

Vrinda Normand's Simple Profitable Online Business Blueprint

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By Vrinda Normand
The Irresistible Marketing Mentor

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**To get the most value from this resource,
be sure to watch the video that teaches you
how you can make great money online
working part time from anywhere.**



Check out the video here:

<http://www.irresistiblemarketing.com/iop-profitable-blueprint>

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This is for you if you're...

- Tired of being limited by the dollars for hours model
- Frustrated because you can only help a few people working 1-1 and you want to help so many more with your expertise
- Exhausted from only offering 1-1 services. There's always a ceiling on your income
- Ready to make more money – *working less!*

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You're about to discover:

- The proven online business blueprint to add \$100,000's to your business – while changing 1,000's more lives
- How you can easily make great money online working part-time from anywhere, on your own terms – *It's all about working smarter, not harder!*
- How you can make a bigger difference in the world – and enjoy more freedom and abundance
- Effective strategies to transition from offering 1-1 services to supporting clients with leveraged online programs.
- How I used the **Simple Profitable Online Business Blueprint** to earn over \$7 million - without burning out
- Inspiring examples of entrepreneurs like you who created wildly successful online programs, launched them and grew their businesses beyond 6-figures!

How I Grew a 7-Figure Lifestyle Business Working Part-Time...



I want you to know that success does NOT have to mean hustle and hard work. Your business shouldn't take over your life!

I believe your business should support your lifestyle - so you can fulfill your purpose with ease. The most sustainable path to success serves you AND your clients.

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I am so grateful to have a business that lets me enjoy my life! I have lots of free time to spend with my husband Jason and our friends.

We're going to be starting our own family very soon, and I have the flexibility to take great care of my kids, myself and my clients.

I get to work from my beautiful home in the Santa Cruz Mountains in California.

I love creating and leading my marketing programs that serve thousands of people in over 10 countries. The best part is, my clients are celebrating amazing growth. They're building their own profitable online businesses from all over the world.

I'm so fulfilled knowing that I'm making a positive impact in their lives. I truly feel I'm living my Divine Purpose.



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Things are great now, but it wasn't always this way: I used to be an overworked, underpaid investigative journalist.

I wrote front-page stories about political issues, and mastered the art of writing attention-getting messages. My job was to craft articles that got the newspaper noticed.

Long story short...I got burned out, physically and spiritually. I was unfulfilled because my work wasn't making a big difference in the world. I would write important exposes that people buzzed about for a week, but they didn't create lasting change. I knew I was meant for more.

I was also exhausted from working too hard for too little money. I got a big wake up call when I discovered I had some serious health challenges. My hair was falling out and I was tired all the time from a liver illness. I had to create more balance in my life.

So I remember the day that changed everything. I went to my yoga class, where I often go to find



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peace and clarity. Yoga is like my moving meditation. I reached a place of surrender, and I opened myself up to guidance.

That's when I heard the voice in my head saying Vrinda, you don't have to be a journalist anymore. Go take a medical leave and find a new career.

At first I felt relief! I knew I wasn't trapped in this job that no longer fulfilled me. And then I felt fear – because I didn't know what i was going to do to support myself.

But I trusted my inspiration. I took a medical leave for a few months to figure things out. It's so important to listen to your intuition and take action when you feel guided, even if that means stepping outside your comfort zone because growing yourself is going to feel new and unfamiliar. Then you get to the next level and you feel amazing.

Once I took that step, my ideal clients found me. I was getting help from a few holistic practitioners...and they both told me they



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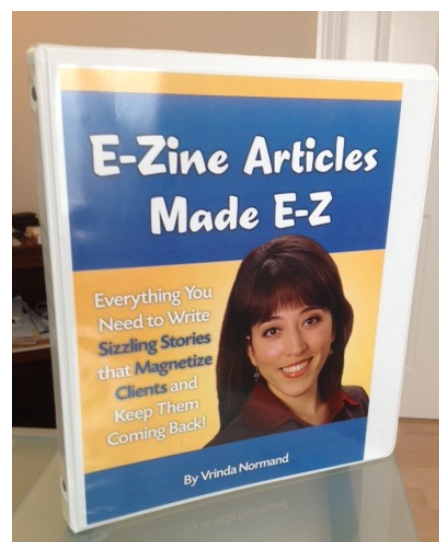
needed help with their marketing. You're so great at writing, they told me, you can help us get our message noticed online.

