



Heart-Based Business Success System

Finally Delivered: The Marketing and Mindset Systems You Need to Create a Business that Serves You and the World

Hey Beautiful!

Do you struggle to keep focused and stay optimistic about the future (and wonder if it's possible to create a life you really love)?

Don't have a clue what your purpose is?

Do you worry you're too dependent on your workaday job or a partner's income to become successful at your purpose-driven work?

Are you tired of pushing so hard and want a way to make money doing what you love, that's in alignment with your true values and deepest desires?

Then you are in the right place!

After 3 years of running my own business mentoring women, and studying countless successful people...

...I haven't met a single woman who *hasn't* struggled to get clear on their dreams, or *hasn't* had those crippling thoughts of "Who do you think you are?!" or "Why does it have to be so hard?" or "No one will listen or care about what I offer."

Yes, even successful people. *Especially* successful people.

You're not alone!

Everyone has these fears.

But what can make or break your dreams—what can mean the difference between success and failure—is how quickly you move through your fear.

That's why I'm offering The Heart-Based Business Success System.

In it, I'll share the *exact steps* I took to break through those fears, quit my lucrative job and create a business that supports my family while I do work I absolutely LOVE.

At the end of the program you will have the marketing and mindset systems to create a business that serves the world in a BIG way.

“The tools Stacey has given me have worked in all areas of my life from work to family relationships.”

When I started working with Stacey I had a hard time meeting self-imposed deadlines. To me, creativity meant not being bound by a schedule. Stacey helped me see that creativity can actually flourish when I take the time to block out what I deemed to be a priority on a given day or week. This has made me see where I was floundering and wasting my time on things that were not as important. Being accountable for how I spent my time gave me focus. Stacey really listens and helps me dig deep to uncover what it is that I really want to achieve on every level. I can already see a difference in how I approach my life. The tools Stacey has given me have worked in all areas of my life from work to family relationships.

Laura Reeth
Raleigh, NC

No matter how much you doubt yourself and think that you don't have an important gift to share...

No matter how frustrated you are because nobody seems to be listening to your brilliant message...

No matter how tired you are with working so hard and seeing no results...

No matter how tempted you are to just throw in the towel and give up on helping others and living your highest calling...

You can breathe (finally!) because the solution is RIGHT HERE, ready for the taking!

“I have more courage and I can see clearly what I'm supposed to do.”

Before I started working with Stacey I felt like I didn't have a life worth living. I hated my job and was so afraid to just step out into uncertainty and change my circumstances and find the happiness I so yearned for.

I now have more courage than I ever thought possible. I can see clearly what I'm supposed to do with my life and I have no doubt that I will make my presence known to the world and make a big difference.

I am ready to roll up my sleeves and face any obstacles that may come my way. Life is glorious and I am finally ready to live it! With Stacey's guidance and support, I know I can do this!

Mona Ball
Eaton, PA

Here's How to End the Cycle of Doubting Yourself, Letting Fear Define Your Life and Earning Less than You Deserve.

The Heart-Based Business Success System: The Marketing and Mindset Systems You Need to Create a Business that Serves You and the World

The World Needs You.

Maybe you doubt that you have a purpose.

Maybe you are struggling... struggling to leave your day job... to pay your bills... to make the difference you were born to make.

Maybe you're sick and tired of caring so much and not getting anything in return...

I want to change that.

Here's the plan (paraphrasing Martha Beck from her book *Finding Your Way In A Wild New World*):

"The technologies that underlie the huge transformations of our time are not only destroying old career tracks; they're creating new opportunities, mostly by putting people in touch with each other so directly and easily that clusters of interested people immediately form around their purpose-driven work."

And you don't have to do it all alone. In fact, you can't do it all alone.

So here's the good news: there are things I will teach you that will save you hundreds of hours, save you tens of thousands of dollars (and possibly earn you many thousands more), and launch you many, many years past where you'd be if you went without my help.

Bottom line: If you want to have the marketing and mindset systems to create a business that serves you and the world, I can help.

