

GROUP PROGRAM: **ACTIVATE YOUR AUDIENCE**

By Coach Caitlin Blundell



This Is For You If :

You want creative strategies to stand out from the crowd, your database could generate more repeat business and referrals, or you need a better system to stay in touch consistently.

What To Expect :

Work with Coach Caitlin to build a unique strategy and action plan for lasting relationships. Build your bottom line with more repeat business and referrals.

PROGRAM OUTLINE

01 Week One	Starting Line Evaluate the gaps & opportunities in your current approach.	Group Session 1 Learn best practices & see what works for other businesses like yours.	Build The Strategy Evaluate & refine your engagement strategy.
02 Week Two	Growth Essentials Learn to create a financial scorecard to measure your success.	Work Together A peer meeting / hot seat to work as a team & give honest feedback.	Know Your Numbers Measure your current KPIs & set targets for growth.
03 Week Three	Group Session 2 Get clear on your messaging, so it has real impact.	Make Your Plan Put it all together! Create & submit your action plan.	Feedback Your strategy will be reviewed, then returned with tips to improve.

Outcomes

- A high level strategy & detailed action plan
- Understanding of key metrics & how to track against your targets
- Networking / peer connections
- Mindset frameworks for successful execution

Time Commitment

Over the weeks of Aug 11th through 25th

- 2-4 hrs per week, for 3 weeks
- Flexible learning schedule
- 2 lunchtime group calls

Price

- \$300+HST per person