



BUSINESS BUILDER PROGRAM

Are you ready to transform your passion into a thriving business that not only fulfills you but also makes a positive impact on the world?

The Business Builder Program is here to guide you every step of the way!

WHAT IS IT?

The Business Builder Program is a transformative, step-by-step program designed to help you create a soul-aligned business that resonates deeply with your passions and purpose. This comprehensive program guides you through every stage of building your dream business, from defining your mission and branding your idea to mastering social media and optimizing your website. With a blend of weekly live classes, practical assignments, and a supportive community, you'll gain the skills, confidence, and clarity to turn your vision into a thriving reality. Whether you're starting from scratch or looking to realign your existing business, this program will empower you to create a soul-aligned venture that not only brings financial success but also makes a positive impact on the world.

SOLO MISSION: With lifetime access, you are more than welcome to explore and complete the Business Builder Program on your own time. You are also able to access all future classes and class replays as well as any additional information that is added overtime.

GROUP JOURNEY: The main reason I started the program was to create a like-minded community of heart driven individuals. The entrepreneurial journey can be extremely lonely and doing it together is just one less obstacle we have to face. The group program runs every 6 weeks and is 4 weeks long.

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Blueprint**



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**Community &
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PROGRAM OVERVIEW



The Business Builder Blueprint is your comprehensive roadmap to creating a soul-aligned business. This step-by-step guide provides clear, actionable strategies and insights for each phase of your entrepreneurial journey. From gaining clarity and building your brand to testing, launching, and scaling, this blueprint ensures you have a structured path to turn your vision into a thriving reality.



The Online Platform is your central hub for accessing all the tools, resources, and support you need throughout the Soul-Aligned Business Builder Program. It offers a user-friendly interface where you can find course materials, engage in live sessions, connect with fellow entrepreneurs, and track your progress. With 24/7 access to exclusive content and community forums, you'll have everything at your fingertips to build and grow your soul-aligned business efficiently.



The Comprehensive Workbook is your hands-on tool for guiding you through every step of the Business Builder Program. Download and print it to access structured exercises, actionable templates, and valuable prompts designed to help you clarify your vision, develop your brand, and implement your strategies. This workbook is your personalized companion for organizing your thoughts, tracking progress, and keeping all your business-building efforts on track.



The Live Classes are designed to provide real-time, interactive learning, but we understand that life can be busy. That's why every session is recorded and made available as a replay, ensuring you never miss out on valuable insights, guidance, and discussions. Whether you need to catch up on missed content or revisit key concepts in the future, you'll have unlimited access to the replays to fit your schedule and reinforce your learning.



The Soul Squad Community is your exclusive network of like-minded entrepreneurs dedicated to building soul-aligned businesses. As a member, you'll gain access to a vibrant and supportive group where you can share experiences, seek advice, and celebrate successes. This community is designed to foster collaboration, provide ongoing encouragement, and offer invaluable connections, helping you stay motivated and inspired throughout your entrepreneurial journey.



HOW IT WORKS

After You Become A Member:

After you purchase your Business Builder Program membership you will be added to the online platform. If you choose to join the group program you will also be added to the Soul Squad Community. You can access the online platform through the website www.kendrafierce.com in the "Online Program" section. You will only be able to access it if you are signed into the website using the email you used to sign up for the program.

Download and optionally, print the comprehensive workbook:

This workbook follows the Business Builder Program and includes worksheets as well as trackers to keep you accountable throughout.

Group or Solo:

Are you joining the Soul Squad group as we proceed through the program together or are you choosing the solo mission and proceeding through the program on your own time?

Solo Mission:

If you choose a solo mission, you are more than welcome to start the program at any time however the class replays will not be available until the classes are complete.

Group Journey:

If you choose to join the Soul Squad you will receive motivational messages and additional support from the Soul Squad community. You will also receive additional benefits which are outlined on the following page.



The Program Begins:

All you need to do to complete the program is work through the 6 Phases step by step using the online platform and workbook. While the live classes offer additional interactive, hands on information and the chance to ask further questions. Upon completion of the program you will have a fully functional soul-aligned business that will be able to make money right away!



THE SOUL SQUAD

What is the Soul Squad .

If you want to join the group as we work through the Business Builder Program you are joining the  Soul Squad .

What's Included:

- Motivational Messages
- Access to our Private Community
- Exclusive Content
- Collaborative Projects
- Group Accountability
- Live Q&A Sessions
- Networking Opportunities
- Interactive Workshops

THE SOUL SQUAD MASTERMIND

The Soul Squad Mastermind is an exclusive, intimate group of passionate entrepreneurs who will receive personalized guidance from Kendra as they progress through the Business Builder Program.

