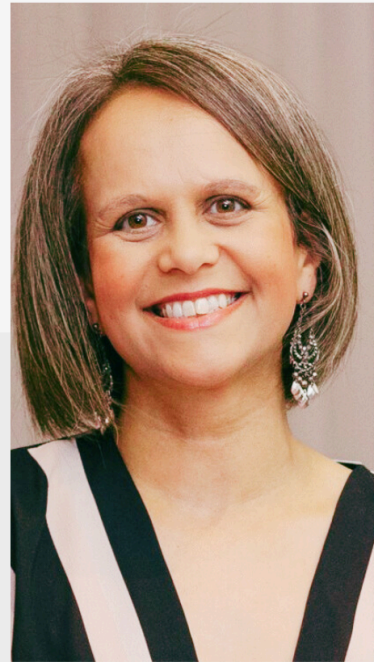


# RICH BY DESIGN

WITH YASMIN VORAJEE



**Where Your Expertise Becomes  
Money in the Bank - *with the  
Time & Energy to Enjoy It***

[WWW.YASMINVORAJEE.COM](http://WWW.YASMINVORAJEE.COM)

## Rich by Design

**Imagine a business that pays you well — without costing you your time, energy, or sanity.**

A business built from clarity, not confusion.

Intention, not pressure.

Identity, not hustle.

A business that earns consistently — not because you're doing more, but because everything is designed to work.

More money.

More ease.

More clients.

More space.

This is the result — and the system — of Rich by Design.

A 12-month experience where we turn your expertise into a premium offer suite, a client-attracting system, and a business that actually works.

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## You're Here Because...

You want to earn well - without burning yourself to the ground.

You want:

- ✓ A business that pays you well
- ✓ Without you being the bottleneck
- ✓ Without the emotional rollercoaster
- ✓ Without sacrificing your wellbeing, joy, or life

You want:

- Systems that feel simple and supportive
- Messaging that expresses your deepest truth
- A business model that gives you time back
- income that becomes predictable — and grows
- A weekly rhythm that feels like breathing room

You want to be rich - *financially, emotionally, and energetically* - in a way that feels clean, regulated, and aligned.

And most of all?

You want clarity.

Real clarity.

The kind that makes everything else feel simple.

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## ★ The Season You're In

*"I help people with so many things... but I don't know what to focus on."*

*"I'm good at a lot, but I don't know what I'm known for."*

*"It feels like I'm doing everything and nothing is sticking."*

*"I don't know what my 'thing' is."*

*"I keep changing direction because nothing feels solid."*

*"I don't know how to package what I do in a way that feels clear."*

*"People don't really get what I do... and honestly, neither do I sometimes."*

*"I feel scattered. I'm helping everyone with everything."*

*"I want to simplify, but I don't know what to simplify to."*

*"I know I'm brilliant - but I don't know how to turn that into a concrete result people pay for."*

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## ★ How You Experience It

### **1. You wake up unsure what to focus on.**

Post? Write? Pitch? Create? Sell? Everything feels fuzzy.

### **2. You feel like you're always starting over.**

New offer. New message. New idea. New direction. Nothing sticks long enough to build momentum.

### **3. You're tired.**

Tired of trying to figure out what your business *is*.

Tired of reinventing yourself every few weeks.

Tired of feeling unclear.

### **4. You feel underexpressed.**

You KNOW there's something big in you... but you can't articulate it yet.

Your brilliance feels blurry.

### **5. You feel invisible.**

Because your message isn't sharp.

Because people don't instantly understand what you do.

### **6. You feel inconsistent - not because you're flaky, but because you're unclear.**

It's not a discipline issue. It's a direction issue.

No anchor = no rhythm.

### **7. You feel like you can't scale anything.**

Everything feels handmade. Nothing feels repeatable.

You can't imagine charging a premium because you don't know what the "thing" is.

### **8. You feel anxious when someone asks, "So, what do you do?"**

Because you don't have a clean answer.

## 9. You feel like you should be further along.

You're smart. You're capable. You're GOOD.

But your business doesn't reflect that yet.

## 10. You feel like you haven't claimed your true work.

*"I'm meant for more... but I don't know what 'more' actually is."*

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## ★ The Real Feeling Underneath

**"I know I'm brilliant. I just don't know how to turn it into something clear, simple, profitable, and ME."**

That is the real problem. That's the missing link.

That's exactly what *Rich by Design* solves.

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## ★ Your Genius - Reflected Back to You

Inside *Rich by Design*, we identify your **highest-value result (HVR)** - the one powerful, simple, clear outcome *you're uniquely built to deliver*.

This is *your thing*. The result everything else rests on. The anchor your business has been missing.