Well it sounded really exciting...and I loved the idea of helping others who were healing people. Those holistic practitioners referred me to a business seminar to find out more about online marketing. And what I learned there opened me up to a totally new possibility for my life.

I discovered the business model of having online educational programs. I saw how I could break free from the dollars for hours cycle. I could have a lifestyle business working part-time from home. AND I could make a bigger impact earning great money sharing my gifts.

I knew this is what I had been craving all along. So I invested in my first business training program...and I started sharing my expertise to help entrepreneurs. This was the most empowering step I made in my life.

My first offering was a home study course called E-Zine Articles Made Easy. It was the first thing I ever sold in my business - and it was huge success right out of the gate! I had the opportunity to offer it at a small business seminar. I



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only had 60 seconds to speak but in that short time, I sold 16 courses and made \$1,600!

That was about how much I used to earn in a 2-week paycheck from my full time journalism job. Plus I didn't sell any of my time! It felt so freeing and exciting to be making leveraged income.

Then I created other programs to help entrepreneurs like you attract more clients and sales online.



My specialty is helping you create truly irresistible marketing messages. My first successful program launches earned \$50,000 in 30 days...then I started earning over \$200,000 in a month from filling my programs.

After building my 7-figure lifestyle business, I now I teach others how to grow their own lucrative online businesses and create successful programs. I work with purpose driven entrepreneurs,

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and many of them are expert coaches, consultants, and holistic practitioners.

This path is perfect for you if you're craving a freedom-based business that gives you more time to travel, be with your family, and enjoy more pleasure in your life.

I'd love to share that with you, too!



You want your message to be making a bigger impact. You want to live your Divine purpose by helping others. The simple, profitable online business blueprint allows you to do that with ease.

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I want to show you what this looks like, and how you can grow into it. No matter where you're starting from, you'll need these 2 elements in your business model:

Element #1 – Leverage – *Working Smarter, Not Harder*

You need to package your expertise into proven systems your clients can follow. And you need to create transformational group experiences so you can help many people at the same time - not just one at a time.

A key step to leveraging is - don't lead with your 1-1 services. Don't charge by the hour. You stop measuring your value by how much time you spend on a client. That mindset only keeps you stuck in the dollars-for-hours cycle. That kind of business is really just a job with extra responsibility.

So this is a huge paradigm shift!
Your value is in your unique wisdom and the transformation you create. In my experience, I've found that my clients started getting even better results when I transitioned from 1-1 coaching to group programs.



There are three reasons why...

Reason #1: Group Programs Are Empowering

Programs help clients change their lives and be an agent in their own transformation. That creates longer lasting change. With 1-1 sessions clients get into the rut of wanting you to do it for them. Sometimes they even stop the process - they don't finish and then they go back to the struggle they were in when they first started. So, programs help people complete the process. They get to do a whole program with the support of a group... And YOU!

Reason #2: Group Programs Are Convenient

You don't have to go anywhere to lead them. You can lead them from the comfort of your own home... or wherever, and your ideal clients get to engage with them from wherever they want. The timing, the method of engaging with the program is so flexible and that's going to allow you to serve clients all over the world no matter where they live. And that helps you make a much bigger impact.

Reason #3: Group Programs Create Connection

With online programs, you create community. Your clients get to help each other and make friends. There's so much more value in

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the group than you can provide doing 1-1 sessions alone. Your clients get inspired seeing others grow and that motivates them to stay on track. The group dynamic also keeps them more accountable to implementing your course. And it's great for you, because your clients can support each other in your online forums 24-7. They're not dependent on you and they get even more interaction!



