



Welcome to

SUCCESS BY DESIGN

A Mentorship, Coaching & Mastermind Hybrid
for Solopreneurs, Coaches & Small Business
Owners

WITH TANYA MFK



You just did something Big!

CELEBRATE YOUR BRAVERY

Let's call out the elephant in the room. Investing in anything is scary. But investing in yourself comes with another bag of doubts, worry, fears and questions of self worth.

Today you said:

"I believe in me"

"I know impact is possible"

"I will make this happen"

And that deserves a happy dance.

When we invest, we put our mental commitment into the physical world. You will notice a mindset shift in how you see yourself and approach your tasks. You are about to step into 52 weeks of momentum.

Welcome!

Let's Get Started

Review the following pages to know what to expect as you step into Designing your Success.

Our goal at all times is to support you by:

Having the right information
Coaching & Mentorship
Strategy & Frameworks
Community & Connection
Mindset & Personal Development

What it means to be a Success Designer

**I know that I alone
get to choose what success is.
It doesn't look like anyone else's.
I create and serve with integrity.
I choose to fascinate my prospects and clients
instead of MARKET**

**I choose to create a community instead of finding LEADS
I choose to create a client journey instead of a FUNNEL
I choose to SERVE, LEAD and SERVE**

**Every day I get to choose Joy
Every day I get to choose Enthusiasm.
Slumps and valleys are part of my progress and where I learn
to be even better and how to reach my next level.**

**I will let go of all the "rules" and hacks. I don't need a
blueprint for someone else's success,
I design my own.
I am steadfast in my unique knowledge, expertise and insight.
I will let go of what doesn't serve me and create a foundation
that aligns with me.**

**I move forward with courage towards my goals and dreams.
I am committed to impacting lives and will not be deterred or
held back.**

**I am capable.
I can do hard things.
My experience alone can teach others.
I am a life designer. I am a Success Designer.
Today I walk with intention and mindfulness
and choose to give my absolute best.**

Welcome to Clarity, Momentum & Progress



It's great to have you on the journey.

Michael Jordan had a coach.
Oprah Winfrey had a coach.
Mark Zuckerberg had a coach.
Now you have a coach.

Being Awesome takes maintenance.
It takes assistance.
Maybe even a village.

And regardless of what some want you to believe, it takes effort.

You are not alone in this.

My job is to:

- Hold you accountable
- Keep you from self-sabotage
- Lead you to find your inner strengths
- Walk with you towards your goals
- Help you make sense of your mess
- Give you honest feedback on ideas and efforts
- Consult your business choices and ideas based on my expertise and experience
- Lead you when you need it
- Guide you when you need it
- Call you on your bull when you need it

I'm not here to run your business for you, but I'll be one of the best business partners you've ever had. I'll give everything I have to put you in the right direction and guiding you in the best decisions to reach your vision.

I am here for you.

I am your business ride or die.

I look forward to our journey together.

1 SUCCESS BY DESIGN (SBD) GROUP PORTAL

After you finalize your invoice, you will receive a link to register in our private member portal.

Once you set up your profile, you can connect, follow and message others in the group.

Note: You can only message members once you click the "Connect" and "Follow" requests. Once approved. You are open for private messaging.

In this portal you will find:

- The schedule of Future Trainings
- The calendar of Future Trainings
- The link to join upcoming trainings
- All Past Trainings
- All Material Resources
- Access to Additional Courses
- Announcements

Please feel free to share your wins, ask for support, feedback and anything else you need from the group.



2 PRIVATE COACHING

You will receive an invite via email to join our private coaching portal: Coach Accountable.

You will be notified of your first Actions to complete:

- Sign Membership Agreement
- Finalize your Invoice
- Complete your Client Profile
- Complete Your Business Profile

Once Complete, You will receive next steps for your Ready For Profit Onboarding.

All your Private Coaching Session Notes, Correspondence and Action steps will reside in this portal.

Your Private Coaching will commence after your Onboarding Session on your first Official Strategy Session.

Your Strategy Session will be deep dive to map out your overall strategy plan and specific next steps, including "homework".

During this month you have unlimited direct access to your coach via email and Voxer for clarification, review, feedback and additional next steps.



3 READY FOR PROFIT: ONBOARDING SESSION

Live Onboarding Sessions are held twice a month.

Your pre-session preparation work includes:

- *Finding Your Story*
- *Your Saboteur Assessment*
- *Your Entrepreneur Archetype Assessment*
- *Setting Your Environment to Win*
- *Uncovering Your Deepest Motivation*
- *Redesigning Your Time for Success*

Your In-person work will include:

- *Identifying your Perfect Future Client*
- *Clarifying your Message*
- *Proclaiming your client Transformation*
- *Creating Your Product & Offer*
- *Laying out your Delivery System*

Some members may be directed to complete additional projects in order to fully prepare for their Strategy Plan.



