

WHO/PERSONALITY

- Energetic
- Healthy
- Creative
- Voracious
- Training
- Informative
- Creating connections
- A passionate educator and coach
- Comfort through expertise and trust
- Enthusiastic
- Vulnerable
- Story Teller

WHAT

- Telling a story
- Connecting to a tribe of like minded individuals
- Facilitating Change
- Food Plans
- Recipes
- Coaching/Speaking

WHERE

- Website & Blog
- Social (Twitter, Instagram, Pinterest)
- Coaching – testing out locally, start by taking on a small quarterly group
- Mailing and creating a mailing list
- Magazine/Newsletters
- Book
- Creating Affiliate links
- Speaking

WHEN

- Step 1 Brand – End of Decmeber
- Step 2 Photography – Early January
- Step 2 Website Mocks – Mid January
- Step 3 Curated Content/Receipes – From Client
- Step 3 Website Launch – Mid February
- Step 4 Social Media Brand & Strategy – End of Jan
- Step 5 Create Secondary Action Plan– Newsletters, Email Aquisitions, speaking and presenting the brand

PERFECT CLIENT

- The modern mom who is looking for help to maintain a healthy, balanced home and to feed a family. May or may not work but wants to care and put energy into health of her family but needs guidance. She is capable but needs some extra help, like meal plans, guidance, accountability and knowledge.
- Baby boomer women 50+ looking for healthy lifestyle, meals and accountability.

PURPOSE

- To become a trusted partner, educator and coach to women seeking guidance to live a simpler and healthier lifestyle
- Help other women and develop trust through telling your story and providing valuable content on a consistent bases through the website, social, coaching, newsletters and eventually a book

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