So offering online programs is a great service to your clients, your business profits and your lifestyle. If you want a lucrative business you love, make sure you always design it to benefit those three areas: your clients, your profits and your lifestyle.

In my **Irresistible Online Programs** course, I show you how to package your expertise into a client-attracting online program. You get clear on what to include and how to create powerful transformation with virtual groups. More on that soon!

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Element #2 – Simplicity

You don't need a ton of stuff! You don't need a big info product line, or dozens of ebooks. You don't need to create an online university with many different courses. You just need 1 hot-selling online program to get started. You may add 1 more at the next level. That's it!

Simplicity leads to more profits and less work. If you're always creating new courses, you have to create new websites and marketing campaigns to fill them. And if you water down your marketing resources creating too many different launches, your programs will be smaller and less lucrative.

It's far more effective to focus your energy on 1 program that you can really put your heart into. Make it the best it can be and then rinse and repeat your marketing systems to fill it! Launch the same course a couple of times a year.



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As long as your program is designed for sales success and you have irresistible marketing to attract the right clients - you can add 6-figures to your business. Let me show you what this can look like:

Level 1 Model - You can get started with this no matter what stage you're at in your business. The revenue potential with this model is \$150,000 or more depending on your price points and marketing growth.



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As you can see, this model organizes your business like a circle with different levels. Kind of like a solar system with planets orbiting the sun at different distances. You're like the sun, the center of your business.

On the outermost ring, you have the people on your email list who've received free gifts from you, like special reports or webinars or videos. They have the least amount of contact with you directly.

The next ring in, you have complimentary consultations with ideal clients who've applied to talk with you. This is your chance to enroll them in your program if they're a fit.

The first offer you start clients with is your premium program. In fact that's your main offer, and everything in your marketing should be focused on attracting the right people for this program. A great tuition for it is \$1,997, although you may want to start at \$997 depending on your sales experience. You may also start at a higher price point in the \$3,000 - \$5,000 range.

In the innermost ring, you have a few high paying clients who work with you privately. They invest in packages with you for around \$5,000 or more. This is a great thing to offer as an add on

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for clients who join your premium program and want more in-depth access to you. It's also a great continuation offer for clients who graduate from your program.

You see how simple this model is? You launch the same program 2-3 times a year to serve 50 clients. You'll then upgrade 10 of those clients into your private package. You can easily create this working just part-time.



My client, Shirly Joy Weiss, quickly up-leveled her business with this model. She turned her wisdom and passion into her first course called Courage to Shine - and when she launched it, she earned \$40,000 in a month! Her clients got amazing value and she's still making a big impact with her gifts.

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Shirly Joy Weiss



"Before working with Vrinda, I was in a cloud of messaging. I was saying everything wrong and no one could get a grip on what I do. My income was up and down. I didn't know how I was going to pay rent and my credit was shot.

After working with Vrinda, I put one perfectly crafted post on Facebook and in one week I made \$10,000. Part of what Vrinda's given me is this ability to deeply connect with who I am and discover my zone of genius, and what's coming through is astounding!"

-Shirly Joy Weiss

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... Now let's look at the next level model - what you can grow into soon.

Level 2 Model - With this you can be earning \$300,000 or more each year - also working part-time.



Similar to the first model, you'll start by offering your premium program - we'll call it level 1. It's the main thing you launch 2-3 times a year. At this higher level, your email list will be bigger

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and you'll be able to reach more clients, so you make more money filling your program.

And because you have a lot more clients going through your course, you can offer them a level 2 premium program as the next step. That should be a more in-depth experience priced around \$5,000.

