

**Are you ready to attract new clients and generate more income in your business?**  
*(No matter what industry you're in...)*



Any of these sound familiar?

- Your marketing efforts are hit-and-miss, and you're not **consistently attracting the right clients who will pay you what you're really worth**
- You're passionate about helping others, but **just can't find time to focus on your business**
- You're full of creative ideas, but missing a clear plan to **generate consistent business income right now**
- You're feeling the stress of '**roller coaster cash-flow**' but aren't sure how to get out of this cycle
- You enjoy challenging yourself, and you are **ready to be committed, decisive and make your success happen**

If this is YOU then you're not alone, and yes, a solution is right at your fingertips.

All you need is an experienced coach who will **walk you through creating a clear, customised plan** that is quick, simple and easy to implement, so that you can attract a steady stream of ideal clients.

The results?

**More clients, increased income, greater free time and a life you love.**

## That's why I created the Ignite Coaching Programme For Entrepreneurial Women



**A proven, step-by-step plan that gives you the following:**

- **Practical, nuts-and-bolts strategies** and actions steps as well as the **transformational inner work** that's essential for you as an advancing entrepreneur
- The **solution to challenges such as how to charge what you're worth**, attract more clients, brand your unique brilliance, create packages that sell and more.
- **What to focus on (and what to let go of)** to profitably grow your business and enjoy your life
- More than just a collection of strategies – **a way to grow your business that feels easy** because all the pieces fit together (giving YOU a sense of ease)
- Results! You **consistently attract your ideal clients and generate increased income**

**I've put all the programme details in the following pages, but first let me explain how I got to this point (and why I know that if you're ready, this programme is going to help you)...**

## I Didn't Know How To Tell My Husband...



**Hi, I'm Emma Hague.**

When I started my first business 14 years ago (I'm an accountant by profession) I copied what I thought 'everyone else' was doing and charged by the hour. My business only lasted 2 years before I ended up in serious debt and back looking for a 9-5 job.

I was embarrassed, frustrated and felt like a failure - and as an accountant who had held senior, well-paid positions in the past, I was mortified by the fact that I now had no money.

I'd started out with so much positivity about working for myself and such big dreams - how could I admit failure to my friends and family?

I'd convinced my husband it was the right thing to do after maternity leave, even though he was worried about the financial implications...and now I knew he'd been right.

But I'd loved the freedom of self-employment - and I knew deep down that working for myself was the only way I could work towards earning the money and lifestyle I really wanted, *if I could only make it work.*

So when I fell pregnant with my 2nd daughter Daisy in 2009 I knew the time had come to try again.

**By now I'd learned that creating packages for well-paying clients made much more sense than charging by the hour (and just working for anyone who happened to come along).**

**Within 6 months of starting my new business I had filled my practice with clients I loved - and who provided me with regular, recurring income.**

Since then I quietly mastered packages and, more specifically, **premium packages** (including how to price them and how to communicate the value during a free conversation with potential clients) and began **showing my clients this same, simple, hugely successful strategy.**

And it works! **These easy to implement (but absolutely fundamental) secrets** are the key to how I made my 2nd business work and am now in my 6th year of exponential growth helping other women get past that fight-or-flight stage in their own business.

If you're ready for a **different type of training** - more of a just-show-me-what-to-do-and-how-to-do-it-type training...then you're going to love this (I know I do!)

**Here's a detailed outline of the modules we'll coach on together so you attract more clients and generate greater income:**

## MODULE 1

### "Niche Breakthrough Secrets"



*Are you ready to discover your authentic, lucrative niche (those people who'll pay you what you're really worth...) so that you can attract and keep more ideal clients?*

Revealing your niche is surprisingly easy with the simple steps I'll walk you through.

