



Interview with Sian

How did you get to become a marketing expert and why are you doing what you're doing?

I haven't always loved marketing. It was my least favourite subject area when I first started studying business studies at school. It was only after a gap-year working in a direct sales company that I realised how interested in it I was. That experience led me to study BA(Hons) Advertising and Marketing Communications at university. It was at this point that I really fell in love with Marketing and my passion was born. I've worked in the field for almost 15 years now - both in the UK and Australia.

Not only have I worked across multiple countries, I've also worked across numerous industries. My career also saw me hold senior roles in international blue-chip companies and small local boutique agencies. I really have done it all! This extensive experience is what gives me the ability to be flexible in my approach. It's what, I believe, makes me different from the majority of marketing coaches that are currently see emerge.

So why I do what I do.... well to explain that I need to share with you a defining moment. The resulting actions of which brought me to where I am today - coaching women like you to build a profitable business from their passion. That defining moment happened in 2016. After building a hugely successful international network marketing business while on maternity leave, I realised I was utterly miserable. Yes, I was home with my little girl, but I hated what I was doing, and I missed my passion. I was out of alignment and knew something needed to change fast.

That day, I made a commitment to myself to follow my heart and listen to my souls' callings. I walked away from the successful business I had built and launched a whole new one in the space of 8 weeks. Low and behold within weeks of starting Lotus Consulting I was feeling happy, fulfilled and inspired again. My husband and I were getting on better because I wasn't miserable and stressed. I felt more relaxed being a mum and, to top it off, I was making more money.

Above all else though, I was listening to my heart in business and it felt amazing. I have now made a life-long commitment to help other women do the same. To help those women, like you, who know they have a gift to give, but just can't seem to get in front of the people that need it. My purpose in this life is to ensure they DO get in front of those people by helping them market themselves more effectively.

Since then I've worked with a multitude of clients, spoken in front of large groups and have created the 8-step Build a Business from your Passion Program™. The program is a series of business-building steps every entrepreneur needs to apply to build a profitable business and attract clients, in record time.



Who are your clients exactly?

I work with people just like you, female entrepreneurs that have taken the leap and followed their heart into the business they feel called to. People who are amazing at what they do but have never been taught the fundamental marketing principles required to consistently attract clients and do so on autopilot. That said the people I've worked cover a multitude of professions, a few of which include:

- Accountants
- Business Coaches
- Dance Teachers
- Personal Trainers
- Holistic Health Practitioners
- First Aid Trainers
- Lactation Consultants
- Life Coaches/Personal Coaches
- Photographers
- Pilates Instructors
- Professional Organisers
- Relationship Counsellors
- Marketing Consultants
- Graphic Designers/Artists
- Consultants

What happens if you haven't yet worked with people in my field?

With almost 15 year's experience in marketing, I have experience in an incredibly wide-range of industries and sectors. If I don't have experience in your exact sector, I will have experience in one very close. That said I have to say that if I haven't worked with someone in your sector yet this actually puts you at an advantage.

No doubt the majority of people in your field are all marketing themselves in the same way, fishing in the same prospective client pool. This leads to everyone using messaging that sounds the same and, thus, an apathetic audience who have 'heard it all before'.

What my clients tell me is that I bring a fresh perspective to their marketing efforts. I teach them methods and techniques they have never heard of in their field, which in turn allow them to quickly and easily stand out from the crowd. Before they know it, they are attracting clients with ease and have others in their field asking them what their secret is!

How are you different from other "business coaches"?

Although I occasionally touch on some time-management and other 'business



coach-y' type things, you have me as a marketing and client attraction expert whose focus is on business launch and growth.

What type of personality do you work best with and what is expected of me?

The 'Build a Business from your Passion' program has been created with purpose-driven entrepreneurs in mind. People who are open to following their souls calling and feel compelled to change the world in whatever way they can – whether big or small.

I love working with people who shine brightly in their chosen field, people who are passionate about their business and simply can't imagine themselves doing anything else – heck you'd do it free and no doubt currently do!

