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# THE LEVERAGED *Business*

How to go from overwhelmed and overworked in your business to a business that continues to grow and pay you good money consistently while you get your life back

Free Strategy Call at [Boldheart.com/Call](https://boldheart.com/call)

# In case you don't know me yet....

(why my advice could be beneficial for you, as it has for thousands of women)



I'm a firm believer that women should earn their own money—lots of it. I see successful self-employment as the ultimate way for women to take control of their destinies.

My journey began when I left corporate in 1999 to start a business. I quickly experienced the harsh reality of not being able to support both my business and personal expenses. Unwilling to go back to corporate, I had to find a solution.

Driven by the stress of not having enough clients, I developed The Client Attraction System®. Initially meant for my own use, this system successfully filled my practice in just eight months. Seeing my success, other women sought my coaching to replicate these results in a "feminine way".

The demand brought my business to six-figures but led to overwhelm. Working nights and weekends became the norm, and I said "just one more email" on repeat. I wanted a strategy for earning more— 20K, 50K, to 100K a month—but one that allowed me to work much less while scaling my business.

In 2008, with two children and a third on the way, I reached the million-a-year mark, and have been at multiple 7-figures a year for 15 years, while prioritizing downtime.

Other women wanted to do the same. I reverse-engineered my process so they could follow it to LEVERAGE every aspect of their business, and DO LESS, BETTER. My teaching now enables them to generate tens of millions annually, with more consistency and less effort.

Over the years, I've accumulated a wealth of knowledge on what works and what doesn't in business, guiding our members to double their income while working half as much. This ensures a steady income each month without compromising their lives.

I've since dedicated my professional life to teaching women how to create a Leveraged Business and secure a consistent, substantial monthly income in a feminine way, with ample downtime. This is the essence of my mission: getting women to achieve financial independence, while living a delicious life.

You can have this too, I'll show you how,

# What is a *Leveraged Business*?

When you leverage different aspects of your business, you create a business that effectively manages itself — that not only scales without you needing to do much, but also allows you to grow your income and get your life back.

Regardless of your country, your gender, the size of your business, or the type of industry you work in, there are systemic causes for entrepreneurial overwhelm at the six-figure level — the ones you are likely experiencing right now. These systemic issues are preventing your growth, financial and otherwise.

But it doesn't have to be this way. You've invested so much of your time, and of yourself, into this venture. Now is not the time to give up, especially if you understand that your issues are fixable. People fix their businesses at this level all the time.

*The secret? What got you here is not what's going to get you there.*

Leverage is the simple solution to any stagnation, overwhelm, or frustration you are experiencing.

## **What Is Leverage?**

The concept of Leverage is related to the principle of levers in physics. You can use a lever to lift objects that would otherwise be too heavy to pick up. In business, leverage is the ability to multiply the outcome of one's efforts without a corresponding increase in input. In other words, leverage is the act of increasing results without putting in more effort.

*Better results, less effort.*

## **What a *Leveraged Business* Looks Like:**

Jane was a lifelong corporate employee. She produced great results for a well-known luxury organization, but at the expense of her health. For decades she worked ungodly hours, consistently putting the needs of the corporation before her own. After many years of giving her all, she left, and applied her extensive human resources expertise to start her own HR and executive coaching firm, consulting for other corporations.

With her stellar reputation and exceptional networking skills, Jane got clients right away, and quickly brought her business to \$10K a month. But by the time I met her at a small-business seminar, she was thinking of shutting down her business entirely.

I was puzzled. Why would she think of closing her six-figure business when it was going so well, and she was finally free of her all-consuming corporate job? Well, Jane told me, on the outside, it looked like she

had it all together. Yes, she was making Six Figures, she was newly married to the love of her life, and the corporations she consulted for were seeing positive results. But on the inside, she was overwhelmed, she underpaid herself, she was burning the candle at both ends, and she questioned whether it was worth it to keep working on evenings and weekends.

She wanted to grow, yes, but the idea of taking on more clients and a larger team seemed to translate to more problems and longer hours for her. And she knew she didn't want that.

Jane was exhausted when she joined us in the Leveraged Business program. She doubted her ability to scale the business, and never could have imagined that she would reach 500K in revenues in a few short years. Within a couple more years, she reached the elusive million-dollar mark in her business, just by following the process outlined in our time together today.

Now she has a team of expert “mini-mes,” associates who follow her process and deliver her work in the marketplace, upholding her standards. Jane goes on several vacations with her (now retired) husband each year, while her business is making a million in revenue.

