



# Success By Design

*New Year Kick Off*





# WINS!!

## *share in the chat*

We are always winning.

We only fail when we give up.

Let's train our brain to create a mindset of success by feeding it the dopamine of our wins, setting it off to create more wins.

**DO NOT QUALIFY YOUR WINS.  
NO WIN IS TOO BIG OR TOO SMALL.**

Had a great sandwich? WIN

Didn't yell at that jerk? WIN

Showed up today? WIN

Landed 100k contract? WIN

# Member Birthdays



**Christina Maragaki**

**Dec. 24th**



**Nicky Schauder**

**Jan 12th**



**Csenge Fazekas**

**Jan 26**

# Today's Agenda



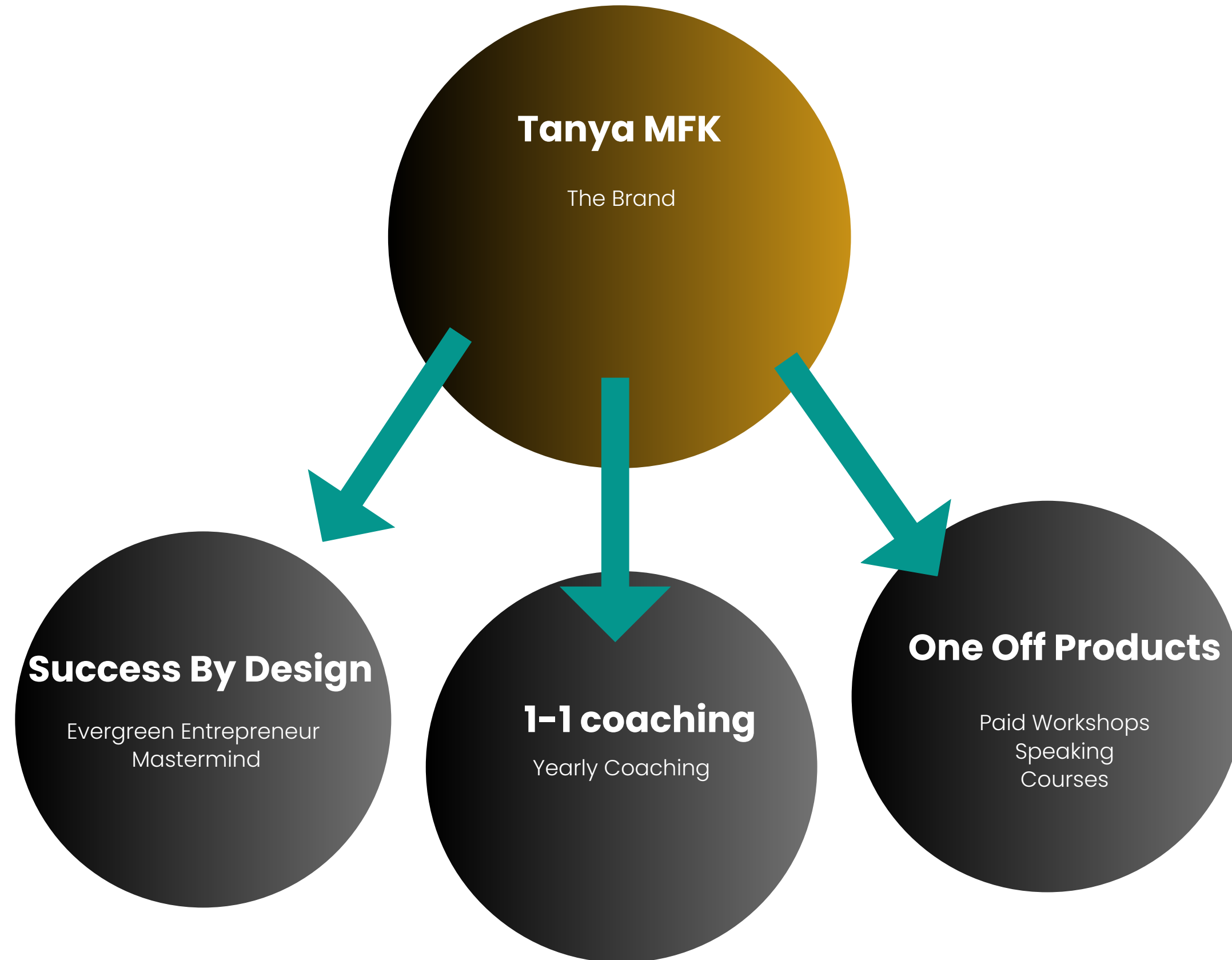
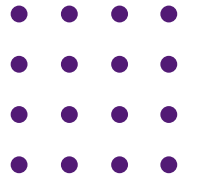
- **Success By Design Rebrand**
- **New Features for the Year**
- **Monthly Mission**
- **Monthly MindStep**
- **Monthly Motivation**
- **Monthly Thrive Tactic**
- **De-Risk Your Year**
- **Letter to Future Self**
- **How to Create a Micro-Monopoly by loving your competitors**

