



Beyond Business as usual



Feel Fabulous • Have Fun • Set Yourself Free!

Coaching Application

Please print out this application and fill in your answers making sure to write very clearly so your answers can be read easily. Illegible applications will simply slow down the process. Once you have completed the application, please fax it to 510-601-0563. A member of my staff will contact you to schedule an interview.

****I'm completing the following application to be considered for your one of your Coaching Programs. I understand that you are very selective with your clients, and that you will let me know as soon as possible whether I've been accepted.**

Name _____

Company Name _____

Street Address _____

City/State/Zip _____

Email _____

Home Phone _____

Cell Phone _____

Birthdate _____

1. What's the biggest obstacle you are dealing with right now?

5. Why do you want to work with me as opposed to any other coach?

6. Briefly describe why you are a great candidate for this program?

7. Anything else I should know before considering you for this program?

Frequently Asked Questions

How did you get started in this work?

Money Marketing and Magic...My Story in 3 Acts!

Money: I don't know how you were raised but I inherited quite a money story from my family and it *did not* support my wellbeing or my brightest future. I used to think I would end up in my tennis shoes, with a can of tuna fish in the Tenderloin...a poor section of San Francisco. Not a pleasant thought! I remember Suze Orman saying that people would tell you they hadn't had sex in 20 years but not that they were in debt! I decided to create a place where people can update and upgrade their relationship with money once and for all.

I often ask people if they are still wearing the shoes they wore as a child. They laugh and say of course not! So if we won't wear the same shoes why would we wear the same money consciousness we grew up with? Why would try to do our business with the money stories we inherited from our parents? Doesn't make much sense, right? Just like we need to update our wardrobe as we grow, we need to upgrade our money consciousness.

My work includes all the tools I've used to change my own relationship with money, create freedom and spaciousness (even when the economy is interesting) and it works! People have told me years later that this segment of my work changed their lives forever. And I am very clear it's *the first step* to business success!

Marketing & Business: I used to make \$4500 a month no matter what I did. I realized I had to market but I knew I needed to do it in my way...one that felt personal and sounded like me not some slick marketer. I began reaching out to people with my true voice and my heart. Honestly, I wasn't very good at it but I did it consistently. In a month and a half I had doubled my income. In three months I had tripled it. I had discovered something amazing and simple...things that you aren't taught when you get trained in your profession. Right then and there I wanted to show people how they could do it too.

The thing about most entrepreneurs...including myself...is that often we want to please everyone and we lose our true self. It's funny...most of us are driven to fulfill our soul's destiny through our work and yet when it comes to marketing we will try to do it in ways that don't sound or feel like us and it feels hard! When I began to think of marketing as a gift we give everything changed for me. I thought what if we could do all the traditional and innovative things that work without losing our beauty, poetry and soul? Out of that was born The Joy Of Marketing System!

One day when I was teaching my New Telephone Strategies Course I began asking people some very simple questions about why people did their work. One person who had been in PR realized she was a brilliant photographer and became a celebrated and well-paid photographer! Soul Vision was born. I realized if people could see the big picture of why they were on the planet and also create a foundation for their marketing that connected them with their ideal clients that would be a shortcut to success. What I later found out from clients was even years later they could use their Soul Vision as a guidepost for every decision they made in their business (and often in their life)! I had been well trained in my profession but honestly I didn't have a clue about marketing. And most of the stuff I saw out there felt slick, manipulative and mostly, *not like me!*

It seems that most of us create a business out of a deep place within us. Our soul calls and we have to say YES. Often there's no agreement in the outside world, no one to celebrate us or mentor us. Maybe you too have had a questions similar to these, I sure did.

I asked myself this question: How do I stand in my value and craft a message that reflects my True Voice? How will I find the Soul of my business and express it so people can understand it and buy what I have to offer?