**Examples of what you'll discover in this eye-opening module:**

- \* Pinpoint your most lucrative niche (it's often right under your nose and **I'll coach you to discover it so you accomplish this crucial first step**)
- \* **Re-invent your business** without discarding what's working or starting from scratch (sometimes, all it takes is **a few simple tweaks to experience a boost in new business...** I will coach you to quickly and confidently make those tweaks)
- \* How to **quickly eliminate any emotional blocks** you may have to choosing your perfect niche (this is a simple mind-set shift that will give you permission to **confidently surge ahead** in all areas of your business)
- \* Determine if your niche is "hot or not"

## MODULE 2

### "Your Signature System"



*Every business owner has their own special magic, but they need someone to help them transform that magic into a Signature System that tells clients exactly what they get when they hire you.*

In this module, I'll walk you step by step through how to transform your expertise into an exciting Signature System that attracts a steady stream of ideal clients.

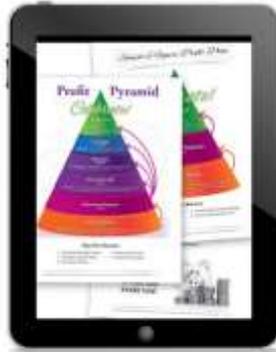
**Here is just a sampling of how you can use your Signature System to generate new income:**

- \* **Quickly transform that "thing you do"** into an exciting Signature System that's easy to market and enrol new clients
- \* Eliminate "what do I offer" overwhelm, **clarifying your most profitable path to cash**
- \* **Organise your services to create a signature line of packages**, programmes, courses and more, taking clients through the steps of your Signature System
- \* **Get your knowledge organised** into step-by-step 'chapters' for the book you want to write
- \* **Position yourself as a valued expert** in the eyes of your ideal clients

## MODULE 3

### "Your Profit Pyramid"

*(Your Personal Roadmap To 6-Figures And Beyond...)*



*Do you have lots of ideas about how to serve your clients,  
but you're not sure where to start?*

The Profit Pyramid **easily organises all the ideas you have** into a simple, dynamic framework. Suddenly you see how all the pieces fit together, so **you know exactly how to plan your year and predict your income.**

**Here's a sampling of what I'll coach you on in this module:**

- \* **Stop giving away all your time** on your least income producing activities
- \* Easily organise your ideas into a **simple, streamlined flow of offers** so you can plan your year and predict your income
- \* Which **price point** in your Profit Pyramid **you should focus on first**
- \* Confidently choose which ideas to implement first, next and so on (so you make more money quickly)
- \* The secret to creatively **adding new income streams** – with minimal effort
- \* How to "stack" your offers so one leads naturally to another, **creating a cascade of cash flow month after month**

## MODULE 4

### “How To Create Packages That Sell Themselves”



*Learn how to fix your prices and confidently predict your income.*

Every business has the opportunity to offer packages and the benefits are huge – you serve clients who truly desire what you have to offer, while you work **fewer hours for significantly more income**.

This could be what catapults your reputation, too.

**Take a look at some of what I'll coach you on in detail:**

- \* Shift out of the trading time for dollars model and **into the mind-set of owning your value**
- \* **Step by step, create packages based on results** instead of "process" or time
- \* **Stop overloading your packages**, saving you tons of time and energy
- \* **Trim the number of days worked** each month, freeing your time and increasing your happiness
- \* **Re-energise your offers** with packages that are client attractive, highly appealing and practically sell themselves

## MODULE 5

### "How To Charge What You're Worth And Get It!®"



*Learn to handle any pricing situation  
with ease and integrity.*

**If you struggle with how much to charge** and how to confidently state your fees, you are not alone. This module gets to the heart of the matter and provides you with practical tools so you can handle any pricing situation with ease and integrity.

Here are just some of the highlights of this module:

- \* A powerful exercise that **immediately gives you a fresh perspective on the value of your offerings** (and will **transform doubt about what to charge into authentic confidence**)
- \* **What to say** when clients ask, "How much do you charge?"
- \* Easily **solve the problem of what to charge** for each of your services, programmes, products or packages
- \* Create your personalised "pricing paradigm" for **unshakable confidence and belief in charging higher fees**
- \* Quickly determine what to charge to **create value, without over-delivering** or creating overwhelm
- \* Create authentic and respectful boundaries so you **experience fewer problems such as over-delivering, undercharging or late client payments.**

**"Knowing *what* to do is no use without the confidence and clarity to go out and *actually do it...*"**



Throughout our coaching together, you will experience these critical shifts in your mind-set and beliefs, helping you to attract more clients and generate greater income.

