and empower your relationship with money
• Uncover your own money story and beliefs about money came from
• Discover any money rules that are creating your money reality
• Become aware of how you think and work with money
• Harness your connection and relationship to God and your higher self
• Think bigger and allow yourself to manifest money from a place of inspiration
• Put yourself in the money game with a brand new perspective on receiving and sustaining wealth

By the end of Module Two you should have increased clarity on the following:

• New money beliefs that you create and fully support your desires and goals
• Money rules that are in alignment with living the life and building the business of your desires
• Specific inspired actions that are designed to help you create wealth
• How to shift and lift your energy around money so that you consciously choose the relationship you desire to have with money
• Discerning between your intuition and mental activity
• A wealth consciousness practice that you can incorporate into
The training and exercises in the Advanced Training of Module 2 will help you:

- Evaluate your current online marketing funnel and determine what is working well and where to course correct.

- Determine which elements of your business model and marketing system need to be moved, reworked, and/or added.

- Analyze your marketing system to determine what updates can be made to start bringing in more ideal clients, growing your list, selling more coaching packages, and making consistent $20k months.
MODULE 3

Who Am I Meant to Serve and What Am I Going to Offer?

The training and exercises in Module 3 that will help you:

• Gain clarity on the ideal client you enjoy working with and are meant to serve

• Discover your ideal clients’ needs, wants, desires and how your unique gifts will serve them

• Understand the psychology of offering high-end packages and confronting your fears and limiting beliefs about charging more

• Strengthen your confidence in increasing your pricing by starting where you are and allowing your financial frequency to grow naturally

• Develop a high-end coaching package that lights you up and will have a massive impact on the clients you serve

• Understand how to price your packages in a way that feels authentic and is the perfect price point for your ideal client

• Create the foundational structures and boundaries that will ensure you are preparing yourself for success in offering ongoing coaching packages

By the end of Module 3 you should have increased clarity on the following:

• Who your ideal client is and why they would benefit from working with you

• How to incorporate your unique gifts into a coaching package that has a massive impact on your ideal client

• The price for your coaching packages that feels right to you and will have your ideal clients jumping to work with you

• How to identify clients that are not right for you and why it is important to say no

• Why charging more serves the ideal client by creating a higher level of commitment

• Your coaching boundaries that will have you operating authentically and holding the space for your clients to grow
The training and exercises in the Advanced Training of Module 3 will help you:

• Get specific feedback from Gina on live calls to refine your target market based on where you’re at now in your business

• Evaluate your current packages and offerings in terms of what you most enjoy doing, what is working and what is not as effective, which packages are selling and which packages are not selling, and which pricing has proven to be most effective

• Raising your rates and refining your packages so that you easily reach consistent $10k - $20k months
MODULE 4
Discovering Your Brand and Developing Your Online Presence (Website)

The training and exercises in Module 4 that will help you:

- Develop a deeper knowledge base on what branding is all about
- Gain a higher level of understanding of the elements (both tangible and intangible that make up a memorable brand
- Explore some of your favorite brands so that you can begin to see what about each of your favorite brands keeps you engaged and connected...and ultimately a raving fan, follower and paying customer
- Discover your own brand values and attributes that set you apart from every other business owner with a similar message and ideal client
- Compare and contrast your own brand and the brands of other people in your same industry and/or business niche
- Prioritize the most important pages and elements to incorporate into your website.
- Brainstorm and research support team members who will help you create a website over the course of the next few weeks and/or months.

By the end of Module 4 you will have increased clarity on the following:

- The purpose of a brand and how it positions you in the marketplace
- The importance of defining your brand in terms of your brand promise, perceptions, expectations, persona and other tangible elements.
- What it means to make a consumer feel an emotion when they encounter or even think about you and your brand
- The exact values and attributes that are unique to you and make up the tone and personality of your brand.
The training and exercises in the Advanced Training of Module 4 will help you refine your:

- Brand Promise
- Brand Expectations
- Brand Perceptions
- Brand Persona
- Brand Elements
- Website Presence
- Sales Page Copy
MODULE 5
Creating Your On-Brand Photoshoot

The training and exercises in Module 5 that will help you:

• Visualize your brand and the creative vision behind your personal branding photoshoot

• Understand what makes a successful personal branding photo

• Distinguish between the Visual Experience and Emotional Experience of your photos

• Identify the photoshoot team members to have on board during your photoshoot

• Research branding photographers you might like to work with in your own photoshoot

• Plan out outfits, hair, makeup and accessories for your photoshoot

• Explore and select a location for your photoshoot

• Break down the main location into particular types of shots for your photoshoot