That said I am a go-getter and a high-achiever and naturally work well with those that are ambitious and are ready to serve in a MUCH bigger way but just need guidance as to how they go about getting in front of more of the people they are destined to help.

As part of this program you will be expected to be an action taker, to step into your light and play a bigger game. No more excuses, just a different way of thinking and full support and guidance to achieve your full potential.

For what type of professional is this program NOT going to work?

I am very selective about who I work with, choosing to pick only those I feel are at a place in their personal journey whereby they are ready to step into their purpose and to serve in a much bigger way. I'm also careful to select only those I know will benefit greatly from the program and see the results they are paying for, as I would hate to waste anyone's time or money.

The 'Build a Business from your Passion™' program is NOT suitable for anyone who has no income coming in at all and is looking for a quick fix – at least not right away. It has been my experience that people in financial crisis question the program challenge my suggestions and do not complete the work required (probably because they are consumed with how they are going to pay the mortgage and keep food on the table).

Please know I hold no judgment if you are in this situation – I've been there myself and know exactly how it feels! To move forward I suggest the following in the short-term:

1. Find some paid work to get some money coming in. This will give you the peace of mind and breathing space to give the program your full attention when you join. 'Energy flows where our focus goes' too so if your focus is



currently on what you are lacking, you will struggle to attract the clients you're destined to anyway.

2. Sign up for the free 'Build a Business from your Passion™' tools over email. This free information will get you started on your journey and help you gain clarity.

If you do these things you will be in a great position to start working with me when the time is right for you (I'm not going anywhere so there's no rush). Another type of person that I won't work with (without exception) is anyone who tends to whinge and be sceptical of anything new. In addition to that, if you are someone who is simply looking to make some money from a business idea they you're not passionate about then this program isn't for you. I wish you all the luck in the world with your venture and hope that you can understand that we probably wouldn't have worked well together and that it is best all round if you find another coach to work with so as not to waste your time and money.

What exactly is Build a Business from your Passion Program™ and what does it include?

We all know people who are incredibly passionate about something but complain they don't get enough time to do it because of work commitments. Most of us also know someone who has a business on the side in the thing they really love but have never been able to take to a level that allowed it to be their fulltime focus.

The Build a Business from your Passion Program™ teaches the skills, techniques and systems required to turn your passion into a highly profitable business. One that generates an income that allows you to enjoy an abundant lifestyle while working fewer hours doing the thing you love most.

Building a successful business requires the attraction of a consistent stream of customers/clients, and that begins with understanding who they are and what interests them; what their struggles are, and what will make them buy your services. It's not enough to have this understanding though, you need to take massive action and effectively implement it in your marketing. Here's what the system gets you to do:

1. Getting Clear on Your Desired Destination

We take time to outline your goals for the next 12 months, so you know where you're headed, and we have a destination to work back from. With goals in place, we take a deep dive your values and what you stand for so that we can then get really into purpose and what it is you feel called to do. From that we develop a suitable business model or tweak your existing model if you have one so that you can move forward with integrity and authenticity.

2. The Things That Make You Remarkable

We focus on what you really do for your clients and the results they achieve



from working with you. We consider who your competitors really are and how you can create a competitive advantage to stand out from the crowd. Finally we get clear on your compelling story, uncover your expertise and outline your credibility factors.

3. How to Create a Strategy for Success

Without a sound understanding of your client avatar you are literally marketing blind. In this model we cover what makes a good client avatar and how you can begin to intimately understand your audience. With this in place we work on developing your compelling message so that your services become a 'no-brainer'.

The way you package and price your services is also fundamental, so we spend time developing them in-line with your avatars requirements. Finally, we create brand 'you' so that the way you present yourself is not only authentic but shows your individual style and personality.

4. Marketing Your Business Effectively Offline

Firstly, we build your marketing pie, paying close attention to your business model and personal strengths. We take your compelling messaging and turn it into market leading offline printed materials that will attract clients to you instead of you pushing your services on them. Lastly, we work on a process of testimonial collection that is easy, authentic and failsafe.