On top of the Soul Squad benefits listed above you will also receive:

- Weekly Soul Squad Accountability Sessions
- Personalized Support
- Advanced Training Modules
- VIP Access to Events
- Business Audits
- Success Stories Feature on Kendra's socials



WHAT YOU WILL GAIN

- **Clarity and Confidence:** Gain more clarity regarding your life path and how to translate it into a successful business model.
- **Effective Marketing Skills:** Master the art of branding, social media marketing, and SEO to attract and retain customers.
- **Technical Proficiency:** Learn to design and set up a professional website that enhances your online presence.
- **Supportive Network:** Connect with a community of passionate entrepreneurs who will support and inspire you.
- **Personal Fulfillment:** Create a business that not only provides financial rewards but also aligns with your soul's purpose, making a positive impact on the planet.
- **Financial Freedom:** Build a sustainable business that generates consistent income, giving you the financial stability and freedom you desire.
- **Flexible Schedule:** Enjoy the flexibility to work on your own terms, setting your own hours and balancing work with your personal life.
- **Work-Life Balance:** Develop self-care practices and time management skills to maintain a healthy balance between work and personal life.
- **Creativity and Innovation:** Unlock your creative potential and bring innovative ideas to life within your business.
- **Strategic Planning:** Gain the skills to plan and execute strategies that drive business growth and success.
- **Customer Connection:** Learn how to connect with your audience on a deeper level, building strong, lasting relationships.
- **Entrepreneurial Mindset:** Cultivate a mindset of resilience, adaptability, and continuous learning to navigate the entrepreneurial journey.
- **Impact and Legacy:** Create a business that leaves a positive mark on the world, contributing to social good and environmental sustainability.
- **Global Reach:** Leverage digital tools to expand your business reach globally, connecting with customers and clients from around the world.
- **Lifetime Learning:** Enjoy lifetime access to program updates and new content, ensuring you always have the latest tools and strategies at your fingertips.



6 PHASES

The Business Builder Program is meticulously crafted into six transformative phases, each designed to guide you seamlessly from conception to launch:

CLARITY

Start by gaining deep clarity on your passions, purpose, and vision using traditional and modern modalities. This phase helps you identify what truly drives you and how to translate that into a meaningful business concept.

SUPPORT

Surround yourself with a supportive network of like-minded individuals. In this phase, you'll establish a solid foundation of encouragement, accountability, and guidance to keep you motivated and on track.

BRAND

Develop a unique and compelling brand that authentically represents your business. You'll create a cohesive brand identity that resonates with your target audience and sets you apart from the competition.

TEST

Validate your business idea and branding through market research and testing. Gather feedback, refine your concept, and ensure there's a demand for your product or service before moving forward.

BUILD

Dive into the practical aspects of building your business. From designing a professional website to mastering social media and SEO, this phase equips you with the tools and skills needed to create a solid online presence.

LAUNCH

Finally, bring your business to life with a powerful launch strategy. This phase covers everything from marketing and sales tactics to scaling and sustaining your business, ensuring a successful and impactful launch.



PROGRAM CURRICULUM

Welcome:

- Upcoming Events & Live Classes
- Kendra's "Toolbox"
- Program Supplies & Workbook

Phase 1 - CLARITY

- Goal Setting
- Clarity Checklist
- Finding Your Soul Path
- Your Higher Self
- Connecting with Your Higher Self
- IKIGAI
- Finding Your IKIGAI
- Starseeds
- 28 Different Starseeds
- Common Starseed Markers
- Unique Starseed Markers
- Astrology
- Your Natal Chart
- Life Path Numbers
- Human Design
- What's Your Soul Path?
- Action Plans
- Soul Path Journal Prompts

Phase 2 - SUPPORT

- Me First
- Goal Setting
- Health & Fitness
- 14 Day Mindset Reset
- Metamorphosis Total Transformation
- Nutrition
- Your Daily Routine
- Online Community
- Mentors
- Taking Care of Your Body, Mind, & Soul
- Create A Support Plan
- Book Recommendations

Phase 3 - BRAND

- What Is Your Why?
- Personal & Professional Goals
- Dream Client Creation
- Checking The Competition

- Your Company's Voice
- A Business Name
- Mission Statement
- Tagline
- Colour My World
- Typography
- Logo Creation
- Brand Board Creation
- Business Plan
- Let's Make It Official
- Business Registration

Phase 4 - TEST

- Value Ladder
- Building Your Ladder
- Pricing
- Experimenting With Pricing
- Testing On Social Media
- Website Landing Page
- Groupon
- Running Your Tests
- Analytics
- Build or Re-Brand?

