

Squats: <https://rumble.com/v45nr3u-squats.html>

Who am I talking to?

- **Sara is 34 years old and wants to run her business, mom, wife, working a 9-5. She started her business not so long ago and wants to make 6 figures so she has financial and time freedom.**

Where are they right now?

- **Sara is currently in her room stressed out and completely frustrated because she doesn't understand how to run a business smoothly**
- **She's in the early stages of starting her business and she just can't handle it, she comes home from her 9-5 and sits at her desk every day and gets absolutely nothing done.**
- **She even tries to get work done on her phone while she's at work and this makes her feel like she's working 24/7.**
- **Everything seems so complex to her and she doesn't understand what needs to be done first or even how it should be done. This makes her feel stressed, overwhelmed, and anxious.**
- **Her mind feels all over the place and scattered. She thinks about her business most of her day and when she gets to work, nothing gets done and this makes her feel drained.**
- **And because of this, she can't spend time with her family, friends, or even her dog. She feels like she's missing out on things and that there's absolutely no fun in her life right now.**
- **She feels like her whole life is going to try to make this business work and it's not working out, it isn't even making her half the money she makes with her 9-5.**
- **Before she started her business, she had taken multiple courses related to her business and she feels like they didn't help much.**
- **She is just on the brink of leaving her business but she doesn't, what keeps her from doing that is the videos she sees on Instagram about how a 9-5 isn't the way to go and she'd feel guilty if she just left her business.**
- **She keeps seeing those entrepreneurs on Instagram that run their businesses so effortlessly and talk about how they have "time freedom" and "financial freedom" and it pisses her off, she doesn't understand how they do it.**

Where do I want to take them?

- **Buy my \$9 toolkit that will make them run their business in 20 hours a week through the link in my bio.**

What should they feel so they take the step?

- **They need to relate to my story and feel like I have been where they are right now.**
- **Or even they need to feel like I had it worse than them as people like to hear that you were worse than them and it gives them hope.**
- **They need to feel like I have tried what they tried (past experiences with courses and stuff.)**

- **Be really curious about what this toolkit has inside.**

Roadblocks:

- **Not knowing how to manage their time.**
- **Not knowing how to simplify the running of their business.**
- **Doesn't know how to prioritize tasks.**

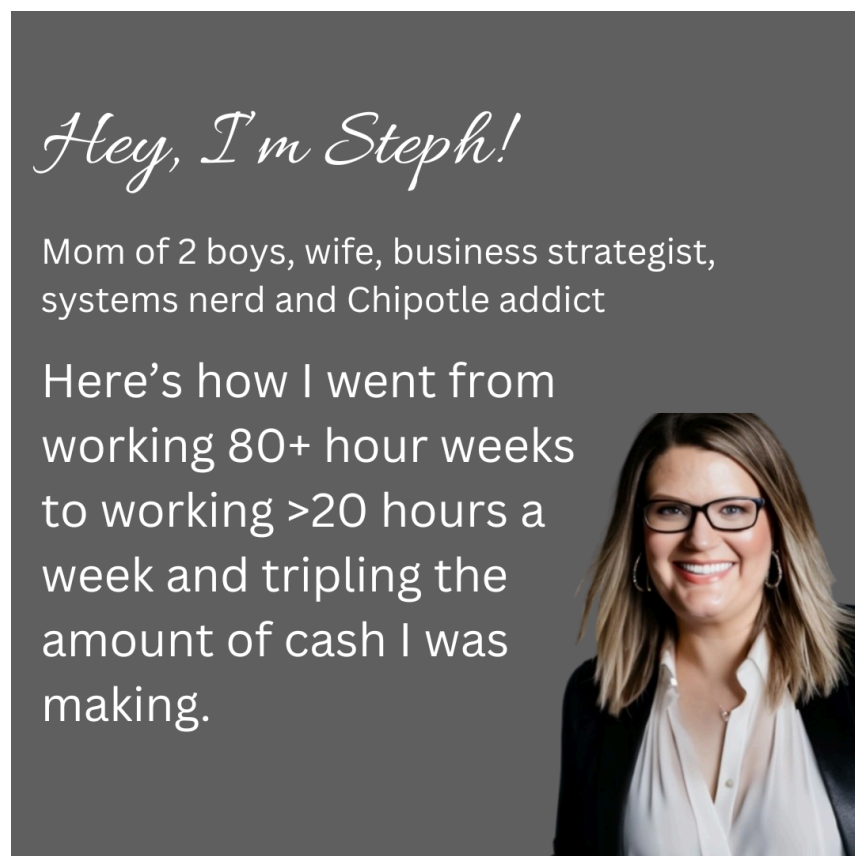
Solutions:

- **My toolkit that simplifies and streamlines the running of their business using resources and systems.**

Personal analysis:

- **I feel like the story lacks details, as details are what make stories believable.**
- **It may feel a bit boring.**

Context: I used her story from her website to create a 6-slide HSO Instagram carousel to sell her toolkit.



Hey, I'm Steph!

Here's how I went from working 80+ hour weeks to working >20 hours a week and tripling the amount of cash I was making.

Mom of 2 boys, wife, business strategist, systems nerd and Chipotle addict

7 years ago, I was completely drained.

Working 80+ hours a week while “networking” in Facebook groups desperately signing any client interested in working with me to pay the bills.

And when I found out I was pregnant in 2018 things got even worse...

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That made me quickly realize that I needed to figure out a way to leave my 9-5 job and go full-time in my business.

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So I invested in programs from so-called “gurus” that focused on:

- Signing your first clients
- Making your first \$1K/month
- Leaving your 9-5 job

These helped a little but NONE of them actually showed me how to achieve my REAL goal of working <20 hours/week & and making 6-figures so I could eventually stay home with my family & retire my husband.

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After months of trying and failing, I created the solution to HOW I could set my business up to *realistically* reach the 6-figure mark while working <20 hours/week.

...and then it happened!

I left my 9-5 job after my first son was born, retired my husband in early 2022 and consistently worked <15 hours/week and made 6+ figures.

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Now I'm showing you how to work 20 hours/week with a toolkit I set up!

This toolkit will help you to :

- Learn the simple strategy that took me from working 80+ hours/week to less than 10.
- Set up the foundations to scale your business.
- Work on your own terms & schedule.

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