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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 _____

2. How To _____ in [#] easy steps

3. How To _____ In _____

4. How I Made _____ In _____

5. How To Find _____

6. How To Rock _____

7. How To Make A Strong _____

8. How To Completely Change _____

9. How To Create _____ That Gets _____

10. How To Use _____ To Stand Out

11. How To Tell If _____

12. How To _____ The Right Way

13. How _____ Can Inspire Your _____

14. How To Get Rid Of _____

15. What To Do With _____

16. Where To Find _____

17. Quick Guide: _____

18. A Complete Guide To _____

19. Ultimate Guide: _____

20. Beginners Guide: _____

21. Hack: _____

22. DIY: _____

23. The Anatomy Of _____ That Gets _____

24. [#] Things your _____ Doesn't Tell You

25. [#] _____ Trends For [YEAR]

26. [#] _____ Every _____ Should Own

27. [#] _____ To Consider For _____

28. [#] Amazing _____ To Try Right Now

29. [#] Insane _____ That Will Give You _____

30. [#] Types Of _____

31. [#] Questions You Should Ask Before _____

32. [#] Worth-It _____ For _____

33. [#] Secrets To _____

34. [#] Resources to Help You Become _____

35. [#] Signs You Might _____

36. [#]-Point Checklist: _____

37. [#] Rules For _____

38. [#] Habits Of _____

39. [#] Ideas To _____

40. [#] Trends You Need To Know _____

41. [#] Best _____ To _____

42. [#] _____ We Love

43. [#] Facts About _____

44. [#] Essential Things For _____

45. [#] Key Benefits Of _____

46. [#] Examples Of _____ To Inspire You

47. [#] _____ That Will Motivate You

48. [#] _____ Ideas

49. [#] Reasons You Didn't Get _____

50. Getting Smart With: _____

51. [#] Smart Strategies To _____

52. [#] Most Effective Tactics To _____

53. [#] Most Popular Ways To _____

54. [#] Essential Steps To _____

55. [#] Wrong Ways To _____

56. [#] Creative Ways _____

57. [#] Tips For Busy _____

58. [#] No-Nonsense _____

59. [#] Surprising _____

60. [#] Foolproof _____ Tips For _____

61. [#] Epic Formula To _____

62. [#] Handy Tips From _____ For _____

63. [#] Superb Ways To _____ Without _____

64. [#] Tricks _____

65. [#] Ways To Make Sure Your _____ Is Not _____

66. [#] Mistakes You'll Never Make Again

67. [#] Weird But Effective _____ For _____

68. [#] Tactics To _____

69. [#] Super Tips _____

70. [#] That Will Make You _____

71. [#] Supercharge Your _____

72. [#] Pleasant Ways To _____

73. [#] Wittiest _____ To _____

74. What No One Tells You About _____

MORE AT 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

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