One of the things I noticed about myself is that I would edit myself before I ever got my marketing message on paper...it was never good enough. I would go around in circles! And frankly here I was this creative person and I was self-judging and making myself crazy. I had the perfection epidemic and it was killing my business and making it pretty hard to make money! I knew there had to be a better way!

When I found my True Voice I stopped caring what other people would think. I began to speak from my heart (and soul), said the results I really wanted for my clients, in a simple way that felt, looked and sounded like me and all of a sudden my business (and my life) changed and magic happened.

Magic & Manifesting: I remember writing affirmations every day (I am rich, I am rich, I am rich!) and it didn't really work. I was even called the "affirmation queen" but I sure didn't feel like a one! Try as I might I could say positive things but I didn't FEEL it in my body. Have you ever tried to think positive thoughts and wonder why it didn't work the way you thought it should? I have some solutions for you!

It has been my mission over the last 35 years to find user-friendly (and quick) body-mind-spirit tools that really work every day not just on the days that you feel good. I love to play with magic and teaching others the secrets of magic thrills me. I think mastering magic will thrill you too!

I work two weeks out of the month and no more than 10 hours a week. I love my life. Fabulous, Fun and Free are three of my favorite words! If you are a creative, conscious go-getter excited by the thrill of success, the joy of creativity and the power that money can provide I invite you to come out and play! Fabulous, Fun and Free! Wouldn't that be a great life?

Who are your clients exactly?

I work with people just like you who are creative, conscious often already successful in their lives...standing at the precipice of their greatest self...eager to color outside the lines and let loose into their brightest future. They all know that they have more to offer but perhaps they are holding themselves back in some way. Perhaps they've never allowed themselves to fully express themselves in ways that satisfy them deep in their souls. Some realize they have an old outdated relationship with money and want their freedom and power back! Often they need a new way of marketing that sounds, feels and looks like them and they want something beyond traditional marketing ideas! Some want to know at their core why they are here and how to take their gifts to a whole new level of impact in the world! Some are on their way to millions, some are just starting out or re-launching and others are ready for a marketing makeover. They want their marketing to be a gift and they want to experience the Joy of Marketing.

In all cases, the people I work with have one thing in common. They are ready to stop playing small. They want to wake up to all they can be! To the outside world, it may look like they've already achieved great success, but in their hearts, they've heard the whisper and they are ready to step into their *Star Power* and *Inner Magic*.

It's an honor to be a catalyst for your amazing transformation and to watch you grow into all you can be!

How are you different from other “business or life coaches”?

I've developed a unique Body-Centered, Soul-Centered, Business-Centered system of success that includes having all the marketing pieces you need in one place to save you time, money and frustration! You'll access freedom and spaciousness with your money, discover your True Voice to give you the big picture of why you're here and the gifts that make you fabulous and unique. I know that to dissolve the feeling of competition finding your True Voice is essential to your marketing. And beyond that I help you Market Your Genius and blend traditional marketing with the Internet so you feel like you're ahead of the game! You'll create a life-giving schedule that supports a life of Inspired Action and Creativity. I will be your guide to develop your *Star Power* and *Inner Magic* and use it to create a seismic shift in YOU.

I ONLY work with highly motivated individuals. I keep my client list extremely exclusive. What that means to you, if we work together, is that I am very focused on blasting through anything that is holding you back from your Biggest Vision and Accomplishments.

What you get with me is no-nonsense, laser-focused support along with lots of inspiration, motivation, creativity and fun! It's got to be fun, or I'm just not interested. But that doesn't mean it's all fun and games. You can expect to do MAJOR work and accomplish your goals faster than you thought possible, and we will definitely have lots of fun along the way.

What type of personality do you work best with and what is expected of me?

My Coaching Programs are designed for people absolutely committed, inspired and willing to blast through their fears to catapult into new levels of success.

It was created for you to experience your own unique fabulous-ness along with freedom and fun. I'm most interested in working with high achieving focused and extremely motivated people who want to make big money fulfilling their soul's destiny and love to create, collaborate and celebrate!

