



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 _____

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*.

Anne Sagendorph-Moon ~ <http://www.beyondbusinessasusual.com> ~ 510-601-0553 ~ Fax 510-501-0563

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:

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.

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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!

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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.

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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: **VIP All Access** Program (my private, individual program for 5 clients only), **Joy of Marketing-Soaring** (for those making over \$100,000 a year and up) and **Joy of Marketing-Flying** (for those on their way to \$100,000).

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.

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!

A handwritten signature in black ink, appearing to read 'Anne', written in a cursive style.

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