

AGENDA

- 9:00** Settle in and grab coffee
- 9:15** Kick off and Introductions
- 9:30** Marketing Musts Workshop
- 10:30** Break
- 10:45** Social Media Strategies Workshop
- 11:45** Break
- Noon** Lunch in Conference Room
- 12:20** While we dine: Introduction to The Chinese Elements
- 12:50** Elements Q & A with Health and Life by Design's Rachelle Guse
- 1:20** Fresh Air Break
- 1:45** Takeaways Check in
- 2:00** Your Juicy Good Life Workshop
- 3:00** Bonus Content and Q&A
- 3:30** Relaxing Surprise
- 3:45** What's Next?
- 4:00** A Grateful Goodbye

My Intention for Today: _____

SWOT ANALYSIS

STRENGTHS

What do you do well?
What unique resources can you draw on?
What do others see as your strengths?

WEAKNESSES

What could you improve?
Where do you have fewer resources than others?
What are others likely to see as weaknesses?

OPPORTUNITIES

What opportunities are open to you?
What trends could you take advantage of?
How can you turn your strengths into opportunities?

THREATS

What threats could harm you?
What is your competition doing?
What threats do your weaknesses expose you to?

TOOLS

(Podcast, blog, ad, etc.)

WHO

(Retargeting list, email list, attendees, key demos, etc.)

WHERE

(Facebook, Pinterest, website, etc.)

WHEN

(Date)



MARKETING ACTION PLAN

1. SWOT Worksheet
2. TOOLS Worksheet
3. Action Plan

The first piece of content I need to create: _____

The purpose of it: _____

The next video/live I will do: _____

The outcome of it: _____

How often I'll send email: _____

Open rate I'll aim for: _____

Event I can create buzz around: _____

of people I want to help/reach: _____

Platform I will improve/create: _____

Improve by _____%

Analytics I Will Watch:

Facebook Instagram LinkedIn Google YouTube Pinterest

Type of social media ad I'll create: _____

Its purpose: _____



CLIENT STYLE GUIDE

THE JUICY GOOD LIFE

LOGOS



Use colorful logo most often



Use black logo for engraved/embossed/specialty items



Use grayscale for print materials that must be printed in B&W only (ex: newspaper ad)



White logo can be used on dark or colorful backgrounds and without the flower if desired

FONTS

Headings.....

Oh Lively Regular

Sub Headings.....

Avenir Medium

Body.....

Avenir Book

Font notes:

...

COLORS



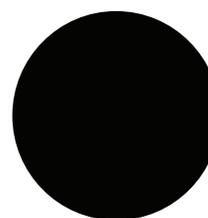
PMS 489

PRINT
PANTONE 489
CMYK: 0, 20, 20, 0



PMS 7464

PRINT
PANTONE 7464
CMYK: 28, 0, 12, 0



PRINT
PANTONE Black 6
CMYK: 100, 79, 44, 93



F5C7B8

WEB
RGB: 245, 199, 184
HEX#: F5C7B8



AADB7

WEB
RGB: 170, 219, 215
HEX#: AADB7



WEB
RGB: 76, 78, 86
HEX#: 000000



PMS 486

PRINT
PANTONE 486
CMYK: 0, 51, 46, 0



PMS 7465

PRINT
PANTONE 7465
CMYK: 54, 0, 30, 0



F08D80

WEB
RGB: 240, 141, 128
HEX#: F08D80



55C7B5

WEB
RGB: 85, 199, 181
HEX#: 55C7B5

OTHER ELEMENTS



Watercolor accents



Example



Example



Example



Example



Greenery and flower bunches

Nine Star Ki

*Any birthday from January 1 through February 3 is considered to be in the previous year.