5. Networking for Client Attraction

We'll share with you the crucial 'know-like-trust' factor and why it is so important to be visible to your ideal clients. We'll discuss opportunities for strategic alliances and the process needed to create them. As we progress you'll gain insight into where your ideal clients congregate in large numbers and how you can focus on your networking 'cash-cows' for greater return on your time.

Finally, we'll look at opportunities for you to speak on your passion and gain new clients that way.

6. How to Nail Online Marketing

There's little point having a website if it isn't currently generating you leads and conversion. In this step we cover how to create a website that is a lead magnet and one that does 90% of the selling for you. We'll cover how to build your list in a way that's authentic and adds value and the fundamentals of paid-for promotion on social media. Finally, we cover how to build an organic following of people who love your content and share you with their friends and acquaintances.

7. Client Relationships that Rock

For most people 'sales' and 'selling' are dirty words. In this section we work through a soft close process that is authentic and genuine and means you'll



never feel like you're being pushy again. A focus on prospect follow up and adding value that surpasses expectations is also covered.

8. Processes and Systems

Finally, we'll cover systems and process to streamline your marketing and free up more of your valuable time. How to avoid the client 'feast and famine' cycle so many entrepreneurs experience and tactics for planning your marketing 12 months in advance.

Does this really work?

Yes! The approach to marketing your services is one that, over time and with your dedication works to consistently attract all the clients you need to have a successful business and serve in a bigger way. (See Client Testimonials leaflet)

What results can I expect?

- To develop a deeper understanding of your purpose in life and business
- Create a business plan around your purpose that fits your individual strengths and style.
- Hone in on the EXACT clients/patients that will pay you what you're worth, get amazing results and send you referrals
- Create a compelling marketing message that will make your ideal client say, "Wow, that's exactly what I need, can I have your card?"
- Make your service stand out in your industry and in the marketplace
- Development of a strong and consistent brand which aligns with your values
- Have a client attraction strategy in place within the first three months
- Set rates that sell
- Create packages and programs so your clients stay longer, get better results write compelling testimonials and have you make more money
- Get out there and network effectively (finally)
- Reach your ideal audience in large numbers without spending a fortune in online advertising
- Work smarter at building your business
- Close the sale without ever feeling that icky
- Become an expert in your field (and be perceived and paid as such)
- Set up referral systems
- Create power referral partnerships and strategic alliances
- Get proven techniques you can apply right away so you don't have to reinvent the wheel
- Increased exposure and visibility for yourself and your business
- Make more money than you're making now while actually enjoying being in business for yourself
- Launch your business successful and achieve full capacity in a year
- Implement systems so you consistently market your services easily and



finally stop struggling to achieve success

How quickly can I expect results?

This obviously depends on a number of factors including how long you've been in business, how much you put into the assignments that we give you and how hungry you are for success. That said, virtually all clients will see results within the first 6 months in the form of new clients or prospects, clients that stay longer, increased revenue, a higher close rate with prospective clients and more referrals from existing clients.

How can I guarantee myself that I will get more clients, in record time?

When we align with our passion and our calling, abundance is able to flow freely to us. There is no right or wrong answer if it comes from the heart! My job as your coach is to take those crazy ideas, thoughts and feelings and to help you turn those into business actions, therefore, it is absolutely vital that you are open to feeling your way through this process.

That said it is also really important that you take action, complete all of the action tasks I set you and implement where necessary.

This is no 'quick fix'. Authentically attracting clients to work with you in the field you're passionate about takes time and it may be a year before you have a practice full of your dream clients doing the 'work' you love all day every day. That year will pass anyway though so taking the actions now will guarantee you are not in the places in a year's time that you are now.

Will I recover the investment I put into this coaching program?

Absolutely! My number one goal is to help you attract more clients into your business as quickly as possible. For many of my clients, just one or two new clients a month is enough to cover the cost of their coaching and everything thereafter is a bonus.

What you'll regularly receive in this program is a series of breakthroughs in the way market your business. These breakthroughs will drive results and allow you to get more clarity, clients, and revenue in a shorter period of time than you could on your own. My focus is absolutely on your results!

The knowledge and skills you learn in the 'Build a Business from your Passion™' program will not only help you in the short-term but will also allow you to build a solid business that continues to go from strength to strength in the years to come. You may earn your investment back 100 times over in the next 10 years.... just something to think about.



