



Your next level  
is waiting!

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7 secrets to own your power, captivate  
your audience, maximize your impact,  
and make more sales.

SANDRA *sh* HOUSEMAN

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*Hey girl!*

**Growing your online business doesn't have to confuse or consume you!** It is 100% possible for you to grow your business in a way that gives the freedom you desire RIGHT NOW. The freedom to...

- Spend each and every day with your family.
- Design your dream schedule (I don't start work until 11am and only work 3 days a week!).
- Make money while working from home and living life on your own terms!

When I started this business a little over a year ago, I remember feeling so overwhelmed. For 5 months, I worked my butt off and made practically ZERO sales.

**I wondered if I was really cut out for this. I wondered if I had what it took to make it all work. I wondered if I really should have taken this leap of faith... did I hear God wrong?**

Don't get me wrong... I REALLY knew my stuff! I had been a brand designer for over 10 years in both high-level corporate and freelance positions... but turning that experience into a thriving online business was a whole other ball game. And (spoiler alert)... it was a LOT harder than it seemed like it was going to be from the outside looking in. (You know what I mean... all those coaches and experts painting this pretty picture about how easy it is IF you follow THEIR steps?! Ugh!)

**It wasn't until I implemented these 7 secrets that I began to see a HUGE shift in my business.** I finally invested in my first high-level business coach 5 months into my business and guess what... that month I went from ZERO sales... to over 4k in sales in just 2 weeks! These 7 secrets are things that I wish I had known (and REALLY grasped) from the beginning... it would have changed everything for me and I'm so excited to share these things with you. Your next level is waiting! Are you ready to claim it?!

Always cheering you on,  
Sandra

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# Secret 1: Realize your value

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**I mean REALLY realize it.** I'm talking about believing in yourself and your value down to the very core of who you are. Growing to the point where the FIRST thought that pops into your mind is not your doubt, fear, and insecurity... but it is the unique value that you have to give and the fact that you **MUST** bring this into the world.

**Here's the thing... If you're not TRULY believing in your worth and the value you bring to the table, how can you confidently ask others to invest in it?** If you're constantly struggling with thoughts of insecurity, doubt, and imposter syndrome (AND you're letting them win!), you will never be able to convince others of your true worth!

# Secret 2: Invest with confidence

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Are you the type of person who is always buying things for others but never spending anything on yourself? Do you pride yourself on your frugality? Are you skimping on start-up costs as much as possible? Or maybe you have invested in yourself or your business in the past and that investment has left you hesitant or scared to invest again.

MY HAND IS RAISED RIGHT NOW... because I can honestly say that I used to fit every single one of those categories above. I HATED spending money on myself and I loved being frugal... but I realized that at the end of the day, my frugality towards my business was holding me back from reaching new heights... and it took me way to long to realize it!

The truth is that investing in your business is hard... it's scary... and it's uncomfortable. But it is absolutely essential to reaching your next level self!



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## Secret 3: Know who you are speaking to

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**Have you ever read a Facebook post or advertisement that really caught your attention?** Chances are, you were able to relate to the post on a deep and personal level. It's almost as if it was speaking directly to you!

**Knowing your target market is essential to selling and growing your business.** Just like that Facebook post, your goal is to speak specifically to your "dream client" in order to draw them in and leave them wanting more. The scary part about speaking directly to an ideal client is it means you are also **not** speaking to everyone else. This can cause some people to get nervous... I get it! Passing up potential paying clients is scary! But in order to reach your next level self (and your dream business), you have to be using your time, energy, and resources wisely. This begins by "targeting" your dream clients with your marketing.

## Secret 4: Develop a strong brand foundation

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**Your brand is saying something about you and your business every second of every day.** Is it saying what you want it to? Is it attracting the right people? Is it showing your value?