Who is this program *not* for?

Please know that I am extraordinarily selective in who I work with. I choose to gently turn away people who are not suited for my programs and won't get the results. It wouldn't be fair to them.

My Coaching Programs are not for those who are struggling financially and are desperate to make money in order to support themselves. I have found that people in financial crisis are not able to trust their own internal guidance system well enough to take the risks required, and do the work to get them to the next level.

If you happen to be experiencing some financial struggles, please know that we've all been there. This is what I would suggest:

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1. Get some money coming in regularly with a full or part-time job. This will allow you to breathe easier and give you some peace of mind. Then call me when you feel able to focus on the work and this program with a clear head and an open heart.
2. Sign up for my free Ezine. The free information and regular inspiration contained in here will get you started and when you are ready to work with me, give us a call.

I also refuse to work with 'drama queens', those who consistently make excuses for not getting their assignments completed on time or have some type of emergency come up every week. If your life feels like one problem or disaster after another, I respectfully ask you to find another program or another coach. I hope you can understand my need to set these types of boundaries in my practice.

What exactly is The Joy Of Marketing Coaching Program and what does it include?

After spending a lot of time, money (and sometimes frustration) searching and researching the latest and greatest marketing I wanted to create One Place you could come to get Everything You Need to Know to put your Million Dollar Marketing Foundation in place. One place you could find all the formulas and fundamentals the Power Players use and apply them with your own brand of creativity and your very unique and important True Voice so you look, sound and feel like you and nobody else.

I put this program together so you can learn how to speak your work with confidence and certainty, write a great sales letter, homepage or postcard to influence without manipulation. I want you to know all the secrets that create a website that sells you and your services so you can direct your web designer and get what you need! I'll teach you how to present, package and price your services and products so you get paid what you deserve for your brilliant work. And we'll blend Time-Honored Successful Marketing Practices and Creative Internet Marketing so you feel like you're on the leading edge rather than catching up!

Most important you'll release your Inner Magic and Star Power on the world! A star has to fulfill their potential and won't stop until they do! We'll do that by putting a plan into place to make you accountable to move forward into a life you might have just dreamed about.

Once you discover your True Voice, we'll design marketing that fully expresses your Creative Genius and Aligns your Biggest Vision with your Business Vision! We will use specific strategies from traditional to interactive Internet marketing that work for your business. You'll look, sound and feel like you (and only you!) and keep the beauty, poetry and soul that make you: YOU. Marketing will become a Gift you give and you'll experience the Joy of Marketing and the Thrill of Success!

Does this really work?

Yes! The result of working with me is a completely transformed approach to your marketing, money and your personal magic. It's like suddenly taking off the blinders and seeing your magnificence and significance and letting loose into your greatest self. All of a sudden you realize people have been waiting for **You!** You won't believe how good Fabulous Fun and Free will feel! Ahhhhhh.

"When I first started working with you, I was making about \$100,000 a year and lived in constant fear that I'd lose everything any minute, constantly overwhelmed by what I believed were demands on me that required me to overwork and worry all the time. While I was making a decent living, I wasn't happy.

Today, my business is bringing in close to \$250,000 per year (more than double!) while I work about a third of the time I used to and only do things I love to do. I am worry-free and easily creating the experiences that bring me joy. You inspired me along the way, encouraged me just when I most needed it, and gave me concrete tools to get me into action when I didn't know how to start."

GB, Founder & CEO, Organizational Consulting Firm. Lafayette, CA

What results can I expect?

