

# Recession-Proof Your Business Workshop with Lira Kay



**Watch the workshop video here.**

- Focus on your finances.
- Review your Money Management Practices
- Focus on Core Competencies.
- Offer new products and services.
- Make the Most of Current Customers and Clients.
- Grow your customer base, win the competition's customers
- Don't Cut Back on Marketing.
- Expand internationally.

**1 This is a test of our commitment, character and stamina, our faith/beliefs, our business model, our productivity and leadership.**

Rate yourself from 1 to 10, and write at least one evidence of that.

How committed are you to your work and your business. 10 - had been doing even more for my business than usual.

How strong are you. 10 - had supported myself, my family and my clients and community.

How courageous are you. 10 - no fear at all. Dealing with potential downfalls on the practical level.

How profitable are you. 10 - had more sales calls scheduled than usual. Had been paid as usual. Got my clients to get paid as well.

How productive are you. 10 - 10X my productivity. 7 blogs published. Workshop scheduled and attracted 20 participants. Scheduled 20 hootsuite posts. Repackaged my offer, raised my prices and will work less for it. Created a new program for elevated audience.

**2 The importance of “framing” is this: people tend to underestimate the big problems and overestimate the small**

**problems... and it's your job to help them get clarity on what's really going on.**

**What are the BIGGER problems in your business this crisis made obvious? Have you been underestimating:**

- No savings
- No passive income
- No irresistible offers
- No faithful loyal following
- No courage to make sales
- No skills to market and convert
- No systems to support distractions in personal life or holidays

**What are you overestimating:**

- Time of crisis and all around collapse of economy - people will get back to spending as usual.
- Your own anxiety or inability to stay positive and be practical.
- Your family's, friends' and your community's ability to revive and thrive through hard times.
- People's resilience and grace.

**So, first, let's commit to staying positive and practical. OK?**

**3 Let's restore your confidence!**

- Make savings
- Create passive income
- Build irresistible offers
- Nurture faithful loyal following
- Gain courage to make sales
- Learn skills to market and convert

- Build systems to support distractions in personal life or holidays

What are your 3 most popular excuses NOT to do this?

- 1 I'm not good with numbers or money.
- 2 Something is really seriously wrong with me, I just can't figure it out!
- 3 I don't need much, I can be happy with what I've got.

Write yours!

**BREAK THIS PATRIARCHAL MATRIX!!!!**

- 1) You only need to know 2 numbers - what goes in and what goes out!
- 2) Look at people who had figured it all out, they are all saying they sucked at it!
- 3) Make MORE so you can GIVE more! (if you truly don't need much, give it to the poor!)

**Please, share in the chat your excuses and how you are going to break free from your personal MATRIX that keeps you playing small.**

## **Practical Strategies**

Break your issues into 3 categories: money, clients and consistency.

- Make savings
- Create passive income
- Build irresistible offers
- Nurture faithful loyal following

- Gain courage to make sales
- Learn skills to market and convert
- Build systems to support distractions in personal life or holidays

### **My approach:**

#### **Create irresistible offers (3 offers funnel).**

Run your programs.

Record them.

Create online courses.

Sell them.

Save the cash to reinvest and make more.

#### **Heal your self esteem (2-step funnel)**

Learn how to convert people into customers.

Become the solution and source and energy for people.

#### **Automate everything as you grow (1-touch principle).**

Get ready to scale.

### **Common Sense! But why wouldn't you?**

#### **Create Irresistible Offers**

**Heal** your daddy issues - it's ok to want it, but not achieve it - drive to feel disappointed at the end of day.

**Symptoms:** anger, irritability, frustration, impatience, doubt, feeling and doing "not good enough", feeling like a fraud, living with excuses, no boundaries, no trust, entitlement.

**Actions:** impulsive, reactive, sporadic, inconsistent, child-like.

**Ambitions:** inflated or too small.

**Results:** so, so - a lot of unnecessary work for very little results.

How to make your GOAL personal,  
so you can  
take personal responsibility for achieving it?

