



The Mentor



THE MENTOR

ENCOURAGE. NURTURE. CONNECT.

Mentors are the cheerleaders of the world. They love fostering close relationships and facilitating meaningful, transformational change for their clients.

Driven by connection, Mentors develop real relationships with their clients and community. They see the best we have to offer and work side-by-side with us to achieve our goals.



RACHEAL COOK
MBA

HOW TO USE THIS GUIDE

After working with thousands of heart-centered entrepreneurs, there is one thing I know for sure::

There is no one-sized fits all secret to success.

But there are some shortcuts that can accelerate your entrepreneurial learning curve - and it all starts with understanding your Business Sweet Spot.

When you understand your Business Sweet Spot, you're building your business in alignment with your innate talents, gifts, and strengths.

Your Business Sweet Spot isn't about your personality. It's about helping you leverage *what you do best* into a profitable, sustainable business.

Your primary Business Sweet Spot Theme is explained inside this mini-guide, including some actionable insights...

Snapshot of the Mentor Theme:: We'll start with the overview of the Mentor Business Sweet Spot and glimpse into an aligned Mentor business.

Your Strengths:: We'll look at the amazing opportunities you have to leverage your innate gifts, talents, and strengths in your business.

Your Struggles:: We'll avoid the biggest challenges that can hold your business back from success.

Mentor Biz Design:: Then, we'll take a look at how you can start optimizing your Mentor business for profitability and growth {without burning out}.

Mentor Marketing:: Finally, we'll look at the most important elements of a successful Mentor Marketing Plan to consistently attract your dream clients.



SNAPSHOT OF THE MENTOR

Mentors Are People People.

As a Mentor, you lead through relationship building. Driven by connection, you are the glue that holds the group together and the one we turn to when we need encouragement, support, and hand-holding.

Your ability to connect and build real relationships is one of your greatest strengths. Unlike other sweet spot themes, your natural understanding of others allows you to develop the trust required to

facilitate meaningful change and transformation in the lives of your clients and community.

YOUR CLIENTS WANT YOU TO WORK SIDE BY SIDE.

People seek out Mentors when they are ready for real change, but know they can't do it without real support and accountability. Often, they've tried to do it themselves but ran into self-sabotage or confusion. They look to you to help them do what they can't do alone.

A group of students in a classroom setting, with a semi-transparent purple overlay containing text. The students are looking down at papers on a desk. One student on the left is holding a blue pen. The background shows other students in a classroom.

We are what we repeatedly do.
Excellence, then, is not an act but a habit.
- Aristotle

MENTOR ROLEMODELS

Accountability is the glue which ties commitment to results.

The most successful Mentors hold their clients accountable to reaching their biggest, most challenging goals. When your dream client comes to you, they have likely stumbled several times attempting to reach this goal alone.

Connection is what builds the trust required to do this deep, transformational work.

The most successful Mentor Entrepreneurs leverage their relationship building skills to empower and encourage by making the high tech world of online marketing high touch.

Martha Beck {Author & Life Coach}



Known also as Oprah's Life Coach, Martha Beck was a pioneer in the coaching industry who now reaches millions through her words, online trainings, and life coaching certification.

Jen Loudon {Author & Self-Care Expert}



A personal growth pioneer who helped shape the self-care movement, Jen can be found leading intimate groups through programs and retreats.

Elena Brower {Life Coach & Yoga Teacher}



One of the most sought-after yoga teachers of our time, Elena not only continues to teach private yoga and group classes, but offers retreats and yoga teacher trainings.

STRENGTHS

- 1. Connection.** You might have a large circle of friends or a handful of close confidants, but you effortlessly build relationships with others.
- 2. Community.** You have a knack for bringing people together. From dinner parties to workshops, you have an intuitive sense of who would get along.
- 3. Transformation.** When you work with your clients, you go DEEP. You're not afraid to dig right into their challenges to help them get to the other side.

HOLD MY HAND.

When we are tired of trying to do this all on our own, you provide much needed encouragement and accountability. You know that our obstacles to success often require facing our demons - and you're there to help us continue moving forward when it gets tough.

Many Mentors start by working 1x1 or in small groups... but this natural Sweet Spot can also be leveraged as you embrace higher end offerings and experiences.



STRUGGLES

- 1.** **Saying YES.** Many Mentors are natural people pleasers who say yes to everything, leading to burnout, resentment, and frustration.
- 2.** **Niching Down.** Mentors want to help EVERYONE! But when it comes to differentiating yourself and your business, a clearly defined niche is crucial.
- 3.** **Feast or Famine.** Without the right offerings and strategy in place, Mentors often find themselves hustling to bring in clients or get existing clients to commit long term.