• Know exactly how and when to prepare for each stage of the photoshoot preparation phase

By the end of Module 5 you will have increased clarity on the following:

• A vision for your own personal branding photoshoot

• A potential photographer you’d like to conduct your photoshoot

• The outfits you’d like to wear during your branding photoshoot

• Where in the world you’d like to do your own personal branding photoshoot

• Timing for each stage of the photoshoot from hiring a photographer to selecting outfits so preparing your skin to glow on your photoshoot day
Your Brand and Photoshoot Evolution

The training and exercises in the Advanced Training of Module 5 will help you:

- Refine or switch up the pictures you are using on your website, in social media posts and in your mailers

- Perhaps do a new photoshoot this year based on how you’ve grown since your last photoshoot and how those photos represent you and your brand today

- Scout new locations for your next photoshoot and take the visual aspect and begin to step into the next evolution of your brand so that your photos convey your message in the best possible way
MODULE 6
Strategies and Tools to Grow A Profitable List of Fans, Followers & Ideal Clients

The training and exercises in Module 6 will help you:

- Understand the introduction of ‘Internet Marketing’. We will continue diving into the topic in greater depth throughout the program.

- Navigate various social media platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest, Periscope and Snapchat

- Discover that incorporating social media into your business growth plan is about building relationships with real people, not selling

- Incorporate social media into your daily practice as an entrepreneur

- Begin building a list of raving fans, followers and ideal clients

- Develop consistent and persistent marketing practices designed to keep your business on a forward moving growth path

- Develop a landing page used to build your list
By the end of Module 6 you should have or be creating the following:

- A strong social media presence on the social media platforms that makes sense for your business and where you find your ideal clients
- A social media plan that works for you and that you can easily execute and engage in with consistency and persistence
- A better understanding of your ideal client, brand and message and how you translate what you do into creating content for social media and other platforms
- A landing page where you offer something of value for free, inviting people to join your list so that you can continue building a relationship with them in the future
- A Virtual Assistant who can help you set up the necessary technical systems online so that you can grow a list
- Action steps to begin growing your list, sharing your message, building relationships with real people and transforming lives

ADVANCED Automate Your List Building Efforts and Tap Into Facebook Ads

The training and exercises in the Advanced Training of Module 6 will help you:

- Refine your list building and social media strategies by taking a look at what is and what is not working well for you in these areas
- Create a plan to grow your list at a more exponential rate so that you are welcoming hundreds and thousands of people to your list each month
- Evaluate the success rate of your free offers and landing pages
- Incorporate the use of Facebook Ads to your list building strategy
MODULE 7
Creating Copy and Emails that Engage and Convert Your Fans and Followers Into Loyal Clients and Customers

The training and exercises in Module 7 that will help you:

• Draft, set up and send out two solo-mailers a week to your growing list
• Draft, set up and send out one content-rich email (newsletter) a week to your growing list
• Write subject lines that entice your list to open your emails
• Provide value and solutions to your community through email marketing
• Structure your emails that compel people to take the action you desire them to take
• Successfully incorporate email marketing into your marketing and business plan
• Set up a Welcome Email Series that goes out when someone opts-into your list from your new landing page that you completed in the previous module

By the end of Module 7 you should have completed the following:

• Drafted, set up and sent ONE newsletter to your list
• Drafted, set up and sent TWO solo-mailers to your list
• Create a plan to write and send out one newsletter and two solo-mailers EACH week in your business
• Set up a Welcome Email that will go out once people opt-in to your list from your landing page
How to Create an Effective Email Marketing Sequence

The training and exercises in the Advanced Training of Module 7 will help you:

• Set up a proper Welcome Series of emails to your list that is triggered when someone opts-in to your list from your landing page

• Set up a proper Engagement Series of emails that converts a fan and follower into a paying client

• Set up a Value and Upgrade Series of emails that offers a new paying client an additional product/service because clients/customers who purchase once will purchase again

• Set up a Segment and Engage Series of emails to find out exactly what all the people on your list are really interested in so that you can better target your list with the emails you send out and products/programs you sell to them

• Set up an email series designed to bring a ‘dead’ email list (or partial list) back to life
MODULE 8

How to Write a Sales Page that Powerfully Sells Your Coaching Programs and Products to Ideal Clients

The training and exercises in Module 8 that will help you:

- Understand the main components of a sales page so that you can confidently create your own
- Get into the minds of your ideal client so that you can write in a way that is compelling enough for them to take your desired action
- Put your sales page thoughts down on paper before writing the final copy for your sales page
- Write the final copy for your sales page
- Make important and necessary decisions for your sales page like bonuses, payment options, images to use, etc

