

Business Success Blueprint

**There are customers everywhere.
Here's how to get a constant flow of
loyal customers and how to
reach them on demand!**

Eight out of ten businesses start and fail within the first 18 months. According to Forbes.com there are 5 major reasons this happens.

The first reason is because often, there is no conversation happening between the business and the customers regarding their needs and wants.

The second is not standing out from the competition, not being unique.

The third has to do with those businesses that have defined what makes them unique and their inability to successfully communicate that to their customers.

The fourth reason businesses fail is due to a breakdown in leadership. Usually there is some personal dysfunction at the head of the business and it's not being rectified. Become self-aware and fix it, fast.

The final reason, not surprisingly, comes down to money - a lack of revenue due to a failed business model. Your business model needs to include a proven path to revenue, when it doesn't; failure is inevitable, even if you got the other 4 reasons covered.

Did you notice that two of these reasons deal with communication between the business and the customer? This report will show you how a consistent form of communication with your customer, client, or patient will make your business effective and profitable.

You know what else was not in the list? Nowhere in the article did anyone say there aren't enough customers, clients, or patients for a business to be successful. **They are out there, everywhere!**

What if your business could have a constant flow of loyal customers who refer you to more loyal customers?

In this report I'm going to show you my proven step-by-step system to bring you continued growth and profits.

Step 1: How to Never Have to Look for a Customer Again

In marketing it is a well-known fact that it generally costs 5 times as much to get a new customer than it does to retain your current customers.

What does that mean to you?

You are already doing the most expensive part of the work and leaving money on the table by not trying to sell to your current customers and only focus on getting new customers.

How can you leverage what you already have so that you might never need to look for a customer again?

You already have your current customer's contact information; you just need to be communicating with them regularly.

For potential customers, clients, or patients, you will need to take get their contact information online.

To automate the whole process on your website you will want to have a form where people give you their contact information in exchange for some kind of free gift.

This is what you do next on your website. Your website's only purpose is to get the people who are interested in what you have, to give you their contact information using a form that may look like this:



The image shows a horizontal form with two input fields. The first field is labeled 'Enter your first name' and has a small person icon to its right. The second field is labeled 'Enter your email address' and has a small envelope icon to its right. The form is enclosed in a light gray border.

So what happens when the person enters their email address? Where does that go?

Don't worry.

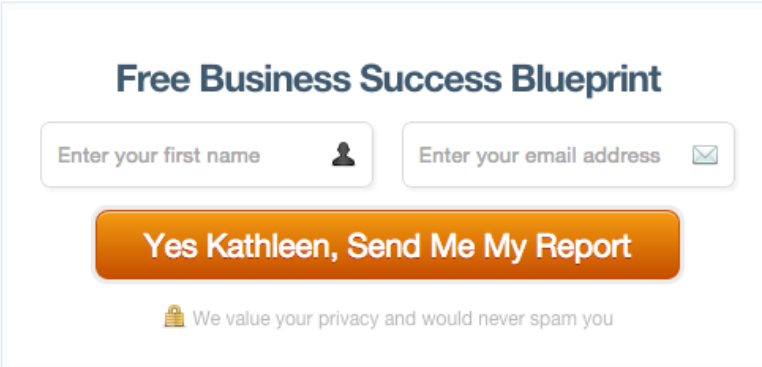
There is technology behind that. It goes to a piece of software that is connected with your website that complies with all of the regulations and will store those emails allowing you to email everybody at once instead of you having to send a separate email for each person.

This software will also take care of asking permission to send these emails so you don't have any problems.



But here's the thing, people don't just give away their information so easily anymore because they are already overloaded with email. So you will have to offer something of value in exchange for their contact information, also known as a freebie.

This freebie is a way to entice new customers to sign up for your freebie thus beginning the get-to-know-you stage.


Let me show you an example. This is what I have on my website for this report:



Free Business Success Blueprint

Enter your first name  Enter your email address 

Yes Kathleen, Send Me My Report

 We value your privacy and would never spam you

Why would I want to offer them all of this business information for free?