Phase 5 - BUILD

- Setting Up Your Socials
- Facebook
- Instagram
- TikTok
- YouTube
- Pinterest
- Twitter
- Other Platforms
- Social Media Content Plan
- Scheduling
- Website Design
- Website Creation
- Search Engine Optimization
- Building An Email List
- Welcome 5 Sequence
- Photography
- Videography
- Shipping & Delivery
- 5 Star Customer Service

- Community Contribution

Phase 6 - LAUNCH

- Pre-Launch Preparation
- Market Research
- Competitor Analysis
- Launch Goals & Timeline
- Marketing Channels
- Budget
- Elevator Pitch
- Story Telling
- Unique Selling Proposition
- Content Calendar
- Teasers & Announcements
- Launch Video
- Email Marketing Campaigns
- Social Media Countdown
- Influencer Collaborations
- Launch Day Activities
- Live Events & Webinars
- Special Offers
- PS & Media Outreach
- Post-Launch
- Customer Feedback
- Performance Metrics
- Follow-Up Campaigns
- Community Building
- Customer Engagement
- Loyalty Programs
- Ongoing Support

Conclusion

- Review and Reflect
- Program Recap
- Reflective Journaling
- Goal Assessment
- Celebrating Success
- Success Stories
- Ongoing Learning
- Mastermind Groups
- Feedback Survey
- Future Opportunities
- Alumni Network
- Regular Check-Ins



LIVE CLASSES

Weekly live classes are an integral part of the Business Builder Program.

These interactive sessions provide you with the opportunity to learn directly from our expert mentors, ask questions, and engage with fellow participants. Each class is designed to cover essential topics that will equip you with the knowledge and skills needed to build and grow your soul-aligned business. Additional classes may be offered.

Replays are available! If you are unable to make the live classes for any reason they are recorded and the replay will be available right after the class ends.

Business Builder Program Live Classes:

Finding Your Soul Path

- Discover your true purpose and how to align it with your business vision. This class helps you identify your passions, values, and mission to lay a strong foundation for your soul-aligned business.

Business Plan Creation

- Learn how to craft a comprehensive and actionable business plan. This session covers the essentials of market research, goal setting, and strategic planning to guide your business toward success.

Website Design, Creation, and SEO

- Dive into the process of designing and building a professional website that stands out. This class also covers SEO techniques to ensure your site attracts and retains visitors effectively.

Videography & Video Editing

- Master the art of creating engaging video content to enhance your brand's presence. Learn techniques for filming, editing, and producing high-quality videos that captivate your audience.

Launching Your Soul-Aligned Business

- Prepare for a successful business launch with a strategic approach. This session focuses on marketing tactics, launch strategies, and tips for scaling your business to achieve your desired impact.



CHANGE THE WORLD

Imagine waking up each day excited to work on something that not only fulfills you but also contributes to the greater good of the world. A soul-aligned business is more than just a job; it's a way to make a meaningful difference in the world. By following your passion and purpose, you can create positive change, inspire others, and leave a lasting legacy.

What is a Soul-Aligned Business?

A soul-aligned business is one that is deeply connected to your core values, passions, and purpose, ensuring that your work feels fulfilling and meaningful.

It goes beyond profit, aiming to make a positive impact on the world while staying true to your authentic self.

I believe in a holistic approach to business building.

Holistic business building is an approach that integrates all aspects of your life and values into the creation and growth of your business. It goes beyond traditional strategies by considering your personal well-being, passions, and purpose as central elements in your business model. This method ensures that your business not only thrives financially but also aligns with your core values, fosters meaningful connections, and contributes positively to the world, creating a balanced and fulfilling entrepreneurial journey.



THE SOUL SQUAD GIVES BACK

At the end of the program, you will have the option to donate \$100 (or more) to the Fierce Foundation which we will then donate to a charity of our choosing. This will happen every round of the group version of the Builder Program which means every 6 weeks you will not only be creating a positive impact in your own life but you have the opportunity to create a significant impact on the world!



YOUR INVESTMENT

Investing in the Business Builder Program is more than just purchasing a course; it's an investment in your future. By joining this program, you are committing to a journey that will transform your business and life, aligning your work with your deepest passions and values.

Introductory Pricing: \$99 (Regular Price: \$499)

Take advantage of our limited-time introductory rate and save \$400! This special offer is designed to make the program accessible to those ready to take the first step toward building their dream business.

Why Invest In The Program:

Transformative Learning:

- Gain access to expert guidance, live classes, and comprehensive resources that equip you with the skills and knowledge needed to build a successful soul-aligned business.

Lifetime Value:

- The tools and strategies you learn in this program will benefit you long-term, providing a foundation for ongoing growth and success in your entrepreneurial journey. You also have lifetime access to the program and the Business Builder Blueprint.

Personal and Professional Growth:

- This program is not just about business; it's about personal development. You'll discover your true purpose, build meaningful connections, and create a business that reflects your authentic self.

Community Support:

- Join a supportive community of like-minded entrepreneurs who share your values and vision. Benefit from their experiences, encouragement, and collaborative spirit.

Secure Your Spot!

Don't miss this opportunity to invest in yourself and your future at a fraction of the regular cost. The introductory rate of \$99 is available for a limited time and for a limited amount of members, so act now to secure your spot in the Business Builder Program to embark on a journey to create a thriving, purpose-driven business. ✨

Head to www.kendrafierce.com to start your soul-aligned business 🌟