

Ayurveda Business Lifestyle Design FAQs

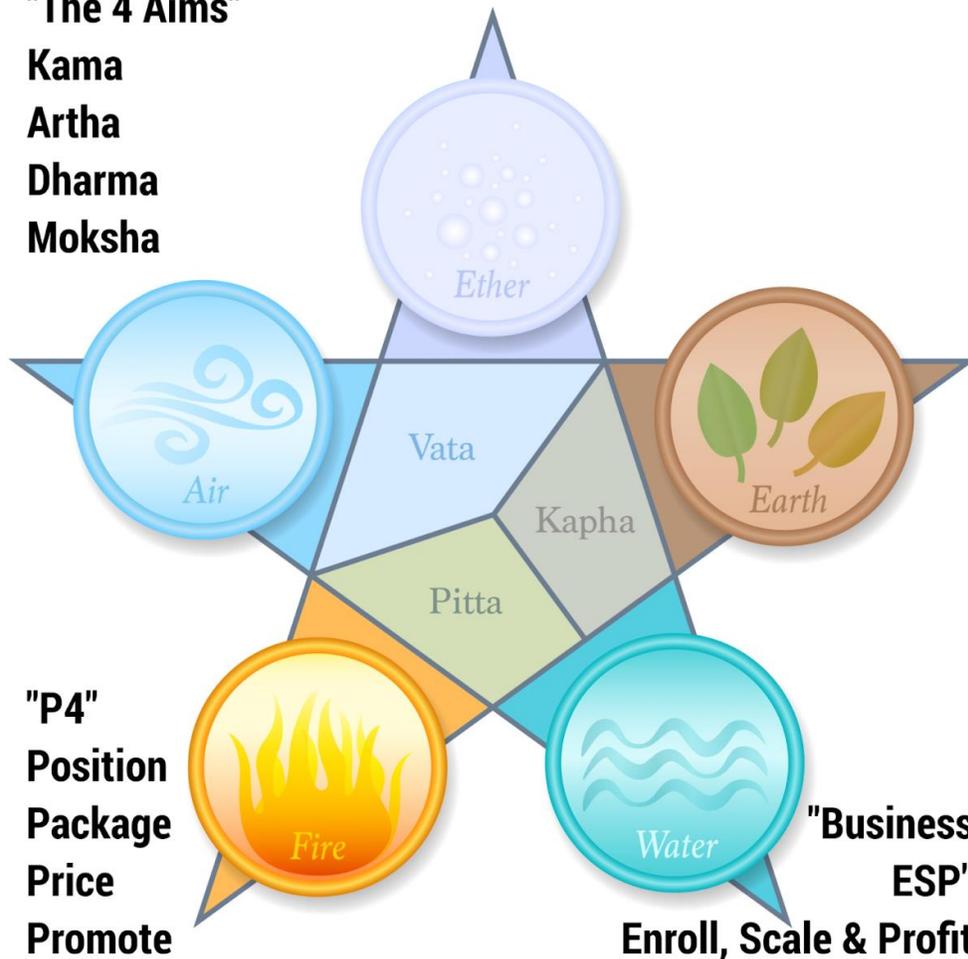
FAQ's CAAM Summer 2022

1) Can you take me through what the program will look like? (maybe share a chart with an overview of class topics/if that exists)

3 Phase Journey Through the Elements

"The 4 Aims"

Kama
Artha
Dharma
Moksha



Please see question #11 for details

2) What will a typical class look like?

Content focused classes will consist of a topic-based presentation (roughly 60 minutes) with 30 minutes Q&A, discussion and/or interactive activities. We will be experimenting with several dynamic learning models to keep things fresh and keep people engaged.

Every other week will be a group coaching call that would have a topic-focus and some content, but the majority of the time would be interactive learning, discussion and implementation activities. The key theme for these group coaching sessions would be practically applying the knowledge we're learning, and overcoming the challenges that present themselves in your business.

3) I've never been in a mastermind group...how does that work?

A "mastermind" group can mean a lot of things to a lot of different people, but in this context the basic premise is best stated by a well-known entrepreneur legend named Napoleon Hill:

A mastermind is "the coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony...No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind."

-Napoleon Hill

The ability to problem-solve in a group setting is powerful. Even group therapy is now proving to show superior results over the one-on-one therapy model (see the work of James Maskell). In business, problems are often common, and we can benefit in sharing with each other perspectives and experiences that can help accelerate one another's learning processes.

One of the formats we'll be using in some of our group coaching calls is a well-vetted model called the "8-Minute Mastermind" (by Brad Hart). This format allows for an individual to get highly focused help from the group, and participants can volunteer to participate with engagement as desired.

Outside of the coaching calls, we will also have a Slack space for communications, sharing of ideas, challenges, wins, etc... There's a tremendous power in community (in Sanskrit we use the word sangha). There's a phenomenon of synergy here, where 1 and 1 doesn't just make 2... 1 and 1 makes 11. This is the heart of what we're able to achieve as a mastermind community of like-hearted Ayurveda professionals.

4) How much of a time commitment is this program?

There will be homework to implement outside of the weekly 1.5 hour calls. The amount of time for those assignments will vary, but bear in mind that this is the type of work a business owner would be doing in their business anyways to support the health of the business. It's not taking you away from your work, and it's not taking you away from earning. It's actually the work that's necessary for you to truly serve well, earn well and live well as an Ayurveda entrepreneur. So the more you're able to take time to *work on your business*, not just *in your business*, the more you'll get out of a program like this.

I would recommend setting aside 1 to 4 hours a week (again, this will vary) for implementation and exercises each week.

