



the  
*edge*



# The Smart Women's Edge™ is all about YOU!

Dear Smart Woman,

With over two decades of marketing and business experience, I know what works and what doesn't. More importantly, I care about what will work for you. That's why I've created a hybrid approach of one-on-one and group dynamics giving you the best and most effective combination of coaching approaches. I know my methods work because the smart women in my programs often re-enroll based on the results they experience. That's when I knew it was time to extend the opportunity to serve more smart women in this way, help you set realistic goals to increase revenue, expand or revamp your team and focus on your zone of genius instead of trying to juggle it all.

This is exactly why I'm offering the Smart Women's Edge™, a high-level, hybrid coaching and consulting program, to help you move beyond what "IS" to create what you really want. Building a business is like birthing a baby and for some women their business is their baby. So, let's give this the time it deserves.

You'll want to act fast because I only accept a small number of women into this program each year due to the time commitment.

It's time to get the leading edge in your industry!

Be well,

A handwritten signature in white ink, appearing to read "Day". The signature is fluid and cursive, with a large, stylized 'D' and a trailing 'y'.

## Challenges

# Stuck in your blind spot?

**Y**ou are on top of your game, you're likely already generating a substantial income, and you want to do more. The reality is that if you keep doing the same things you've always done, you'll get the same results. You're striving for more so the status quo just isn't going to fly for you.

Basically you have three choices:

1. Continue to do too much and burn yourself out.
2. Stay where you are with no room to grow.
3. Get the support you need now.



Business is serious and you need to be serious about reaching your goals (otherwise, your business is really just a glorified hobby that isn't supporting you or your well-being). One of the biggest obstacles in growing your business is not taking yourself and your business seriously enough. There comes a time when you need to create stronger boundaries and strategies to support your success goals. This is often where people give up. The truth is, the right connections at the right time are exactly how you will leverage your business to move past the status quo.

# Identifying YOUR Business Blind Spots Requires The Edge

You're aware of most of your challenges and there are 7 common business blind spots you might be missing (these are often what holds you back without you even realizing it).

- *Needing help with organization and prioritizing projects (otherwise known as bright shiny object syndrome).*
- *Creating a growth plan to support your income goals (often we have projections in place but we don't have the right team in place to meet those projections).*
- *Replacing income after a partnership dissolves (the fear of the unknown is a roadblock and staying stuck with the wrong partner is hurting profits).*
- *Maxed out with no room for growth (this could mean that systems need to be re-evaluated or created with new goals in mind).*
- *Relying on the current team or no team to move things forward when a BIG change is in order (this is common and I cannot stress enough that the team that got you where you are now might not get you where you want to go).*
- *You haven't created systems to streamline your business (you're likely still making sales, but you haven't yet figured out how to replicate the process let alone generate website traffic).*
- *Too many ideas and too little time (sometimes wondering if a clone might not be a bad idea).*

When we try to “manage” things as they are by just getting by, we're often pulled from our zone of genius and this means our talent is not being utilized to the fullest. That's why it's vital to step up and fully own the position of CEO of your business. This also means that we don't know what opportunities are out there if we don't have our eyes open and someone there to support, provide resources, information, and insight.



## Solutions

# Once We Identify YOUR Blind Spots, We Can Create Solutions to Generate More Cash

Here are just some of the results I've helped my clients achieve when they decided to push themselves and get the support they needed.

*Teri went from being chained to the desk to taking more time off to enjoy vacations with her husband while increasing revenues by 30% and on track to reach 7-figures this year.*

*Robbin doubled her business this year and is on track to triple next year while building an A+ Team that supports her vision and growth.*

*Ianthe went from no systems and no goals to doubling income in one year.*

*Anne went from a maxed out practice on the verge of burnout to streamlined systems and increased fees all while putting a plan in place to truly leverage her time.*

*Maria went from a part time business generating less than \$30K to a streamlined structure with systems to \$150K per year working less and traveling more for pleasure.*

Each of these smart women were used to doing it alone (or with support systems that weren't really supportive) which caused them to feel as if they were alone. These women reached the turning point where they knew they needed the right mentor to help facilitate critical thinking, solid strategies and clear business boundaries.

By co-collaborating, we created a warm environment to explore possibilities. When I work one-on-one with my clients, I hold the space so you are safe to be vulnerable and share your perceived weaknesses so we can create the strategy you need to embrace your edge and become unstoppable.

You don't have to do this alone...but you do need to take action.



## Invitation

# Let's Move Past Your Business Blind Spots Together

*The three most common business blind spots I see are...*

1. Too much busy work and not enough creative space to allow your mind to rest, rejuvenate and develop new ideas to move you forward.
2. Outdated systems or lack of systems causing huge time leaks that increase stress and cause you to work in areas that are not your zone of genius.
3. The need for a collaborative critical thinking mentor to help free the space, create the framework and implement the action items to give you the Smart Women's Edge™.

I believe you have what it requires to take your business to the next level and I want to help.

If you're ready to take the next step and want to be considered for the Smart Women's Edge™, I invite you to reach out to my team at [info@SmartWomenSolutions.com](mailto:info@SmartWomenSolutions.com) to get more details and find out if this program is a good fit for you and your business.