Well, I want to help business owners and this information helps them understand how a clear strategy would benefit their business. This allows me to start a relationship by adding value immediately.

Whether you are capturing your current customer's information or that of a potential new customer, in order to build a relationship and customer loyalty, you've got to have this step firmly in place. It is essential for the success of future steps.

Step 2: Getting In Front of Your Perfect Customer


This does not mean in the line at the grocery store or the post office. You need to have a web presence, a place to be found online.

If you don't have a website or you do have a website but nobody knows that it exists, so nobody visits your website, or you want even more website visitors, Facebook would be a good place to start.

The simplest way to begin is to create a Facebook Business Fan Page. They are free and simple to set up. You just need some basic information about your business and some photos to get started.

Why Facebook? Facebook has over a billion users and as a small business your perfect customer is there. Today Facebook is one of the least expensive ways of getting in front of people who want what you have to offer. Let me give you an outline of how to do this on Facebook in case you are not familiar with the steps.

If you are not on Facebook yet, the first thing you need is your Facebook profile. Then you can create as many additional pages for business or other purposes after that. To create a Facebook page follow these steps:

1. Go to Facebook.com, click on the Sign Up button 
2. Complete the form and then click Sign Up. Be sure to write down your password somewhere you can find it but not everyone else!

Sign Up

It's free and always will be.

First name Last name

Email or mobile number

Re-enter email or mobile number

.....

Birthday

Month Day Year Why do I need to provide my birthday?

Female Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Policy, including our Cookie Use.

3. Complete your profile. Step 1 will ask you to enter your email address to find Friends on Facebook, just look on the lower right hand corner to click “Skip This Step” for now.

The screenshot shows the 'Step 1: Find your friends' screen. At the top, there is a progress bar with three steps: 'Step 1 Find your friends' (highlighted in blue), 'Step 2 Profile Information', and 'Step 3 Profile Picture'. Below the progress bar, the main heading is 'Are your friends already on Facebook?' followed by a sub-heading: 'Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook. See how it works.' There are three email service options: 'Gmail' with a text input field for 'Your Email:' and a 'Find Friends' button (highlighted with a red box), 'Yahoo!' with a 'Find Friends' button, and 'rediff Rediff' with a 'Find Friends' button. At the bottom right, there is an 'Other Email Service' option with a 'Find Friends' button and a 'Skip this step' button (highlighted with a red box).

Step 2 will ask for you school background. Again, here you can complete the information or choose to skip this step.

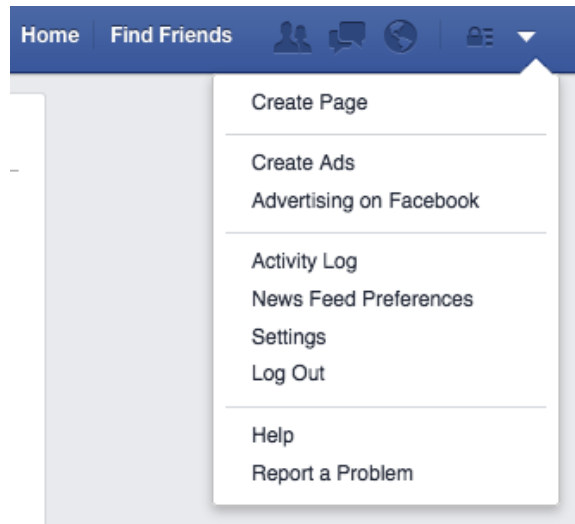
The screenshot shows the 'Step 2: Profile information' screen. At the top, there is a progress bar with three steps: 'Step 1 Find your friends', 'Step 2 Profile information' (highlighted in blue), and 'Step 3 Profile Picture'. Below the progress bar, the main heading is 'Fill in your Profile info' followed by a sub-heading: 'This information will help you find your friends on Facebook.' There are three input fields: 'Secondary School', 'College/University', and 'Employer'. At the bottom left, there is a 'Back' button. At the bottom right, there is a 'Skip' button and a 'Save & Continue' button (highlighted with a red underline).

