

Clever Girl
— PLAYBOOK —
YOUR MONTHLY GAME CHANGER

July 2018 Behind-the-Scenes

Welcome!

I wish I could say, "Welcome to Clever Girls (and Guys) Marketing," or "Welcome to the Doers Inner Circle," but I still don't have a name. I'll take all suggestions, though!

We'll get that nailed down in the next few weeks, but...

Seriously though... welcome to the first month of something that I've been working on for ages...

My intention is that you print this out, grab a beverage, sit somewhere comfortable, and read.

In the meantime...

I'm really excited to have you as part of my community of beautiful, intelligent, brave people with a passion for building their own profitable, lifestyle businesses.

This is going to be a pretty incredible adventure and I'm so glad that you get to join, not just me, but all the people in this community who are ready to stop living mediocre lives and start building the businesses they originally set out to create.

I'm going to be revealing to you some of the most advanced, most successful, most profitable and most unique strategies that I've created and used to build my own businesses.

Now, this project that you are part of now has been on my bucket list for some time...

A program that facilitates collaboration with a mastermind of people who want to become leaders in their own businesses.

People who can come alongside each other to help avoid a whole mess of the trial and error to their businesses...

And to provide support and accountability that can support this group along the way.

It's all about massive imperfect action.

How this works:

Every month you'll receive access to the month's kit via email.

Inside each month's kit will be two things:

- 1) Behind-the-Scenes Playbook, and
- 2) Implementation Guide

These should become your primary focus each month: one thing to focus on to avoid bright, shiny objects and ensure growth and accountability in your business.

Your **Behind-the-Scenes Playbook** is a look at what's going on in my business... the good, the bad and the downright ugly. Typically, I'll include an in-depth review of one strategy that I've applied in my business and the results that I experienced. I walk you through my month, what I did, how I did it, the processes and tools I used, what I discovered along the way and what I wish I'd have done differently.

There is absolutely time for tech, but I truly believe that there is a time for old fashioned strategy and creativity and that's exactly what each month's kit is all about.

Next, you'll turn to the Implementation Guide each month in your Kit.

Inside this guide, I walk you through the exact step-by-step process of one (or two) strategies I used to move my business forward in a powerful way.

Now I'm not talking vague, techy steps, I'm talking a click-by-click instructional guide of exactly how an everyday person can apply this same strategy in her business.

LIVE Coaching Call

Each month you're invited to join me in a LIVE Coaching call for members only.

These live sessions are your opportunity to connect with me and have your questions answered as you work your way through the monthly kits.

I'll be walking you through some hot tips and some frequently asked questions that relate to that month's kit.

Additionally and probably even more importantly, you'll be able to hear the experiences, the learnings and the wins that others in the group are experiencing with that month's kit...

Imagine the power of everyone coming together working on the same project with one sole focus every single month!

Top Producer Academy LIVE

Finally, and probably most importantly, you're also getting complimentary tickets to my Top Producer Academy LIVE event.

You will have the opportunity to join me, live, 1-2 times a year!

These incredible, inspiring and action-focused weekends will leave you refreshed and buzzing, excited for your adventure that lies ahead...

They will also give you practical, powerful steps and strategies that you will start working on with us in the room to help you automate your business, increase your leads and brand awareness, grow a team, and basically become a rock star!

I've actually giving you a complimentary ticket to every TPA LIVE event and I'm super excited to be able to do this.

You can then RSVP and let me know if you can make it.

I do this because I appreciate you and know from personal experience, the power that these face-to-face opportunities hold for an entrepreneur...

They will become the most important weekends on your calendar each year for you, your business, and your lifestyle.

I do have one rule, though...

Sadly, in this day and age, I feel that we've lost our sense of commitment.

I'm someone who's a strong believer that we make our "yes a yes" and our "no's a no."

So, when you RSVP for TPA LIVE, it's really important that you show up and you make your "yes a yes" and your "no your no."

If you have to say no because you just can't swing the weekend, that's OK, just let me know.

However, hopefully, you can make it and are able to join me and all the others in this group!

But, here the rule: If you RSVP with a "yes," I'm going to ask you to make a \$97 deposit for your spot. Then at the event, you'll receive your \$97 back. :-)

If you don't show up (or cancel late with less than 2 weeks notice), your deposit will be retained as a cancellation/no show fee.

I feel like a nagging mom in saying this but does it make sense?

If you let our yes be yes and your no be no, I will cover your spot at the event and you won't pay a cent.

You'll get to join me for free and will love every moment of the Top Producer's Academy LIVE!

Sound fair?

And Lastly...

My mission and my purpose is to remove a lot of the pain for you as you build your business, to help you avoid the same pitfalls and mistakes that I've made and to show you opportunities and shortcuts that took me years to discover.

But it won't be easy.

No entrepreneurial journey is easy - not a successful, fulfilling one anyway - so I need you to know that you're not going to go it alone. I am so excited for what lies ahead and I can't wait to start on this adventure with you.

Heck, let's just get started now!

Grab a glass of wine, water, or coffee and let me take you on this month's journey.

Buckle up and get ready for a very exciting ride!

Much love,

xoxo Karla