	1928	1929	1930	1931	1932	1933	1934	1935	1936
	1937	1938	1939	1940	1941	1942	1943	1944	1945
	1946	1947	1948	1949	1950	1951	1952	1953	1954
	1955	1956	1957	1958	1959	1960	1961	1962	1963
	1964	1965	1966	1967	1968	1969	1970	1971	1972
	1973	1974	1975	1976	1977	1978	1979	1980	1981
	1982	1983	1984	1985	1986	1987	1988	1989	1990
	1991	1992	1993	1994	1995	1996	1997	1998	1999
	2000	2001	2002	2003	2004	2005	2006	2007	2008
	2009	2010	2011	2012	2013	2014	2015	2016	2017
	2018	2019	2020	2021	2022	2023	2024	2025	2026
	2027	2028	2029	2030	2031	2032	2033	2034	2035
Adult Potential	9	8	7	6	5	4	3	2	1
Supportive Element	FIRE	EARTH	METAL	METAL	EARTH	WOOD	WOOD	EARTH	WATER
Feb 4—Mar 5	9.5.9	8.2.2	7.8.4	6.5.6	5.2.8	4.8.1	3.5.3	2.2.5	1.8.7
Mar 6—Apr 5	9.4.1	8.1.3	7.7.5	6.4.7	5.1.9	4.7.2	3.4.4	2.1.6	1.7.8
Apr 6—May 5	9.3.2	8.9.4	7.6.6	6.3.8	5.9.1	4.6.3	3.3.5	2.9.7	1.6.9
May 6—June 5	9.2.3	8.8.5	7.5.7	6.2.9	5.8.2	4.5.4	3.2.6	2.8.8	1.5.1
June 6—July 7	9.1.4	8.7.6	7.4.8	6.1.1	5.7.3	4.4.5	3.1.7	2.7.9	1.4.2
July 8—Aug 7	9.9.5	8.6.7	7.3.9	6.9.2	5.6.4	4.3.6	3.9.8	2.6.1	1.3.3
Aug 8—Sept 7	9.8.6	8.5.8	7.2.1	6.8.3	5.5.5	4.2.7	3.8.9	2.5.2	1.2.4
Sept 8—Oct 8	9.7.7	8.4.9	7.1.2	6.7.4	5.4.6	4.1.8	3.7.1	2.4.3	1.1.5
Oct 9—Nov 7	9.6.8	8.3.1	7.9.1	6.6.5	5.3.7	4.9.9	3.6.2	2.3.4	1.9.6
Nov 8—Dec 7	9.5.9	8.2.2	7.8.4	6.5.6	5.2.8	4.8.1	3.5.3	2.2.5	1.8.7
Dec 8—Jan 5	9.4.1	8.1.3	7.7.5	6.4.7	5.1.9	4.7.2	3.4.4	2.1.6	1.7.8
Jan 6—Feb 3	9.3.2	8.9.4	7.6.6	6.3.8	5.9.1	4.6.3	3.3.5	2.9.7	1.6.9

My top 3 elements/numbers in order are: _____

My Juicy Good Life

Vision of best self: _____

How she shows up: _____

What needs to happen...

This year: _____ by this date: _____

This month: _____ by this date: _____

This week: _____ by this date: _____

Today: _____



In Order to Create my Juicy Good Life...

What I expect from myself...

What I will talk to my loved ones about...

Who can be my goalmate?

How will I check in on my goals?





When I'm at my best, and life is juiciest, I'm...

When I'm in "old stories", "less than helpful patterns", or fear, I am...

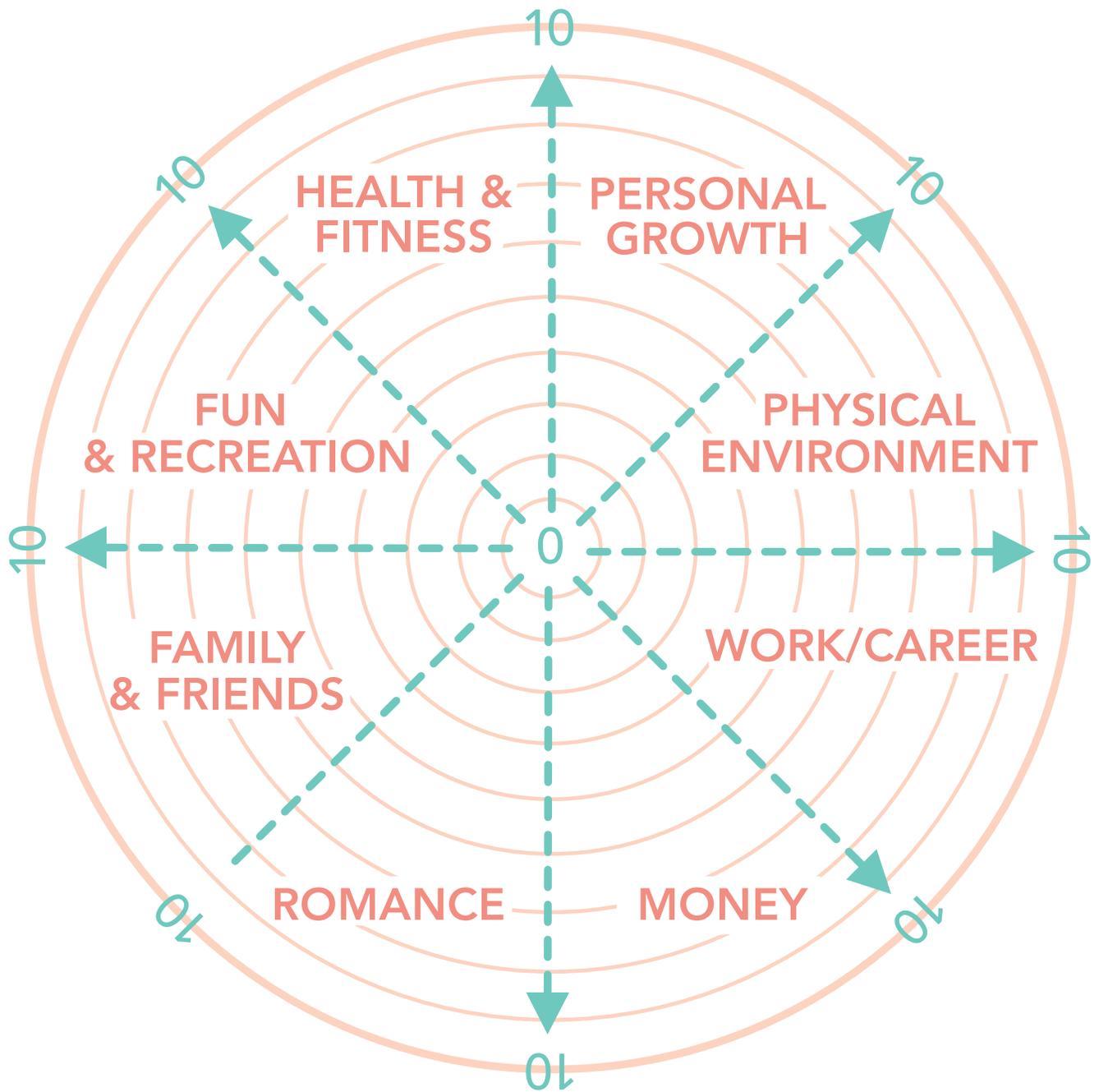
What I will do to add more love & empowerment to my life:

The first step I will take to create more joy:

I will do this by (date): _____



The Wheel Of Life



Our Natural Cycle

○ **The Fertile Void/During your period/New Moon Mimics Winter Season**

You're more intuitive, you can see what needs to shift. This is a time for more rest. We can honor that there's value in rest, that we are more than what we "do" or produce.

☾ **Emergence/Follicular Phase (after period) Waxing Moon/Mimics Spring Season**

Projects move from theoretical to concrete, this is a great time to brainstorm and plan for your projects to happen. (Plant seeds you'll harvest)

● **Visibility/Ovulation/Full Moon/Mimics Summer Season:**

You're at peak magnetism! This is a great time to amp up manifesting and put your projects publicly into the world. Do your networking, sales calls, videos, and speaking during this time.

☾ **Culmination/Luteal Phase (before your period) Waning Moon/Mimics Fall Season:**

This is a time to go within and get quiet. This is a great time for you and a blank canvas. You are more detail-oriented during this time, so you can be more in tune to analytics and proofreading.

*This is a general guide, not intended to be an actual timeline. It may vary from month to month like the weather. Suggestion: go with the moon phases if your cycle varies with timing or medication.

Source: Kate Northrup's book, "Do Less"

COMING SOON!

NEW Masterminds from The Juicy Good Life MASTERMINDS LAUNCHING IN SEPTEMBER! Meet quarterly online or in Eau Claire

Married to Business - Use this mastermind as a way to move your business forward while you work on your marriage. We know they are closely connected, and when one is great, the other benefits and vice versa. This is perfect for the couple who wants to achieve more bliss in life and business! **(Online and In Person)**

Goalmates - Imagine the power of surrounding yourself with other like-minded women who also want to reach their personal and professional goals. We can go further together and enjoy hitting our goals. **(Online and In Person)**

Motherhood - We're bombarded with messages on how to do this mom thing, but sometimes all we need is support and sounding boards. We'll learn strategies for stress and how to bring more joy into parenthood. **(Online and In Person)**

Second-Stage Business - Looking for that next level? Wanting mentorship in a confidential setting where you can make major progress? This is the spot for huge ROI (return on investment), ROT (return on time), ROR (return on relationships), and ROH (return on happiness). It's time to grow beyond your wildest dreams. **(In Person)**

Juicy Good Life - This is where we work on the every day momentum we can build as we design a juicy, good life. This is where self-care becomes second nature and where we can create an amazing ripple effect on our world. If you love personal growth, this is the spot for you. **(Online)**

Prices vary from **\$2,000-\$6,000** for annual masterminds* - but, **ALL masterminds include a FREE JGL annual membership** (*If you're already a paying member, you'll get the cost you paid for your 2019 membership off the mastermind price.)

Watch for email and social media updates! Our JGL Members get **HUGE SAVINGS** on masterminds and events. Get on the list - space is limited!

THE JUICY
good life 