

BUILD YOUR BUSINESS LIKE A B.O.S.S.



THE

**QUEEN** OF

# Content Mastery

Never Wonder What To Write Again...

Plan It. Write It. Schedule It. Post It. Repurpose It.

[WWW.4REALBIZ.COM](http://WWW.4REALBIZ.COM)

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*Hey Boss Babe!*

Welcome to The Queen Of Content Intensive. I'm so excited to be a part of your journey and I'm here to support you as trade in the struggle bus for a PURPOSEFUL, PROFITABLE and SUSTAINABLE business. Let's turn you into the Queen of Content so you can start attracting your ideal clients. Today!

Are you ready to make 2020 your year?

I can't wait. Let's dive in shall we!

*Toni*  
*xo*



# Hey, I'm Toni!

## Business Coach & Success Mentor to Solopreneurs wanting to

***'Build A Better BUSINESS For A Better LIFE!'***

I've always had big ideas and a desire to create real impact... I bet you have too, haven't you?

### **#theworldbelongstodreamers**

When everyone rolled their eyes and told me to stick it out in a day job that was literally blinding my shine; I booked myself a one-way ticket into the world of entrepreneurship.

The only thing I had going for me, other than a stack of bills and mounting credit card debt... was a vision shining brighter than the MilkyWay and the conviction to see it through.

I wish I could say the transition from employee to Boss was easy - it wasn't. It was tough. But, I stuck with it, took risks, invested big and little by little clawed my way out of the hole and into freedom.

I flipped the game when I started 4RealBiz (emphasis on "4real"). I learnt how to leverage strategy, branding, social media & sales, combined with consistent mindset workouts, to build a purposeful, profitable and sustainable business.



Today I run a 6-figure Business Management Consultancy working with corporates to communicate their strategy to their employees through branding, internal comms and training programs. I also founded 4RealBiz to help coach and mentor other entrepreneurs to build businesses that they love so they can have true time, location and financial freedom while doing what they love - 4 real.

**This Queen Of Content Intensive is all about YOU and skyrocketing your business and your life!**

Let's do this together!



# Scheduling Sessions

The Queen Of Content Intensive is made up of three 45 minute one-on-one coaching sessions.

These sessions will take place weekly. Please schedule your three sessions at the same time, on the same day of the week, where possible. Your three sessions must be booked between the 16th of January and the 13 of March 2020.

Sessions are scheduled through Acuity Scheduler. Please ensure that the time zone is set for your timezone when scheduling.

[Schedule Your Session Here](#)

## FAQs:

### **What happens if I can't make a session and need to reschedule?**

I get it, life happens. your hairdresser is closing for Christmas, Aunt Betty needs help babysitting etc.. Sometimes you may need to reschedule a session. To respect both your time and mine, I ask that any rescheduling be done giving 24 hours notice.

### **What happens if I can't make a session due to an emergency?**

Sometimes things happen that are outside of our control. In situations such as hospitalization, natural disasters, power failures and the likes, we can absolutely reschedule. Communication and respect is the key.

### **What happens if I don't show up for a session?**

No shows will forfeit their remaining sessions unless number two applies. Rescheduling is at the coach's discretion.

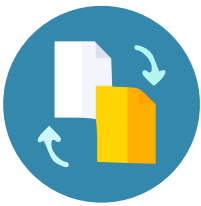
### **The scheduler doesn't show the time slot I want?**

The time slots available to you are limited because I coach clients across many time zones, which means working together to find a mutually beneficial time.

# Support & Communication Between Sessions.

The Queen Of Content Intensive was deliberately designed to be split into three sessions, one per week, so that you have plenty of time in between sessions to take action. This will ensure that you're executing like a boss and will allow you to feel fully supported along the way.

## Here's How I Will Support You Along Your Journey:



### File Sharing

Each week you will be given homework to complete to move your business forwards. Homework and other reference files will be shared on Trello and GoogleDrive. *Note that all files, notes, and documents shared with you remain the intellectual property of 4RealBiz and Toni McMurray and may not be shared or re-sold by you. The copyright remains with Toni McMurray,*



### Voxer

You will have direct access to me in Voxer, between all sessions. So you can reach out and ask questions or get guidance when you are feeling stuck. I will check in with you 3 times a week to see how you are doing and support where I can.