By the end of Module 8 you will have the following:

- A fully functioning sales page so that you can share your offer to the world, create ideal clients online and have a way for people to purchase your program.
- A shopping cart and merchant account set up so that ideal clients can make a purchase.
- A scheduling system in place so that ideal clients can sign up for a discovery session to speak with you.
The training and exercises in the Advanced Training of Module 8 will help you:

- Analyze the status of your current and existing sales page(s)
- Edit and refine your current and existing sales page(s) for an increased conversion rate
MODULE 9

Getting Ready to Coach: The Discovery Session

The training and exercises in Module 9 that will help you:

• Discover the value of what you have to offer ideal clients through the work you do with them during a coaching package

• Overcome any fears you have around conducting Discovery Sessions and facilitating the decision making process for the prospect

• Determine if you will require prospects to complete a Discovery Session Questionnaire prior to the session and create your own

• Put Discovery Session logistics in place like scheduling the session, making the call and customer service

• Neutralize your energy prior to conducting a Discovery Session so that you can focus completely on the desires and needs of your prospect

• Identify the anatomy of a Discovery Session so that you feel more confident in booking and conducting your own

• Gain practice in conducting Discovery Sessions which is the next step to begin creating your own paying clients and building your business

• Facilitate the decision making process for your prospect, even when they bring up their own obstacles and blocks

• Develop a Welcome Packet that clients will compete between the Discovery Session and their first coaching session with you

• Ensure that your coaching contracts are in place so that you can begin taking on paying clients
By the end of Module 9 you will have increased clarity and confidence on:

- The necessity of regular Discovery Sessions for growing your business
- The Discovery Session and sales process
- Your ability to conduct a Discovery Session and sales conversation
- The frequency and number of Discovery Sessions you will need to conduct to achieve your financial goals

**ADVANCED Consistently Book Discovery Sessions with High-End Ideal Clients**

The training and exercises in the Advanced Training of Module 9 will help you:

- Debrief the consistency that you are currently booking and conducting discovery sessions with ideal clients
- Update your coaching packages, especially if you are ready to adjust and raise your coaching package rates
- Evaluate your current clients and prospects you are attracting to determine if you are calling in ideal clients
- Evaluate your most recent Discovery Sessions to determine where you can make necessary adjustments that will create even better results
MODULE 10

Give Your Business a Boost with a Cash Injection

The training and exercises in Module 10 that will help you:

• Create a focused, specific offer that is a spin off of your main 90-day coaching package

• Get creative and come up with a special FLASH SALE for your community of social media fans and followers as well as your list

• Book as many Discovery Sessions as you can

• Create brand new clients

• Give your business a cash injection

ADVANCED

Introduction to Group Coaching Programs - Part I

The training and exercises in the Advanced Training of Module 10 will help you:

• Determine the benefits of starting to run your own group coaching programs

• Decide if you and your community are ready to create and launch your first group coaching program

• Identify the ideal client for your group coaching program

• Brainstorm and map out the general content for your group coaching program
MODULE 1

Hosting Webinars & Preview Calls that Convert Fans and Followers Into Paying Clients

The training and exercises in Module 11 that will help you:

- Determine if webinars and/or preview calls are the right platform for you to use in order to grow your business
- Set your webinar/preview call goals in terms of sign ups, live participants, number of discovery calls booked and new clients signed
- Bring on team members to support you with the technical pieces so that you can fully focus on what only you can do
- Better understand your audience and what they’re dying to hear more about
- Plan the visuals that will go along with and support you during your webinar
- Create an outline for the presentation you will give during your webinar/preview call
- Prepare yourself with the proper technology to successfully host your webinar/preview call
- Set up a landing page and thank you page so that people can register for your webinar
- Write a pre-webinar email sequence for people who sign up for your webinar
- Write a post-webinar email sequence that will go out to participants once the webinar has ended
- Determine a marketing strategy so that a lot of ideal clients sign up for your webinar/preview call AND attend live
- Discovery ways you can repurpose the content shared during your webinar/preview call
By the end of Module 11 you will:

- Have learned the importance of both the webinar and preview call and how they slightly differ.

- Have learned a highly actionable step-by-step strategy that you can implement to build your list, book more discovery sessions and increase the cash flow in your business with these webinars and preview calls.

