

Sage Conscious Business Planning

"Be who you are, stay in your truth"

There are no incorrect answers, we are just exploring.

What is your purpose? Tell me about why you are doing what you are doing. What personally inspired your business?



Name three business who inspire you and who's brand you admire.

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Values

What are three values you have for your business?

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What do you do daily to support these values?

What inspires you, lifts you up or boosts you?

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Vision

What do you want to achieve?

How big do you want to grow (number of clients or sales)?

What do you want to contribute to the world/ what makes you a conscious business?

What is the key thing you want your clients to feel?

Product/ Service

What are you selling?

Do you want to sell products online or book services online?

Tell me more about your products/ services?

If you could work with three people as brand ambassadors or as go to referral who would you work with.

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About me:

I am a kinesiologist and I previously studied my Bachelor of Design at UWA. My two passions have always competed with one another, my passion for helping people and my passion for design. From starting my own kinesiology business, I have learned so much about marketing and building a conscious business. I realised I could do both my passions together by helping conscious businesses with their websites and marketing plans.

It is important for both of us that we are on the same page and that you will align with my values as much as I align with yours.

My three values:

1. **Honesty.** I value honest businesses and marketing. There is a lot of false marketing on Instagram. What I have found is the people and business that are the most honest and genuine are the ones that do the best in the long run. Let your personality shine on social media it's important to reflect who you are.
2. **Purposeful.** While I do what your personality to come through, if you are running a specific business page, I believe all your posts need to be thought out and planned. I believe good quality photos are essential. When you do a post or put yourself out there, you have to think about the greater picture. Does this post align with me, my page and my clients? I will give you your own personal presents on an app I recommend. I ask clients to stick to their pre-set when posting images because it helps develop consistency with the overall view of your page. If you don't want to use pre-sets then don't use any filters at all. For me it's all or nothing.
3. **Conscious.** How are you helping others or how are you making the world a better place? I don't enjoy supporting businesses that are formed on consumerism and waste. My hope is that by helping you, I am also helping people in need find you and find the help they need.

Setting up a website

I use Wix to create my websites because it is easy to use and has endless options for expanding your business as you grow. After setting up your website I will teach you how to maintain it and change things if needed. Wix is pretty simple to use once you've been shown. By teaching you, you have the power to grow your business and change as you feel it needs changing. There is no contacting web developers and asking for changes to be made every time your business grows. You are in control.

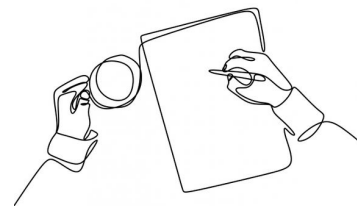
There is a cost to using Wix and this cost isn't included in my price. If you already have a domain this can be transferred to Wix (I will help with this), if you are just starting out then Wix does offer a free website that has their branding on it. I would prefer to work with people who want to commit to having a full website up and running. The cost of using wix varies from \$120USD-\$360USD depending on what you need. I currently pay \$160 a year for my wix website and this is written off my tax each year.

Photography

This package includes a one hour photography session to help set up the website. These photos can be of your services, products, the business space, and of course you. The package includes editing and filters. These photos are all yours to keep and to use on your marketing pages. I ask that you tag me in the caption when you use my images please. I also ask that you don't edit the images any further, no added filters, borders or text over the images unless you've confirmed the changes with me.

What you need to get started:

1. A registered ABM.
2. A business that is already running or one that is about to launch.
3. A clear idea of your target market.
4. Products for sale in stock and ready for photos.



If you are ready to begin your journey email this form filled out to ashleighcosta@gmail.com and let's get started! I can't wait to work with you!