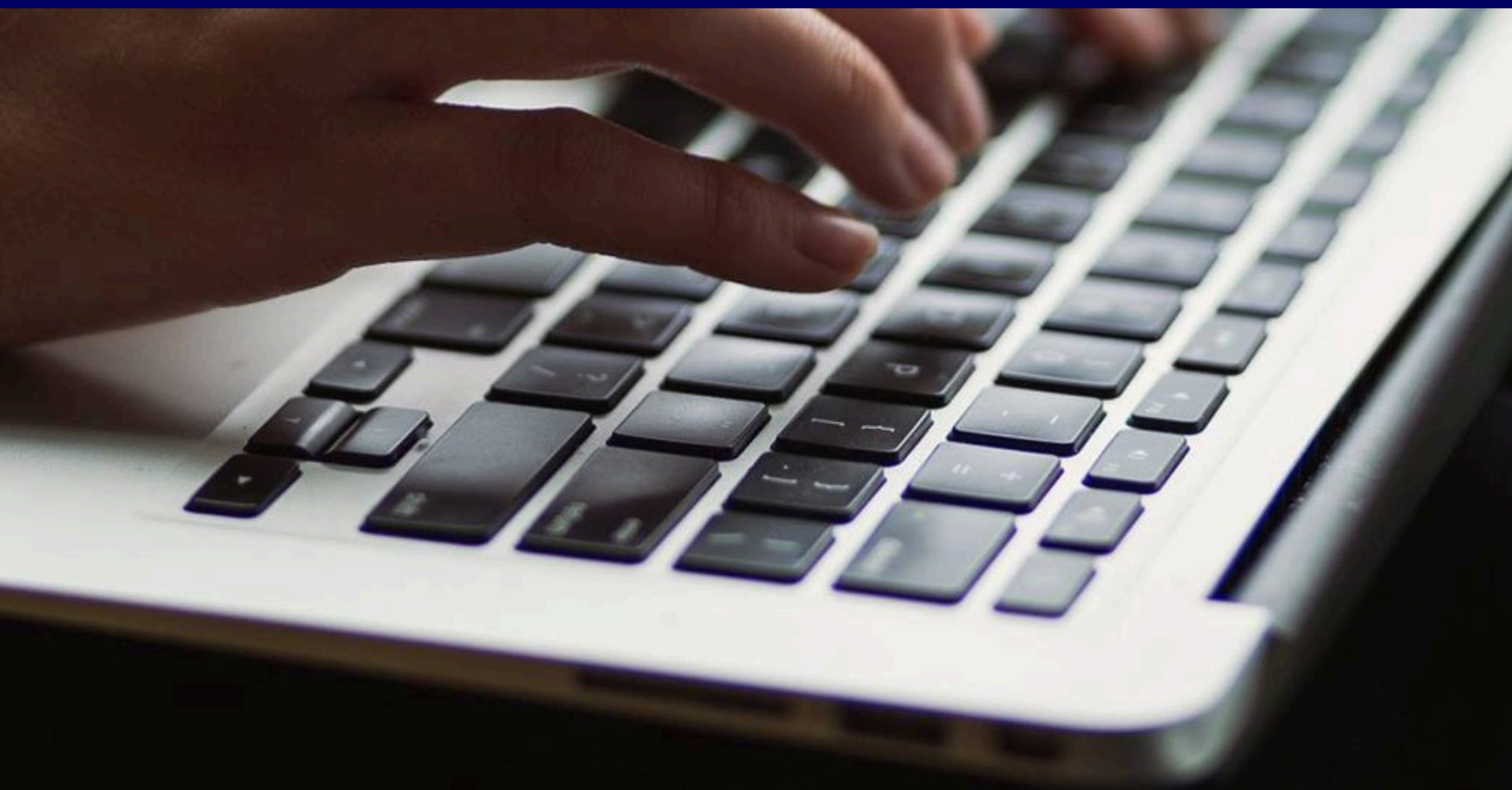


# *The Ultimate Success Guide:*

The Female Entrepreneur's  
Ultimate Guide to Setting  
and Hitting Business Goals

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Hi I'm Sarah,

I work with coaches, healers, service providers, and creatives who started a business because they want to *serve* and *support* their clients and their readers and the world with their gifts in a way that feels incredibly valuable, helpful, healing, *and* so that they can support and create a life that *they* themselves absolutely adore to be living in.