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**Success By Design  
is now  
MASTERY 360**

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# PREVIOUS STRUCTURE



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 **SUCCESS BY DESIGN**

**Speaking**

**Coaching**

**Authorship**

**Free Resource**

**Workshops**

**Courses**

**Insider's Pass**

**Mastermind**

**Private Coaching**

## Success By Design

### Free Resources

Newsletters, Youtube Videos, Worksheets, Monthly Reflection & Planning Session, Signature Training

### Paid Workshops & Intensives

Trainings to level up entrepreneurial skills and business development processes

### Courses

**Ready for Profit:** Business Foundation Building Course

**Time Design:** Balanced Productivity to Momentum and Joy

### SBD Insider's Pass

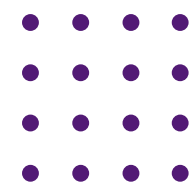
Single Price for access to all workshops, intensives, Scheduler's Lab & deep discounts on Courses and Programs.

### Mastery 360

Ongoing Entrepreneurial Mastermind group with private and group coaching

### Private 1-1 Coaching

Individual coaching for life, leadership and business



# SUCCESS BY DESIGN BUSINESS OVERVIEW

The alternative source to old outdated and manipulative business growth tactics.

A hustle-free, holistic approach to business and entrepreneurship.

A place for creating intentionally small businesses with big impact.

Functional support for Entrepreneurship



# Mastery 360 Components



# Membership Resources

STRATEGIC SCHEDULERS  
LAB

WORK BUBBLES

COPY CLINICS

MONTHLY  
REFLECTION &  
PLANNING SESSIONS

TECH & TOOLS TIPS

NETWORKING GROUP

CONTENT SPRINT

ACCESS TO PAID  
WORKSHOPS

\*Resident Council Updates Coming

# YEAR *Overview*



QUARTER	TOPIC	FUNCTION	GROW
<b>Q1: Marketing/Attract</b>	<b>JAN:</b> Clarity/Strategy	<b>FEB:</b> Strategic Schedulers Lab Copy Clinic Tech & Tools Tips Content Sprint	<b>MAR:</b> Personal Development, Health, Mindset 90 Day Goal Planning Implementation
<b>Q2: Sales/Convert</b>	<b>APR:</b> Sales Training	<b>MAY:</b> Strategic Schedulers Lab Copy Clinic Tech & Tools Tips Content Sprint	<b>JUN:</b> Personal Development, Health, Mindset 90 Day Goal Planning Implementation