REDESIGN YOUR TIME

THE SUCCESS SCHEDULE COURSE



The Success Schedule Program is a 4-part training series that teaches our unique process of time maximization with a foundation in balance, joy, structure and momentum.

It's not about getting "more" done, It's about getting the right things done.

It is about doing less, but better.

It's important to us that your entrepreneurial journey is balanced in its foundations with room for your "Have-to's", "Want-to's" and "Wish-to's"

We want you to have a hustle free path that steers clear of burnout.

This program will walk you through step-by-step to develop a scheduling skill that will allow you to own your time and flex when life requires it.

4 STRATEGY SESSIONS

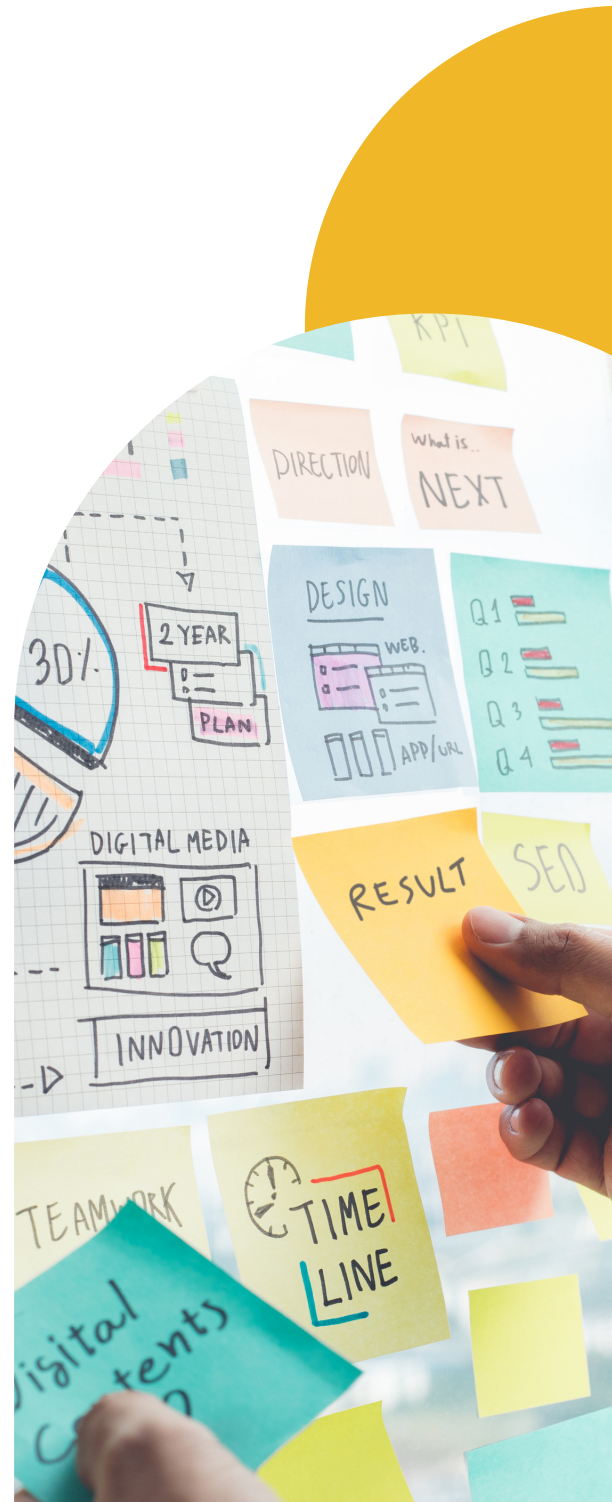
After you've walked through your Onboarding Process and completed the Success Schedule Program, you are ready for your Private Strategy Session with your coach.

During this time, we will look over your goals and map out the plan to meet them.

We will clarify your goals and identify immediate next steps as well as mapping out your 12 month overview for projects, tasks and plans.

Together we'll define systems, tools, and processes to build and implement your strategy.

You'll continue to be supported privately by your coach for the next 4 weeks, in addition to support from coach led Q&A sessions, trainings and weekly check-ins for the next 52 weeks.



5 OFFICE HOURS Q&A

Every Week our coaches host a LIVE Q&A session.

This is space to ask for specific support unique to you and your situation or general techniques and recommendations.

This is a closed session for members only.

If you have a question but are unable to make attend live, you can submit your questions via the Friday Check-In form that is emailed to you weekly.

Your public question will be announced and answered there on the live call.



6 TRAINING SESSIONS

We build our skills for both business and personal development in our weekly training sessions.

During these meetings we will not only provide space to learn but also to do the work.