You'll learn how to:

- Discover your purpose -- the work you were BORN to do. The work that will have a positive, life-changing impact on others, while creating more freedom, ease and money in your OWN life.
- Communicate your transformational message into content that generates thousands of dollars in revenue.
- Create "signature" programs that truly leverage your gifts and skyrocket

your profits and leave behind the “hours-for-dollars” practice that’s barely paying your bills.

- Build a web presence that shares your vision with thousands of readers.
- Write guest posts for popular websites that builds your platform quickly and easily.
- Successfully build a service-based practice you can manage from home with clients around the world.

Trust me: It has NOT been easy... I have invested tens of thousands of dollars and countless hours to figure out how to make a great living doing what I LOVE. Here’s the thing: I’ve learned SO MUCH on my journey and now I can’t wait to share it all with you!

I’m not suggesting you’ll be able to discover your purpose and earn tons of money in six weeks. But I can promise that by the end of the program, you’ll have the marketing and mindset systems to create a business that serves you and the world in a really BIG way.

“I have gained so much from coaching with Stacey – in resources, clarity and determination – to do whatever it takes to be successful.”

Stacey has taught me how to fill my well to overflowing! She really knows how to stretch you in mind, body and spirit. I have gained so much from coaching with her – in resources, clarity and determination -- to do whatever it takes to be successful.

She taught me techniques that have literally melted away stress that I’ve carried for years. I now have so much more energy to do the things I love and want to achieve. I’m just looking forward to more!

Marisol Montilla
Villasis Pangasinan, Philippines

Over the course of 6 weeks you’ll discover:

Session 1: How to Create Your Business Vision

Business success is really an “inside” game. In this session you’ll learn how to:

- Discover your purpose -- the work you were BORN to do. The work that will have a positive, life-changing impact on others, while creating more freedom, ease and money in your OWN life.
- Overcome mindset blocks that keep you stuck, overwhelmed and under-earning.

Once you overcome those blocks, you're ready for:

- Time-tested exercises to release resistance and uncover your big business vision.
- Proven “success steps” when your dreams seem too big to take action on.
- PLUS: Step-by-Step, Fill-in-the-Blank Templates for:
- Creating Your Business Vision
- Making Friends with Money

Session 2: How to Identify Your Ideal Client and Marketing Message

Until you know, specifically and precisely, who your ideal client is, you will never be able to communicate your marketing message in a powerful and compelling way.

In this session, you'll learn how to:

- Create an ideal client “avatar”, someone you can clearly visualize.

Once you truly know your ideal client, we'll cover these key points:

- How to best serve your ideal client.
- How to create a “stay in touch” marketing system, so you can capture and serve every single prospective ideal client who comes your way.
- How to communicate effectively about your core compelling offer, the transformation your ideal client would miss out on if she chose not to work with you.

PLUS: Step-by-Step, Fill-in-the-Blank Templates for creating:

- An Authentic and Engaging “Elevator” Speech
- A Perfect Tag Line
- A Stand-Out Business Card
- A Referral “Engine” Tool

Session 3: How to Market Your Business

In any business, you'll need to find new prospects, build your reputation, and position yourself as an authority on your subject. In this session you'll learn:

In this session you'll learn how to:

- Build an inexpensive and effective website.
- Create great content your readers will love.
- Build your blog and grow your audience.

- Use social media marketing (Facebook and Twitter) to grow your business.

PLUS: Step-by-Step, Fill-in-the-Blank Templates for creating:

- Engaging Email Campaigns
- A Website that Works
- A Relationship-Building Email Newsletter
- Guest Blogging Success (for building your platform list FAST)

Session 4: How to Craft Your “Signature” Talk

Speaking is THE way to attract more clients and make money fast.

In this session you’ll learn how to:

- Pull your audience in with your compelling story.
- Describe the transformation you uniquely have to offer.
- “Seed” your talk so that your audience is left wanting more.

PLUS: Step-by-Step, Fill-in-the-Blank Templates for creating:

- Your “Signature” Talk

Session 5: How to Create Programs and Packages

You don’t have a business until you have something to offer in exchange for money. I’ll show you how to create programs and packages quickly and easily to create real revenue real fast.