# YEAR *Overview*



QUARTER	TOPIC	FUNCTION	GROW
Q3: <b>Delivery &amp; Admin</b>	<b>JULY:</b> <b>WEEKLY GUESTS</b> Delivery & Admin Topics Personal Development Topics	<b>AUGUST:</b> SUMMER BREAK NO SESSIONS	<b>SEPT</b> TOPIC: Delivery & Admin
Q4: <b>Planning/Operations</b>	<b>OCT:</b> Business Clarity Sales Plan Marketing Plan Systems Plan	<b>NOV:</b> Strategic Schedulers Lab Copy Clinic Tech & Tools Tips Content Sprint	<b>DEC:</b> Reflection & Planning Holiday Party Winter Break



# Success By Design Customer Journey



## Free Resources

Free Workshops,  
Worksheets, newsletters  
and videos



## Workshops & Intensives

Learn solutions and level up  
skills in a particular  
business area



## Ready for Profit

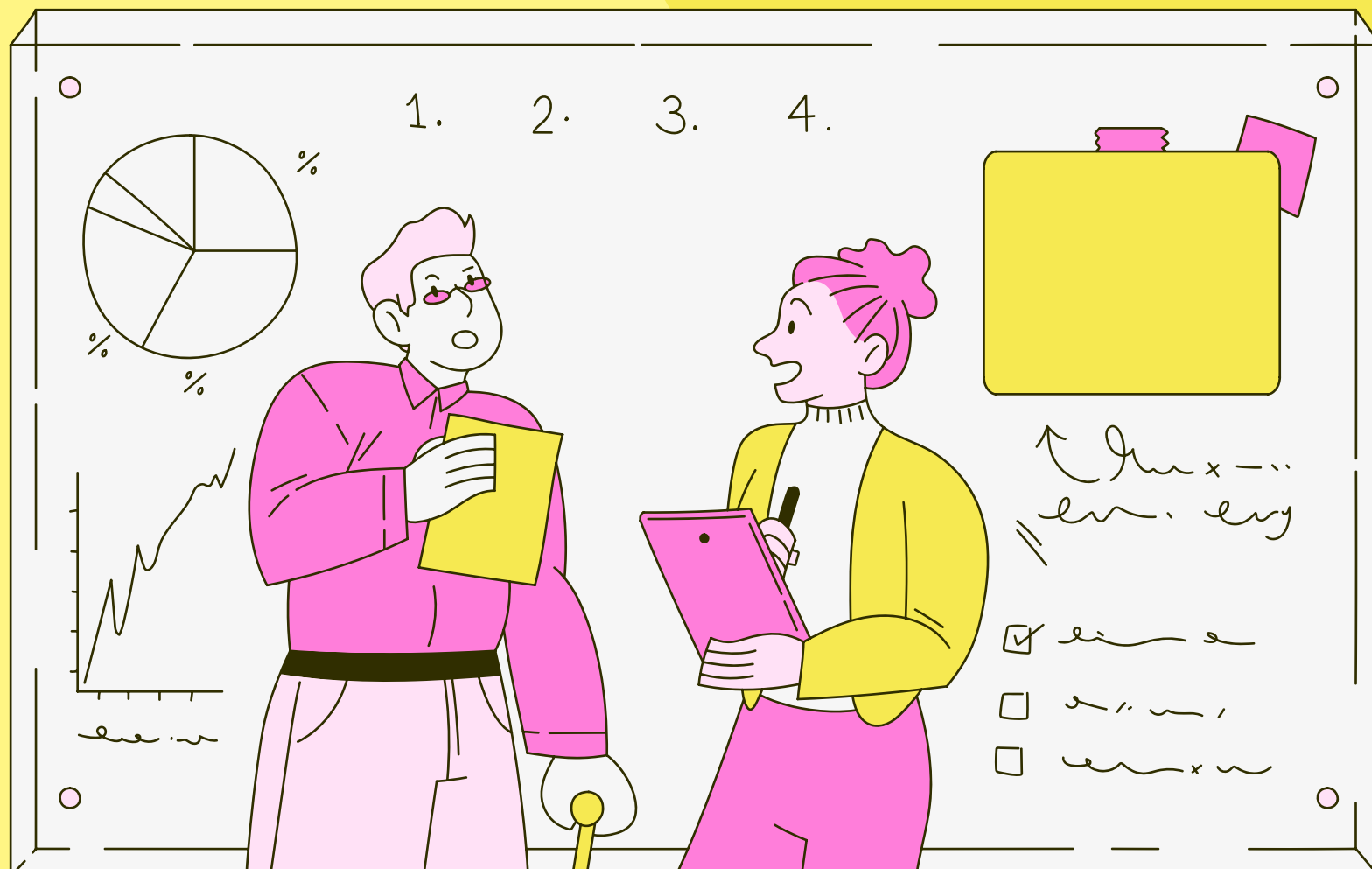
A course to get your  
business foundations and  
processes in order to have  
a business ready to make  
money.



