

Create a life and a business  
you love.

*Join me on an 8 week journey*

**Rejuvenate  
Your Business  
MASTERCLASS**



[www.passionforbusiness.com.au](http://www.passionforbusiness.com.au)  
[kathie@passionforbusiness.com.au](mailto:kathie@passionforbusiness.com.au)

## **What will joining the Masterclass do for me?**

You will learn how step by step how to build a business that works for you not you work for it.

During the eight week Masterclass you will receive all the guidance you need. We will work side by side to explore your personal and business goals so you can develop a plan with a focus on success.



# One Hour a Week *Masterclass on Zoom*

## **FOCUS: Week One to Four Building the FOUNDATIONS**

### **1**

Will your business bring you the money you need to achieve your personal goals? In this Masterclass you will dig deep to find out why you are in business. Once you understand your why you will focus on your business vision, mission, purpose and values.

### **2**

Do you know what your strengths, weaknesses, opportunities and threats are?.The world has changed. How is your business going to survive into the future? Your SWOT will help you to narrow down and set your goals and strategies for the next 12 to 24 months.

### **3**

In this Masterclass we ask the question "Are you going to be able to grow a sustainable business?" This week you will become intimate with your customer market and start to understand who it really is that you are selling to.

### **4**

Now that you have done the research into how many potential customers you have, this week you will become hyper specific in regards to who your customer really is. You will learn how they think, feel and act so you can target who you really want to be of service to.

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## **FOCUS: Week Five to Eight** **Mastering your Business Strategy**

### **5**

Now that you have completed the work on your businesses foundations this week we will building your business strategy.

Setting your goals, your objectives, your strategy and all important actions.

### **6**

This week we start the journey towards strategies and actions.

This week you will discover why strategies are fundamental for your businesses success. The first strategy and the most important is your financial strategy.

### **7**

Do your systems and people consider the customer first? If not why not? Your customer experience strategy is the first impression and last impression you leave! This impression will result in how they think of your brand and business at every stage of the buying phase.

### **8**

In this Masterclass you will discover why having a marketing strategy is an absolute MUST for your business success. Marketing your business should be a multi pronged approach that builds your brand and sells your products and services at the same time.

# *Are you ready to do the work?*

Each Masterclass comes with a workbook to guide you through the masterclass and support you to capture your thoughts and ideas.

Once you have completed the 8 Week Masterclass you become a part of the Masterclass Alumni and invited to join Think UP<sup>^</sup>. Think UP<sup>^</sup> is an accountability and collaboration group that meets on zoom fortnightly with the aim to share, collaborate and keep accountability with each other.

*Tomorrow belongs to the people who prepare for it today.*