Please note that responses are not always immediate. I may take up to 24 hours to respond (although I usually respond much sooner!) Voxer is the most direct method of communicating and you are able to send voice notes or texts about anything so always feel free to reach out about anything! Please also note that I do not respond on Saturdays & Sundays

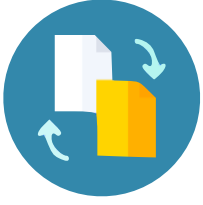
*Note: Do not give out my number to anyone. My Voxer Number will be shared with you once you have scheduled your sessions.*



### ZOOM

All our sessions will be conducted on zoom. Your meeting id will be shared when you schedule your session.





## Session Recordings

All of our sessions will be recorded for reference purposes so that both you and I can listen to and learn from the sessions. This means you can be fully present in the session because you will have the recording to re-listen to and take notes whenever you want to! *Note that all of your sessions remain highly confidential and that I will never share any of these recordings publicly with out your express written permission. I respect your privacy always!!!!*

## Questions or Comments?

[Toni@4RealBiz.com](mailto:Toni@4RealBiz.com)



# My Signature Framework B.O.S.S.

From Employee to B.O.S.S. From Solopreneur to EMPIRE.

Using my Signature B.O.S.S. Framework, we'll create your dream business together!

Because it doesn't matter if you're a graphic designer, coach, consultant, online store owner or any other kind of entrepreneur; And it doesn't matter if you've been building a business for 2 months or 3 years;

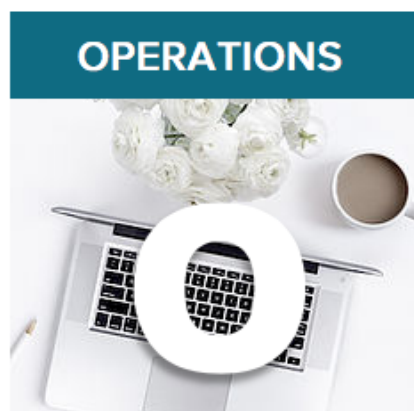
If you're missing one of these key ingredients, your business will crumble faster than you can eat a chocolate chip cookie.

But... Get these four things right & you'll be running your business, like a B.O.S.S.



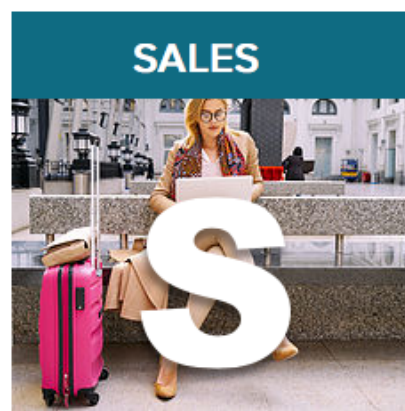
## BRANDING

Every 6/7 figure business has a powerful brand. Branding is all about getting visible and attracting your dream clients. We're talking content creation, marketing strategies, messaging and value propositions... Everything you need to get your dream clients to find you!



## OPERATIONS

Operations is the backbone of every business and it's the part that most new entrepreneurs leave messy. We're talking admin, finance, tax, hiring teams, outsourcing and automations... Everything a business needs to run like clockwork!



## SALES

Selling doesn't have to be icky, cheesy, sleazy or awkward! It's time to flex your sales skills and start selling in a way that feels good to you and your clients. We're talking product ladders, irresistible offers, pricing, relationships, closing, follow up. Everything you need to bring more clients and cash into your business!



## SELF-DEVELOPMENT

The most important asset in your business is YOU! Without you, there would be no business. That means you come first. Your mindset, your health, your time - these are all things that entrepreneurs sacrifice when starting out and these are the things that lead to burn out. You can only pour from a full cup. It's time to better business for your best life!



**I used this exact framework to build my own Business Management Consultancy and Coaching Practice and I help other entrepreneurs to build businesses that they love too.**



# Coaching Agreement

When scheduling your first session you will be asked to agree to the coaching agreement terms and conditions and click accept in order to complete your booking. For your convenience I have included a quick link [here](#) for you to review at any time.

This is just the legal schmegal stuff that my lawyer says I need to get out of the way before we get started. Shout if you have any questions!!!

# Your Check List

Check Off Each Section As You Complete It. :)



Go To Your Client Portal



Schedule Your Coaching Sessions.