Last week, she texted me:

*“I remember that we set my goal for \$175K the first year, which would mean \$14K per month. I truly thought that was impossible. I am now regularly making \$100K+ every month! I am so thrilled with the growth and success!!”*

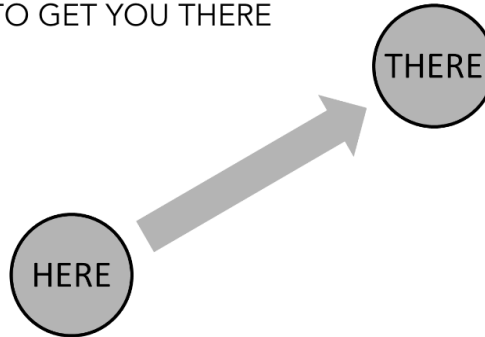
Embracing the mindset of a person who runs a Leveraged Business helped Jane get her business to Seven Figures (a million in revenue annually, repeatedly) while stepping back from its day-to-day operations. She is now making a significant impact professionally and is also enjoying life again, grateful to be self-employed.

Jane's story is not an isolated result. In our time together today, you'll read before-and-after case studies of people who followed the same process, with our help, and they too reached Seven Figures—while getting to enjoy their lives again.

*Remember, your business' current growing pains are predictable...a rite of passage, and eminently fixable. The process you'll find in the following pages and in our time together today is your road map to creating a self-managing business through Leverage.*

Your current approach will only keep you stuck

WHAT GOT YOU HERE IS NOT  
GOING TO GET YOU THERE



To scale your business, you actually need to work less

**DO LESS  
ACCOMPLISH  
MORE**

Here's how (take good notes):

## **The Leveraged Business Activators**

*How overwhelmed 6-figure business owners reach 7 figures  
(and get their life back)*

# My current business and lifestyle

Before we can craft a better version of your business and life (or discuss the changes to be made), let's assess what it is like right now. Take a few moments to describe your current situation, including what's not working, and how this makes you feel, specifically.

**Business:** number of clients, annual revenues, business model, types of clients, consistency of results, level of team support, team health, level of delegation, systems health, hours and days you work, how much you pay yourself, level of satisfaction or stress, confidence, belief in self.

Your current business	How does this make you feel? Why?

**Lifestyle:** number of hours of downtime, how you use your evenings and weekends, number of vacations, self-care practice, time for you, quality of time with those you love, home environment, feeling of fulfillment, happiness level, joy.

Your current lifestyle	How does this make you feel? Why?

Insights:

# Future pacing (3 to 5 years from now)

Sink your energy from your head to your heart and imagine, for just a moment, what your life could be like when you have successfully transformed your business from what it is *now*, into a fully Leveraged Business (i.e., you have fully leveraged your team, systems, time, business model, marketing, accountability, differentiation and lifestyle). Allow yourself to dream by describing below what things would look like then, and how this will make you feel, specifically.

**Business:** number of clients, annual revenues, business model, types of clients, consistency of results, level of team support, team health, level of delegation, systems health, hours and days you work, how much you pay yourself, level of satisfaction or stress, confidence, belief in self.

Your business in 3-5 years	How would you feel? Why?



**Lifestyle:** number of hours of downtime, how you use your evenings and weekends, number of vacations, self-care practice, time for you, quality of time with those you love, home environment, feeling of fulfillment, happiness level, joy.

Your lifestyle in 3-5 years	How would you feel? Why?

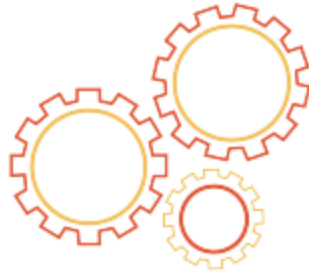
Insights:



## Leverage Your Team

Write your important distinctions and notes below:

What's your biggest insight? Write it here:



## **Leverage Your Systems**

Write your important distinctions and notes below:

What's your biggest insight? Write it here:



## **Leverage Your Time**

Write your important distinctions and notes below:

What's your biggest insight? Write it here:



## **Leverage Your Business Model**

Write your important distinctions and notes below:

What's your biggest insight? Write it here:



## **Leverage Your Marketing**

Write your important distinctions and notes below:

What's your biggest insight? Write it here:



## **Leverage Your Accountability**

Write your important distinctions and notes below:

What's your biggest insight? Write it here:



## **Leverage Your Differentiation**

Write your important distinctions and notes below:

What's your biggest insight? Write it here:





## **Leverage Your Lifestyle**

Write your important distinctions and notes below:

What's your biggest insight? Write it here:

# Resistance to implementation

Most of us know (theoretically) what we “need to do” to make the changes that would get us from here to there. But somehow, we get in our own way and progress is slower than we would like. Again, with grace and compassion for yourself, what might be getting in the way of fully implementing the things that would cause a transformation in your business and your life?

