

Stepping into
The Confident Expert
Training

4 Actions to move Coaches & Consultants
from the Invisible Expert to
The Highly Paid Confident Expert.

Thank you for showing up for you!

Why are you here today?

Share in the chat

You are in the right place if...

- You want to make more money.
- Your marketing feels hard.
- You wish you had more time off for family and vacations.
- You are working more than 25 hours a week.
- You are ready for bigger impact.
- You know you are great at what you do, but not enough people know about you.
- You have sales calls, but aren't making many sales.
- You offer discounts to try and get clients.

You are NOT in the right place if...

- You are looking for quick fixes, magic pills, formulas and fast solutions.
- You do not want to make more money or have more time to do the things you love.
- You sign up for training after training, but do not implement the material.
- You are not willing to invest time and money in your business.

Stepping into The Confident Expert

In today's training, you will discover...

- How to go from The Invisible Expert to the Highly-Paid Expert, the easy way and the hard way
- Why positioning yourself as a Highly Paid Expert means more time, money, and freedom
- Be introduced to new ideas that will bring more ease, joy, and money to your business.

Meet Shannon



- All about that JOY in life and biz
- Known around the globe for her Joyful Marketing Methodology
- Creator of the Content Personality™ Wheel
- Founded The Confident Expert Program™ & The Joyful CEO™ Mastermind
- Featured on CBS, ABC, The Boston Globe, The Huffington Post, FOX, & NBC
- Philanthropist
- When not teaching or speaking she is reading fiction, snuggling her cat, and hanging with the love of her life.

Meet Amy



Why listen to me?

- Lived 12 lives but have always been building a community of followers
- My superpowers: Connecting and Asking Questions
- 30 hour work-week
- Traveling, pontoon captain, wife, cat mom who loves to cook
- User of the Content Personality™ Wheel
- Graduate of The Confident Expert™ Program

- MORE TIME, FREEDOM, MONEY
- LEVERAGED BUSINESS MODEL
- BUILDING TEAM

- TOOLS, SYSTEMS, PROCEDURES
- PAID WAITLIST
- JOYFUL & SUSTAINABLE

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THE
HIGHLY
PAID
CONFIDENT
EXPERT

- PLENTIFUL CLIENTS
- SELLING IS JOYFUL AND EASY

- RECOGNIZED AS AN EXPERT
- MARKETING FEELS GOOD & GETS RESULTS

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THE CONFIDENT
EXPERT

- FEW CLIENTS
- INCONSISTENT INCOME

- INCONSISTENT MARKETING
- HOPING & PRAYING

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THE DOWNPLAYED
EXPERT

- NO CLIENTS
- FEEL STUCK & LONELY

- MARKETING FEELS HARD / ICKY
- HIDING YOUR BRILLIANCE

THE INVISIBLE
EXPERT

Why do YOU want to be The Confident Expert?

Share in the chat

*What's really holding
you back?*

Share in the chat

Why are we dedicated to helping Coaches/Consultants be The Confident Expert?

There are 10 million women-owned businesses....

- Only 6% will reach the 6-figure mark
- Over 50% of women never exceed \$25k a year in revenue
- We believe women have the power to change the world.

More money = more change.

This is what coaches and consultants THINK they need to do....

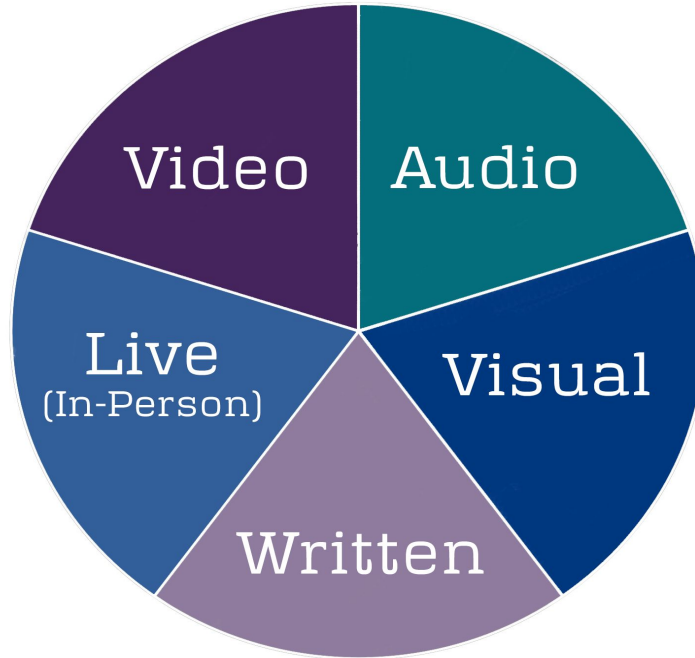
- Write a book
- Redo their website design and logo
- Pay a publicity firm/paid ads
- Design a new business plan (again!)
- Get more certifications and degrees
- Network their ass off/join groups and hustle