## Mastery 360

Support and Personalized  
Guidance while  
implementing your  
strategy and running your  
business.

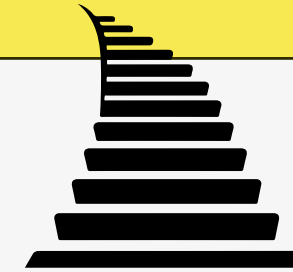
# Three Membership Tiers



## **MOMENTUM**

HIGH TOUCH

(2) 60 minute 1-1 Strategy + Weekly Coaching, 4 Quarterly Sessions



## **ELEVATE**

(1) 60 minute 1-1 Strategy , + Monthly Coaching, 2 On-Demand Sessions



## **BLUEPRINT**

(1) Personalized Strategy Blueprint + 2 On-demand Support Requests

# Let's Meet *your Team*



**Kristina Hellmann**  
(DIRECTOR)

Business Coach & Co-Strategist,  
Community Manager, SEO and  
Data Marketing Specialist



**Tanya MFK**  
(FOUNDER)

Head Business Coach  
Lead Strategy Developer  
Business Systems and  
Frameworks Specialist



**Nicky Schauder**  
WORK BUBBLE HOST

Fellow M360 Member  
Founder of Permaculture  
Gardens  
Long term Entrepreneur

# January's Theme



## **FOUNDATION**

Strengthen the essentials this month. Reaffirm core values, reassess goals, and fortify your business's base for lasting growth.

## **CLARITY**

Embrace January's quiet to gain fresh insights. Focus on aligning intentions, strategies, and actions with your deeper purpose.

## **CALM**

Choose focused action over hustle. Embrace mindfulness and trust in your journey, balancing peace with purposeful progress.



# Monthly *Mission*

## The Morning Power Hour

- **The Night before:** Identify the task that will have the most significant impact on your business.
- **Next Morning:** First Hour, Full Focus- work on this task without interruption for 1 hour.



# Monthly *Mindstep*



## **Silence & Stillness**

- **Set aside 5 minutes for complete silence**
- **Prepare your environment** (turn off notification, inform family/colleagues DND)
- **Be Silent & Still:** Observe, mind-wander, listen

# Monthly Motivation



## “I Function with Purpose & Clarity”

- **The Night before:** Identify the task that will have the most significant impact on your business.
- **Next Morning:** First Hour, Full Focus- work on this task without interruption for 1 hour.