### **Exercise:**

How much cash do you want? Why?  
Specifically state what is this cash for:

- 1
- 2
- 3

### **What would happen if YOU DON'T MAKE IT?**

(If you don't physically FEEL the urge to make it - reexamine your financial goal, then do this exercise again - you need to feel the pain of not doing it!)

We are looking to give you a feeling of having a SOLID RELIABLE SMART FATHER - who keeps his promises and keeps himself accountable.  
This is how you Father Yourself from now on.

If you feel like crying, let it out! I feel you my darling! But it gets so much better!

Now let's dot down your ACTION PLAN:

**One thing you will OFFER to make your cash this month.**

## **Heal Your Self Esteem So You Can Convert**

Let's **heal** you mommy issues - HOW you do things.

*"If you want a better life you must get obsessed with a better HOW."*

Lira Kay

Who are your ROLE MODELS?

Don't buy into the 3 step magic formula, ask your mentors HOW they do things, live, breathe, behind the scenes.

If they are not accessible, be smart, figure it out!

You learned from your mom, and you are playing out her dysfunctional patterns. Whether you rebelled or not, you are still constricted and stuck within a one loop-sided model.

And you need to be OPEN.  
Open means vulnerable.

Anything unfamiliar, is a threat.  
Everything familiar FEELS good, even if it leads to disaster.

So HEAL you Feminine by giving your feelings what they deserve - attention, BUT DO NOT BE GUIDED by them.

Fear is the worst of all of them.  
Have a process to release fear and do what you must to succeed.

- Be part of a Challenge and a community that beats the odds.
- Have a mentor that is stable and courageous.
- Reshape your feeling and thinking patterns with brain-rewiring tools.

**What are you afraid of?**

**State 3 specific things you didn't do in the last 3 days, even though they could have helped your make more money, nourish your body or improve your love life:**

- 1
- 2
- 3

What kind of habit you can create to help yourself do what you must even when you don't feel like (even if it goes against what you mama taught you)?

### **Suggestions:**

Don't feel like it, do it immediately!.  
Reward yourself for doing it.

Eliminate distractions.  
Set timers and don't do anything else until the task is done.

Break down big projects into small tasks, schedule when it's done.  
Make everything in your calendar non-negotiable.

Process, feel, release your feelings. Treat them as a beautiful part of your life. But have a business (health, fitness, relationship) plan to follow.

Stop the hustle!  
There's no reward for being a Martyr!  
Wearing a Badge of Honor, or your Badge of Suffering doesn't ACTUALLY benefit you in any way. Your family and friends DON'T LIKE it, they are just afraid to tell you.

Right NOW what are you doing with your day?  
How long does it take you to COMPLETE your projects?  
Can you shorten the time of 'working on it' and start HARVESTING instead?

## **Automate**

**How to take YOUR business online and running itself?**



## **Lead Generation system:**

Organic - takes time

Paid - takes money

Both need to be CONVERTING.

If you **healed your daddy issues** you can expect yourself to DELIVER the best results for your clients (your irresistible offers) and CONSISTENTLY show up and serve your audience.

If you **healed your mommy issues** you can trust yourself to be POWERFUL.

You will stop people pleasing, soothing, working for 'likes', getting attention. You will get CONCERNED with CONVERSION.

## **My best HACK to market powerfully and convert people:**

BE THE ROLE MODEL.

Without charisma whatever wisdom you share will not convert.

Charisma can't be faked. It is earned!

You have to be IT!

Own the little that you have.

Only teach that.

When you see your marketing converts - create your evergreen pieces that will always attract your best clients to you.

Test your message - see what actually works (before you waste your money on branding or ads).

Grow yourself - so you teach and offer MORE.