Step 3 will ask you to upload a picture so that when you start to add friends and people look for you they will be able to know that it's you and not someone else with the same name. You can use any picture you have

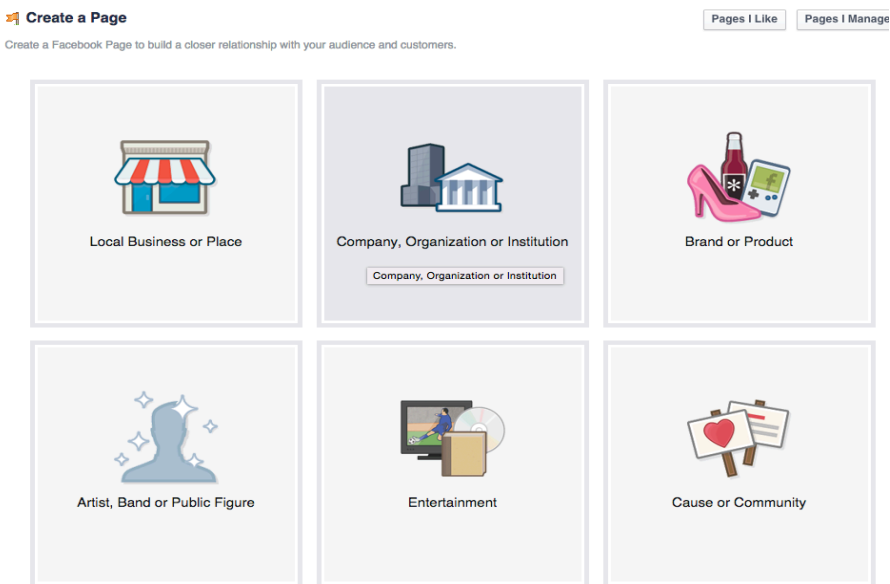
stored on your computer, when you click on Add Picture it will open a search box for you to go find the picture, click on it to select it, then click open on the bottom right hand corner of the box:



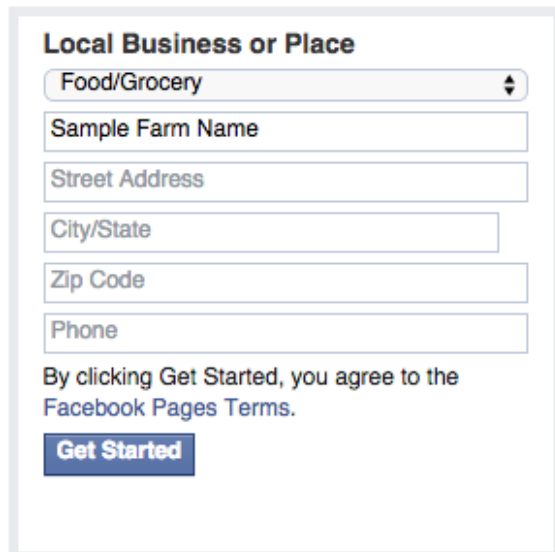
Now that a basic profile has been created you can create new pages, especially the one for your small business that we have been discussing. Once you are logged in to Facebook, you'll look to the far top right of your screen and click on the down pointing arrow to open a menu, then click on Create Page.



Choose Local Business or Place



Add the closest category and complete your business name and contact information:



Local Business or Place

Food/Grocery

Sample Farm Name

Street Address

City/State

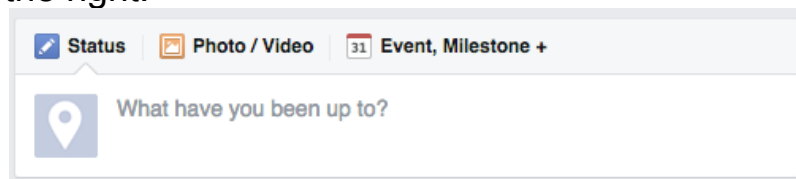
Zip Code

Phone

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

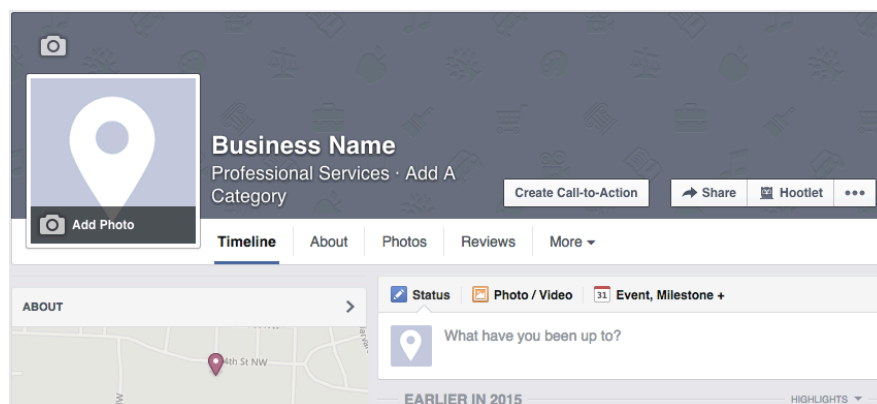
Then select Get Started. Your business page is now showing with your contact information on the left and room for you to create status updates on the right.



Status Photo / Video Event, Milestone +

What have you been up to?

This is what your page will look like to someone coming to it for the first time. The small square on the left is where the profile photo you uploaded would show up. The larger gray section behind that is called the Cover photo and that is a great place for a photo of your business.



Business Name
Professional Services · Add A Category

Create Call-to-Action Share Hootlet ...

Timeline About Photos Reviews More

ABOUT

What have you been up to?

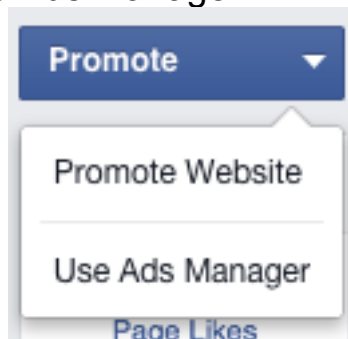
EARLIER IN 2015 HIGHLIGHTS

Now your page is ready and you want the right people to Like it. You start by inviting your friends and other local people to Like your page. But here's the thing, sometimes our friends on Facebook are not our customers. So, if you have a cousin living in another state, they are still your friends on Facebook but it doesn't make sense for them to Like your business page from another state.

So how do you promote your page to people that are actually interested in buying what you are selling? Facebook gives you the option to advertise for Likes to get started.

You'll be trying to get your page seen by the local people in your neighborhood and surrounding area, as they are most likely to use your services.

You'll start by choosing Promote in the top right corner of your business page and then click on Use Ads Manager.



The Ads Manager is a place to create your ads, choose who will see your ad, and manage your budget.

Speaking about budget, you can set a daily budget. The lowest daily budget is \$5. In Europe it's 4 Euros. As you can see running an ad will not break the bank.

The most important part of Facebook is that you will tell Facebook "Okay Facebook, show my ad to people who are interested in weight loss or women who are interested in yoga or women who are interested in home decor." Then Facebook goes and shows your ad to those people only.

You have full control of the ad. You can stop the ad at any point, which gives you full control.

Explaining how to do all the possible ads in Facebook is beyond the scope of what we are doing here today. But, let me give you a way of thinking about Facebook ads, an overall strategy.

First, you advertise your page. You want Likes to your page, but not any Likes, you want the people who will buy your product or service to Like your page. Once your page has a hundred Likes you can advertise to anybody you want and Facebook has a very large database.

There is a function on your page called Boost a Post. This is extremely cool and something you can start doing today if you know that the people who Like your page are your perfect buyers.

You post something in Facebook, and you pay Facebook as little as \$5 to boost that post. In other words, you tell Facebook, "Facebook go show the people who Like my page this post."

****Tip:** Never boost a post for one day, always boost for a minimum of 3 days.

It's not the same as having an email address. But this is a complement to that, because some people don't check their email address but they are on Facebook. Some people check their email address and they are in Facebook.

There is no other system that allows you to be in front of your perfect buyers for \$5 in 3 days. You cannot have an ad in the newspaper for \$5.