*what does it take to run your business and meet your goals!*

Here, we're going to actually find out.

How much time? How much work? How much strategy?

If you've been spinning your wheels, doing all the things, and feel like you're NOT hitting your goals consistently, then I want to help...

In this workbook, you're going to figure out EXACTLY what you need to do in order to run your business, make sales, and serve your clients and customers...

And exactly how much work is required to hit your business goals, each and every time.

- How much money do you want to make - from clients or sales?
- What strategy should you focus on?
- How much time is that going to take you?
- Exactly what kind of numbers do you need to hit to reach that goal this week?
- And HOW are you going to reach those numbers?

When you finish, you'll have a strategy and a schedule you can depend on... no more spinning your wheels, no more working endless hours with no sales or progress, no more WONDERING if it's going to work.

*All that guesswork ends now... so let's dig in*

# What's your strategy?

What's your goal income this quarter? (You can also do by the month, but quarter is often better for businesses.)

What is your main program/offering? (Coaches)

(If you're a product based business, put down your bestseller or the average cost per order.)

How do people find and buy your program/product? (Write out the whole trajectory.)

Example (coaches):

Facebook post → Sales Call → Client books

- or -

Instagram reel → freebie download → Low cost offer → Client books

Example (product based):

Instagram story → discount link / welcome email → Customer orders

# What are your numbers?

Go through and grab some data (if you don't have any data, skip to the next question)

What are the NUMBERS at each point along that process...

For example:

How many clients have booked from your sales calls? (what's your conversion rate)?

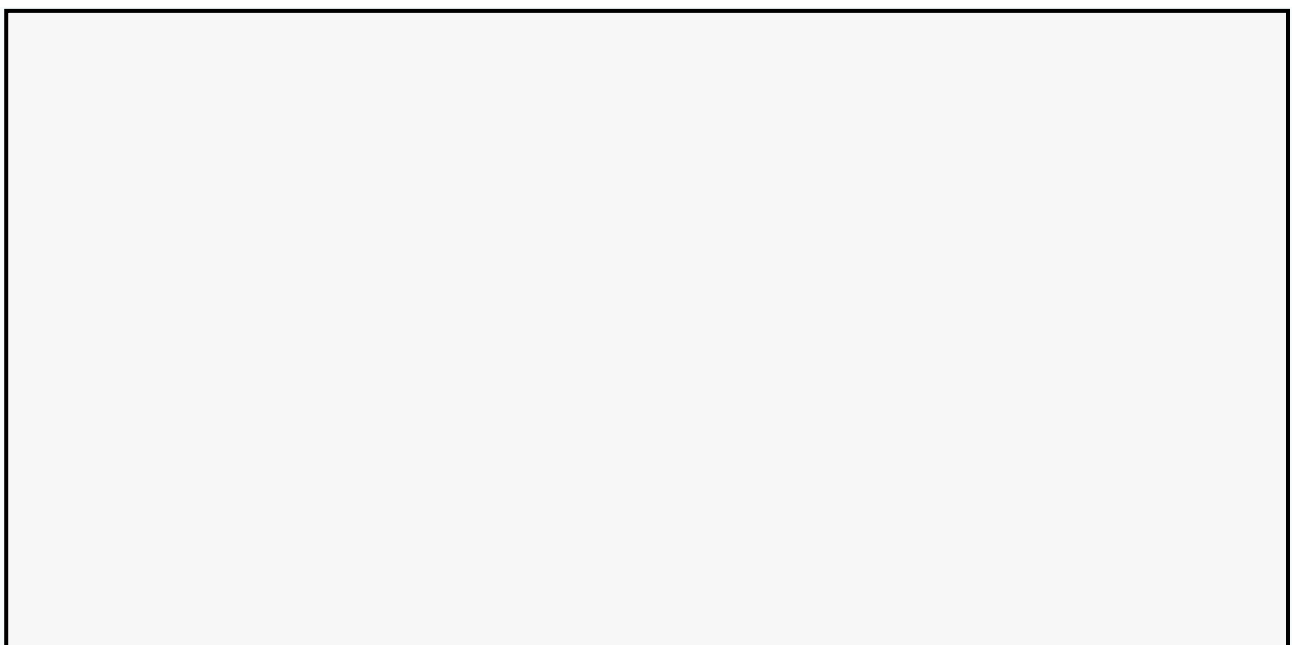
How many people who read your Facebook post book a sales call on average? (what's the conversion rate)?