SAY YES TO YOURSELF FIRST.

If you want to deeply serve others, you've got to make sure you have the boundaries and structure in place to take care of yourself first.

Your dream clients look to you for structure and support. You've got to make sure you've clearly defined how you work and who you serve to attract the right people while avoiding burnout.



MENTOR BIZ DESIGN

As a Mentors, you're naturally wired for connection. While many Mentors absolutely love what they do, they often struggle to make the grow their business beyond themselves. While trading dollars for hours can be a great start for your business, it often is unsustainable.

Startup



In the Startup Stage of Biz Design, Mentors can establish their expertise quickly getting results for people.

- ➔ **1x1 Offering.** Starting with a very focused 1x1 offering allows you to learn exactly how you can best serve and support your clients.
- ➔ **Group Offering.** Mentors can do well with intimate groups for live or online programs.

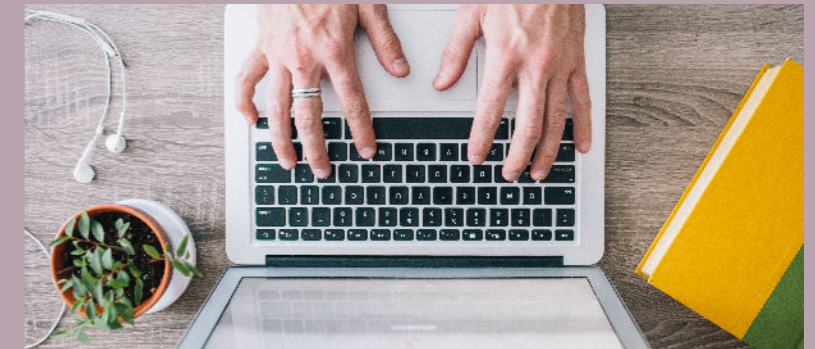
Success



In the Success Stage of Biz Design, most Mentors start to become known for their signature work.

- ➔ **Signature Offering.** There are so many options for creating a Signature Offering. It can be 1x1 or a group. It can be in person or online. Just remember that connection, support, and accountability are essential for your clients to see lasting results!

Scale + Sustain



In the Scale + Sustain Stage of Biz Design, Mentors shift from solopreneur to CEO.

- ➔ **Info-Products.** On demand books and programs are a great introduction to your work.
- ➔ **Retreats + Immersions.** Your students love the opportunity to dive deeper.
- ➔ **Coaching Mentors.** If you love developing people, consider coaching new Mentors.

MENTOR MARKETING STRATEGIES

As a Mentor, your best marketing will always come from connecting and investing in relationships! With that in mind, many Mentors can build a thriving business and attract amazing clients by simply focusing on 3 elements in their marketing strategy::

Impeccable Customer Experience.

If you want not only happy clients, but long term clients who rave about you to their friends, family, and colleagues, experience is essential. A fantastic experience isn't just about fun gifts - it's all about clear communication, expectations, and anticipating the needs of your clients. This is where you not just do what you were hired to do - but go the extra mile. **The more your clients feel like you're fully in control and you've GOT THEIR BACK, the happier they will be.**

Connecting.

Ever heard the saying - it's not WHAT you know but WHO you know?

As a Mentor, you are likely building your network without even meaning to! Start being more intentional about the events you choose to attend {and if you aren't attending live events - even as an attendee you will meet incredible people} and the communities you join to find other like-minded entrepreneurs. Make sure you're consistently following up with new contacts as they may be your next business BFF!

Referrals.

Referrals are everything. EVERYTHING! Especially for Mentors who do deep, transformational work. Referrals allow you to focus on what you do best and build a solid reputation. These can come from clients or referral partners, however sitting back and waiting for referrals to come your way isn't going to cut it. **You've got to ASK for the referrals.** Make a plan to followup with all your clients, host client appreciation events, and offer incentives for your best referring clients.

Marketing For Growth.

As you shift from the Startup to Success to Scale + Sustain stages of Business Design, you'll have to change up your marketing strategies to fit your growing business model. Mentors can leverage multi-media online marketing strategies to reach larger audiences, but the best options are ones that **allow your people to feel most connected to you.** Take note that building an audience for information products or online programs takes a bit more time... and will often require not just hundreds but THOUSANDS of people to become profitable.