In this session you’ll learn how to:

- Translate Ideas into Action.
- Create a “Signature System.” This is going to take you out of the hour-for-dollars model, and allow you to leverage your gifts.
- Price and Package Your Services.

PLUS: Step-by-Step, Fill-in-the-Blank templates for creating:

- Your “Signature” Programs
- Different programs to suit every prospect (Continuity, Group Coaching, VIP Days and Platinum Programs)

Session 6: How to Enroll Your Ideal Clients

Now that you have all the elements of a great business, you need to know how to enroll your ideal clients in your programs.

In this session you'll learn how to:

- Create strategy session that prospective clients will eagerly sign up for.
- Describe the transformation you offer so your ideal clients understand the value of working with you and say, "Yes, that's exactly what I want. Sign me up!"

PLUS: DONE FOR YOU Step-by-Step, Fill-in-the-Blank templates for:

- Enrolling Your Ideal Client (and how to "Pre-Qualify" them!)
- Tracking your enrollment conversations
- Addressing common concerns

Do you see how much is DONE FOR YOU? I provide so many templates, scripts, checklists, examples and MORE that you will save COUNTLESS HOURS of time and energy.

I've carefully selected the tools you need to be successful. These are the SAME tools I use in my business, so you KNOW they work!

I will not force you to try to figure out how to recreate the wheel. Or to try and figure out how and when everything should happen. I make it all step-by-step!

Best part is that you will have these tools in your success library forever, and you'll be able to reference them over and over again.

"Stacey's authenticity and transparency is something I treasure."

I just want to say THANK YOU to Stacey for the all the great business coaching I receive from her. I love so much that she is just so REAL.

She says things just as they are and it's so refreshing because there are people I have worked with in the past and joined their business and marketing programs and yes, I did get a lot out of them and yes, they do have a good heart, but there was always something that just didn't sit right with me and after a few calls with you, it hit me.

With a lot of people everything is so secretive and I don't feel that in Stacey at all. Her authenticity and transparency is something I treasure.

Gina Rafkind
Matawan, NJ

BONUS: The Multi-Passion Mama Mastery Program!

If you know The Heart-Based Business Success System would be perfect for you, but you don't think you have the time to do it, you need to work through The Multi-Passion Mama Mastery Program first.

We all have the same 24 hours in a day, so the time objection is really about priorities. This proven system helps you identify your true priorities, and exactly how to carve out time to achieve them FAST.

Here's where you find the 30-Minute Manifesto – your weekly planning tool (and secret weapon!).

You're encouraged to post your 30-Minute Manifesto to the private Facebook group every week. I personally review and respond to every one of them to make sure that you get plenty of support and accountability. You do this every week and I know you'll get incredible results.

The Heart-Based Business Success System Online Course Starts Wednesday June 13th, 2012

HERE'S WHAT YOU'LL RECEIVE:

- ✓ **Six Weekly 75-minute Calls (one for each session) will be broadcast on Wednesday at 1 pm ET (10 am PT)**

Each session will teach you what I've learned over the last 3 years and support you in making the next step in making your vision and dream a reality!

The six 75-minute course calendar is as follows:

- June 13th, 20th, 27th
- July 11th, 18th, 25th

NOTE: Each session is recorded and you will be able to have unlimited access to recordings of all of the course sessions following the live broadcast (listen online or download the mp3 files to your iPod or audio player).

- ✓ **Two LIVE Q&A Sessions will take place on Mondays at 1 pm ET (10 am PT)**

I know that there will be questions that will come up during the course. You're a visionary on a unique journey after all! So I'm setting aside two special LIVE

Q&A sessions to answer your questions. You can also submit your questions beforehand on the online forum if you can't make the call live, and I'll be sure to answer them on the call.

The two 60-minute Q&A session calendar is as follows:

- June 25th
- July 23rd

You will have unlimited access to the recordings of all of the Q&A Sessions (listen online or download the mp3 files to your iPod or audio player).

✓ **Worksheets for Each Session**

I've created weekly assignments to give you the exact next actions you need to take each week. When you follow these assignments carefully, you will get serious traction on your visionary goals.

✓ **A private forum where you can network, share ideas, give support and get accountability.**

We'll have a Private Facebook forum where you'll have the opportunity to network and post your questions for our Q&A sessions.