This is what you actually need:



It's that simple.

Discover Your Content Personality™



Content Personality Wheel™
© M. Shannon Hernandez
www.mshannonhernandez.com

4 actions to move you from The Invisible Expert to the Highly-Paid Expert

Action #1: Clarity

- **The problem:** You aren't clear on what you want for your life and your business.
- **The solution:** Clarity is key. What do you REALLY want for your life and your business? Get specific.



Everyone has a gift they bring to the table. YOU have a special gift to share with the world.
This Program can help you discover that gift and communicate that to your ideal peeps.

Action #2: Visibility

- **The problem:** You are marketing out of alignment. This is costing you precious time and loads of money.
- **The solution:** Your Content Personality™ is your best marketing tool. Using it effectively and consistently is a game-changer in your marketing.



Bisi continues to gain value from The Confident Expert community. The raw, authentic conversations have helped her grow in her business beyond what she dreamed of. Each call is a safe, kind space full of people who have your back and hold you accountable. The people in The Confident Expert Program are there to help you get where you want to go in your business.

Action #3: Strategy

- **The problem:** You do not have an effective marketing strategy. You are struggling to sell your awesome offers.
- **The solution:** A simple, aligned 90 day marketing strategy saves you lots of time and money. You stay on track and sell your stuff!



"The world is constantly changing and growing. You're either growing or dying... Marketing and sales are the lifeblood of every business." -Maddie Brown

Action #4: Invitation

- **The problem:** Selling makes you feel uncomfortable. Are you are holding “secret classes and workshops”?
- **The solution:** Be the invitation! Invite people into your world; invite them to work with you at premium prices. (It’s time to give yourself a raise!)

The Program has been such a game changer for me. My business fills me with so much joy, and I don't have to go hunt down clients anymore. Since I've gotten really clear on what kind of business I'm creating and what works for me, and I've done the work in my marketing so my marketing works for me, clients and referrals come to me.



What's stopping you?

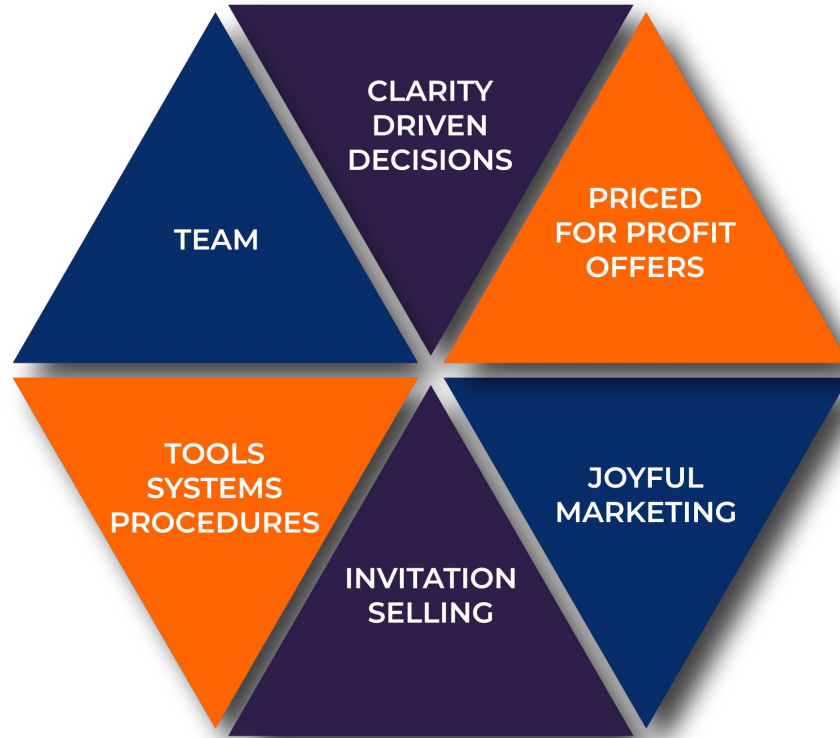
- Fear?
- Confusion?
- Lack of direction in marketing?
- Worried that you are not a “credible expert”?
- Worried about money?