5) Will I learn about other types of marketing, beyond social media?

Yes, there are many forms of marketing worth doing outside of social media. Social media marketing can be powerful and effective and is definitely worth serious consideration. But developing strong referral partnerships, establishing an online presence through blogs/SEO, email marketing, networking, hosting free workshops/webinars/talks, getting in front of other people's audiences...this list goes on. The key is that there's no one right way to market. But it definitely pays to have a coordinated marketing strategy that leverages multiple approaches.

We will be discussing these and also working together implementing them in our sessions.

One of the goals I will set for the entire cohort is that we should be able to leverage our marketing such that we are able to bring in enough new clients to recover the cost of this program. Considering the investment of this course is in the range of \$500, this may be a matter of simply selling one package (we will discuss packaging services as well). Over the course of these 16 weeks, that seems like a very tangible goal, wouldn't you agree?

6) How will I assess my success with this class?

If this class gives you the tools and know-how to recover your investment, that's at least something. But recovering your investment really isn't that impressive. It wouldn't be outrageous to multiply your investment anywhere from 2x to 10x over the course of the next year. In order to 10x your investment, that would mean earning an extra \$5,000 in the next 12 months as a result of what you learned in this course. Now, I realize I can't promise that, because I can't control your investment of time in implementing the strategies taught in this course. But added revenue is probably the easiest way to measure success.

That's a quantitative approach. But there's also a qualitative approach. At the end of these 16 weeks do you feel more confident and clear about where you're going in your business and how you're going to get there? If you have that kind of confidence and clarity, the revenue will follow naturally.

7) How will the community aspects of the class be set up/function?

In addition to what has been explained in question #3, we're encouraging participants to engage and support each other in the Slack space, and also outside of the group calls. Participants are welcome to seek out an accountability partner if desired, and this can potentially become a life-long friendship and the most valuable outcome of the group. Personally, I've met some of the most important people in my business ecosystem this way.

It's worth mentioning the values that this community will embody, which are based on none other than the Yamas and Niyamas of the Yogic Tradition. First and foremost, participants are expected to respect one another by practicing Ahimsa, although I feel that would be implicit within a community of Ayurveda professionals.

8) What skills can I expect to improve after taking this class? What will that look like?

Please see question #11

9) What kinds of support will I receive during the course?

There will be time in each session to ask questions and share current challenges you're facing in your business relating to the topic. There will also be designated times when participants may share challenges that are not directly related with the topics of any given session. If we don't have the bandwidth to support you in class, the slack space is a great channel for receiving support from myself and the rest of the cohort.

BONUS: There will also be 2 laser coaching sessions 1-on-1 with me (Bill) for those who sign up before June 10th (end of day).

10) How will it help me if I already have a business?

If you already have a business, you'll learn an array of strategies that will help you market your services, package and price your services, enroll clients, and maintain a profitable business (by knowing your numbers)...all in alignment with your values so that you can craft a business model that truly supports your deepest human needs (whether that's work-life balance, serving your ideal lifestyle needs, serving the most people in a most-affordable way, or any number of other possibilities).

11) Do you have a set of topics so I get an idea of a checklist of what we will learn as I have some skills.

Yes - this program can be broken down into 3 simple phases:

Phase 1: "The 4 Aims"

- Money mindset: Develop right relationship with money (i.e. "artha sadhana")
- Business-Lifestyle Design: Formulate your vision and transform it into goals and actionable steps based on the 4 aims (kama, artha, dharma, moksha)
- Marketing mindset: discover your authentic message for the world that aligns with who you are and your values.

Phase 2: "The 4 P's"

- Position: who are you going to help, what problem are you solving for them, and how will they recognize that you are the guide they've been looking for?
- Packaging: learn how to craft and package a premium service with a compelling offer
- Pricing: Learn foundations to generate a comfortable income, and get compensated fairly for your work
- Promote: find ways to attract clients that are effective, authentic and align with your values.

Phase 3: Develop Your "Business ESP" - The Ability to Enroll, Scale & Profit

- The Deeper Meaning of Sales: Develop comfort in enrolling clients into your services and benefiting from the transformation you offer
- Scaling Operations: leverage technology and define your processes to make your work easier, ensuring consistency and quality
- Team Building and Culture: define your team culture (what values and beliefs does your culture embody) and learn how to curate your team members accordingly, to get the right people doing the right things in the right way to optimize your success
- Know your numbers: learn how to hone the profitability (i.e. sustainability) of your business through basic financial literacy

Video Promo Notes:

ABLD:

I believe this is a major part of what the profession of Ayurveda needs in order to have a stronger voice on the stage of US healthcare.

There's an emergence and a movement happening right now with Ayurveda in America, and we can all play a part in helping Ayurveda blossom as a premium healthcare option.

I don't need to convince you that Ayurveda holds the keys for what America needs to heal in today's age.

But in order for America to take Ayurveda seriously, we as a profession need to take our businesses seriously. We need to take our message and our capacities to serve to the next level in order for America to recognize what I we ourselves see very clearly. That Ayurveda has the answers and the solutions that people are looking for.

BONUS OFFERS:

- 2 laser coaching sessions (30 minutes each) - \$150 value
- Access to full eCourse recordings "Business-Lifestyle Design" - \$497 value

We're probably not going to offer a deal this good again...this is your chance.

Guarantee satisfaction

I'll show you ways to recover your investment early on in the program (reduce expenses, expand revenue, create new revenue streams)

You should be able to use this knowledge to

If you sell one client package for \$500 or more, you've just recovered your investment...we'll teach you how to do that.