



## Reinvent your Business

*A 12-month program designed to help you reinvent your business  
so that it's purposeful, sustainable and profitable*

### Where are you now?

Let me imagine where you might be right now. You've been a professional operating your own business for quite a few years. You're experienced, talented and well educated and brilliant at what you do. In many ways you've been successful but somehow the work just isn't inspiring you like it used to and you're not making the income that you'd really expect to be making at this stage of your life.

You've also been on a personal journey towards leading a more conscious life, one with purpose and meaning where you make a difference. There seems to be a disconnect between who you are and what you believe in, and the work that you're delivering to the world. It feels like you've outgrown your business.

You've also probably tried lots of ways over the years to market your business (from networking to tweeting) and you've no doubt wasted money and time on it. Maybe you're at a loss as to what to do next when it comes to marketing and acquiring new clients?

You're wondering how you can use everything you've created over the years to rebuild a conscious business as a vehicle for positive change in your industry and as a magnet to connect with like-minded people. You're pretty keen to be a disruptor and shake things up a little.

You want to reinvent your business so that it fulfills your purpose, is enjoyable to market and so that it earns you the income you desire. That's why the *Reinvent your Business* program has been developed.

If I've hit the mark and this is you, read on.

*Since starting this program, I have had to thoroughly review my working habits, my approach to money, my beliefs about business, and my purpose in life! Luckily I have made good friends in the process to support me through it. I have developed a marketing plan that suits me and doesn't come out of a book. It's not a quick fix process for an ailing business – it's hard work – but I am certain that when I finish I will have the business I want.*  
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## What is the Reinvent your Business (RYB) Program?

The RYB Program is based on my fundamental belief that purpose must come before profit and that every business has untapped potential to contribute to the elevation of humanity and the planet. It's based on the principles of [Conscious Capitalism](#) and [Conscious Marketing](#).

Following my own company reinvention process, I provide the education, resources and support required to guide a small group (min 12 – max 20) of carefully selected solo professionals through a 12-month business reinvention process.

The program is personally and professionally challenging (50% personal and 50% business) and is not for everyone. It requires a high degree of commitment in terms of personal energy, time, resources and some financial investment outside of the program.

My purpose is to help you reinvent your business so that it's sustainable and profitable and contributes to the elevation of humanity and the planet.

## What's covered in the program?

Over 12 months we work together as a group to help you reinvent your business and the way you market it by addressing the five key areas of Personal, Purpose, Product, People and Promotion.

The program will help you get clarity on your:

- Purpose, vision and objectives
- Personal manifesto and success paradigm
- Business model and product/service platform
- Pricing and fee for service model
- Money values and financial management
- Marketing positioning and messaging
- Branding and promotional platforms
- Sales and client service standards and more.

A complete program outline and roadmap will be issued as part of the pre-work in January.

In this fast-paced world, I believe in a slow and mindful approach to reinvention, particularly as I want you to create a business that is personally fulfilling and that will sustain you for the rest of your working life (however long that might be).

This is not a program for people who have never run a business before or who are looking for quick-fix solutions and fast-tracked income and internet marketing solutions.

The program is designed for you to continue with business as usual (BAU) so that you don't have to drop everything and suffer financially as a result. I'm in effect supporting you to rebuild your plane while you're still flying it.

### **How is the program structured?**

The 12-month program consists of the following:

1. A pre-work questionnaire to be completed prior to our first day together so that I can understand your individual needs, strengths and gifts (shareable with the whole group)
2. One group learning day together per month (total of 11 days together)
3. One group learning webinar per month (total of 12)
4. A closed facebook group for us to share ideas, successes and documents
5. A list of knowledge-building resources and books to review during the program
6. An online dropbox folder of simple templates for you to complete
7. A business dashboard tool that allows you to measure and review your progress
8. A rotated buddy system to help keep you accountable
9. Access to me for one on one advice (optional).

### **How is this program different to others?**

This program is vastly different to any other business program on the market as it's based on my personal philosophies as follows:

- The success paradigm – I'm passionate about reframing the success paradigm so that you can create your own definition of success based on your own situation and dreams, not what some self-professed business guru dictates it should be.
- Servant leadership – My role is to be the facilitator and create a safe container for you to shine. I bring brilliant like-minded people together, provide the learning framework, create conscious connections and offer advice when asked for it. What will you bring to the group?
- Self-selected learning – A cookie-cutter approach to reinventing your business simply doesn't work. While there'll be lessons imparted and references and resources provided, you get to pick and choose what you learn and take on board. In short, it's your learning process and your business, not mine.
- The gift economy – Every person has incredibly unique gifts and skills to bring to others. I ask you to share those gifts for the benefit of the group (either directly with others or in groups) and at various times throughout the program. It's about asking 'what can I give?' not 'what can I get?'