Draw your map from the last page again with the numbers beneath each slot.

It might look something like this:

Facebook post → Sales Call → Client books

100 viewers → 10 sales calls booked → 1 client booked



# *If you don't know your numbers...*

*IF YOU DONT have data - maybe because you haven't been tracking, or maybe because this is your first time making sales and booking clients (woohoo! You're in the right place),*

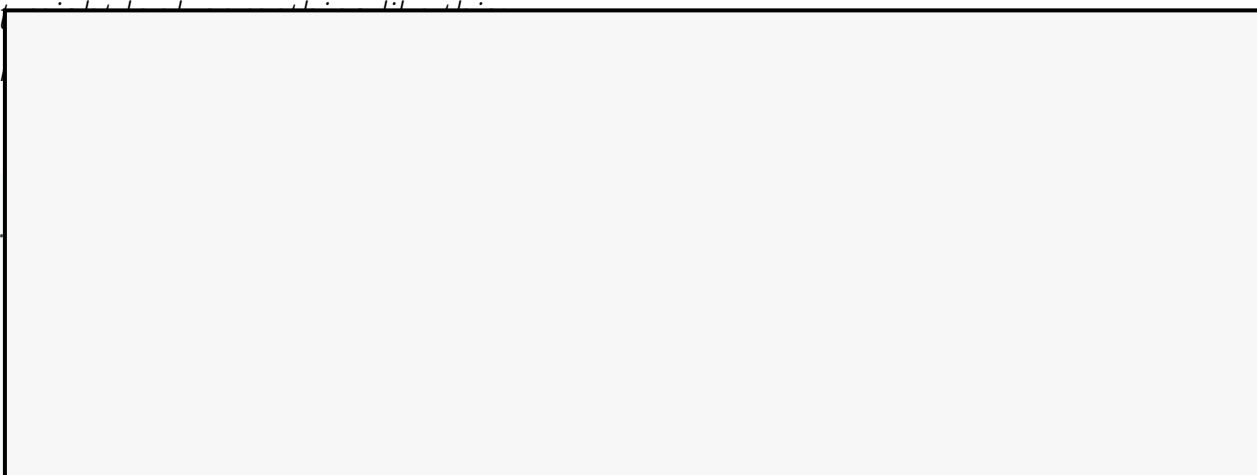
*then I want you to use some industry averages in order to figure out your numbers.*

*Average conversion rates for emails is 2% (after open rates). Meaning 2% of people will say YES to an offer (free or paid) in an email.*

*Average conversion rates for social media posts is 1 - 4%. Meaning 1 - 4% of people will say YES to an offer (free or paid) from a social media post. (That number often applies specifically to engagement rather than conversion rates, so keep that in mind.)*

*Average conversion rates for sales calls is 10%. Meaning 1 out of every 10 people will say YES to an offer (usually paid in this form) in direct conversation with you*

*Draw your map again with the numbers.*



# *Now you know...*

*It's not about MORE and MORE content, it's about developing a couple of really amazingly working pieces, and getting the numbers to back the conversion rate you want.*

*One AMAZING reel that promotes your freebie is better than 10 posts that get 1 or 2 views each and no click through.*

*One REALLY powerful sales call books you more clients than posting your sales page a hundred times.*

*One really strategic IG Story can do more for your online shop than a thousand quote cards and online sales.*

*Whatever your strategy is that you're focusing on from the previous pages, I want you to focus now on writing that really amazing Facebook post and getting your views up, or maximizing your CTA so that it gets you more sales conversations booked.*

*If you know how long it takes you to write a single email or create a single Instagram post, say maybe an hour or two from idea to edits, now you know how much work it's going to actually take you to book out your business successfully.*

*If your numbers are NOT what you want them to be (i.e. your Facebook posts are not getting enough views, or your sales calls aren't getting booked out), then instead of focusing on MORE content and MORE hours spent at your desk and MORE stress and spaghetti thrown on the walls, we're going to focus on improving your messaging and your ONLINE REACH so that you can do less and sell and serve a whole lot more.*

# But let's talk about time...

When you want to hit those business goals, sometimes the to-do list can get HUGE... and we task ourselves with WAY more work than we're physically able to do.

