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# SOUL CENTRED BUSINESS FOUNDATIONS

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*There is a voice that  
doesn't use words.  
Listen.*

## DIVINE INTERVENTION

Out of your head and into your heart. Business with soul.

# MODULE SUMMARY.

It is important that you have the right systems and foundations in place to be able to build your business with complete alignment and ease.

## WEBSITE

Your website is your virtual home. It is a space that represents you and what you have to offer. It also allows you the opportunity to connect with people in a professional way.

## BLOG

If you choose to run a blog from your site, I would highly recommend purchasing a Wordpress theme or a Squarespace theme that is designed for blogging sites. The alternative to this is to use a site such as Blogspot or Tumblr and include a link on your main website.

## SOCIAL MEDIA

Look at where you're at right now. Are you a one woman show? If yes, then you are limited by your own schedule. So you will probably only have the time to manage maybe two platforms. I would highly recommend Facebook (including Facebook Groups) and Instagram. Work within your means.

## SOCIAL MEDIA MANAGEMENT

You can create your own calendar, or even just post much more intuitively, and then schedule your posts to post at your desired times. This is very useful so that you can dedicate one day a month and schedule a month worth of posts at a time.

## CONTENT

Content is where you will spend most of your time, either paid or unpaid content creation. It's your way of communicating with your people.

## EMAIL DATABASE

Your greatest business asset, besides from yourself, is your people. Your email approach should be intuitive. Let your soul speak through you.

## DESIGN

Canva and Pickmonkey are sent from the heavens.

## VIDEO

Video is so hot right now. It is another way of building an intimate connection with your people.

## DECLARE IT:

*I am grateful for the ability to change my life at will*

# ACTIVITY ONE.

## WEBSITE

Do you already have a website? If you do, take a few minutes to reflect on your website and ask yourself:

- Does it tell a story?
- Is it about my ideal client/customer (as opposed to being about you)?
- Is it easy to follow (navigation on point)?
- Is there an easy way for my people to jump on my email list?
- Is it clear what I do?
- Does this website represent who I truly am, or am I just putting up a front?

Based on the answers to your questions, determine if your website is where you want it to be, or whether you need to invest some time making a few edits.

If you don't already have a website, decide if you will hire someone to take care of it for you or whether you will do it yourself.

If you are investing in someone to build your site, write down at least 3 people you know who build websites.

Now search Facebook (your network) for at least 3 more people. Reach out to all of them, with your website design mock-up (include how many pages, etc.), request a quote and a timeline.

If you want to build your site yourself, my friend Jess has a free DIY website video series available on her site which I think is a great place to start. Just click the button below to join.

**FREE DIY WEBSITE SERIES**

**DECLARE IT:**

*I radiate calmness and I am still within myself*

# ACTIVITY TWO.

## BLOG

Will you have a blog?

If yes, do you want it on your site or on a blog site?

Research and compare Wordpress.org, Squarespace, Blogspot and Tumblr (and others that you may like), and determine which would be most suitable for you.

Spend 15 minutes and write down as many topics as possible, that you could talk about. (These will become blog topics) Aim for at least 52 (one per week)

Now choose 12 of the above topics and "pimp up" the title. (Use the template on the next page to help you)

E.g. You wrote "Green Smoothies". The pimped up version would be, "7 ways to supercharge your Green Smoothie Cleanse"

### DECLARE IT:

*By empowering others, I empower myself*

# ACTIVITY TWO.

## BLOG

Here are a series of useful blog title templates I came across.

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## CLEVER BLOG POST TITLE TEMPLATES THAT WORK

1. How To _____ That Drives _____	37. [#] Rules For _____
2. How To _____ in [#] easy steps	38. [#] Habits Of _____
3. How To _____ In _____	39. [#] Ideas To _____
4. How I Made _____ In _____	40. [#] Trends You Need To Know _____
5. How To Find _____	41. [#] Best _____ To _____
6. How To Rock _____	42. [#] _____ We Love
7. How To Make A Strong _____	43. [#] Facts About _____
8. How To Completely Change _____	44. [#] Essential Things For _____
9. How To Create _____ That Gets _____	45. [#] Key Benefits Of _____
10. How To Use _____ To Stand Out	46. [#] Examples Of _____ To Inspire You
11. How To Tell If _____	47. [#] _____ That Will Motivate You
12. How To _____ The Right Way	48. [#] _____ Ideas
13. How _____ Can Inspire Your _____	49. [#] Reasons You Didn't Get _____
14. How To Get Rid Of _____	50. Getting Smart With:
15. What To Do With _____	51. [#] Smart Strategies To _____
16. Where To Find _____	52. [#] Most Effective Tactics To _____
17. Quick Guide: _____	53. [#] Most Popular Ways To _____
18. A Complete Guide To _____	54. [#] Essential Steps To _____
19. Ultimate Guide: _____	55. [#] Wrong Ways To _____
20. Beginners Guide: _____	56. [#] Creative Ways _____
21. Hack: _____	57. [#] Tips For Busy _____
22. DIY: _____	58. [#] No-Nonsense _____
23. The Anatomy Of _____ That Gets _____	59. [#] Surprising _____
24. [#] Things your _____ Doesn't Tell You	60. [#] Foolproof _____ Tips For _____
25. [#] _____ Trends For [YEAR]	61. [#] Epic Formula To _____
26. [#] _____ Every _____ Should Own	62. [#] Handy Tips From _____ For _____
27. [#] _____ To Consider For _____	63. [#] Superb Ways To _____ Without _____
28. [#] Amazing _____ To Try Right Now	64. [#] Tricks _____
29. [#] Insane _____ That Will Give You _____	65. [#] Ways To Make Sure Your _____ Is Not _____
30. [#] Types Of _____	66. [#] Mistakes You'll Never Make Again
31. [#] Questions You Should Ask Before _____	67. [#] Weird But Effective _____ For _____
32. [#] Worth-It _____ For _____	68. [#] Tactics To _____
33. [#] Secrets To _____	69. [#] Super Tips _____
34. [#] Resources to Help You Become _____	70. [#] That Will Make You _____
35. [#] Signs You Might _____	71. [#] Supercharge Your _____
36. [#]-Point Checklist: _____	72. [#] Pleasant Ways To _____
	73. [#] Wittiest _____ To _____
	74. What No One Tells You About _____