Two Enrollment Options

Option 1: The Heart-Based Business Success System

- The Heart-Based Business Success System, delivered in 6 content calls.
- Two Group Q+A Calls with me. Because of our small group size, these calls are a gold mine of an opportunity to get your questions answered PLUS stay accountable to your assigned action steps.
- Private Facebook Group. You'll be connected to an awesome community of like-minded, heart-centered creative women (and maybe even a few very cool men!) to cheer you on, provide valuable feedback and celebrate your every success!!
- Recordings of all calls.

Option 2: The Heart-Based Business Success System PLUS

- Everything above, PLUS:

- Two 30-minute private coaching calls with me to design your personal roadmap to success.
- Private email access to me for laser-focused guidance and accountability.
- MUCH more of the “Done for You” templates, scripts and marketing materials to help you easily create successful marketing campaigns.
- Surprises throughout the program! (Books and recordings from my personal success library!)

Your Investment:

✓ **Option 1: Invest in full at \$497.**

Or choose a 2-pay plan: Secure your spot with your first payment of \$248.50 (charged immediately upon registration). Remaining payment will be billed after 30 days. [Pay in Full / 2 Payment Plan](#)

✓ **Option 2: Invest in full at \$697.**

Or choose a 2-pay plan: Secure you spot with your first payment of \$348.50 (charged immediately upon registration). Remaining payment will be billed after 30 days. [Pay in Full / 2 Payment Plan](#)

Fast Action Bonus!

The first ten people to invest in the Basic program in FULL before Midnight Eastern on June 10th will receive a FULL UPGRADE to the PLUS program!!

I believe that one of the strongest indicators of success is being decisive and taking fast action.

In my experience, the time that you know best is right now, and I would guess that you’ve already received the message from your intuition as to whether this program is right for you. Again, in my experience, that’s the true answer, whatever it is.

So I want to support you in moving forward powerfully. If you’re ready to make a commitment by midnight Eastern on Sunday, June 10th, I want to offer you a very special bonus.

I will upgrade your registration from the Basic to the PLUS program.

That's \$200 of bonuses – private coaching with me and tons more done-for-you copy, templates, scripts, blueprints, and sample marketing for you to model, so you can implement quickly and get results -- just for taking action quickly.

Register now! Enrollment Shuts Down Permanently on June 13th at 8 pm ET (10 pm PT)

If you prefer to register by phone or have registration questions, please email us your name and phone number and a good time to call and I'll return your call and get you all set up. Email me at info@midwifeforyourlife.com

**I know this program will make a HUGE difference in your life...
that's why I'm guaranteeing it!**

I believe in this program so much that I'm offering a 14-Day "Be Happy" Money Back Guarantee. If you are not completely satisfied, just let me know within the first 2 weeks, and I will happily refund your investment. No questions asked, and we part as friends!

Fair enough?

I talked a lot at the beginning of this letter about how you may be struggling right now. But here's what I want you to know: Your struggle is not happening to you. It's happening for you.

It's not your fault, but it is your responsibility.

I want you to think of your struggle as a gift. Yes, a gift. It was entrusted to you. It is your duty to come to terms with that gift so that you can get it out into the world and help others who are also struggling.

I know I can help you and I can't wait to see you succeed!

Take wonderful care, and much love,

Stacey

“The coaching Stacey offers is nothing short of amazing. She helped me accomplish dreams that I had all but given up on.”

“Ever since my husband died unexpectedly 7 years ago, I’ve struggled with feelings of loneliness and isolation. Depression and hopelessness have been my default settings.

I worked through another program in the past, but the constant message was that I should be able to get my perfect job and make my dreams happen no matter what the economy or situation. All it ended up doing was making me feel bad.

Stacey’s program is different because she shares her struggles and what works for her in an atmosphere of growth. It makes me feel empowered.

My whole attitude towards life and living has changed drastically. The personal coaching Stacey offers is nothing short of amazing. She helped me accomplish dreams that I had all but given up on. Stacey is a miracle worker, and I thank her from the bottom of my heart and soul.”

Liz Curtin
New York, NY

Let’s do this!