- Take your business and your life...WAY BEYOND what you might have imagined & Make a Quantum leap toward your Best Life and most Brilliant Future: More Fun and Freedom • Passion and Excitement
- Learn how to Present, Package and Price your services and products so you make a seismic shift in the way you view & value yourself and your place in this world. Make more money working fewer hours.
- Reclaim your True Voice! Establish the 4 Points of Attraction that make your marketing look, sound and feel like you and nobody else so you attract ideal clients who appreciate you and love paying you!
- Discover your Soul Vision, Creative Genius and Unique Essence so you Design your marketing with a clear compelling message & your own brand of beauty, poetry and soul. Eliminate the feeling competition on the spot!
- Market Your Genius using Time Honored Marketing Practices and Creative Internet Marketing so you Stand Out, Get Noticed & Have Impact. You'll stay ahead of the game even if you aren't Tech savvy.
- Take back your power and create a new relationship with money that holds your brightest future.
- Express yourself and your work with more Clarity, Self-Confidence and Certainty
- Write engaging sales copy that influences your ideal clients to buy and still feels like you. You'll trust yourself with no need to over-edit the life out of it or procrastinate for "perfection.
- Craft a life giving schedule that supports your well-being and fosters Inspired Action and Creativity in your life and business
- Experience a new sense of courage when faced with normally intimidating circumstances

- Trust your inner wisdom and experience less concern about what others think
- Generate so much energy around your business that people come to you out of the blue
- Increase your Ability to make Quick Decisions

How quickly can I expect results?

As soon as our first session it really depends upon your honesty, willingness to be completely open hearted and how deeply you work with your homework sessions. Virtually all clients experience internal shifts that take effect and continue to deepen in the first couple of months.

How will we work together and what does the program entail?

If you are accepted as one of my, you will receive total support from me via our web board, email and teleconference calls. (*My 5 VIP clients and individual coaching clients have personal telephone conversations with me with total email access to me). Our work together will continue with individual homework assignments tailored specifically and uniquely to your situation. I have found that having my continuous and focused support will keep you accountable and assist you in reaching your growth phase faster than you ever would on your own.

Do clients ever continue past the original program?

Yes. Many of my clients feel that having me as a continuous part of their support team keeps them on track and ‘playing full out’ each and every day. They also enjoy the accountability and the inspiration that comes from the vision, manifesting and marketing work we do together.

What are your coaching programs like?

You have **3 different options** to choose from, depending on how quickly you want to see results, how much time you need to build your business, speak to me directly, or based on your budget level:

Option 1

Joy Of Marketing VIP All Access Program

One-on-One 6 month Unlimited access private coaching program

6 Joy of Marketing Workshops + Follow-Up Support

3 calls per month, 30 minutes each, + access to me via phone, email for extra help

This program is for the *Star* who wants to move extraordinarily fast. The most popular program so far because it creates the best results in the fastest amount of time. Formulated so that you have me on call, as your personal coach and mentor for the next several months, to guide you through the program, mastermind with you and personally lead you through the processes. Together we will create the exact next steps for you to succeed, I’ll hold you accountable while we review your progress and keep you moving toward your Great Big Vision with extreme passion, purpose and clarity.

You will see that having access to me in this way is the Golden Ticket for your success. Whether it’s getting unstuck on a particular assignment or needing feedback on an important issue, it can be easy to lose momentum or get frustrated and overwhelmed. But not when you have total access to me, I’ll give you immediate feedback on a new idea or guide you in taking the next Inspired Action. (I do not offer this unlimited access to me in *any* other program, therefore there are only 5 spots available in the VIP All Access Program). It includes everything in

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the Joy of Marketing Success Programs! You get it all!

Option 2 and 3

Joy Of Marketing Success Programs ~ Individual & Group Sessions ~ 6 Marketing Workshops With Monthly Follow-up Mastermind Plus Support ~ Content based & Individual Q&A +

These private coaching & workshop programs were created for creative, success minded, committed people who want to get moving more quickly than you ever would on your own. You'll stay on track as you work through the program and processes, continue to develop your Creative Marketing and take Inspired Action. You'll make more money doing work that ignites your passion and creativity. And celebrate all the way to the bank!