MORE AT [TWELVESKIP.COM](http://TWELVESKIP.COM) // BY PAULINE CABRERA

DECLARE IT:

*I am a magnet for success and good fortune*

# ACTIVITY THREE.

## SOCIAL MEDIA & MANAGEMENT

What Social Media platforms are you already on?

Which others do you know of, that you have considered?

How many people will be running your Social Media?

Rule of thumb, maximum 2 per person. Based on this number, determine how many platforms you should have.

Write down the benefits of each of the following Platforms for your business:

Facebook

Facebook (Groups)

Instagram

Twitter

Youtube

Snapchat

Pinterest

Google +

LinkedIn

### DECLARE IT:

*I am able to let go of fear and trust that I am eternally safe*

# ACTIVITY THREE.

## SOCIAL MEDIA & MANAGEMENT

Let's create your Social Media Plan (do these for each of your chosen platforms)

How many days a week will you be posting?

Choose themes for each of those days. E.g. "Marketing Mondays", "Monday Mantra", "Tip Tuesdays", "Recipe of the week", "Funny Fridays", "Blog Share", "Rock out with your Socks out", etc.

For each of your themes create 10 posts. E.g. If you chose "Monday Mantra", go and find 10 motivational quotes, use **Canva** to make them look pretty and voila, 10 weeks of content!

Use Scheduling software such as Hootsuite, Edgar, IFTTT, etc. to schedule all your posts for 3 months! (You can do this directly on Facebook also)

### DECLARE IT:

*I trust that everything will work out the way it's meant to*

# ACTIVITY FOUR.

## CONTENT

Start curating a list of all the things you have to do for your business; include website design, social media post creation, blog writing, design workbooks, photo shoot, record videos, live stream, sales pages, email automation, download a scheduling system, etc.

Then use a highlighter and highlight all the tasks you feel energetically matched to today.

Use this method daily to determine what you should work on. If there are certain items on the list that never get highlighted, consider outsourcing them.

If you would like to purchase the Intuitive Hustler Card Deck, use the button below to receive a \$10 discount.

**INTUITIVE HUSTLER CARD DECK**

**DECLARE IT:**

*I am worthy of all things beautiful*

# ACTIVITY FIVE.

## EMAIL DATABASE

Create 1 resource/offer that you could give for free as an enticement for your opt-in. Start brainstorming ideas below.

What could you share in your newsletters? Mix it up; include business advice, expertise, stories, something funny, something useful, competitions, etc. Brainstorm ideas below. When you feel called to, work on your emails in advance so they are ready to go when you want to send them.

**DECLARE IT:**

*My spirit is grounded deep in the earth*

# ACTIVITY SIX.

## DESIGN & VIDEO

### DESIGN

If you haven't got one already, create an account on Canva. [www.canva.com](http://www.canva.com)

Spend 10 minutes in Canva's Design School and complete some of the tutorials.

Now create at least 1 workbook template with your colour palate, fonts, layout and logo to have ready to go when you are creating workbooks/freebies/letters.

### VIDEO

Record 10 short videos on your photo of you talking about things you love. They don't have to be business related, they could be; cats, food, fitness, travel, etc. (They don't have to be long, 1 minute is perfect)

After you have done that, choose your favourite video and re record it, standing in great lighting with little background noise.

Don't strive for perfection. Allow it to be as it is.

Done? Now post it on Facebook with a call to action. **THIS STEP IS IMPORTANT!**  
The Universe will always align us with the right people, experiences and opportunities, but we must be willing to show up.

### DECLARE IT:

*To a mind that is still, the whole Universe surrenders*

**MODULE HOMEPAGE**

**FACEBOOK GROUP**

**COURSE INFO**