

For more information



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N I C O L E C O N C E P C I O N

SOCIAL MEDIA COACHING

I N F O R M A T I O N P A C K





WHAT YOU GET

THE BREAKDOWN



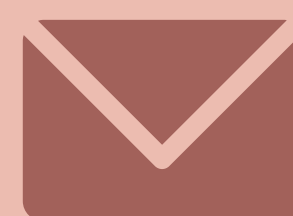
1:1 COACHING CALLS

10 x 60 min.
coaching calls
online/ in-person
(to be used within 6 month period)



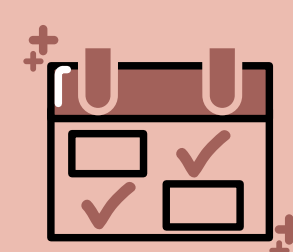
COMMUNITY MEMBERSHIP

Additional
resources,
group forum &
webinars



CHECK-INS & FEEDBACK

Regular
check-ins &
feedback on your
progress



STRATEGY & CONTENT PLANNING

Optimisation tools
& tips included





partner your
passion with purpose
and you'll unlock
your potential

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TELL ME MORE

ABOUT THE PROGRAM

This program is for
early online
entrepreneurs who:

want to translate their passion into
a purposeful and profitable business through
the power of Instagram

want to turn their side hustle into their main source
of income

have a vision and mission beyond themselves to
make an impact in their industry

are serious about leveraging their skills and up-
skilling to build a business doing what they love



I help you
optimise social media
to amplify *your* vision,
leverage *your* biz &
grow *your* influence





W I T H C O A C H I N G

You go from...

FEELING OVERWHELMED & UNDEREQUIPPED

Not knowing your niche & offer

Not knowing how to create effective content

Not having a plan/ system to manage your social media presence (from creation process to growth)

to...

FEELING CONFIDENT & SLAYING THE GAME

Having a clear idea of your niche/ offer & being able to distinguish yourself

Having established content pillars
& EFFECTIVE content

Having the practical organisation skills and processes to sustainably manage your social media presence & maintain growth



PROGRAM OUTLINE

PASSION | PURPOSE | POTENTIAL

YOUR GROWTH JOURNEY

10 SESSION PROGRAM

*5 MONTHS TOWARDS
GROWTH & MORE*

Consultation

PHASE 1 - FOUNDATIONS

Passion, purpose & potential

SESSIONS 1-3

+ implementation week

PHASE 2 - CONTENT CREATION

Boots on the ground

SESSIONS 4-6

+implementation week

PHASE 3 - SUSTAINABLE SYSTEMS

Growth & abundance

SESSIONS 7-10

+implementation week

+ BONUS:

ADDITIONAL FREE TRAININGS
ACCESSIBLE THROUGH
MEMBERSHIP PORTAL



The features

TOWARDS GROWTH & MORE



UP-SKILLING

The resources you get +
1:1 coaching calls develops
your knowledge & helps answer
your q's

IMPLEMENTATION & RESEARCH

I equip you with knowledge &
tools, you try it and experience
the results for yourself!

STRATEGISING & PLANNING

I help you strategise your
content & optimise it for IG +
help you stay accountable to
YOUR OWN goals!



A PEEK INTO PHASE 1

FOUNDATIONS

+ BONUS:

ADDITIONAL FREE TRAININGS
ACCESSIBLE THROUGH
MEMBERSHIP PORTAL

PASSION, PURPOSE & POTENTIAL

SESSIONS 1-3
+ IMPLEMENTATION WEEK

- Clarifying your purpose - (the why behind what you do), purpose (what it is you actually want to do) and unlock the **potential** of what it can become
- Slay your giants - becoming an expert in your field, self reflection and smashing your doubts about your potential to influence & grow
- Research phase 1 - competitor research, putting your vision to the test
- Stand out - clarifying & niche narrowing. Distinguishing yourself in your industry & standing out in the field.
- Research phase 2 - Get to know 'em: niche market research. Understanding your ideal client so you can provide a service your ideal client WONT BE ABLE TO RESIST
- Envision - cast vision - blaze the trail for what you're passionate about in the industry you're in!
- Unlock potential - PLAN, IMPLEMENT, OBSERVE, REPEAT!





A PEEK INTO PHASE 2

CONTENT CREATION

+ BONUS:

ADDITIONAL FREE TRAININGS
ACCESSIBLE THROUGH
MEMBERSHIP PORTAL

BOOTS ON THE GROUND SESSIONS 4-6 + IMPLEMENTATION WEEK

- **The hard yards** - Developing a sustainable side-hustle/ girl-boss model that suits you (calendaring, scheduling, self care, up-skilling). Make a plan to make IT happen
- **The metrics** - Tracking, analytics & stats. How to read & understand these features and use them to improve your online presence & give your business the boost it needs!
- **Content queen** - Identifying your content pillars and categories + developing your content
- **Law of attraction** - attracting ideal clients. How to optimise your content and offers on Instagram.
- **Working the field** - IMPLEMENTATION tools. Working the features of IG i.e. DM, polls, IG stories
- **Growing your influence** - hashtags, content strategy, lead magnets & metrics





A PEEK INTO PHASE 3

SUSTAINABLE SYSTEMS

+ BONUS:

ADDITIONAL FREE TRAININGS
ACCESSIBLE THROUGH
MEMBERSHIP PORTAL

THRIVE BABY THRIVE SESSIONS 7-10 + IMPLEMENTATION WEEK

- **Conversion** - turning followers into paid clients, closing the sale (sales funnels)
- **Scale it baby!** - How to track & leverage your growth to keep scaling your biz
- **Community building** - creating a strong community around your online presence & biz
- **Networking** - How networking can help boost your biz, conversation starter tips
- **Memberships, additional offers, freebies** - The insider on what offers will and will NOT help you scale your biz & grow your following
- **Develop your rhythm & find your groove** - outline & sharpen your business systems, philosophies & more
- **Thrive** - Retention strategies & creating lifetime value/ loyalty



COACHING PRINCIPLES

MY COMMITMENT TO YOU

- I help you build your confidence in what you do and translate it into a purposeful and profitable business.
- I help you unlock your potential by equipping you with resources & tools to see your business grow through the power of Instagram.
- I do not do the work for you. I provide personal coaching, templates, abundant resources & accountability. You can communicate any questions, concerns or problems to me any time.
- I will put your needs and concerns first, never imposing my own ideals or expectations on you. I keep you accountable to YOUR own goals.
- I will not commit to what I cannot deliver. I will do my very best to both challenge and support you through your growth process.
- I will celebrate your successes and champion you and your vision.

THIS PROGRAM IS FOR

ENTREPRENEURS WHO...

- Have a clear vision of what they want and why they want it
- Are willing to grow by learning new things, pushing their limits challenging themselves
- Will commit and take responsibility for their growth process
- Understand that it takes grit and will get their boots on the ground and get working
- Are willing to go through challenging processes to experience transformation
- See challenges and feedback as opportunities to grow
- Will seek answers out themselves rather than looking for quick-fixes



THIS IS NOT FOR

PEOPLE WHO...

- Are unwilling to take ownership of their own journey
- Are unwilling to trust the process
- Will not commit to the steps needed to see transformation
- Do not take or attempt to take action
- Look for quick-fixes and fast results
- Want black and white answers and is impatient with questioning
- Are unwilling to implement changes or adopt new perspectives
- Respond negatively to feedback and challenges
- Don't believe the coaching can benefit them



PRICING & OFFERS

THE COACHING EXPERIENCE



THE FULL PROGRAM

\$ **650**

worth \$800

10 x 60 min.
coaching calls
online/ in-person

(to be used within 5 month period)

+ FREE 4 month
membership
to additional
resources & community

worth \$80



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PAYMENT PLANS

THE COACHING EXPERIENCE



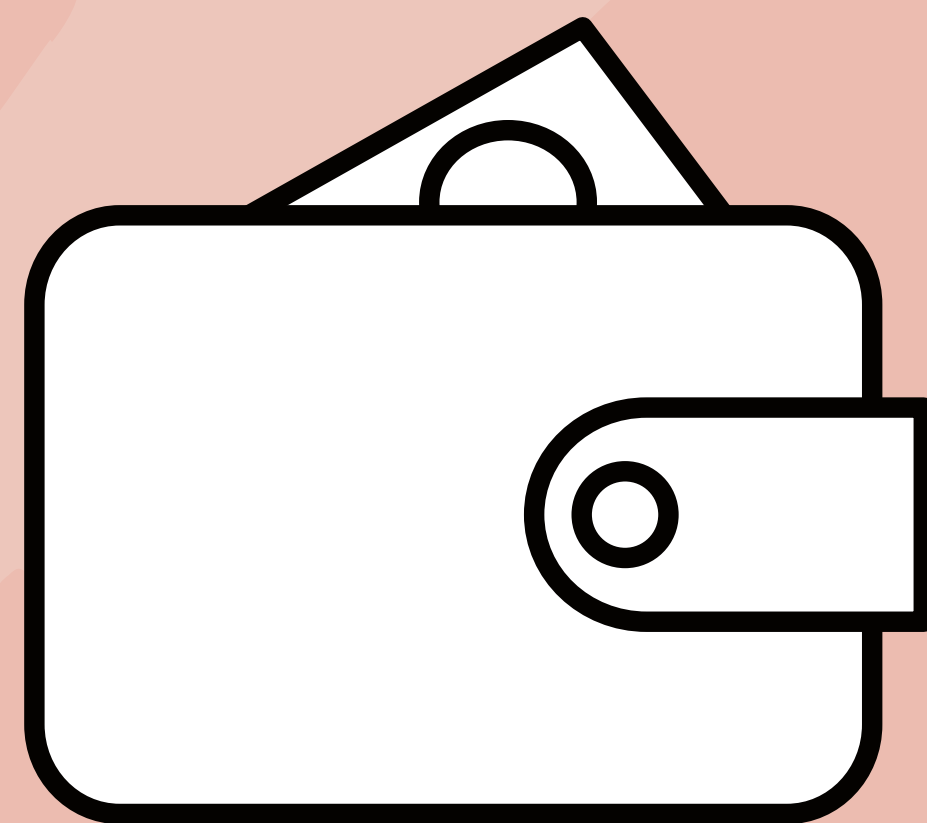
YOUR OPTIONS

OPTION 1

Pay in full

OPTION 2

3 x \$216.67
fortnightly
payments



Sow into your business
& unlock its potential.

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