So choosing your audience for your page is extremely important. Every month you should be running a couple of campaigns: one campaign for your perfect buyer to Like your page; another campaign to take people directly to your website.

So what are you going to do with the people that go to your website? Yes, you guessed it right. You are going to offer something they find extremely valuable in exchange for their email addresses.

Remember the form we talked about in step 1? They complete that form and you gave them the freebie you promised.

Now they are in your database, you are growing your list of email subscribers, which is your number one objective because you don't own Facebook, so you want the contact information of your people.

Your objective number two is to grow the number of Likes to your page so that communicating with your perfect customer is extremely inexpensive.

What should you do with your new business page in Facebook? Create 2 posts a day to keep your page active. Spend a few minutes each day following up with any direct messages or questions that come in and require a response.

Your particular business and the way you serve your customers, clients, or patients are unique to you. This is a place to begin a conversation with your audience about what your about, what kind of value you provide to them, and how they can get it. This is an essential part of the relationship building that you must do to eventually create customer loyalty and referrals.

The key to success is to remain consistent. If you advertise once and you stop then you are wasting your money. Just don't do it. Get a strategy for your business, get help from a professional who can help you target the perfect buyer and develop a strategy for your specific business and then stick to it.

But your business still needs to be found, which takes us to...

Step 3: How to Gain A Competitive Advantage Over Other Local Businesses

This step could also be called “Get found fast!”

What do you need to show up? Your website. Not any website. Google now has a penalty on sites that are not mobile friendly because people are searching with their mobile devices.

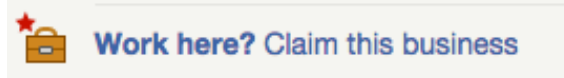
You need a website that makes you look professional and creates trust and credibility. If you are going to have a website that looks like a website from the 1990’s then it’s better not to have one because it’s hurting you.

We can all think like Wal-Mart or we can think like Nordstrom’s. Being the cheapest is a very bad business model.

You also need to be listed in the right review sites. And you need to make sure that if you haven’t taken care of this, what shows up today is not hurting you and your business because you haven’t paid attention to this until now.

The fact that you haven’t listed your business doesn’t mean that your business is not being listed there: it is being listed and reviews are being written. If you are not hearing about it this can be a huge problem.

It is also how you manage your online reputation. You take control of what content is listed online – content, images, contact information. You want to be sure the listing has your correct phone number and address so that people who do find you online can find your farm.



When you register your business you can also receive notifications when one of your customers has given a review of your business. This is crucial for following up, especially if it is a poor review. Poor reviews are usually not allowed to be removed but many sites will allow you to respond to your reviewer so you can attempt to resolve the situation.



Now, that you have some of your customer's contact information, you could ask a select few to leave your business a review so that the positive reviews outnumber any negatives. I'm sure your happy customers would have no problem doing so.

By listing your business with Google local places, and claiming your listing in all of the travel and business review sites, you increase your odds of showing up in search results.

The more you show up in search results, ideally the more people will check out your web page, driving traffic to your website, and bring them to your free offer where they enter their information and you gain a new subscriber and potential new customer.

If you do a good job then you can show up several times in the organic search results – the top ten list under the paid positions.

We have talked about listing your business in review sites. We have also talked about your Facebook page because for a lot of people you are not trustworthy if you are not on Facebook; everyone is on Facebook.

Now I'm going to give you a little strategy that nobody else is using, that your competition is not using. As the owner of the business, you need to be on LinkedIn if you want the chance of doing business with other businesses.

So, get your LinkedIn strategy done right because it will allow you to sell to other businesses, which in turn can mean larger profit margins.

Step 4: A Constant Flow of Loyal Customers Who Refer You to More Awesome Loyal Customers

This is where you really use the contact information from Stage 1 to establish a relationship with your customers to foster their trust of you and your brand.

In any business there are three ways of increasing revenue -selling more, selling more often, and getting new customers.

Email newsletters are perfect to achieve all that: they strengthen the relationship, they let your customers know about new products, and they can even increase referrals, which lead to new customers.