For example, I'll coach you to:

- \* **Get "unhooked" from your emotional triggers** so you can make decisions with grace and ease
- \* See any challenging situation from different perspectives and **make authentically powerful and aligned choices**
- \* **Create unstoppable motivation** and commitment to reaching your goals
- \* **Keep from getting stuck in your story** so you can move forward towards your goals and dreams
- \* Shift your mind-set from "I can't" to "I ABSOLUTELY CAN!"

## So, are you ready to attract new clients and generate more income in your business?

### Here's How We're Going To Do This...

This training is split into 5 modules (see above) over 26 weeks and includes:

- **1 Private Kick-Start 'Money Breakthrough' Coaching Session (Month 1)** - to really get you off to a flying **start making back your coaching investment**
- **1 Private 'Branding With Archetypes' Call (Month 1)** - together we'll reveal your inner brilliance and unique, authentic brand!
- **Two 1-on-1 30 minute coaching calls per month (Months 2-5)** - call 1 is a training call where I'll walk you step-by-step through the **worksheets, exercises, checklists and scripts** you need and you'll come away with specific action steps to complete, call 2 is our **Q&A and coaching time together**.
- **Three 10-minute emergency coaching calls** - use these during the 6 months when a business 'emergency' crops up and you need help!
- **Priority email access for quick questions and feedback during your programme** - my special Ignite clients have a dedicated email address to use.
- **Done-for-you templates, checklists and scripts**

This format breaks the work down into manageable chunks and gives you plenty of time to ask questions and get feedback from me.

I've put this training together to give you the breakthrough you really need in your business.

The only catch? You really need to do the work.

**Admission to this coaching is by conversation only. It isn't for everyone and it's important that we both know it's right for you before you sign up.**

You can book a conversation now at [www.emmahague.com/121](http://www.emmahague.com/121)

**At the end of this programme you'll have EXACTLY what you need to attract your ideal clients and generate more income in your business**



Here are just a few of **the results you can expect to experience** as a result of our working together in this programme...

>> **You break through your inner obstacles regarding your fees**, so your business can thrive with greater revenue and profits

>> You have a **clear plan to grow your business**, PLUS the coaching, tools, and ongoing support to implement it

>> You become the **inspiring leader of your business** you are meant to be

>> **Working in your business is creative and meaningful**, not stressful or difficult

>> You finally have a **financially successful business that you love**

**Do you struggle to see how your business can help you generate 6 figures as it currently stands?**

**Fast Forward 12 months from now - what is going to be different?**

**Following a proven, structured coaching system that is tailored to your own business will take you, your clients and your income to the next level.**

**Consider for just a minute what having a financially successful business means to you – more freedom, helping more people, generating more income, spending more time with people you care about...**

\* What if you had the coaching, the practical tools and the mind-set breakthroughs to eliminate any doubts that are holding you back...**what would be possible for you** in your business and your personal life?

\* Knowing that struggling on your own is costing you in time, money, and energy – **are you willing to invest NOW to get on the path to success** in your business and your life?

**Admission is by conversation only and payment plans are available.**

The next step is easy... go now to <http://www.emmahague.com/121> to request a conversation to get all the details, your own questions answered and to see if Ignite is a fit for you.

There is no risk, no pressure and no payment is required. As a result of this personal conversation, you'll know if Ignite is right for you and you can make your final decision.

**Take us up on the Ignite training challenge...**

If you're intrigued about Ignite but wondering how it may apply to you and your business, you're invited to take us up on the "Is this right for me?" challenge. Tell me about your business and together we'll discover 3 or more ways you can use Ignite to attract more clients and generate more income.

**There's no risk, no obligation and no pressure. Just an honest, exciting conversation about YOU and what is possible for your business.**

**So are you ready?**

Secure your spot TODAY at [www.emmahague.com/121](http://www.emmahague.com/121) , because a genuine business breakthrough is waiting for you!

To Your Happiness & Success,

Emma

**P.S. Not sure if the Ignite Programme is right for you right now?**

You can email me at [support@emmahague.com](mailto:support@emmahague.com) and I promise you'll get a response within 24 working hours. 😊