We firmly believe that the best way to trust a product is to experience it first, so the training sessions are open to one-time vetted visitors.

As a member, you have access to unlimited one-time guest passes for friends and colleagues. Simply complete the form in the group portal and we will send your guest the meeting link to join.

We honor and appreciate your trust. Should a friend or colleague become a member, you will be gifted a referral reward and both of you will receive an additional 1-1 Private Coaching Session to use within your membership year.



7 FRIDAY CHECK-INS

At the end of each week, you will be emailed a Check-in form to complete.

In this form you can:

- Submit your question to be reviewed at the LIVE Q&A the following week.
- Ask a private question
- Share Your Wins
- Request a topic to be covered in a future training

If you have committed to a specific goal or task for the week, you can share your status and progress in this form.

All additional questions can be asked in the group.



SUGGESTED TOOLS

A LIST OF THINGS WE USE AND OR RECOMMEND



- Trello
- Google or iCal Digital Calendar
- Paper Planner
- Large Wall 1 Year Overview Calendar Planner
- Canva
- Morning Routines
- Evening Routines
- Google Forms
- Calendly
- Loom or Dub
- Email Management Service- Beginners: Mailchimp or Mailerlite
- WordPress
- Elementor
- Course Management: MemberVault or LearnDash
- Later or Buffer
- Linktree or similar

GLOSSARY OF COMMON TERMS

A QUICK REFERENCE GUIDE

CTA (Call To Action)

Calls to action are used in business as part of a marketing strategy to get your target market to respond by taking action. It's generally used at the end, or sometimes throughout a sales pitch, to let potential clients and customers know what to do next if they're interested in what you offer.

It seems obvious to let people know the next step in doing business with you, but the truth is, many new business owners don't have calls to action in their marketing and sales pitches.

Lead Magnet

A lead magnet is a marketing term for a free item or service that is given away for the purpose of gathering contact details; for example, lead magnets can be trial subscriptions, samples, white papers, e-newsletters, and free consultations. Marketers use lead magnets to create sales leads. We will often refer to this as your "dating tool"

Client Creation

the language we use is powerful. We don't "capture" a lead. We create clients through memorable connection and powerful conversations.

Serve, Lead, Serve

A sale is an opportunity to Serve. We then Lead our customers and clients to the best place for their needs and continue to Serve them.

GLOSSARY OF COMMON TERMS

A QUICK REFERENCE GUIDE

Buyers Journey

The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service.

The journey generally consists of a three-step process:

Awareness Stage: The buyer realizes they have a problem.

Consideration Stage: The buyer defines their problem and researches options to solve it.

Decision Stage: The buyer chooses a solution.

Sales Funnel

A sales funnel is a visual representation of the journey from your prospect's first contact with you until a completed purchase. You need to curate and design a path for someone to go from being a stranger to someone you serve.

Target Market

A target market is a group of humans most likely to buy a company's products or services. Because those buyers are likely to want or need a company's offerings, it makes the most sense for the company to focus its marketing efforts on reaching them. Marketing to these buyers is the most effective and efficient approach. The alternative - marketing to everyone - is inefficient and expensive.

GLOSSARY OF COMMON TERMS

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Direct Ask

Our goal is to offer value and be a true source of support for strangers and clients alike. However, occasionally, it's important, wise and necessary to say directly what we want and need. As the saying goes "closed mouths don't get fed". A "direct ask" is when we clearly say what we are offering and ask if a stranger, client or customers wants it.

Magnet Posts

A magnet post, is a social media post or email set in the form of a "call and response".

For example "I just recorded a short video about how to get more clients with bubble gum, comment "bubble gum" if you'd like me send it.

Reach Outs

Reach-outs are a form of direct connection with potential clients. Whether on social media, email or phone calls. Reach-outs can be done with both a warm or cold audience. When done well and with integrity, this can grow our prospect and collaboration network.

GLOSSARY OF COMMON TERMS

A QUICK REFERENCE GUIDE

Conversion Copywriting

Conversion copywriting is copy that moves the reader to “yes” using voice-of-customer data, frameworks, formulas and proven persuasion techniques.

Conversion copywriting motivates people to act & make a decision; takes the voice, tone and finding a unique value proposition and combines it with conversion (motivating) and process (research component) and presentation (what you’re saying and how you’re saying it).

The Five Ones

This is a successful process and philosophy based on eliminating distractions and streamlining your focus to get results in your business.

- 1 Target Market
- 1 Product
- 1 Traffic Source
- 1 Conversion Tool
- 1 Year

Does it Make the Boat Go Faster?

Based on the story of the British rowing team that streamlined their focus to a single goal "make the boat go faster" This term is used often to check if our current tasks are supporting the main goal we have set out to accomplish.