

THE ALIGNED AF COACHING

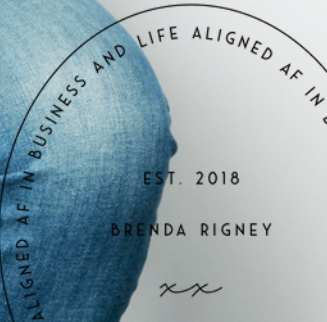
with Brenda Rigney

SPRING/
SUMMER
2024



IT'S TIME TO UPLEVEL YOUR BUSINESS

The ALIGNED AF Coaching Program for Gen X women entrepreneurs is a 3-month custom intensive with 1:1 coaching, biz masterminding, project management, with done-for-you assets.



I see you...

You've been stepping into your role as a resilient CEO, taking ownership, sharing your gifts, and, of course, finding fulfillment and financial success in your online coaching or service-based business.

You're making strides and feeling pretty proud of yourself, right?

Absolutely. You deserve EVERY bit of it.

But I also sense your longing for something deeper. You're yearning for a more meaningful path.

I KNOW that you're ready to embrace a more purposeful and conscious approach to your business and life. You're eager to make a positive impact on your community rather than simply building another profit-driven enterprise.

Maybe you're not **fully there yet, and you're feeling a bit overwhelmed as you navigate this journey.**

You're working diligently to cultivate your business, seeking mindful and intentional ways to make a difference in the lives of those around you.

And that's commendable... because you're not just in it for yourself, but for the betterment of your community.



IT TAKES YEARS AS A WOMAN TO UNLEARN WHAT YOU
HAVE BEEN TAUGHT TO BE SORRY ABOUT. - AMY POEHLER

WHAT DOES IT MEAN TO UPLEVEL YOUR BUSINESS...

You've reached a new stage in your online business journey. Things are growing, and you're starting to see the potential of the future you're building. As a midlife woman entrepreneur, some parts of your business are going well. But handling everything on your own is getting tough.

You might be thinking about adding more people to your team, getting some help, and planning your next steps. You've looked into different courses and groups, but none seem to fit just right. But, you've got questions...

Who should you hire first? Where can you find the right people? How much should you pay them? Will there be enough money left for your own mentor or coach? Can you trust people you've only met online? And once you hire them, how do you manage everything?

After trying lots of programs and coaches, I can tell you, this process can be confusing and expensive. It's easy to make big mistakes - I've been there.



IT GETS BETTER

That's why I've decided to make things simpler. I've created a coaching experience that's all about helping you grow your business - but not just any business. It's about making a meaningful impact, where your business and life fit together seamlessly.

You won't have to juggle hiring different contractors and coaches anymore. We're here to provide a complete solution that takes away the stress, prevents burnout, and helps you build a thoughtful, impactful business without going through all this complexity alone.

HERE'S WHAT YOU GET...

WITH THE ALIGNED AF COACHING.



HIGHLEVEL 1:1 COACHING

Brenda's mission is to empower you to achieve financial success and independence. You'll work one-on-one with Brenda over three months to strategically refine your business and gain the confidence and skills to step into your CEO role fully. Brenda's been through this journey herself, so she knows how to guide you effectively



BIZ MASTERMINDING & ACCOUNTABILITY

Brenda collaborates directly with you to break down your goals and projects into manageable steps, guiding you through each one. She also takes charge of handling relationships with your team collaborators, the experts she enlists to create your Done-For-You assets. This way, you can stay fully focused on building your impactful business.



DONE-FOR-YOU ASSETS

When collaborating with high-level coaches, you often strategize and plan big things for your business. But how do you execute these plans? As my client, we'll prioritize your signature offer to generate 80% of your revenue with just 20% effort. I've also curated a team of experts, personally managed by me, to create essential assets for your business. These assets will serve you now and in the future.

... AND YOU GET THIS FOR ONE PRICE

THE ALIGNED AF COACHING

How this will work...