Read, sign and return your coaching contract.  
(Or simply click accept terms and conditions when scheduling your sessions)



Complete Your First Session Pre-work



Show Up Ready For Your First Session On Zoom. Your Link Is In Your Portal. This is where the magic starts.

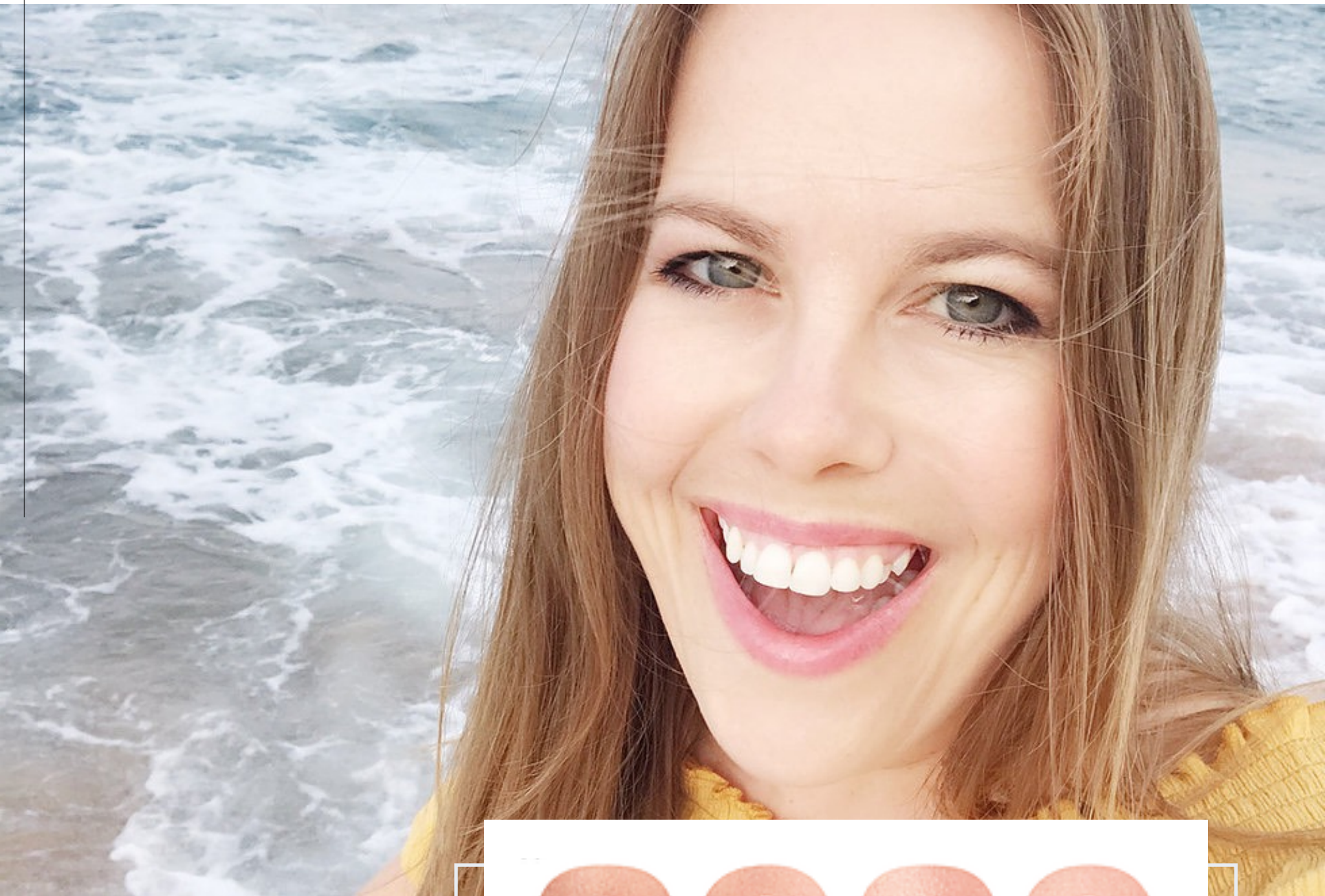


Give yourself permission to step fully into this journey by showing up, putting in the work and getting the support to transform your business (and your life!).



*Are you ready?*

**Let's Do This!!!**



**2020**

**What will 2020 bring for you?**

**Questions or Comments?**  
[Toni@4RealBiz.com](mailto:Toni@4RealBiz.com)





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BIZ