Newsletters? Yes, newsletters. You just need a system to send out email newsletters. There are many inexpensive options available today that should fit your needs as a small business owner or professional.

Before you start worrying about what you're going to write in your newsletter, let's get clear about the main purpose of a newsletter, which is to add value to your customer, client, or patient.

You can add value with articles, tips, news, information, and the newsletter is a wonderful opportunity to let your customers know answers to their questions before they've asked you.

The more valuable they find your newsletter, the more likely they are to share it with friends and family, which can generate referrals for your business. Another advantage of having a useful newsletter is that it positions you and your business as a resource and it keeps you top of mind.

Having your customers contact information allows you to use email marketing to work with your own supply and demand.

If you've been in regular contact, they may even be choosing your business over another that may be closer, cheaper, or more convenient to them.

Building and maintaining this relationship cannot be emphasized enough. It is the key to your success. You must make it easy for people to do business with you and this is one of the tools to help make that happen.

The customers are already in your office. This gives you another chance to increase your revenue. Let's think McDonalds for a second. After you place your order, they ask you if you want to make it a Large and if you want to add an apple pie. This is an opportunity I use with my clients to get creative and see what else people might need. I don't know if you do this with your clients but you should.

"Do you need any supplements today?" is a question that chiropractors or nutritionists could ask each person when they are in for an appointment.

A huge opportunity you have with newsletters is to quickly test other business ideas without having to spend a lot of money. So if you decide to start selling products, you can ask your newsletter readers for their opinion, you can even ask them for ideas of what they want to buy next and they will tell you.

I don't know about you but I have certain shops and people that I love to buy from and I buy everything they sell as soon as they release it. I love reading, so when a certain author releases their next book, I get it immediately, I cannot wait to read it.

It doesn't have to be books it can be anything. Your perfect buyers cannot have enough of you and can even tell you what they want next. Big corporations do not have this advantage, because it's difficult for a big corporation to create this kind of bond with their audience.

Think Amazon, people who have bought "this" have also bought "that." Why does Amazon send you email after you bought a computer to let you know about a printer? Because it works.

The second big opportunity nobody talks about is to get you the right positioning. Your newsletter is not about "Buy my stuff! Use my services!"

Your newsletter is about positioning your business as the authority in everything that is related to your profession.

Once you know your audience and you get to position your business as a resource for what matters most to your audience you can create another stream of revenue by leveraging your positioning.

You know how there are high seasons and low seasons. Well, in low seasons with the right positioning for yourself you could be promoting other people's high end products and services for a commission. The key here is to choose products and services that don't require any investment or inventory on your part. This is a strategy that needs to be custom tailored to each business. Let me explain the overall strategy and what it looks like to you.

You work on attracting the perfect buyer and positioning yourself in a very special area as a resource. That allows you to work together with other businesses that share the same perfect audience but don't compete with you.

One word of caution, this requires knowing your audience, and some careful planning.

It usually doesn't happen the first year you start sending your newsletter.

Step 5: Having a High Season the Whole Year

I help my clients pick the perfect products and services to promote. Their audiences love the extra service and care and my clients make more money.

The secret to a sustainable and consistent income is not so secret. You need a strategy that allows you to leverage the perfect audience that you build and to put relevant offers in front of them that they love and they buy.

That requires something simple, not easy, but simple planning.

Let me give you the overall strategy of how to plan. You go buy a paper calendar and you mark for every month of the year the big events. Mother's Day, Father's Day, New Year's, etc., and the smaller events.

We human beings love events. So you identify a certain number of events per month, then you create marketing campaigns for each of those events.

To get you started, start with how am I going to monetize this event? This ties up beautifully with all of the work you have been doing because now you have the platform for the events. You have the audience. You have the people. According to that audience you know what kind of products or services you can sell because they are hungry to buy them. You have a way of reaching those people and you have all the systems in place. You have your FB page, your FB ads, you have your newsletter, you have your system to send emails so that people who want to hear from you can. Now it's time to profit from that.

I'm going to get you started with one more thing. Not everything that you need to sell comes has to be one of your own products or services. So expand your thinking and your strategy.