# How To Get The Smart Women's Edge™! Take Your Business From Where It Is Now To Where You Want It To Be

*By fostering collaboration instead of competition, we partner on the process to co-create your success because it's YOUR business.*

I believe you are here because you are ready to get the EDGE you need in business. This doesn't mean you need to be edgy or competitive but it does mean you need the Smart Women's Edge™. So it's going to take Moxie -- you're going to need courage, determination and know-how to give you the edge... You're also going to need accountability and a coach with a proven track record.

Throughout my years of experience in business, I've identified 9 Key areas to focus on when taking your business to the next level and getting the EDGE you need to succeed. Together we will review each focus area and create a personalized plan and strategy for your business.

1. We start with the Smart Women's Edge™ Assessment that I created specifically to design your personalized step-by-step guide to what's next. This in-depth, 60 plus question assessment will take you from where you are to where you really want to be. This assessment alone will change the way you think about your business and spark BIG ideas for change. We evaluate where you have been, where you want to be and together we create a plan to make it happen. Based on your goals we will create measurable benchmarks so you can track and monitor progress and results as we move your business forward.
2. We take a big picture and microscopic look at your brand, image and overall perception in your industry to reveal what's working, what's not and what we need to create to ensure you have the leading edge in your niche.
3. We consider who you've worked with in the past, who you're working with now and who you really want to serve to have the leading edge in your industry. We'll also look at what you are currently offering and assess if it really serves your clients. This includes a Client Assessment Template to ensure you know where your customers REALLY are and what they want from you.

4. We then map out a plan for what you need to design to attract the high-end clients you're meant to serve. Your personalized plan includes a full review of your revenue streams and profit centers to reach your goals regardless of business model or industry. (Hint: business is all about building the right relationships and this alone will give you the edge.)
5. We evaluate current promotional, marketing, and advertising efforts and develop a plan utilizing the easiest way to attract exactly who you want to play with.
6. We identify any leaks in your profit pipeline to leverage earnings and streamline systems.
7. We evaluate key players on your team, review employee performance and look at ways to maximize efficiency.
8. We create a client care and retention plan with an eye to cross-sell and upsell to increase revenue. The key here is developing a plan that is repeatable and scalable.
9. We bring it all together with life integration and habits. If you're not taking care of yourself, your business will suffer and that's the last thing you need when you're stepping into the leading edge.

“

*I had been operating my business successfully for 14 years and although I was experiencing business growth, I felt burnt out and frustrated because instinctively I knew that I wasn't connecting all the dots. I knew that by working with Joy, I would be able to gain insight and perspective that would allow me to approach my business in fresh ways with fresh eyes. Aside from Joy's encouragement and affirmation that I was indeed moving in the right direction, other specific outcomes were the organizational skills, leadership skills and connections I've made through her have been instrumental in helping me to feel more in control of my business. To have her as a sounding board at any given point, has created a support system for me that has allowed me to make more daring decisions and push myself outside my comfort zone.*

*Investing in time with Joy is an investment in yourself. I feel like Joy is the best part of my conscience when it comes to my business. She is loving and compassionate and leads with those qualities, however, she is honest and direct and won't say what you want to hear unless it is the truth. She treats everyone with respect and through this process I have learned to respect myself more. I have found the strength to stand up for myself, say what I want and actually work to achieve it because I have in Joy a marvelous cheerleader who believes in my abilities and helps me create the road map towards achieving my goals. I'm excited about expansion to new cities, products, videos, new content, new website, more speaking events, building brand awareness, possible licensing, books and toys and overall awesomeness!*

*~ Lisa Cook, Founder & CEO, Kidswim, The Premier Developmental Swim School in Southern California*





# What YOU Can Expect When You Get The Edge

I've developed a high-level coaching and consulting program to help you get the edge you need to reach the level of success you know you're destined for. I believe in a "hybrid" approach when it comes to supporting the success of women entrepreneurs. The Smart Women's Edge™ will be a blend of one-on-one personal, private coaching, along with a business retreat to help you get maximum results in your business.

*The program is fully collaborative and includes:*

- Eight **private, one hour**, recorded calls with me to work on your business plan.
- **Unlimited, private access** to me throughout the time we are working together.
- Three **private, accountability** calls per month with me to check-in, brainstorm stuck spots and keep you on track.
- Referral resources and **connections to KEY partners** who can help move your business forward. Think the best of the best that have already been personally vetted by me (copywriting, team support and more).
- An invitation to join a small, select, intimate group of women at the end of the year for a **1-1/2 day Business Retreat**. Imagine high-level masterminding and collaboration with other women who are embracing their feminine edge without being too edgy.
- FREE admission to my private **client appreciation events** throughout the year.

I am absolutely **passionate about your success** and I've collaborated with many smart women to help them achieve what they've only dreamed of.

If you're ready to take the next step and want to be considered for the Smart Women's Edge™, I invite you to reach out to my team at [info@SmartWomenSolutions.com](mailto:info@SmartWomenSolutions.com) to get more details and find out if this program is a good fit for you & your business.









Smart Women Smart Solutions®  
12100 Wilshire Blvd., Suite 1100  
Los Angeles, CA 90025  
310-454-2005  
info@SmartWomenSolutions.com  
www.SmartWomenSolutions.com