

# dreamy client

MAGNET



# Hey Sparkler!!

Welcome to the community of people who believe that you should have a business that gives you more freedom and flexibility, the kind of business where you get to do what you LOVE and make money in the process. Where you get to help people who need the skills and talents you have.

The world is lucky to have you. Because you just made a commitment to turn up the heat. I know that business and life can be TOUGH sometimes and things come up. But since you made a commitment to this program, I want you to commit to carving out a small chunk of time each week to work ON your business. Nothing happens when you buy a program. You actually need to sit down to implement it to see any changes.

Through my work with many entrepreneurs that what we're teaching matters. It can change businesses. It can 3X your revenue so you can finally breathe easy. It can give you more white space so you can have more freedom to be with your family or to reinvest in you. It can allow you to bring on team members so you can stop doing the stuff you don't want to. It can create space in your day to have dance parties. Seriously, it's not perfect but it feels pretty freeing.

## MY HOPE FOR YOU, DEAR FRIEND IS THAT:

- ☑ You'll know what your business stand for
- ☑ You'll be able to advocate for and actively create the kind of life you want to have
- ☑ You will be able to sleep better at night knowing where you're making money in your business
- ☑ You have the confidence in your business to start shining where you might be hiding
- ☑ You will be able to serve more clients with your gifts and talents
- ☑ You'll have the freedom to do what you choose with your time, resources, money

And through it all, we are here inside the FB community to cheer you on.  
When in doubt, post or comment or raise your hand.

Xo,  
Reina



## Schedule

Each Monday a new module will be released to you. You have one week to implement it, with the exception of our two implementation weeks following Module 3 and Module 6.

On the weeks following Module 3 and Module 6 no new modules will be released, instead you can use this time to catch-up, implement what you've learned or take advantage of one of the bonuses inside Dreamy Client Magnet.

### **THERE ARE TWO BRAINPOWER SESSION OFFERED EACH MONTH:**

The first Tuesday at 10am PST // 1pm EST

The third Thursday at 4pm PST // 7pm EST

**NOTE:** *please check the Dreamy Client Magnet Facebook group events section for any changes to this schedule.*

## Let's Get Started

- Download your Personal Success Map in the DCM portal and fill in your dates.
- Get started with the Welcome Module located in the DCM portal.
- Join the Facebook Group, the instructions are located under the Community tab in the DCM portal.

## What to Expect

- ✔ Each week you'll get a brand new module in your Dreamy Client Magnet Course Portal.
- ✔ The Facebook group is active for all to use and you can chat with your group-mates in the community
- ✔ Find discussion threads for each module under the units section in the Facebook Group. You can post lesson specific questions there, as well as learn from past participants questions on those same lessons.
- ✔ Please feel free to tag me with any questions you have within the Facebook group. I do encourage you to connect with your community and use each other for advice as well.
- ✔ Each month there are two BrainPower Sessions. In these live sessions I'll address any questions you have about the modules, tips and advice on moving forward, and feedback.
- ✔ You can always email [hello@reinaandco.com](mailto:hello@reinaandco.com) to get help if you have questions or you get stuck!
- ✔ Find an accountability buddy in the group to keep active.



### GOALS + FOCUS

How do I know what to focus on?



### SUSTAINABILITY

How do I make sure I don't lose sign of my life? How do I make sure my business is still running this year?



### VERTICALS + VISIBILITY

What do I want to be known for? What's my overall message?



### HEART + CORE

What does my brand stand for? How does my brand give back?



### SPARKLE FACTOR

What makes me unique? how can I show people how I'm unique?



### SOCIAL GLUE

How can I grow my brand by connecting with others?



### PROFITABILITY

How do I make money in my business? How do I pay myself? How can I make more sales without feeling salesy?

#### MODULE 1: HEART + CORE

The goal of this module is to teach you how to build a solid business core so that you can build strong habits, be more intentional in your business and be proactive, not reactive to avoid burnout. **By the end of this module, you will:**

- ☑ Be able to articulate your core values, vision + why
- ☑ Have a plan to integrate these beliefs into your daily business life, build a habit of reflection and implement your why
- ☑ Identify how you will incorporate giving back into their business

#### MODULE 2: SUSTAINABILITY

The goal of this module is to help you build a mindset of longevity and sustainability so that you can maintain your business, while living and enjoying the lifestyle you desire. **By the end of this module you will:**

- ☑ Build a strong mindset of resiliency
- ☑ Articulate what you want your life to look like
- ☑ Determine and implement habits in order to prioritize life

#### MODULE 3: SECRET SAUCE

The goal of this module is for you to be able to differentiate yourself and articulate how you are special in order to internally validate who you are, who you serve and what you do. **By the end of this module, you will:**

- ☑ Be able to articulate who you serve, how to best help them and how to find them
- ☑ Craft your rockstar statement that helps you stand out online
- ☑ Embrace your individuality, both in your branding and your offers

#### MODULE 4: PROFITABILITY

The goal of this module is to empower your heart-centered nature, while also positioning you to be profitable so you are able to make money and have a bigger impact on the world. **By the end of this module you will:**

- ☑ Understand how being heart-centered and profitability go together
- ☑ Understand how to listen to the needs of their community to create relevant products
- ☑ How to not feel salesy in your business

#### MODULE 5: SOCIAL GLUE

The goal of this module is to help you create sustainable relationships in business so that you are able to access diverse ideas, communities and areas of expertise.

**By the end of this module, you will:**

- ☑ Understand how to leverage your connections
- ☑ Arrange and participate in a coffee chat
- ☑ Create a system to follow-up afterwards to support and serve your new connections

#### MODULE 6: VERTICALS + VISIBILITY

The goal of this module is to create a simple system of organization so that you are confident in creating and presenting consistent content in order to become visible for the work you want to be known for. **By the end of this module you will:**

- ☑ Create and leverage your verticals
- ☑ Refine your Secret Sauce
- ☑ Intentionally lead you clients through your vertical pipeline

#### MODULE 7: GOALS + FOCUS

The goal of this module is to help you focus on what is most important so that you are able to become the go-to expert in your industry, be strategic and intentional in your actions and avoid frenzy and burn out. **By the end of this module, you will:**

- ☑ Establish goals and determine your focus
- ☑ Create a financial projection for the year
- ☑ Envision an ideal week and create a daily, weekly, quarterly plan to implement your vision

#### MODULE 8: CONCLUSION

The goal of this module is to connect all the information and skills that have been presented as part of the program and encourage you to commit to further action and returning to these concepts on a regular basis. **By the end of this module you will:**

- ☑ Articulate a business manifesto/mantra/commitment and commit to revisiting it and having it visible on a daily basis

NEED A LITTLE MUSIC BREAK?

We've got a little something for you!

## Check out the Dreamy Client Magnet Soundtrack!

[CLICK HERE TO LISTEN](#)



IF AT ANY TIME YOU'RE INTERESTED IN BOOKING A 1:1 PROFIT CLARITY CALL TO GET HELP OR FEEDBACK ON EVERYTHING YOU'RE LEARNING (OR ANYTHING IN YOUR BUSINESS), YOU CAN BOOK IT HERE AND GET \$100 OFF! \*Use Code: DCMVIP

[LEARN MORE](#)



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