Is this going to happen the first month you put this system to work? No, but this is what you are working towards, creating consistent income for each month of the year that is not always dependent on external circumstances (the economy, seasons, vacations, etc.).

Step 6: Scaling Up

Each one of these steps is built upon the previous ones. Let's review how far we've come. We have identified our perfect audience or buyers. We have given them something for free that they really wanted in exchange for their contact information and their permission to get in touch with them and build a relationship with them.

Those people either Like your FB page or they have given you their email address and contact information or both. You have systems in place to follow up with them and build a relationship with them, by adding value to their lives.

You have also identified what the right positioning is for your business so that you are able to offer products and services beyond what your business has to offer. You created marketing campaigns for each month of the year.

So, how are you going to make all of this work and grow even bigger? You need to advertise in Facebook beyond the Likes. This is going to allow you to reach even more people inexpensively and scale the reach of each of those marketing campaigns.

Let's look at the whole FB strategy again and now it will make even more sense.

To recap, your business needs to have a page. So how do you promote your page to people who are actually interested in buying what you are selling? Facebook gives you the option to advertise for Likes to get started.

You'll be trying to get your page seen by the local people in your neighborhood and surrounding area, as they are most likely to use your services.

The most important part of Facebook is that you will tell Facebook exactly who should be seeing your ads. Then Facebook goes and shows your ad to those people only.

The strategy is, first, you advertise your page. You want Likes to your page, but not any Likes, you want the people who will buy your product or service

to Like your page. Once your page has a hundred Likes you can advertise to anybody you want and Facebook has a very large database.

It's not the same as having an email address. But this is a complement to that, because some people don't check their email address but they are on Facebook. Some people check their email address and they are in Facebook.

So choosing your audience for your page is extremely important. Every month you should be running a couple of campaigns: one campaign for your perfect buyer to Like your page; another campaign to take people directly to your website.

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Your particular business and the service you provide are unique to you. This is a place to begin a conversation with your audience about what your about, what kind of value you provide to them, and how they can get it. This is an essential part of the relationship building that you must do to eventually create customer loyalty and referrals.

The key to success is to remain consistent. If you advertise once and you stop then you are wasting your money. Just don't do it. Get a strategy for your business, get help from a professional who can help you target the perfect buyer and develop a strategy for your small business and then stick to it.

Now you know how to never have to look for a customer again; how to get in front of your perfect customer; how to gain a competitive advantage over

other local businesses; how to create a constant flow of loyal customers who refer you to more customers; having a high season the whole year; and how to scale up.

This is what the progression plan looks like for successful businesses: it is a 3-5 year strategy. In year number one you build the audience for your business that know, like, and trust you. They, of course, buy whatever you're currently selling. In year number one you have the chance to test additional offers that will allow you to get bigger profit margins.

In year number two, you repeat the offers that were successful in year number one and go on growing your audience.

In year number three, you can leverage the whole system that you have created partnering up with people who will sponsor everything you do just because you have the audience they want to reach.

One final question, "What would your business look like if you actually did all this?"

Would you like me to personally help you never have to chase the new customer, client, or patient again?

I'm looking for a "dream" client that I **can bring in customers, clients, or patients for.**

If you're that client, **I will personally work with you one-on- one in your business to help you stop chasing after the new customers and expand your business with the ones you already have.**

The first thing I'm going to do for you is to personally help you create a strategic plan to bring in more customers.

There's no charge for this and it only takes about 45-90 minutes for us to do together.

Anyway, ***I'll even do most of the heavy lifting for you***uncovering hidden challenges stopping you from having a constant flow of loyal customers, forming a plan for your business to never have to look for a new

customer again, and determining exactly what the next step for your business is to be successful.

At the end of this initial planning session **one of these two things will happen:**

1. **You love the plan** and decide to implement it on your own. If this is the case, I'll wish you the best of luck and ask that you keep in touch with me to let me know how you're doing.

2. **You love the plan and it's a good fit for both of us, I can personally help you execute, maximize, and profit from it.**

It really *is* that simple and there's no catch. Think about this.