Your brand goes way beyond your business visuals (logo, colors, fonts, etc.). It is the way you speak, how you show up, the personality you bring to your business, and the perception people have about you. The only way to have a strong brand is to build it from the ground up. Don't start with the visuals... but instead start with a strong foundation!

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## Secret 5: Show up genuinely

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I see business owners all the time who are trying to emulate other successful entrepreneurs! They see someone they look up to who is doing AMAZING, and they think if they just pull ideas from them then they will be successful too. It's so sad because I know that these people have something special and unique about **themselves** that their target market would LOVE... they just aren't sharing it!

When you try to do everything the same way as everyone else, you end up losing your own, unique voice and brand in the process. This is called patchwork branding. You're constantly pulling a little bit from all these different brands and **it ends up lacking the most important element of your brand... YOU.**

Doing this (even though it's completely unintentional!) will always leave you feeling overwhelmed and worn out because there is absolutely no way for you to maintain **their** uniqueness! The good news is that you have your own uniqueness that can make you just as captivating as them... you just have to let it shine!

## Secret 6: Ditch the should-do's

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The "should-do's" are the things you feel like you should be doing even though they leave you feeling drained and empty at the end of the day.

A great example of this is someone who **hates** writing but feels like they **should be** writing blog posts just because they see others with successful blogs. Another example of this is someone who **hates** going live on Facebook but they know it is an effective way to market online, so they feel like they **should** go live multiple times a week even though it causes them to have anxiety for 24 hours leading up to each live and leaves them feeling sick to their stomach at the end of the day!

**Running your business this way will not work in the long run!** (Hello burnout!)... "But, Sandra, I hate doing my taxes but I still have to get them done, right?!" You're totally right! The truth is that there are times we do just need to push through and complete a task that we don't want to... BUT, this should be the exception, not the norm!

**The goal is to get you truly LOVING your life (and continuing to love it throughout the duration of your business)!**



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# Secret 7: Fill your cup first

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**It's impossible to pour water out of an empty bucket, right?!** Well, in the same way, if you are constantly pouring into others to the point of being overwhelmed, stressed, and burnt out, then you will NEVER be able to pour into your family, friends, clients, and followers the way you really desire to.

I know you want to change lives through your business. I know you want to love your family so very well. I know you want to pour into your community and church and impact the lives around you... but you can't do that if you are constantly running on empty!

**It's time to begin filling your cup FIRST so you can REALLY pour into those around you and make the impact you dream of with this one life you've been given.**

*"At the end of our lives, our biggest regrets will be the God-ordained opportunities we left on the table"*

- Mark Batterson, Chase the Lion

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# Anything is possible for you...

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Maybe you're sitting here wishing you could just snap your fingers and make these 7 secrets true for you but you just don't know how to get there... After all, receiving all the answers without being shown HOW to implement them can seem a little overwhelming, right???

