

# Creating the Optimal Business Experience for Professional Speakers

## Strategy & Systems Coaching



We help using our combined 40+ years of tested business strategy, and the latest and greatest in technology to help your business run as smoothly and systematically as possible.

## Technology Coaching



CRM, Email Marketing, Project Management, File Storage, Social Media...The list goes on and on. We save you the research, trial and error, and endless hours spent optimizing these tools, and help you automate your systems and free up your time to pursue what's meaningful.

## Efficiency Expertise



We've identified upwards of thirty different moving parts in an average business. We make sure that they're as efficient and effective as possible, with no time wasted. "I don't have time" will no longer be a valid excuse.

## Operations

Project Management  
Client Communication  
Team Collaboration  
Billing & Invoicing  
Automation  
+8 More

## Marketing

Funnel Mapping  
Analytics & Reporting  
Content Marketing  
Social Media  
Email Marketing  
+6 More

## Sales

CRM  
Lead Generation  
LinkedIn  
Metrics & KPIs  
Inside Sales Reps  
+5 More



Meeting you would be purr-fect

[Book A Free Strategy Session](#)

See how we make the magic happen



# The **ARIES** Optimization System

1

## Audit

Step one is us taking a deep dive into your business, your systems and processes, and YOU. Nobody knows what's best for your business like you do, so we take our time learning as much as possible about every facet.

2

## Research

We take what we learned while Auditing your business, and map it out with our "Master Template". Our goal is to find areas for improvement, and find the best tools and resources to help you achieve your goals (and save you time).

3

## Input

Here we're going to take the strategy we've developed and get input from **you**. We'll go back to the drawing board as many times as it takes to get a plan in place that you feel confident about. This only works if we are in it together, and tackle it as a team.

4

## Execute

We realize that it can feel like a lot, so we break the process down into bite-sized and highly actionable steps. This way, we can lay a solid foundation (Operations) so that as you bring in your leads (Marketing) you can close those gigs and get on the stage as much as you can handle (Sales).

5

## Streamline

Your systems are in place, your business is playing like a finely-tuned piano, and your calendar is booked. Excellent. Now we need to make sure this success is duplicated, and that you can stand on your own two feet without us. We'll work on automating the daily minutia and helping you get assistants in place (if needed) to streamline your business so you can spend more time on stage and less time behind the screen.