- Feel super confident in dealing with the all technical aspects that might have you feeling paralyzed and kept you playing small for far too long

- Have brainstormed and created an awesome list of topics that you know your ideal clients will be dying to hear more about

- Know how to drive a high number of sign-ups for your webinars or preview calls

- Create a pre-webinar and post-webinar email sequence designed to entice people to show up to your webinar or preview call live and keep them engaged even after you’ve conducted your webinar or preview call

- Know exactly how to structure your webinar to create engagement, excitement and eager anticipation for what you have to offer

- Be able to pitch your programs at the end of your webinar and have people signing up for discovery sessions to work with you

ADVANCED

Group Program Launch Checklist and Planning

The training and exercises in the Advanced Training of Module 11 will help you:

- Decide on your specific enrollment and financial goals for your group coaching program

- Determine what your offer will include: Content, Delivery, Membership Site, Guest Presenters, Modules, Calls, Bonuses, etc.

- Determine the pricing, payment plan options and payment structures

- Develop ideas on how to create buzz for your group program before it even launches

- Set a start date for your group program and a start date for your program launch.

- Put in place ways to grow your list by a few thousand before you launch so you have a list of people you’ve built a relationship with.

- Declutter, organize, and complete any projects personal and/or professional to create space for your group program launch.
MODULE 12
Leveraging the Power of Social Media

The training and exercises in Module 12 that will help you:

- Refine your social media strategy, especially on Facebook and Instagram
- Become more social media savvy with your Facebook {Business} Page
- Create, set up and run your very own Facebook Group so that you can more easily and quickly build relationships with prospects
- Boost posts from your Facebook {Business} Page to grow your following and book more ideal clients
- Review the current status of your business and debrief what has worked and where you can make slight adjustments moving forward
- Get clear on your goals and action steps moving forward as you head into the 2nd half of the year

By the end of Module 12 you will:

- A Facebook Business Page
- A Closed Facebook Group
- A boosted Facebook post
- Implement your refined marketing plan
The training and exercises in the Advanced Training of Module 12 will help you:

- Create two of your very own Facebook Contests and run them so that you can increase your fans, followers and list, ultimately leading to more ideal clients and cash flow.

- Join an Instagram Loop Giveaway to increase your Instagram followers and gain more brand awareness.

- Continue developing your group coaching program pre-launch materials so that you are ready to launch in the next few months!
MODULE 13

Working Your Funnel System: Lead Magnet + Landing Page + Thank You Page + Email Sequence

The training and exercises in Module 13 that will help you:

• Revisit your ideal client and take your clarity to a whole new level so that the message on your landing pages attracts them in droves!

• Reflect on the list building strategies that have been working for you as well as those that may need to be tweaked for better performance

• Develop or refine a free offer that will serve as an incredible lead magnet for exactly who you desire to attract to your community and work with in the future

• Create or refine a landing page with copy that specifically speaks to your ideal client and also where your free offer/lead magnet will live

• Write copy that resonates with your ideal client and moves them to take action by giving you their name and email and pressing SUBMIT to download their free gift from you

• Be more strategic about how you can leverage your Thank You page so that the people who are now new to your list can connect with you in other ways as well

• Get into implementation mode once and for all

By the end of Module 13 you will have the following components LIVE:

• Landing Page

• Lead Magnet

• Thank You/Confirmation Page

• Welcome Email
The training and exercises in the Advanced Training of Module 13 will help you:

- Continue building out the components for your group coaching program launch
- Develop your group program launch calendar so that you know what actions to take and when
- Create a plan to market and promote your group coaching program whether that is through social media, webinars, preview calls, videos or a combination of a few ideas
- Start developing and writing the copy for landing pages, thank you pages and mailers
- Get clear on who will do what from your team so that you have a successful launch.
MODULE 14

Copywriting and Email Marketing Makeover

The training and exercises in Module 14 that will help you:

- Ensure that you stay up to speed on your email marketing and are putting serious thought into your copywriting
- Regain clarity on your ideal client to ensure that all of your copy is directed towards THAT particular person
- Write phenomenal subject lines + content/copy that entices and engages your ideal client
- Draft, set up and send out two solo-mailers a week to your list
- Draft, set up and send out one content-rich email (newsletter) a week to your list

By the end of Module 14 you will have:

- Set new goals for your email marketing
- Created (or gained more clarity on) your ideal client avatar
- Brainstormed new subject lines + content that you plan to deliver to your ideal client
- Created a calendar demonstrating what times and days you will be sending your emails to your list (honing in on frequency + consistency)
- Drafted, set up and sent ONE newsletter to your list
- Drafted, set up and sent TWO solo-mailers to your list
The training and exercises in the Advanced Training of Module 14 will help you:

• Continue building out the components for your group coaching program launch

• Develop your group program launch calendar so that you know what actions to take and when

• Create a plan to market and promote your group coaching program whether that is through social media, webinars, preview calls, videos or a combination of a few ideas