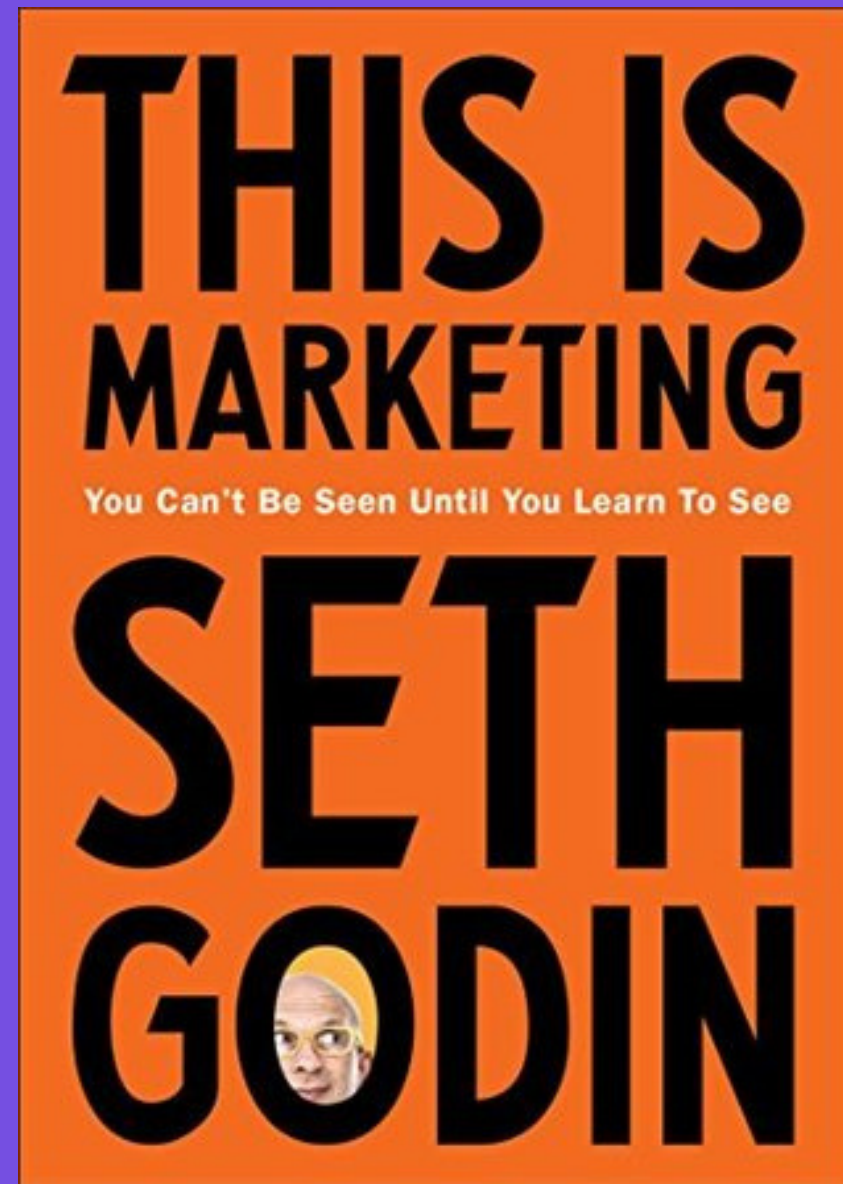
# Thrive *Tactic*

## **Get 8 hours of sleep every night**

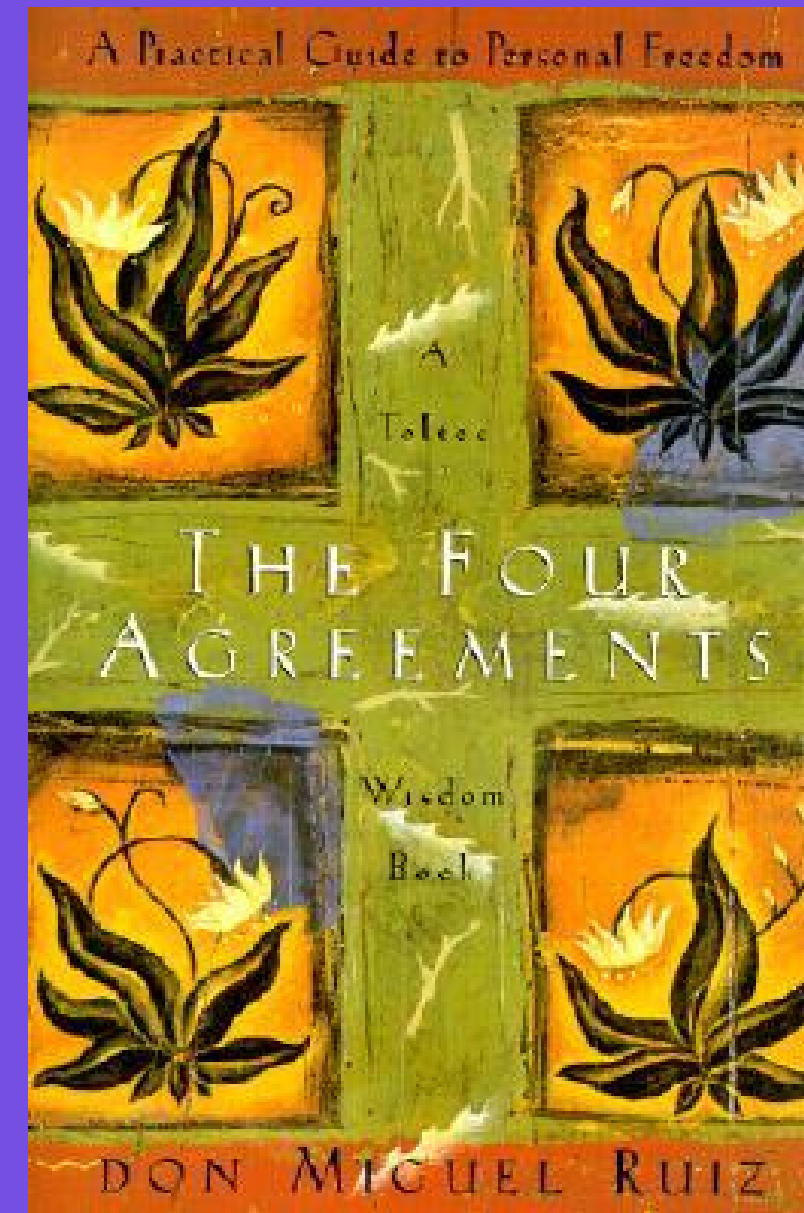
- **Close out Your Day**
- **Have an evening Routine**
- **Reduce Screentime**
- **Dim Your Lights**
- **Keep Your Room Cold (65f, 18.3c)**
- **No Caffeine after 2pm**
- **Limit Alcohol, long naps**



# 360 Book Club



**This is Marketing-  
Seth Godin**



**The Four Agreements-  
Don Miguel Ruiz**

# Worst Case Scenario

*De-risk your success*



# Letter to your Future Self

Dear December Me,

This year our vision of success is..

I hope you are able to...

Make sure to...

I know you can do it!

Love,

January Me

**Vision of Success:** Describe where you see yourself by the end of the year. What achievements, both personal and professional, do you envision?

**Personal Growth:** Reflect on the personal qualities or skills you wish to develop. How do you want to evolve as an individual and a leader?

**Business Goals:** Outline specific, measurable objectives for your business. What milestones do you aim to achieve?

**Challenges Overcome:** Anticipate potential challenges and how you plan to overcome them. This can help in setting realistic expectations and preparing for obstacles.

**Balance and Well-being:** Express your aspirations for maintaining a healthy work-life balance. How do you plan to take care of your physical and mental well-being?

**Message of Motivation:** Write a message of encouragement and inspiration to your future self. Remind yourself of your strengths and the support system you have.

# Love Your competitors

*Create a Micro-Monopoly*



## Who are your “competitors” or “Niche Neighbors”

Start by listing out your perceived competitors. Who else is serving your target market?.

## Analyze Their Strengths

For each competitor, identify their strengths. What do they excel at? What are their key offerings?

## Identify Your Unique Aspects

Reflect on what makes your business different. What can you offer that no one else does?

## Decide Where to Let them Shine

For each strength of your competitors, decide if it’s a battle worth fighting.

## Create Your Micro-Monopoly

Based on your unique aspects, define how you can create a micro-monopoly. How can you position these unique elements so that for a specific segment of the market, you are the go-to choice?