How will we work together and what does the program entail?

The program specifics are determined by your choice of package but include regular phone calls to keep you on track and provide guidance, regular emails for support with assignments and a range of extras including free workshops and 'done-for-you' time.

All sessions are completed via Zoom to ensure convenience.

How long is the program?

The 'Build a Business from your Passion' Program takes an average of 6-months to complete. I've found this timing allows assignments to be completed effectively, implementation to be accomplished at every step and for your mindset growth to take place at a comfortable pace. It also takes time for the work you do to yield results and 6-months seems to be the sweet spot.

What are your coaching programs like?

I offer private coaching programs suited to wherever you are in your business journey. Each program will support you in building a profitable business around your passion in life faster than you could have on your own.

Option 1 – The Fast Track Package

This package is for go-getters who know they have been procrastinating and are now ready to move *really quickly*. On average this program lasts 6-months, with us working together in two 30-minute calls per month – one a fortnight.

You will receive the full benefit of my experience in this package as we work through each module together. In the early modules, as we build out your strategy, I even do the homework for you to ensure you keep moving towards your goal. You also have access to the 'Build a Business from your Passion' online program plus the option to email me as much as you'd like so that we can continue working on your assignments together outside of our sessions.

This is my most popular program by far! It also creates the best results because you simply have more time, guidance and support from me.

Option 2 – The Progress Package

This option is for independent self-starters. Those who want to take consistent action to build their business and don't feel they need me to do the work for them. Taking an average of 6-months to complete, this package will provide you with the opportunity to strategise, collaborate and brainstorm with me on any issues or queries that come up in our two 30-minute calls each month.



With access to the 'Build a Business from your Passion Program' this package will also allow you to get moving quickly, stay on track and eliminate obstacles currently in your way. Allowing you to get more clients faster than you would on your own.

Option 3 – The Basic Package

Created for those who have had high levels of success in marketing their business and are now looking to take their marketing to the next level. This package isn't recommended for beginners as the focus is on self-directed assignment completion with my input there to supplement your own efforts.

Do you accept credit cards?

I truly believe sometimes we have to make a leap of faith - often one that makes no sense - in order to learn to fly!

And because sometimes that leap of faith is not just an emotional leap, but also a financial one (yep I've been there too!) we accept credit cards to make it that bit easier.

OK, I know which program I want. How do we get started?

I am so excited that you've decided to shine your light and to step into your purpose. The world needs your unique gifts and I can't wait to help you serve in an even bigger way than you've ever dreamed of!

If you have any lingering questions, please feel free to call me to chat them through, you can contact me on +61 467 058 194. You can also email my amazing team at info@lotusconsulting.com.au who will also be happy to help with your queries.

If I'm not sure I'm ready to get started, how can I sample your work at low cost to see if it's the right solution for me?

One way to sample the way the Build a Business from your Passion Program™ is by subscribing to our weekly e-zine. In it we cover tips, tools and powerful techniques for client attraction from the Build a Business from your Passion coaching program. It's a must for anyone that wants to create a profitable business from the thing they love most in life.

I have a family and a busy life. Although I want more clients badly, I don't have much time to spare. How much time do I need?

To build a successful business takes time and energy particularly if you're doing it alongside a full-time job. To make progress fast and to see the results most people are looking for you will need to set a side between 15-20 a week to



market your business.

This time will allow you fill your client books to capacity quickly and efficiently whilst also giving you more time back with family in the long term. Once you start to see results you will be excited to get stuck into marketing your business, often people find themselves doing more than this because they can see how it is moving them towards their goals faster.

OK, I'm ready to do this for myself, but I have a couple of additional questions. Can I call you?

Great! It sounds like you're ready to step into your purpose and serve your dream client in a much bigger way. If you have a couple of questions, just email them to sian@lotusconsulting.com.au or alternatively request a call and we will arrange a time to answer your questions and walk you through the different options and see what suits you best.

I can't wait for you to succeed and shine and so grateful that to be the one to help you. Now let's get started!