• Start developing and writing the copy for landing pages, thank you pages and mailers

• Get clear on who will do what from your team so that you have a successful launch
MODULE 15

How to Provide High Quality Intensives

The training and exercises in Module 15 that will help you:

• Gain clarity on how you might organize and host your own intensives
• Gain a better understanding of how an intensive might flow over a longer period of time
• Learn how to better structure your own intensives
• Manage the expectations and outcomes of an intensive

ADVANCED

Creating a Video Series for Your Group Coaching Program Launch

The training and exercises in the Advanced Training of Module 15 will help you:

• Create authentic video content
• Follow a proven video launch sequence
• Prepare yourself for a high quality video shoot
• Select the best location for your video series shoot
• Keep your launch and team on schedule
• Dive into the course content creation process
MODULE 16

A Month in the Life of a Successful Woman Entrepreneur

The training and exercises in Module 16 that will help you:

• Gain clarity on your purpose and what’s driving you to keep doing what you’re doing in business.

• Answer the question, “What does my business look like today in the present moment as well as moving forward?”

• Specify the goals designed to help you live out your vision right now

• Develop a clear and doable plan in alignment with your ‘right now’ goals whether that is to graduate as a Divine Living Certified Coach or bring in $10k this month...or both!

• Create a specific set of effective activities that will help you reach your goals and execute your plan with EASE and flow

• Create new habits designed to encourage and support your desired level of success now and into the future

• Develop an easy to follow routine that you create for your self based on your vision and goals

• Learn new coaching tools that you can use in your own Skype Intensives with clients as you work toward completing your coaching certification hours

• Gain confidence in your ability to coach in a way that transforms the lives of your client’s more quickly and with greater levels of ease

By the end of Module 16 you will have:

• Clearly defined goals

• A well thought out action plan to achieve your goals

• The confidence to carry out your action plan and achieve your goals and desires
Creating the Content For Your Group Coaching Program

The training and exercises in the Advanced Training of Module 16 will help you:

- Select the format to deliver your group coaching program format
- Tap into your creativity to develop amazing content for your group program members
- Write and create content that your group coaching members get results from
MODULE 17

Be the Woman Who Consistently Creates $5k – $10k Months in Her Business

The training and exercises in Module 17 that will help you:

• Develop clarity and focus on what matters most as well as a healthy sense of urgency to get it done.

• Take back control of your day

• Increase your income

• Book more discovery sessions

• Lower your stress

• Own your goals and plan

• Accomplish your goals faster than you ever imagined possible

ADVANCED JV Partners & Affiliate Programs

The training and exercises in the Advanced Training of Module 17 will help you:

• Determine where to look for and find potential JV Partners and Affiliates

• Select people you desire to reach out to for future partnerships and/or collaborations

• Invite a potential JV Partner or Affiliate to have a conversation with you

• Lead a phone conversation with a potential JV Partner or Affiliate

• Draft promotional email and social media copy for your selected JV Partners and Affiliates

• Keep your Affiliates engaged during a launch
MODULE 18

Focus on the Exact Activities Designed to Reach Your Goals Now!

The training and exercises in Module 18 that will help you:

- Increase your clarity and focus on the activities related to results in your business
- Take back control of your time
- Increase your income
- Book more discovery sessions
- Generate new clients
- Get closer to completing your 100 hour coaching practicum
- Lower your stress
- Implement your goals and plan
- Accomplish your goals faster than you ever imagined possible
- Revisit past modules that might be helpful in your forward moving progress this week
How to Keep Your Group Coaching Program Members Engaged

The training and exercises in the Advanced Training of Module 18 will help you:

• Put in place ways to keep your group coaching program members engaged from the minute they join your program

• Create engagement among members inside of a Private Facebook Group on a daily basis

• Identify when it’s necessary to communicate regularly with your group coaching program members

• Know when to survey members to gather their feedback

• Structure mastermind partners among your group coaching program members

• Properly handle and advice members on payment issues
MODULE 19
How to Gain Momentum at the End of the year & Preparing for Graduation

The training and exercises in Module 19 that will help you:

• Finish out your year from an empowered, feminine place
• Take specific action to reach your consistent $5k, $8k and $10k month

ADVANCED Creating a Holiday Campaign

The training and exercises in the Advanced Training of Module 19 will help you:

• Develop a simple holiday campaign designed for a significant cash infusion to close out the year
• Identify ways you can incorporate holidays throughout the entire year into your marketing
• Leverage ‘buying season’ by creating a win-win situation for you and your clients and customers
• Head into the new year on a high note financially