When you know your highest-value result:

- your message sharpens
- your confidence rises
- your offer solidifies
- your income becomes consistent and reliable
- your energy returns
- your content feels easy
- your business becomes simple

- your identity clicks
- your audience finally understands you
- you feel like yourself again

This clarity changes *everything*. It is the foundation of ***Rich by Design***.

I've helped hundreds of women distill their brilliance into a message, a model, and a business that finally feels like home.

Women who were scattered, multi-talented, and under-earning - who became clear, confident, premium, and profitable once their true work clicked into place.

***Rich by Design*** is the distillation of everything I know about building a business that honours your mind, your nervous system, and your life.

It works - because it's built for real women, not unrealistic expectations.

*And even if you believe you already know your highest-value result, Rich by Design refines it into something cleaner, sharper, and far more profitable - the kind of clarity you can build an entire business around.*

**Most women realise that what they *thought* was their "thing" was only the surface - a hint, not the whole truth.**

*Rich by Design reveals the deeper, truer work you're here to lead... the work your business has been waiting for you to claim.*

Once your highest-value result is clear, everything else becomes easier to build - and this is exactly where the shift begins.

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## ★ The Rich by Design System

But clarity alone doesn't build a business.

It needs structure. It needs design. It needs a system that turns it into income.

Inside Rich by Design, we build the five parts your business needs to actually pay you:

**1. Expert Edge**

Your message — so people instantly understand your value.

**2. Revenue Engine**

Your premium offer — designed to pay you consistently.

**3. Authority Assets**

The assets that attract and convert clients before you ever sell.

**4. Aligned Operations**

How your business runs — your structure, systems, and way of working so it supports your time and energy.

**5. Magnetic Self**

The identity that holds it all — so your business feels stable, not stressful.

When these five work together:

- your message becomes clear
- your offer becomes premium
- your business becomes simple
- your income becomes consistent

This is how your expertise turns into money in the bank — without you pushing every day.

Most people try to grow their business by doing more.

Rich by Design works by making the right things work.

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## ★ The Shift

Most solopreneurs run businesses built by accident — because they're missing this structure:

Reactive. Chaotic. Full of leaks - time, money, energy.

Trying to help everyone with everything.

***Rich by Design*** is the shift into:

- ✓ One clear highest-value result
- ✓ Intentional business design
- ✓ Premium positioning
- ✓ Systems that sell with simplicity
- ✓ Nervous-system-safe leadership
- ✓ Identity expansion that supports real earning power

You need a business that is designed to:

- attract the right clients
  - convert them into premium buyers
  - and pay you consistently
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## ★ The Rich by Design Woman

She's not chasing.

She's not performing.

She's not trying to convince.

She is:

Grounded.

Clear.

Certain.

Rooted in her value.

Her presence communicates, *“I can hold this.”*  
And money, clients, and opportunities respond.

This is the work that helps you become her.

To help you step into her fully, we walk you through a simple, elegant structure that holds you for the entire year.

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## ★ The Rich by Design Journey

*A year to build the business you're actually meant to run.*

Rich by Design is a 12-month experience with a clear, spacious rhythm: **the first 12 weeks lay the foundation, and the rest of the year supports you as you embody, integrate, and expand what you've built.**

This isn't another sprint. It's a steady, grounded container that gives you clarity, structure, and the time to grow into the business - and the woman - you're becoming.

Across the year, you have consistent touchpoints (two calls per month and light daily support) but they're simply there to hold you - *not to crowd you.*

The focus is the work you're doing, the identity you're expanding into, and the business you are building by design.

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## ★ The First 12 Weeks - Your Strategic Foundation

The opening phase is where everything becomes clear, simple and aligned. In these 12 weeks, you create the core architecture of a business that works.

You will:

- Clarify the transformation you stand for and the message you're known for
- Build your aligned offer and core business structure
- Establish simple, steady visibility and authority
- Create the essential assets that support long-term growth
- Develop a rhythm of content, systems, and self-trust
- Strengthen the identity that can hold sustainable success

These weeks give you **momentum, direction, and a clean foundation** - quickly.

This is your springboard.

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## ★ **The Rest of the Year - Integration, Stability, Expansion**

After the foundation is in place, the real work begins: *embodiment*.

The remaining months are where things deepen and settle - where clarity becomes consistency, and consistency becomes confidence.

- Your message clicks — and you stop second-guessing it
- Your business feels simpler and easier to run
- You become more visible without it draining you
- You show up consistently without pushing yourself
- You feel more certain in your value — and your pricing reflects it
- You lead your business in a way that feels grounded, not chaotic

**Most solopreneurs don't need more information.**

They need time, support, and space to integrate what they already know - and to grow into the version of themselves who can hold what they're building.

That's why the year matters.

That's what creates lasting change.

That's what turns clarity into consistency, and momentum into mastery.

At this point, you might already feel whether this work is calling you - so here's how to know for sure

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## ★ Is Rich by Design for You?