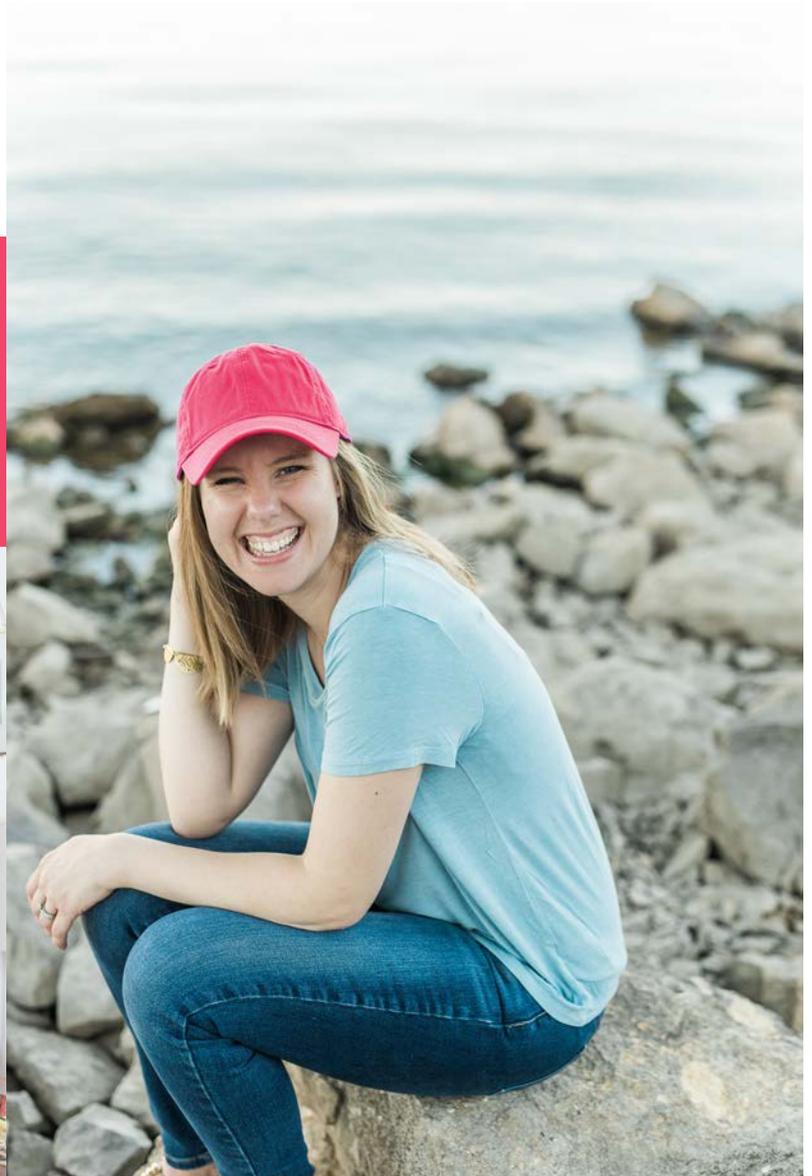
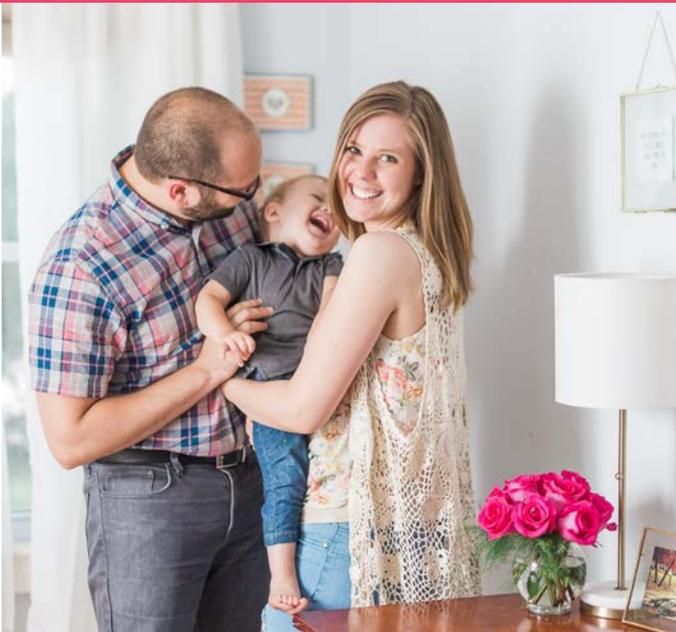
**Good news! Check your inbox tomorrow because I will be sending you the action steps you can take to immediately begin implementing these 7 secrets into your own life and business.** My goal is to help you cut through the confusion and overwhelm... I'm not just here to give you the answers but to walk with you through the process of becoming the best version of yourself while also achieving your HUGE dreams.

Always cheering you on,

*Sandra*

ONLINE BUSINESS STRATEGIST  
AND BRANDING EXPERT

Click here to join my  
Facebook community  
of world changing lady  
bosses right now!



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