# Sales system

Application Form that sells:

[https://cffa3d4b-9b51-41c3-88e6-b079b3fb8470.filesusr.com/ugd/11bc8f\\_963f7fb814ec46ea9853b2b133e11dfc.pdf](https://cffa3d4b-9b51-41c3-88e6-b079b3fb8470.filesusr.com/ugd/11bc8f_963f7fb814ec46ea9853b2b133e11dfc.pdf)

<b>FB business or personal page link *</b>
<b>Website</b>
<b>What does getting to 7 figures in business means to you? *</b>
<b>What are you charging for your programs now? Be specific. *</b>
<b>How many clients do you currently serve? *</b>
<b>What is the biggest challenge in your business right now? *</b>
<b>How are you solving this problem? *</b>
<b>What do you think you need to achieve your goal? *</b>
<b>What had you invested in already to achieve your goal? *</b>

## **My Personal Energetic Hack to Teaching High End Sales**

Showing people how to own their energetic space.  
Be the Giver, not the Taker.

Change the dynamic to be able to demonstrate your value.  
No free sessions, but a higher energetic frequency.

Demonstrating value is always about ENERGY, not the tips or free coaching.

Right now, size the zoom room and estimate who is a Giver and who is a Taker compering to you.

None is good or bad.

But understanding this will help you get more if you are a Taker (for example, from your mentor or a parent) and give more if you are a Giver (for example, to demonstrate your capacity on the sales call). For that your prospects need to FEEL your energy.

### **Exercise:**

**3 things you would** do from now on to prepare for your sales calls:

- 1 Check them out to know the answers.
- 2 Be straight, direct and impactful.
- 3 Make every minute with you count.

**3 things you must heal before the call:**

- 1) Neediness and desperation.
- 2) Fear of rejection and people pleasing tendencies.

3) Habit of working for 'likes' and not driving your agenda.

Remember that any prospect (any relationship in your life) is a direct REFLECTION of your subconscious desire. Heal and grow yourself to see a better reflection.

**What objections do you get regularly?**

1

2

Do you use same excuses not to get what you want?

What does it take you to let go of your own personal path of the abused and abandoned? Why is it SAFER to want/desire different things in life? Embrace your new desires. Allow yourself to receive it!

- **Make savings - make 10 X \$10K sales**
- **Create passive income - launch an online course**
- **Build irresistible offers - sell your winning program consistently**
- **Nurture faithful loyal following - become extra-visible online**
- **Gain courage to make sales - see yourself close**
- **Learn skills to market and convert - apply new methods to create clients online**
- **Build systems to support distractions in personal life or holidays - automate your marketing, sales and delivery.**

Do you want to join my \$100K in 100 Days Challenge?

Why is it important for you to do it now?

Why you specifically need to be joining?

Are you willing to break the MATRIX and experience yourself as a fully functioning, capable woman entrepreneur?

Are you willing to follow the strategy that guarantees PROGRESS?

How are you going to stop self sabotage and get results?

Who specifically will benefit from you doing the challenge and making your business work?

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# 12-Month Masterplan

to Launch Your Own Academy This Year

Yes, please!

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## About Lira Kay:

**LIRA KAY**

**The Wishlist of Every Speaker, Author, Expert:**

- GAME-CHANGER POSITIONING TO SELL HIGH END** with marketplace recognition and status, you're one of the Rare Experts enjoying
- AUTHENTIC PERSONAL BRAND** that attracts a steady flow of High-Quality new clients to choose from
- INNOVATIVE OMNIPRESENT MARKETING** to establish YOU as the clear Top Choice in your field

[SEE LIRA'S FULL BIO](#)

Lira Kay is an international bestselling author, founder of School Of Inspired Life, a professional training center for expert coaches and healers to become world-class and in high demand.

Lira started her life coaching business after doing healing, therapy and spiritual work for over 30 years, working with thousands of people around the world.

She successfully led many transformational programs, such as 90 Days to Love, Be Phenomenal: Mindset To Empower, \$10K From Monday To Friday and a \$100K in 100 Days Challenge, Brand Uplevel Retreat.

Her most popular programs [Advanced Coaches and Healers Certification](#) and [Founders Lounge](#) help successful coaches and thought leaders launch their own certifications, schools and academies and create a solid foundation for their 7-figure transformational business.

After traveling the world Lira lives in CA with her husband and their 5 daughters. She had recently moved to Oahu, Hawaii. You can learn more about Lira's work at [www.schoolofinspiredlife.com](http://www.schoolofinspiredlife.com)