**Examples:** having lots of ideas but not always following through, no real plan, not knowing how or what to prioritize, lack of clarity, overwhelm, perfection paralysis, analysis paralysis, too many bright shiny objects, distraction, feeling scattered, too busy with clients, procrastination, lack of accountability, feeling uncertain, fear, not feeling worthy, losing steam near the end of a project, not enough belief in self, not enough people believing in you, self-doubt, working in isolation, not feeling supported enough in all areas, etc.

How does this make you feel? Is this something you would like to change?

# The Breakthrough Methodology For Women in Business



This could be you soon (The process works.)



Case Study: Susan Doubled her 6-figure Revenues and Takes Summers Off



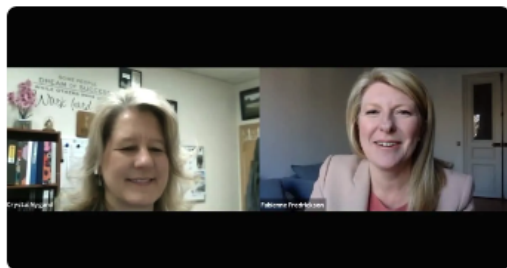
Elena went from 13K a year to 100K a year (and you can too)



Aysha's adult daycare business went to a million in one year, now spending more time with her son



Melinda's 40% Increase, AND Working Less



A 428% revenue increase for Crystal's executive recruiting firm just 12 months since joining the program



Make in 2 days what you used to make in a month

You can watch all of these videos here:  
<https://boldheart.com/success-stories>



Jen doubled her business to a million in 18 months (while home-schooling)



Debbie's 46% Revenue Increase to a million a year in her therapy business



Nel went from 100K a year to 630K a year, THEN a million a year as videographer and mom of two



Victoria took her architecture business from 13K a year to 1 million in 2 years since joining the program



Lucy is nearing 7-figures and free again – could you be next?



Bethany's journey: From 8K to 100K Months in 3 Years





Double your revenues in one year like Marietta



Nathalie doubled her income by getting unstuck (you can too)



Sara went from \$100K/year to \$100K/month (in 6 months!)



Caryn now makes 20,000 a month, you can too



Jenifer doubled to half a million (so could you)



Aja went from making 1K to 45K each month after joining

It's worth hearing what they've done, so you can learn how they applied this and see yourself there too:

<https://boldheart.com/success-stories>

## Financial certainty in your business affords you TWO kinds of Freedom

A combination of “Freedom from....” and also “Freedom to...”

### Freedom from:

- ☒ Ever **worrying about money** again, both in business (cash-flow) and also in your personal life
- ☒ Having to work evenings and weekends because you're not making ends meet
- ☒ **Doing everything yourself**, not being able to hire a world class team
- ☒ Ever having to answer to anyone again
- ☒ Feeling like you are a burden or have to depend on anyone
- ☒ Being **overwhelmed by a never-ending to-do list** because you don't have the funds to delegate more
- ☒ **Feeling trapped in your business** and not being able to take a proper unplugged vacation
- ☒ Have to ask permission to spend money the way you want to

Which one of these is most important to you (write it below):

### Freedom to:

- ☒ Experience **lasting financial security**, knowing you are always safe in life because you always have access to money, at a moment's notice
- ☒ Use your days the way you want to, to decide what you want to do that day, who you want to spend time with, and how you want to feel
- ☒ Take your family on **vacations that you've been dreaming about** for years
- ☒ Purchase an even better home in a neighborhood you dream of
- ☒ **Provide for people you love**, without having to think about it twice
- ☒ Create experiences for yourself and those you love
- ☒ Walk away from situations that don't feel good to you
- ☒ Buy the things you want, not having to deprive yourself or feel guilty

Which one of these is most important to you (write it below):



## Your next step

Does business growth and financial security really require sacrificing your life?

Are there ANY powerfully feminine women in business who “have it all,” their way? Is it actually possible to make multiple 6-figures, even a million a year, without sacrificing your life or draining your spirit?

Yes, It’s not only possible to succeed as a powerfully feminine woman... It’s happening every single day.

There are thousands of women, right now, who are making very, very good money, running a self-managing business they love, no longer working evenings and weekends, and enjoying as many as 14 weeks of unplugged vacations per year. And they’re doing it by being kind, loving, and collaborative.

You just haven’t met them yet, but you can.

And, you can be shown the exact process they used to be living a life they love, while happy in their business.

Let’s talk so we can show you another (better) way...

 **FREE STRATEGY  
SESSION**

[Boldheart.com/call](https://boldheart.com/call)



*"Most people look at others who've done extraordinary things in their life and say that things like that 'just happen' to certain people or that they were just lucky.*

*There is no such thing as 'luck.' Successful people make a decision to be successful, they seek out help and then take the next right step, again and again."*

– FABIENNE FREDRICKSON