Do you want to be a JOYFUL highly
paid coach and consultant?

I'd like to invite you to step into The Highly-Paid, Confident Expert and create a profitable and impactful business...

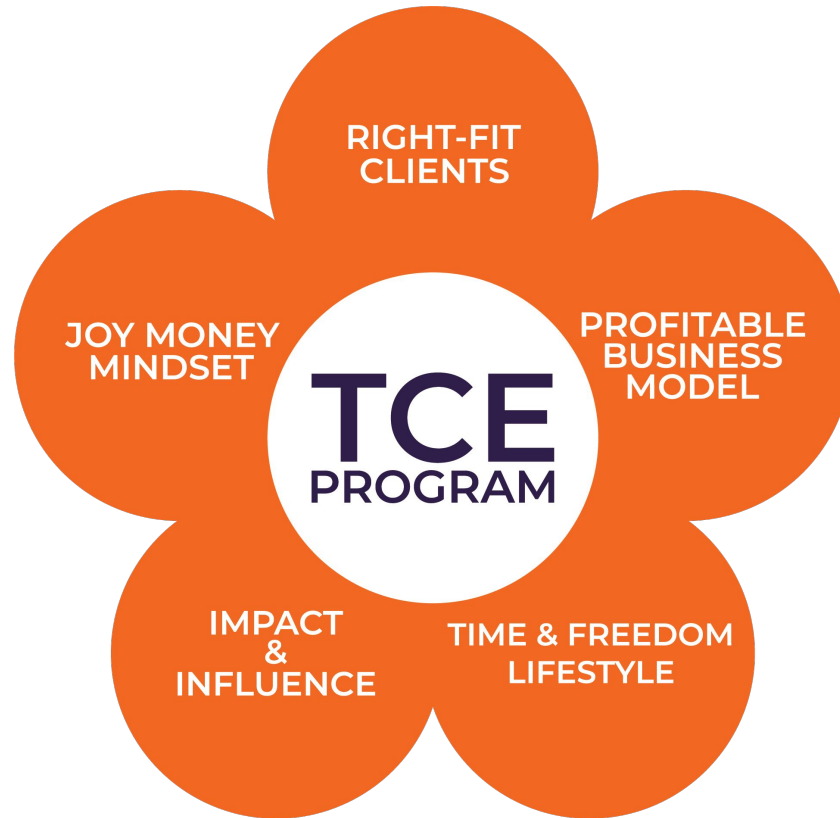
- WITHOUT complex online funnels
- pushy sales conversations, or
- hype-filled marketing.

THE
Confident
EXPERT™
PROGRAM



TCE Program Deets

- Year long to help you throughout the year
- On-demand content modules focused on clarity, mindset, #JoyfulMarketing, and invitation selling
- Sales and marketing clinics each month - LIVE!
- Quarterly LIVE! Marketing Strategy Circle with Shannon
- Facebook group for deep connection and collaboration
- Destination Joy Money Retreat
- 1:1 Coaching with your Personal Accountability Coach (Yes! You get a private coach to support you as you learn and grow.)



93% of coaches and consultants we speak with are NOT priced for profit.

Oy! Let's change that.

Be 100% YOU in your marketing...and watch
what happens. :)

Apply today.

<https://confidentexpertprogram.com/apply/>