- 1 high-level coach: Brenda for biz masterminding, mindset, accountability and project management. We'll meet monthly to create continuity with your biz strategy.
- Bi-weekly accountability sessions to ensure that your projects are moving forward.
- I am your co-CEO, CMO and COO. I am managing and coordinating all expert collaborators for you and spearheading all of your projects.
- I am focused on getting you exactly what you need in your biz RN. [and it's not just gonna be one thing...it's gonna be many things].
- A fast-n-furious 3-month sprint with deep-dive high level support to get you to DONE.
- A vetted, carefully curated group of experts who are ready to support you in creating done-with-you assets your biz requires right now.
- A strategically mapped out 6 Figure Biz Playbook that is designed to help you scale and grow over the next 18-124 months.

[APPLY HERE](#)

WHAT YOUR BIZ UPLEVEL IS GONNA LOOK LIKE month by month...

MONTH 1: READY, SET, GO CEO

After our kickoff one-on-one session with Brenda, you had numerous lightbulb moments and an enthusiastic "Let's do this!" attitude for your business. With your own team of experts backing you up, **you feel more supported than ever and are absolutely ready to embrace your new confident CEO identity.**

You've got that self-assuredness cranked up high.

Your custom Biz Playbook has provided the structure and foundational guidance you've always sought but couldn't quite piece together by yourself. It covers your offer suite, pricing strategy, and launch schedule, all neatly sorted.

Your social media game is on point (having your personal social media manager certainly helps), and people are taking notice – including your audience.

You're beginning to think, "This 'financial freedom' idea might be onto something."



MONTH 2: ALIGNED AF IS NO LONGER A DREAM

Your custom Done-For-You assets are lining up, and you're thrilled with both their quality and the relief of having your own biz mentor to guide you.

This change has freed up your mind and calendar, allowing you to focus on what you love in your business: brainstorming ideas, creating content, and connecting with your community. **Your audience is noticing your boosted confidence and magnetism.**

Our big business strategies are now in action, and you feel more in control. You're making confident moves, and reaching your goals is no longer a question – it's your reality. **Your new attitude? "Try and stop me."**

IMAGINE THIS WAS A PAGE IN YOUR JOURNAL

this is what you're manifesting for yourself...

MONTH 3: SAY IT LOUD, SAY IT PROUD: I'M A ALIGNED AF CEO

Why didn't Brenda tell me I'd feel as confident as Usher and Alicia Keys performing at the Super Bowl? **In just three months, my business and I have completely transformed.**

I've accomplished more in these three months than I have in the past few years. Most importantly, I've proven to myself that **I am now the fearless CEO version of myself, ready to embrace my ALIGNED AF business and life.**

I now truly understand the incredible potential of my business, way beyond what my doubts allowed me to see. **I'm here to make a significant impact, change lives, and serve as a thought leader inspiring action and courage.** I'm setting an example for everyone I work with.

My business has grown far beyond just me, and thanks to my commitment to investing in myself and business and Brenda's guidance, **I'm now ready to be the game-changing, rule-breaking CEO that people admire and aspire to be like.**

Yes, you've become that remarkable figure. You. Are. ALIGNED AF.



AFTER THE 3-MONTH INTENSIVE

Your business plans for the next 1-2 years are all set, and it feels fantastic. You're strategizing to expand your team and offers, streamline systems, and create a CEO game plan for mega success.

Plus, you've got your tickets booked for the southern France ALIGNED AF retreat in Fall 2024 (because you're worth it). Your new motto is all about taking action, making bold moves, effortlessly earning money, and making a big impact on the world.