**Rich by Design is for you if...**

- You're multi-skilled but don't have one clear, articulated result you're known for - yet.
- You've created offers before, but none felt solid enough to scale or price premium.
- You feel like you're working harder than your income reflects - and you know it doesn't have to be this way.
- You want a simpler business model, clearer message, and a weekly rhythm that doesn't drain you.
- You're ready for guidance, structure, and a year of support to turn your brilliance into a business that works in 20 hours a week or less.

This program is for the woman who leads gently, builds intentionally, and knows she's meant to rise - without the hustle.

## ★ It's Not For You

**Rich by Design is not for you if...**

- You want quick hacks, templates, or overnight income results.

- You prefer done-for-you services rather than learning to lead your business.
- You're unwilling to simplify, slow down, or refine your foundations before scaling.
- You want a hustle-heavy, high-intensity environment.
- You're not ready to take responsibility for implementing, integrating, and showing up for your own results.

This program is for women who want a business that feels clean, intentional, and regulated - not rushed or reactive.

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### ★ Why This Works

Rich by Design is built on:

- Clarity - you know what you're building
- Simplicity - everything unnecessary falls away
- Identity - you become the woman your results require
- Integration - transformation holds
- Support - you're guided for a full year
- Rhythm - your business finally stops draining you

You're not just changing your business.

You're changing the way you lead yourself.

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### ★ Why Work with Me

Because my work isn't just about business - it's about who you become as you build it.

I help women step into the version of themselves they've been holding back: the clearer, calmer, more confident leader who owns her brilliance and builds a business that reflects it.

My strength is seeing your gifts more clearly than you see them yourself - and helping you articulate, package, and structure them in a way that feels natural and grounded.

I don't teach hustle or pressure.

I teach clarity, intention, design, and identity.

I teach you how to create a business that allows you to live the life you want, with space, choice, and ease.

If you're ready for a business led from truth - not performance - I'm the person to take you there.

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## ★ What You Receive Inside Rich by Design

*A full year of clarity, structure, identity expansion, nervous system support, and intentional business design - held in the most spacious, grounded way.*

Rich by Design isn't about consuming more information.

It's about **being supported, guided, and anchored** as you build the business you're actually meant to run.

Inside the container, you receive:

- Two focused calls per month — one strategic, one expansion-based — where we refine positioning, structure and decision-making in real time.
- Light daily access in a private space for steady correction and support.
- Two immersive virtual retreats across the year to reset, sharpen and recalibrate at a deeper level.

- A private member portal containing the core trainings, frameworks and tools that support the work.

The structure is simple on purpose.

It's not overloaded.

It's designed to support precision — not overwhelm.

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## ★ Investment

Your investment to join [\*Rich by Design\*](#) is **€2997 for the full 12 months**.

This is intentional. I want women who are ready for depth, clarity, spaciousness, and embodied leadership to be able to access a premium-level experience without the pressure of a high ticket price.

***Rich by Design*** is a 12-month program with a 12-month financial commitment. The payment plan allows you to spread that investment across the year.

You're not paying for "*more information*."

You're paying for integration, identity expansion, nervous system stabilisation, personalised support, and the shift into a business that holds you - instead of draining you.

When you join, you'll receive a gift to ease you into the experience - a *Rich Woman Self-Hypnosis* audio designed to help you step into the identity that will lead your next year.

If you choose to **pay in full**, you'll receive a private 90-minute **Expert Ecosystem Intensive**.

This is a strategic working session where we map your business properly — your core transformation, premium offer suite, authority positioning, and income pathways — and pressure-test how it all connects.

We'll identify what's misaligned, where income is leaking, and what needs strengthening so your business functions as one clean, coherent model.

You won't enter Rich by Design hoping it comes together.

You'll enter with clarity, structure, and a focused 90-day direction.

There's no fixed start date. Your Rich by Design journey begins the day you decide.

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## ★ Your Next Step

If something in you knows you're meant for calmer, clearer, more consistent success...

If you're craving a business that supports your life, not consumes it...

If you're ready to be supported - deeply, softly, powerfully - as you rise into your next level...

Then ***Rich by Design is your place.***

A year of clarity.

A year of consistent income.

A year of becoming the woman who knows how to build a business that pays her — properly.

Imagine yourself twelve months from now:

- Your message is clear.
- Your offer suite feels aligned.
- Your income feels steady.
- Your weeks feel spacious.

- You know exactly who you are, what you do, and the result you're known for.
- Your business finally reflects your brilliance - and supports your life instead of consuming it.

This is what becomes possible when your business is built by design, not by default.

Your clarity deepens the moment you step inside.

✨ [Join Rich by Design](#)

If you'd prefer to talk it through before joining, you can book a short call with me [here](#).

Yasmin xxx

