



JULIE WOLK
BUSINESS GUIDED BY NATURE

ROOTING YOUR BUSINESS

SO IT CAN THRIVE

**THE 5 ESSENTIAL BUSINESS
FOUNDATIONS CHECKLIST**



JULIE WOLK
BUSINESS GUIDED BY NATURE

GROW A BLOSSOMING BUSINESS WITHOUT BURNING OUT

Sounds pretty good, right?

I know. There are a *lot* of promises out there... instant fixes, 6-figure launches, and the *best new insider secret strategy to making millions from Facebook ads* (but only if you purchase RIGHT NOW!).

But the reality is that even if that Facebook ads strategy truly IS legit, it's definitely *not* going to work until you're clear on the basic foundations – or ROOTS – of your business.

As I like to say,

“You can't fruit, if you don't root.”

And yet, almost everybody skips these essentials! Cuz they're not as sexy as fancy marketing strategies.

But the fact is that you will be hard pressed to do **two very important things** if you're not clear on your roots.

1. Make money (and I'm pretty sure you want your business to do that).
2. Feel sane/aligned/happy (instead of unfocused/unclear/exhausted).

So let's stop wasting time and money on all the different marketing and sales tactics out there on the internets and commit some time to the basics so you can start getting some *awesome new clients for your private practice without being sleazy or pushy*.

I promise you, it is worth taking the time to sink these roots of your business down deep into the earth so it can grow up tall and strong, ready to take on the winds and rains (and of course, the sunshine!) of life.

On the other hand, ever see a tree with no roots? Doesn't work so well.

And look, if you get stuck -- because admittedly, running a business is not easy -- we do all of this in depth (pun intended) every year in my [Roots of Business course](#), where I help you find your true roots and guide them into the rich soil you need to make your business blossom.

When you have roots, the fruit will follow. Let's do it.



JULIE WOLK
BUSINESS GUIDED BY NATURE

1: CLARITY - UNEARTH YOUR NATURAL NICHE

Knowing the purpose, or niche, of your business helps you speak clearly and confidently about what you do (no more awkward networking events!), focus your energy on working with people you actually love instead of trying to serve everyone (crazy-making!), and get more referrals (because people actually know who to send to you!). Your niche is like a filter, providing *clarity* to you and your potential clients about who is a fit (and who is not). Figuring this one out alone could bring you more clients, *stat*. A niche has three parts:

- Know what problem you help people solve (using your natural gifts)
- Clarify exactly who you want to solve this problem for (and not just “conscious women,” we gotta dig deeper than that)
- Show how YOU do it different from everyone else out there (you are a unique human, I know it)

On a scale from ROOTED to WIGGLY, where are you at? What’s clear and what could use more focus? How might rooting deeper help you create what you want?



JULIE WOLK
BUSINESS GUIDED BY NATURE

2: RESONANCE - ESTABLISH YOUR POINT OF VIEW & MESSAGE

The stand you take in the world is a huge factor in people choosing YOU over every other coach/consultant/healer/teacher out there (and last I checked there were a few). Your ideal clients will *resonate* with your unique way of seeing the world and the industry you're a part of. A strong message polarizes... it will naturally turn some people off, and turn some (the right) people on. This is a good thing!

- Define your point of view on your clients' (and the world's) problems and the solution
- Create a compelling and inspiring message to shout from the rooftops (and blog posts, and interviews, and...)
- Write an about page that connects, resonates and rallies your favorite clients

On a scale from ROOTED to WIGGLY, where are you at? What's clear and what could use more focus? How might rooting deeper help you create what you want?



JULIE WOLK
BUSINESS GUIDED BY NATURE

3: CREDIBILITY - DISCOVER YOUR UNIQUE METHODOLOGY

It's one thing to say: "I'm gonna get you there." It's a whole other thing to tell them how. When you can define *how* you help people get the results they want, it demonstrates your *credibility*, which instills confidence in them AND you (which leads to easier free consultation calls and more clients). Imagine if someone laid out a specific process for you to get results (like this one!)... aren't you like, "*Damn, that woman knows what she's doing!*"?

- Define each element of what you do with clients to help get them where they want to go
- Pull them together into a system or set of principles that is uniquely yours and serves as a guide for you and your clients, but is also flexible enough to meet differing needs
- Get excited because this system is the source of all your future programs, packages, and offers

On a scale from ROOTED to WIGGLY, where are you at? What's clear and what could use more focus? How might rooting deeper help you create what you want?



JULIE WOLK
BUSINESS GUIDED BY NATURE

4: TRANSFORMATION - FIGURE OUT WHAT THE HECK YOU'RE SELLING

You need something to sell. And it's not one-off sessions (unless you want to be in constant marketing mode, work all the time, and not make a lot of money). Here's where you get to package everything up into an offering that your favorite clients are totally psyched to purchase... an offering that is focused on the results, or the *transformation*, your clients really want, not on how much time you spend with them.

- Design a package of services that maximizes results for your clients, without you over-delivering and getting burnt out
- Write powerful website copy that will make (the right) people want to sign up to work with you without ever feeling pushed or manipulated
- Figure out what to charge for all this amazingness

On a scale from ROOTED to WIGGLY, where are you at? What's clear and what could use more focus? How might rooting deeper help you create what you want?



JULIE WOLK
BUSINESS GUIDED BY NATURE

5: FLOW - MAKE A SIMPLE PLAN TO FIND CLIENTS YOU LOVE

Ok, so how do you actually *find* those clients and make money? How the heck will they hear about you? And how do you then bring these folks from simply hearing about you to actually working with you? How does it all *flow* like a river? This is the world of marketing, sales funnels and business models, and it's actually really fun once you understand what it's all about ("sales funnel" is not actually a dirty word, I swear).

- Set clear financial goals and create a business model to get you there, so you know where your money will come from (instead of always wondering and/or hoping)
- Design a simple and streamlined pathway that efficiently brings your clients from being strangers to being your awesome clients
- Create a dramatically simple marketing plan to fully launch your business into the world so you can hit those goals!

On a scale from ROOTED to WIGGLY, where are you at? What's clear and what could use more focus? How might rooting deeper help you create what you want?



JULIE WOLK
BUSINESS GUIDED BY NATURE

WOO HOO!

You made it! If you feel clear on all this stuff, your roots are deep, and you will start seeing the fruits of your labor in no time.

If you'd like to be guided by *moi* through this process, I hope you'll sign up for the [Roots of Business](#) home study course.

It's full of in-depth exercises to help you clarify everything on this checklist, plus I'll even make sure you get your butt outside each week to work on your business (yep!).

Thanks and love,
Julie



Julie Wolk helps coaches, consultants, and healers grow rooted, blossoming, burnout-free businesses modeled after the way nature works. She's a firm believer that if we step off the hamster wheel, and tune into nature's rhythms, we can grow more sustainable lives, businesses and even—gasp!—a better world. A lifelong nature freak, she has over

15 years of experience turning vision into reality, and would love to help you create a simpler, more enjoyable, nature-led life and business. You can find her at www.juliewolkcoaching.com.

www.juliewolkcoaching.com