- Purpose + Profit – The fundamental requirements in the reinvention of your business are 1) a clearly understood and well-articulated purpose (this gives the heart) matched by 2) a clear business model and profit plan (the head stuff). These two essentials underpin the whole program.
- Deep Connections – As participants get to know, like and trust each other you'll form natural connections with others so that you can support and encourage each other in the evolution of your business. This in turn will help you to make valuable connections and referrals to people outside the group.
- The Power of Maturity – With all the talk and focus on start-ups, young entrepreneurs and tech companies, I'm passionate about supporting more experienced professionals in business. We all have incredible wisdom, experience, knowledge and capital created over many years and often it just needs to be recalibrated.
- Conscious Marketing – Milan Kundera once famously stated 'business has only two functions – innovation and marketing'. The RYB program has nothing to do with marketing...and everything to do with it! I intend to reframe your marketing lens and help you create a fresh new approach to it so that it becomes mindful, meaningful and enjoyable.

*The greatest gift for me has been developing relationships with other participants. The opportunity to share our personal stories of being in our own businesses along with all of the ups and downs that come with that and the space to willingly share our skills and talents with each other has been simply wonderful. These are relationships that will endure and nourish and sustain me for years to come. Thank you Carolyn. Diana Coverdale*

### **Who is Reinvent your Business for?**

RYB is for you, if you:

- Provide a professional service based on selling your time and expertise for a living such as consulting, coaching, training, financial planning, recruitment, accounting, law services, creative & design services, financial services, real estate etc
- Have experienced considerable personal growth and development
- Want to redefine your purpose and vision so that your business really does make a difference in the world and becomes profitable as a result
- Want to reinvent your business model, product and service offering and pricing
- Are willing to be consistently personally and professionally challenged
- Are prepared to do the work and put in the time and energy required
- Have been in business for 7+ years, are 40+ years old and tertiary educated
- Are willing to invest at least some money outside of this program to build the assets that you need to grow your business (around branding and marketing).

### **Who is Reinvent your Business NOT for?**

RYB is not for people who:

- Want to quickly leverage their IP and fast track sales and income with a quick-fix internet marketing and sales solution
- Want a cookie-cutter, ABC, 123 approach to building their business
- Are not prepared to be of service to the rest of the group
- Are not willing to spend time and effort (at least 7 hours a week) dedicated to the work
- Have not been in business for a significant number of years
- Have not had failures or pain in the past (failure is necessary for business evolution)
- Have a retail business or who sell tangible products.

### **What are the expected outcomes?**

Provided that you do the work, by the end of 12 months you'll have:

- A renewed love and passion for your business as it aligns with your purpose and vision
- A deep purpose that will attract the very best people (staff, clients, partners)
- Deep, long-lasting connections with other like-minded, experienced professionals
- A brave new voice and positioning in the market place (and brand)
- A solid and sustainable business model that can be built on over the years
- Your first premium product/service offering in the market and starting to reap results
- A complete shift in the way you approach marketing and the results you achieve
- Certainty and confidence on how to become more prosperous year after year.

### **What is the investment required?**

Your investment in this program is \$550 (+GST) payable in advance in 12 monthly installments. A non-refundable deposit of \$550 (+GST) is payable to secure your place on the program. If you'd like additional private advice from me (one hour per month), the monthly cost will be \$750 (+GST).

Other costs that *may* be associated with a potential brand rebuild (design, digital work, print) should be considered. I recommend a range of partners for this. I do not take commissions and all terms of agreement and payment for work is direct with them.

In addition to your financial investment, you'll be required to invest at least one hour per day for a full year to achieve results.

### **When and where will RYB be running?**

The Reinvent your Business program will commence in January 2014 and is run as a series of monthly one-day workshops held alternately at The Hub Sydney and The Hub Melbourne and also fortnightly webinars.

The month of January is your 'light' preparation and pre-work month and will be an opportunity for you to review where you are now and where you want to be. It's also an opportunity for you to rejuvenate your spirit, heart and mind and to prepare for our first day together.

### **Face to face workshops**

There'll be a total of 11 x one-day workshops held on the last Friday monthly from 9am to 5pm. The day will end with drinks with The Hub Community.

31 January – Melbourne  
28 February – Sydney  
28 March – Melbourne  
25 April – Sydney  
30 May – Melbourne  
27 June – Sydney  
25 July – Melbourne  
29 August – Sydney  
26 September – Melbourne  
31 October – Sydney  
28 November – Melbourne

### **Fortnightly webinars**

Total of 12 x 1.5 hour webinars, second Friday monthly, 9am to 10.30am  
17 January, 14 February, 14 March, 11 April, 9 May, 13 June, 11 July, 8 August, 12 September, 10 October, 14 November, 12 December.

### **What's the selection process?**

It's extremely important that you're 100% committed to this program and that you achieve outstanding results. I only accept people who want to embrace conscious business and marketing principles and who have a deep desire to reinvent their business so that it operates from a higher purpose. Therefore I've developed a selection process that allows us both to determine if there's a fit and if we really can work together.

The selection process involves:

1. Reading my report *The Conscious Marketing Revolution: Marketing for the 21<sup>st</sup> Century* (available at [carolyntate.co](http://carolyntate.co))
2. An interview to see if we hit it off and if the program really is for you
3. A form to complete and send back once we've agreed you'll undertake the program
4. A 'Rules of Engagement' contract to be completed prior to starting.

**Interested? What can you do now?**

If you think Reinvent your Business might be for you, then I'd love to have a chat with you. Together we can quite quickly establish if you'll ultimately benefit from the program and you'll discover practical ways to get started on the reinvention of your business.

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