The "worst" that can happen is you get a strategic plan for the success of your business for investing 45-90 minutes of your time.

The best that can happen is we work together one-on-one to increase sales and profit several times over.

That's Why This Is A Complimentary Planning Session!

Here's how it'll work:

We get on the phone one-on-one and go over your business.

I take a look at what you've got, what you're doing, and what you want to achieve going forward.

Once we have those "raw materials", I help you come up with a strategic plan of action.

There are a number of ways I might do this for you.

For example, I might show you how you can make more money without marketing more, how to create recurring revenue, how to pull in buyers from untapped sources, how to be found, how to be able to get in touch with your customers on demand, how to reactivate past customers.

And like I said, *there's no charge for this.*

So Why Would I Offer It?

First of all, I enjoy it. This type of thing is what I do best, and it makes me very, very happy to see someone **achieve financial success (and all that comes with it) as a result of the help I give them.**

Second of all, it's how I attract top-level clients. Here's how *that* works:

Assuming **you're happy and you want me to create a plan for you**, you'll probably want to work together so I can help you implement them.

If this is the case, I might invite you to become a consulting client.

You will be surprised at how affordable it is.

You'll see the value by the time we hang up the phone - without ever spending a dime.

And look. If you don't want to become a client, don't worry about it. *You won't get any sales pitch or pressure from me of any kind, ever.*

Who Else Would Do That? NOBODY. (*I checked*).

But I'm happy to put it on the line because I'm confident in my system.

Period.

Anyway - as you can imagine, I'll get a LOT of interest. And that's why I need you to read this next part carefully:

This Is NOT For Everybody. Here's Who I CAN Help:

I'm VERY picky about who I'll speak with and I've got a strict (but reasonable) set of criteria that needs to be met in order for us to proceed.

Here it is:

1. You have to have a solid business already.

This offer is for people who are up and running already and simply want to run a lot faster and a lot farther.

Oh, and I won't work with beginners or get rich quick people.

2. You must have a good, solid product or service and a good reputation.

Everything we do together will not only be **bringing you more sales and profits**, but we'll be doing it in a way that creates **goodwill in your market**.

You must be able to help people get results.

3. You must be willing to invest time and resources in your business.

My guess is that if you've read this far, you see the value of putting a follow up system in place for your business.

This also means that you're done with all the free downloads and are ready to get started and stop wasting more time.

4. You MUST follow directions and respond quickly. (Don't worry, I won't ask you to do anything weird.)

I only recommend what I know that you need.

5. I don't work with complainers, haters, people who don't take responsibility for their actions, people who expect me to do everything, and those without a sense of humor.

That's it! Those are all my requirements.

Here's What I Want You To Do Next

If you meet the criteria above and would like to talk to me personally about getting you incredible results, then I'll happily set aside some time for you.

Here's how the process works:

First, you'll need to fill in an application. Don't worry, it's simple and unobtrusive.

I just need to know what you're selling, get an idea of what you want to accomplish, and so forth.

Here's What Will Happen After That.

Send me an email with the subject "Request for Application" and you will get back a list of questions. That's how very simple the application process is.

Once I have your application, we'll set up a time to talk.

This complimentary planning session will be between 45 and 90 minutes.

This is where we really begin working to figure out exactly what obstacles are slowing you down, exactly what you want, and how to **make it happen.**

You'll leave the planning session with clarity about the next most powerful step you can take for your business.

If you see the value in becoming a high level client, great! We can talk about it.

And if you don't want to become a client - *that's OK too.*

No biggie.

WARNING - TIME IS A FACTOR

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results.

Therefore, it is physically impossible for me to work with more than a handful of people and I only have 2 spots available for planning sessions and I want to assign them to the people I know I can help the most.

So with that said, know that the window of opportunity won't be open long.

Obviously, if you read the report to here then I know you are willing to invest your time.

Shoot me an email at Kathleen@justthewritething.com and I will send you the questions to answer and we'll schedule a time to talk.

If you feel like this is right for you, send me a request for an application and I'll get it out to you right away.

Talk soon,

Kathleen Vallejos