

George Kao - Enlightened Business Academy

The Enlightened Business Academy Core Training

The Enlightened Business Academy core content includes 12 full months of online business training and coaching with **George Kao**, PLUS 12 additional special-focus training and Q&A calls with invited guest faculty – including many best-of-the-best business mentors from The Shift Network!

All calls are recorded for you, with lifetime access.

MODULE 1: CLARIFY YOUR PROFITABLE NICHE ONLINE AND DEFINE YOUR IDEAL CLIENT AUDIENCE



Four Sessions, Plus Special Focus Call:

True Purpose and Passion

- Niche clarification directs your business, simplifies marketing and lets you serve clients in the ways that creates the deepest transformation
- Defining your ideal client magnifies your power instead of narrowing it
- Exploring your true purpose allows your business to unfold naturally – as it was meant to be

MODULE 2: CREATE A PROFITABLE OFFER AND DRAFT YOUR SALES PAGE



Four Sessions, Plus Special Focus Call:

Concise Messaging

- Write truthful sales pages that speak **directly** to your clients' hearts
- Extend your offer with love and invite clients in without "selling"
- Welcome mutual exchange of prosperity and abundance – for you and for your clients

MODULE 3: OPTIMIZE YOUR WEBSITE FOR PROFITABLE SUCCESS OR BUILD YOUR FIRST ONE



Four Sessions, Plus Special Focus Call: **Branding**

Your Business

- Build your website into a functional, uncluttered online home
- Write only the pages you actually need to grow your business
- Create a recognizable brand to carry your influence far and wide

MODULE 4: CREATE YOUR WEBINAR, PRACTICE YOUR DELIVERY & PROMOTE



Four Sessions, Plus Special Focus Call:

Sharing Your Offer

- Learn how to create webinars – the best method to give high-quality information to prospective clients
- Practice delivering webinars to get comfortable with technology and processes
- Promote your offer without manipulation or hesitation, but with inspiration and a resonant invitation

MODULE 5: COLLECT PRAISE AND ACKNOWLEDGEMENT



Four Sessions, Plus Special Focus Call:

Resonant Copywriting

- Get the “social proof” your business needs by collecting effective testimonials
- Receive praise from others, and apply that praise strategically to your business
- Approach copywriting with confidence and poise

MODULE 6: SETUP AND OPTIMIZE YOUR SOCIAL MEDIA CHANNELS



Four Sessions, Plus Special Focus Call:

Optimal Facebook Usage

- Find out exactly how to use social media productively
- Bring your social media accounts together into a cohesive whole
- Leverage Facebook to deliver programs, create communities and make marketing much easier

MODULE 7: OUTREACH TO STRATEGIC PARTNERS



Four Sessions, Plus Special Focus Call:

Win-Win Partnerships

- Approach joint venture partners with an attitude of giving
- Increase abundance for everyone involved
- Reach out to partners through the most effective networks and methods

MODULE 8: MARKETING PLANS & CHECKLISTS



Four Sessions, Plus Special Focus Call:

Authentic Networking

- Drastically reduce the time you spend marketing with social media
- Choose areas of concentration in your marketing
- Build your inspiring online influence step-by-step without overwhelm

MODULE 9: CLIENT INTAKE AND PROGRAM DEVELOPMENT



Four Sessions, Plus Special Focus Call:

Effective Content Delivery

- Develop effective programs quickly, and get them launched
- Bring clients gracefully into your business and programs
- Explore online content delivery methods, and choose the best ones for your message and your audience

MODULE 10: OPTIMIZE YOUR WEBINAR AND SALES PROCESS



Four Sessions, Plus Special Focus Call:

Selling with Authentic Heart and Soul

- Polish the webinars and sales pages you created in previous months, and let them sing
- Uncover areas of missed opportunity, and optimize your marketing
- Bring heart and soul back to the sales process, right where they should be

MODULE 11: PRODUCTIVITY HABITS FOR ENLIGHTENED ENTREPRENEURS



Four Sessions, Plus Special Focus Call:

Energy Management

- Determine which habits you actually need to develop right now to move your business forward
- How to work on one productivity habit at a time until each becomes naturally part of your life
- Set “time management” aside and focus on “energy management”

MODULE 12: SET UP YOUR BUSINESS MODEL AND LEGAL STRUCTURES



Four Sessions, Plus Special Focus Call:

Evolutionary Business Practices AND, a Celebration of Your Accomplishment and Success!

- Tie it all together with a sustainable and thriving business model
- Learn which legal structures you should have in place for a secure, long-term business
- Celebrate the incredible success you've created over the past year!

The Enlightened Business Academy Bonus Collection

BONUS #1: "A FOOLPROOF SYSTEM FOR MANAGING TIME & INFORMATION WITH EASE"



Do you sometimes feel that there aren't enough hours in the day? Have you ever experienced information overload?

When I discovered this innovative time and information management system, I tripled my productivity and consequently my income.

In this bonus training, I'll show you the exact system I used to do this.

BONUS #2: "BECOME POWERFULLY CONFIDENT TO ACHIEVE ANY DESIRED GOAL"



What is the secret ingredient to reaching your goals and creating the life of your dreams?

It's authentic self confidence, and it will determine what opportunities you will pursue and which ones you will avoid. Perhaps, most importantly, genuine confidence unlocks the brilliance of your true potential. And the best part is your level of confidence is the result of your daily habits!

In this bonus training, I'll show you the tools and practices for unlocking your unstoppable self-confidence.

BONUS #3: "CREATE A SUSTAINABLE CHANGE PLAN TO INSTALL POSITIVE HABITS"



Do you sometimes experience old habits that no longer serve you and that are sabotaging your forward momentum? What if you could learn how to replace these outmoded and counterproductive thoughts and behaviors with new positive habits?

In this bonus training, I will guide you through the roadmap to transform any old dysfunctional habits into empowering new routines that support you in creating the life of your dreams.