So now that you have your strategy map, I want to talk about time.

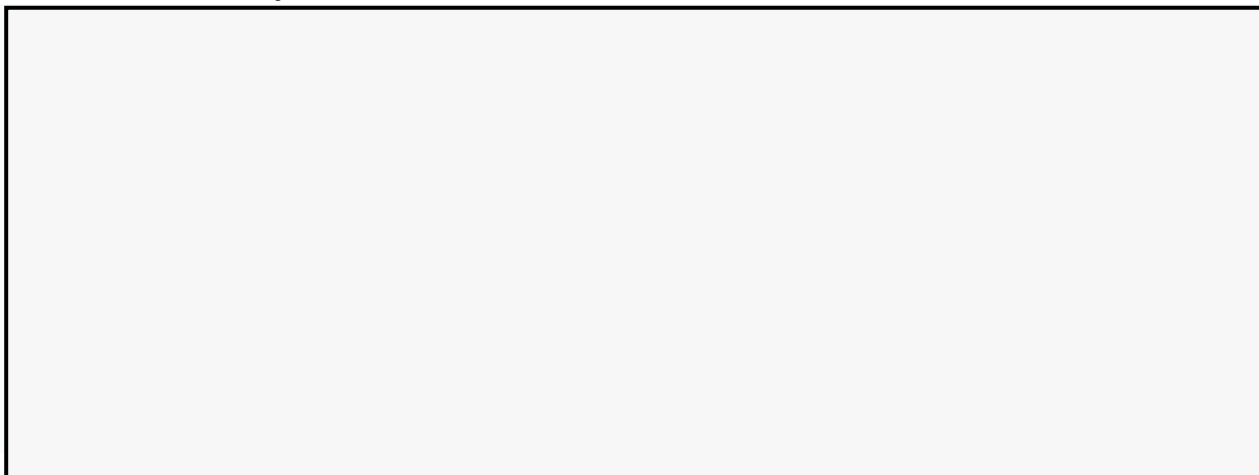
1. How much time does it take you to create your content calendar?
2. How much time does it take you to manage engagement/follow up with leads/have sales conversations?
3. How much time does it take you reasonably to post?

It might look something like this:

- 1 hour a week - content planning
- 2 hours a week - content creation and scheduling
- 10 minutes a day - managing engagement
- 1 hour a week - contacting leads/having sales conversations

Run your OWN map and then go into your Google Calendar and map out exactly WHEN you'll take care of those tasks.

Put them as recurring tasks in your calendar, and be sure to check them off as PRIORITY each day and week.



# Reflection

*How does this all feel? How does it look? What's been fixed by all this strategizing? What still feels like a problem?*

*What do you need to do to get your business running strategically and successfully?*

*Who do you need to become?*

*What needs to happen?*

A large, empty rectangular box with a thin black border, intended for the user to write their reflections on the questions above. The box is currently blank.



# Your business is a **BUSINESS**

And that's why it's more important to spend time developing a few KEY pieces in your business that CONSISTENTLY bring you clients and sales RATHER than spending hours and hours a week on a thousand tasks and ideas that don't deliver the consistence of success and sales that you need.

Through this workbook, you should have a PRETTY good idea of HOW you can run your business more efficiently AND successfully.

Now we just need to develop HOW you're going to create a few powerful content pieces and HOW you're going to hit those numbers each week, every week.

*So let me help a little bit more*

If you're ready to ante-up your content and hit those numbers each week, every week, then I Invite you to a free 1:1 Strategy Session with me.

We will develop a couple of amazingly killer pieces of content and go over your strategy to hit those numbers... and run that business SUCCESSFULLY.

email me at [hi@sarahelizabethlahoud.com](mailto:hi@sarahelizabethlahoud.com) and say 'FREE STRATEGY SESSION' in the email header to grab yours

