

**A CHARACTER****WHAT DO THEY WANT?**

they want to have focus and direction to do what God is asking them to do and do more for Him

**HAS A PROBLEM****VILLAIN**

distraction from the enemy, own thoughts, traditional views of serving God; confused about how to take all their ideas and pull them into one cohesive business idea or direction- TRADITIONAL VIEW OF SERVING GOD

**EXTERNAL**

doing too many good things and not focusing on one thing so they can have more of an impact that gives them purpose or meaning through the work they feel God has called them into OVERWHELM OF DOING TOO MANY GOOD WORKS ON TOP OF BUSINESS

**INTERNAL**

distracted, guilty, confused, overwhelmed GUILTY THAT THEY DO NOT HAVE MORE TIME TO SERVE GOD

**PHILOSOPHICAL**

God gives each of us a different assignment about how we should serve Him. If we are called to the marketplace then we need to realize that we have a job outside of the church that truly serves God. CAN SERVE GOD EVERY DAY THROUGH THEIR BUSINESS

**AND MEETS A GUIDE****EMPATHY**

I was a hot mess too, I was overwhelmed with all the good things I was doing on top of my business, it was hard to say no, i am distracted by all the ideas that come into my head- there are so many things I want to do help people, want to make an impact for God, developing deeper relationships with like-minded women (masterminding)

**AUTHORITY**

testimonials, gone through the process myself (before/after stories), no statistics, no logos, no awards

**WHO GIVES THEM A PLAN****PROCESS**

after the program 1. understand God's design of you; 2. have direction to do more for God through a business; 3. tools necessary to focus all our ideas and create the business you love - Watch the Masterclass, Get on a call, Sign up for the program

**AGREEMENT**

testimonials of those who have gained clarity to follow God's direction, continual access to me via weekly Q&As and daily Facebook group support, lifetime access to the program and each iteration, have a like-minded Christian coach that you can work through things with, connection with other Biblical worldview women who get you and know where you are coming from and the challenges you face, a safe and authentic environment, developing deep long-term relationships

**AND CALLS THEM TO ACTION**

**DIRECT**

Buy now; Get in the program; schedule an appointment to see if you are a fit; sign up today, enroll now, get started, start now, sign me up!

**TRANSITIONAL**

masterclass; youtube; freebies; testimonials; LIVES; adding CTA to CC on all freebies



**THAT ENDS IN A SUCCESS**



- not doing 'all the things', focus on the ONE thing God has called them to do through business; no more guilt or confusion that what they are doing is serving God; realizing all their pieces are part of God's design to equip them to do the business He has given them, to serve Him, without guilt (#3 ultimate self-realization or acceptance, becoming whole)



**THAT HELPS THEM AVOID FAILURE**



- continue in overwhelm until they give up, staying busy but not feeling significant, diversified focus that makes them no money, takes a toll on physical and mental health, the enemy uses it to paralyze you, no focus- no impact



**CHARACTER TRANSFORMATION**



**FROM**

guilty, confused, distracted, overwhelmed; too many ideas, too many responsibilities, too much to do; too much guilt; FRAGMENTED

**TO**

focused, directed, on mission, serving God in their own way (their assignment); on assignment, focused, guilt-free; WHOLE, HOLY, AUTHENTIC



**WATCH TUTORIAL**

**GET THE STORYBRAND MESSAGING ONLINE COURSE**