Each of the programs combines the power of grounded metaphysics with state of the art success building tools to create massive results. They are designed to serve people at different levels of their business and their budgets. Flying and Soaring Programs include the Taking Off (Money, Marketing & Magic) Fabulous Foundation, 7 Step Joy of Marketing System: True Voice (Essence, Soul Vision, Creative Genius, Big Vision), Marketing Your Genius, Website Brilliance! Website Power!, Power of Profit: Packaging & Pricing, New Telephone Strategies, Creative Copywriting and Follow-Up Mastermind Plus Support.

2. Joy of Marketing ~ Soaring: If you make over \$100,000 and are ready to make a quantum leap now! This exclusive group has a limit of 15 people and includes 6 individual 30-minute coaching sessions with me over 12 months. This program includes all of the above workshops plus follow-up mastermind support and advanced Money, Marketing and Inner Magic practices that can take you to higher visibility, success and profitability. This group is for people ready to promote themselves to CEO and work in their Personal Magic and Genius most of the time.

OR

3. Joy of Marketing ~ Flying: If you are serious about making 6 figures, eager to play full out! This program includes all of the above workshops + follow-up mastermind support along with a Soul Vision Session, 2 individual "emergency" 30-minute strategy sessions (in case you get stuck!) over 12 months and Money, Marketing and Inner Magic practices that provide you with all the tools to catapult you into 6 figures and more! (An Additional Coaching Option is Available).

Bonus #1:

Taking Off is Your Bonus Gift When You Register in the Joy of Marketing VIP or either of the Joy of Marketing Success Programs (value \$897)

Taking Off: Awaken the Pure Joy, Possibility and Power of Money Marketing & Magic in Your Life This 12 Week Home Study Foundation program is the jumpstart program for launching or re-launching yourself! It provides all the basics to get your money, marketing and inner magic moving! Most clients do this first so they so they can hit the ground running and generate clients and money right away! This is my most inexpensive program so even if you are on a tight budget you can take off!! Includes Making Money Your Ally program, Joy of Marketing and Business basics, and manifesting tools.

1. Celebrate Your Success and Accomplishments

A very wise teacher of mine once told me to celebrate my success. You know, what did I do right, great, fabulous! The way to more success is celebration of your accomplishments. We Go-Getters are so busy getting to the next to do, the next goal and wonder why we feel empty. To get to the next level of joy and satisfaction, to really live in your *Star Power* and *Inner Magic* you have to fill yourself up. These celebrations of you and your brilliance and genius keep you feeling happy, passionate and purposeful as you fulfill the dream that is your destiny. You will delight in the energy you feel as you celebrate your wins. You will amaze yourself!

2. Clear and Complete

Complete the old patterns of self-judgment and criticism and learn a fun way to work with the personas (parts of you) that may have kept you stuck or prevented you from living your best life. Learn a body-centered practice to free you from the drama in your life and get friendly with the personas so they cooperate with your new life. This will clear out any lingering blocks so you begin to feel a new kind of freedom, clarity and inspired creativity!

3. Change Your Brain Chemistry so you can stop automatic negative thoughts and shift them quickly to positive ones without forcing yourself to be "positive". This is a no muss no fuss method when used! It makes holding positive thoughts and manifesting what you want way easier!

4. Establish Unique Essence and Big Vision

Together we will discover your Unique Essence and Big Vision. These steps will reconnect you to why you are here on the planet, how to market that vision and how to focus your energy so you create outrageous success with a life-giving schedule! Success begins on the inside first before you ever see it in your world. The power of knowing and expressing your True Voice will pull you forward into Inspired Action and an exciting new Creativity. We'll use my expertise in manifesting and business magic to strategize and bring it all together so you experience the power of your presence and propel yourself Way beyond what you thought possible.

5. Create Delight and Freedom with Money

You will release the money story and baggage you might have inherited and create money as an ally that inspires you and aligns with your brightest future. One where you know money is on your side and can be trusted: where you feel favored and fortunate.

