



THE WINNING
FORMULA

*Coaching
Creatives*

The Winning Formula

MONETISE YOUR TRUE PASSION

@THEWINNINGFORMULA

[HTTPS://TWF.MONEY/](https://twf.money/)



Welcome To The Winning Formula

"The Winning Formula" is a creative coaching firm dedicated to assisting creative entrepreneurs in turning their passion into profits.

At "The Winning Formula," we recognise that being creative and enthusiastic about your trade is one thing, but translating that passion into a profitable business is another. That's why we've created a tried-and-true three-stage strategy to help you monetise your talent and build a successful business.

We'll walk you through each stage of the process over the course of 12 weeks, providing you all the tools and resources you need to succeed. Our professional coaches will work with you one-on-one to help you define a clear vision, develop a sound business plan, learn to build a targeted network and confidently execute it.

Our experienced team pushes you to the next level by working directly with you to solve creative monetisation challenges. To coincide with the brand's schedule, we offer tailored support and end-to-end delivery across all internet platforms.

WHY YOU CAN'T MAKE MONEY FROM YOUR PASSION AS A CREATIVE?

If you're reading this, you've most likely been told at some point in your life to "follow your passions." While there is much to be said for performing work you enjoy, the reality is that not everyone can make money from their hobbies or interests. The good news is that there is light at the end of the tunnel if the appropriate strategy is implemented and processes are followed.

THE KEY PROBLEMS WE WILL FIX:

- ✓ Productivity & Business Focus
- ✓ Develop Skills To Design Your Brand
- ✓ Securing High-Paying Gigs Through The Art Of Networking



Upskill, Learn & Execute - The Road To Winning

Pillar 1 - Key Business Mechanics - Integrate Creativity & Business Processes

01

Root Cause Investigation

We will dive further into the key issues that have prevented you from taking your creative ability to the next level.

04

Cost Of Inaction

We leverage your driving motivations to succeed and get your creative business up-and-running to prevent the negative consequences that can result from failing to take action or make a decision when it is needed.

02

Zoning In On Life Purpose

Let's create your story: A strong feeling of purpose in your life can significantly lessen stress. You'll be less worried and anxious, more clear about your goals.

05

Daily Habits & Time Management

A lack of daily preparation and focus can lead to a vicious cycle of being unable to integrate what is truly important to you. "Work harder on yourself than on your job." We're going to change the outlook of your day.

03

Psychology Session

Evaluate your thoughts, feelings, and behaviours to better understand and control emotions, allowing you to break free from subconscious limits.

06

Core Business Ideology

It is our duty to help you take your creative business more serious. We will explore the following:

- Goals, Mission & Core Values
- Business Planning
- Financials
- Market Dynamics

Pillar 2 - Up-Skill & Pave Brand Foundations

01

Building Foundations

We guide you through designing your brand name, logo, literature and current content/portfolio. A fine looking brand will set you apart from the rest.

04

Creating Resourceful Content

If you've noticed social media users post a lot of unrelated stuff, you're already thinking intelligently. We create your content strategy focus to guarantee you are posting content that is relevant to your audience.

02

Utilising The Online Space

With Shoptype's seamless management system, sync your brand with our parent company "The Unsound Club." Orders, returns, payments, taxes – we got you, making it easy for both you and your clients.

05

Using AI To Save Time

The rise of artificial intelligence bodes well for entrepreneurs. By automating regular operations, providing insights and recommendations, and optimising procedures, and streamlining processes.

03

Social Media

Being on every platform and attempting to create content for each one on a daily basis can be exhausting and time-consuming. We'll show you how to get the suitable audience to view your content.

06

Pricing Your Services

Many people struggle to price their services at first, diminishing their genuine worth. Perhaps this is due to poor negotiation, fear of losing the business, or personal money beliefs. Not to worry, we will create a price mechanism to secure the project at its genuine market value.

Pillar 3 - Securing High-Paying Gigs

01

The Art Of Networking

Networking is the practise of establishing rapport with others in your industry, as well as possible clients or consumers. It entails cultivating and maintaining these ties in a genuine and mutually beneficial manner.

04

Leverage Your Content

You have not spent hours, days and weeks building a library for no reason. We teach you to leverage your content to attract new and reoccurring clients.

02

Identifying Potential Clients

Finding new clients is an important step in developing a platform for your creative business. Starting conversations requires targeting through market research, LinkedIn headhunting, events, social media, and word of mouth.

05

Sales Pitch Masterclass

A sales pitch is a key component of any successful sales strategy, as it is the moment when you have the opportunity to capture a potential customer's interest and persuade them to buy your product or service. Master the art of the sales pitch and increase your chances of success in closing gigs.

03

Utilising Proven Templates

We offer a plethora of templates that have been shown to get a high response rate. To establish a valuable relationship, we utilise anything from emails to conversation scripts to informal messages.

06

Building A Trusted Team

There is no better feeling than building a a team of like-minded souls who share the same core values. This will help you to create a strong foundation for your business and increase your chances of long-term success.

CLIENT TESTIMONIAL

TWF has enabled me to make progress including my creative side, taking control of my life and my daily tasks. It has boosted my confidence and also improve my art business pipeline.

Sabrina Mariena

NEXT STEPS:

What Are You
Waiting For? Let's
Rock 'n' Roll!



**FROM PASSION
TO PROFIT**

Book Your FREE Passion Monetisation
Gameplan Session (Value \$500) Here



THIS ONE IS NOT TO BE MISSED

Duplicate my method and start or scale a business doing something you're actually passionate about. I will be there for you every step of the way, from start to finish, to help you implement the approach.

You will receive a FREE consultation call with me during which I will show you how to apply The Winning Formula to your everyday life. As a result of the session, we will be able to identify the root causes of your lack of progress and develop an action plan to fix them.

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