HERE'S A BREAKDOWN OF YOUR DOWN-FOR-YOU ASSETS

REMEMBER: YOU GET TO SELECT **2** OF THE FOUR OPTIONS BELOW. THESE ARE ALL INCLUDED IN THE PRICE OF THE PROGRAM



DESIGN A LEAD MAGNET

We identify a juicy freebie you want to share with your community to attract them in to your orbit where you can stay top of mind for those small-to-medium sized CEO's and biz owners that need your skills and expertise. We'd map out the lead magnet and create an opt-in landing page and thank-you page



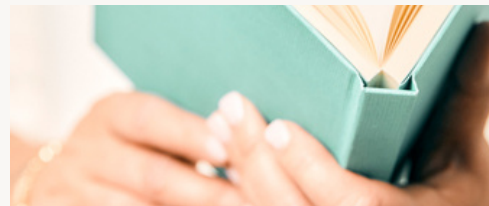
EMAIL SEQUENCE

To support your lead magnet or signature offer (see options above), we'd design a evergreen Sales or Welcome Email Sequence for 1 Offer or Lead Magnet. Email marketing helps to nurture leads for future offers. We will build out up to 10 emails in these sequence options to share your offer, expertise, upsells and downsells.



SALES PAGE FOR 1 X SIGNATURE OFFER

We'd create a fully written, high-converting sales page to support your signature offer in your offer suite. We'd upload this to your website and ensure the content is aligned to your brand message and position.



SOCIAL MEDIA MANAGEMENT

3-months of social media management which includes:

- 10 posts months (includes captions, reels, stories, carousels and video scripts)
- build out Instagram profile, highlights (work with me, signature offer, about me, client testimonials and case studies)

YOUR INVESTMENT

IF YOU'RE READY TO MAKE SOME BIG ASS MONEY MOVES IN YOUR BIZ, HERE'S SCOOP ON THE PRICE AND PAYMENT PLANS

[APPLY HERE](#)

6 FIGURE BIZ PLAYBOOK

A custom "handbook" that I create for you and your business to address marketing, offers, pricing, social media and way the hell more.

1:1 COACHING

Monthly 1:1 biz strategy coaching sessions and bi-weekly accountability and project management sessions with Brenda.

DOWN-FOR-YOU ASSETS

You will have your own team to create and deliver on two DFY assets. These will be determined after the 90-minute intensive is completed..

THE "HOLY SHIT" TRANSFORMATION

It's going to be three months of grit, hard ass work, customized strategy and planning, guidance and accountability.

ALIGNED AF STATUS LOADING....

The Fundamentals Package
(everything above +
2 DFY assets)

\$11500 USD

The Essentials Package
(everything above +
4 DFY assets +
24/5 Voxer Support +
End of Sprint Wrap Up
Sesh with Brenda)

\$16000 USD

** 3 & 6 months payment plans available

POV: YOU'RE IN SOUTHERN FRANCE WITH US FOR A 5-DAY, DREAMY AF BIZ RETREAT...

You walk out onto the sunlit terrace before breakfast for a yoga session with your new biz besties. Christine, our host and personal chef, has whipped up something fantastic for breakfast and the incredible homemade scents are filling the air.

You wander into town today with the group and visit the local market for cheese, bread and fruit. There's lovely spots along the way to talk about business, goals and dreams with Brenda and the intimate group of women entrepreneurs she's assembled. All of them have worked with her over the last 3-6 months on a coaching by design sprint and are fully in their CEO mindset. The vibe is intoxicating!

Your Instagram is on 🔥 with all these incredible sights and sounds and your DM inbox is already blowing up with comments & questions from your community about where you're going next.

This is *just* day one.

Your days at the retreat are spent at the dining room table masterminding our businesses together, before deciding to indulge in the Michelin star restaurant for dinner tonight. Nights are for chilling, chatting with your new friends, or retiring to your private room for a soak in your own tub.



There are hikes scheduled to check out the sights and hilltops, as well as lazy siestas by the pool and sauna. Maybe you'll book a massage to fully unwind and treat yourself.

By the end of the 5 days, you can't believe the expansive conversations, coaching, and unveiling you've discovered about yourself. You take a moment to look around at the other incredible women on this trip--yep, this is your life now. Soak it in.

** A separate waiver and agreement to be signed by all attendees.
** Not included: Flights, Insurance, Transportation, Alcohol, Massage, Town trips/meals

SOAK IT IN



I CAN'T WAIT
TO WORK
WITH YOU!!

xo,
Brenda

[APPLY HERE](#)