With the myriad of practical tools you get you'll awaken the pure joy, possibility and power of money in your life for the rest of your life. Often we begin a new business with an outdated money consciousness. I consider this the first building block for lasting success. You cannot believe how different your life will be when you realize money is here to support and empower your life!

6. Use My Unique Body-Centered, Soul-Centered, Business-Centered Approach

This approach reconnects you with your Natural Flow, Creativity, Inner Strength and Wisdom. It gives you the tools to make choices and trust them. With this connection self-doubt melts away and you can experience a new kind of power and self-love. You will begin to see the amazing *Star* you are and *Celebrate* what only you can give.

That means charging for the brilliant value you give vs. the hours you work! You will let go of

what others think about you and make choices from a new place of confidence and clarity!

7. Learn a new way of living that honors your boundaries and makes tolerating a thing of the past. You will learn the power of saying "No" and how it can skyrocket your business success!

In addition to these 7 categories, you will **Learn the wealth of manifesting magic tools and techniques** I have gleaned from all disciplines around the world...from how to set up your day so it works like magic to simple meditations to shift your resonance when you're having *one of those* days! You will want to integrate these into your everyday life for the rest of your life! These are the ones I personally use and share with my clients. Real Tools for your Real Life!

Bonus #2: You'll receive my New Telephone Strategies mp3, which includes the exact tools I used to double my income in a month and a half and the same one my clients have used successfully to make millions of dollars! (Value \$125).

Ask yourself now: Which of these program options do you think would suit you best? If you were to do this, when would you ideally like to begin? What we usually recommend is that we set up a get-acquainted session (see "How do I get started" below).

Do you accept credit cards?

Yes, actually we only accept payment for these programs via credit card.

I know which program I want. How do we get started?

Fabulous. Simply contact my office via email at coaching@beyondbusinessasusual.com or by phone at 1-510-601-0553 and let us know which program you are interested in and which results you want to get. We'll set up an interview to see if you're a good match for my coaching programs.

I'm not sure I'm ready to get started, how can I sample your work to see if it's right for me?

Make sure you're signed up to receive my free ezine and watch my calendar for upcoming tele-seminars and new product launches.

I am already so busy and overwhelmed, although I want to work with you badly, I don't have much time to spare. How much time do I need?

Since you are building a business you will want to set aside time each week to take the inspired actions that catapult you into success. There is play and creativity in that! You will begin to experience the incredible results that come from working with me. Much of our work together is done in either private conversations (VIP and Individual Coaching Clients) or teleconference calls (Group Programs). You will be masterminding with an expert who is experienced at bringing out the most efficient, motivated and extraordinary version of yourself. You'll find after working with me you are much more effective, you'll accomplish more in less time and with total clarity and conviction for your work. You'll move at a lightening pace while enjoying the phenomenal Vision we've created to skyrocket your success.

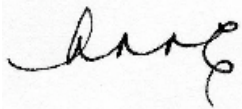
If you don't ever start, you'll never get there. I have, a husband, clients, a busy life and I've found out how to find a balance that feels right for me. I can help you achieve this in your life, too. I love my work and I love my life. The question really is: how much do you want this? If it feels right for you, then you'll find the time for it. Trust your intuition.

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OK, I'm ready to do this for myself, but I have a couple of additional questions. Can I call you?

Great. It sounds like you're ready to Let Loose into Your Greatest Life, Ignite the Thrill of Success, the Joy of Marketing and the Power of Your Magic in the world! If you have a couple of questions, just email my office at coaching@beyondbusinessasusual.com or call us at 510_601_0553. Otherwise, [download the Coaching Application](#) complete it and fax it to 510_601_0563.

Welcome to Fabulous, Fun and Free!
I look forward to our call!



Anne Sagendorph-Moon,
M.ED
Founder and CEO