

The Joyful Business Journey

Designing the business of your dreams!

The Joyful Business Journey™ is a program designed for creative entrepreneurs! Learn to create with vision, embrace the law of attraction, and practice the power of intention, as you are planning and creating your business. Explore your passions, strengths, values, and use them as the foundation for building the business of your dreams. Brand yourself from **that** perspective. You'll also work **with other creative entrepreneurs to support and create building your business!**

The Joyful Business Journey™ includes:

- ❖ **14 Teleclass lessons** – there are two teleclass lessons each month focused on creating your heart-based business. **All classes are recorded** so you won't miss a drop!
- ❖ **Bold Action Projects** – complete a **bold action project** to open the pathway to your success in your business!
- ❖ **Develop your own heart-based business plan!** – Gain clarity and inspiration as you develop your own creative heart-based business plan founded on your business vision, your unique gifts, your ideal clients, niche and marketing strategies, and keep it all alive every day!
- ❖ **Joyful Business Guide™ system** – you'll receive a complete business tool kit for creating a heart-based business plan and for using attraction principles to manifest the business of your dreams. Many people are talking about the power of attraction - this system gives you physical (and beautiful) tools to use each and every day to create fulfilling and authentic success.

"I have found the program with Gerina and Laura amazingly valuable. It forced me to stop and focus on what I needed to keep on track with my life and business. It's as though I'm turning the light on, claiming my vision and stepping into the possibilities of what I want to create. It's also been very meaningful to be able to speak in a group of people where there is no judgment. Thank you for the opportunity to turn my light on and shine brightly!"



Carla Mathis, AICI, CIM

(Benefits continued)

- ❖ **Money Claiming and Shifting Process** to gain clarity on your money dreams and clear the obstacles for greater flow.
- ❖ **Partner Coaching** – keeping your business dreams alive in between teleclasses with your accountability partners.
- ❖ **Monthly Mentor Coaching Calls** – open coaching calls to apply the learning and move through obstacles, celebrate new learning, and share resources.
- ❖ **Coaching Skills Introduction** to deepen the learning for yourself and to use with your clients.
- ❖ **2 of our Favorite Books on the law of attraction and discovering your strengths** to deepen your learning and application of these principles.
- ❖ **Joyful Business Journey Community** so you won't feel alone in your business again! Like-spirited and like-minded business owners committed to each other's success!

“There is no better tool for the image consultant just starting out (a must!) or a seasoned consultant (I've been in business 19 years) who is looking to fine tune her business. Gerina and Laura offer constant support and guidance, and the course materials are focused and thought-provoking. Every session is a different adventure, and every adventure brings new rewards. I can easily say it was one of the best business decisions I've made in a long time!”



Ginger Burr, AICI, CIP

Small, intimate community. Only 12 applications will be accepted. This program is for like-minded and like-committed business owners ready for the next level of success in their business and life.

Sign up by October 5 for early registration and save money!

Teleclass Schedule: Twice a month, Thursdays 12:00 noon eastern

November 8, 29 ~ December 6, 20
January 10, 24 ~ February 7, 21
March 6, 20 ~ April 10, 24 ~ May 8, 22



Gerina

Gerina Gaffney, AICI, CIP, CPCC and Laura Howard West, PCC, CPCC, co-leaders of The Joyful Business Journey, love leading entrepreneurial success courses! Gerina has been an image consultant since 1982 and a coach since 1997. Laura brings 20 years of strategic marketing, management, retail and small business experience to her coaching practice. Together Gerina and Laura combine their talents to offer you a practical and spiritual approach to creating your business.



Laura

For more information contact:

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