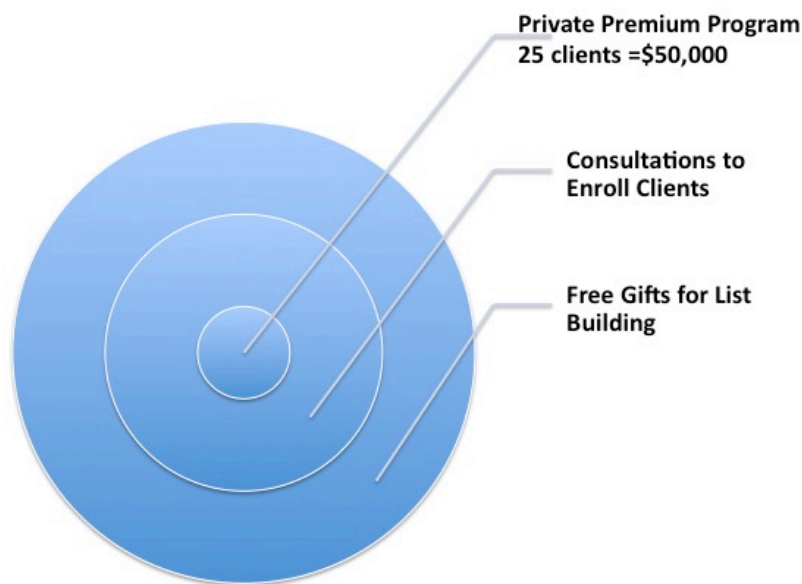
You may also decide to offer private packages as a valuable add-on option for these programs, it's totally up to you! See how simple it can be to earn multiple 6-figures? You can totally do this!

Now I want to show you a smaller version of the leveraged business model that you can easily begin with if you're in the startup phase. This could be best if you're brand new to business and you're just getting clear on how to offer your expertise. It's the perfect steppingstone to ramp your business up to 6-figures with more leverage.

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Start Up Model -



As you can see, you need to build your list and offer consultations to enroll clients. Your main offer will be a private premium program priced at \$997 or \$1997. This is a great way to jumpstart your business income, while you're learning about your ideal clients and what they need most.

You still need a program that's packaged for sales success. The main difference is, you deliver it in a series of 1-1 sessions. This gives you the flexibility to work with clients at their convenience.

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You don't have to coordinate a whole group to start at the same time.

You can also get immediate feedback from your clients about what works best, so you can build your confidence about sharing your expertise. When you're ready, you can simply turn your private program into a group program and grow it bigger.

My client David Swihart did this and he's quickly earned over \$20,000 offering his Changemaker's Career Bootcamp. He supports his clients in private sessions as he develops his course curriculum...and very soon he'll be ready to launch a bigger group program.

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David Swihart



"I've made my first \$20,000! My confidence in myself and my program has skyrocketed!"

"Before working with Vrinda I was stuck in the mindset of knowing I had something to offer, but I was not clear on who I wanted to work

with, or how I wanted to work with them. Because of my lack of focus I found myself very frustrated and ready to give up. I started seeing results immediately as I began working with Vrinda's modules. I made my first \$20,000 and my confidence and my program has skyrocketed. My family life has greatly improved because now I know what I need to do and I get it done!

-David Swihart

You might be thinking, this sounds great! But how do I transition my current business to this more profitable leveraged model? Well I've made this transition myself and guided many clients through it over the past decade, so I can share a few powerful strategies...

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Strategy #1 – Only sell 1-1 time in packages \$997 or more

Sell your 1-1 time in private premium programs or packages of \$997 or higher. It should not be easy to buy your time, so stop selling single sessions entirely. This is going to help you focus only on your most committed clients and raise the dollar amount of every sale you make. So you'll earn more with less work.

Strategy #2 – Stop offering 1-1 packages as an alternative

Stop offering your private packages as an alternative to your group program. You can make it a requirement that clients do your group program along with private sessions, bundled together, if they want you 1-1.



And for clients who want to work with you privately after doing your program, you should always make your package tuition

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higher than your program tuition. I recommend it be double - at least.

These strategies involve making your time more exclusive. They guide clients to join your group program first. The more group programs you sell, the more profitable and spacious your business will be.

I also want you to know, you have the option to stop offering 1-1 sessions altogether and **ONLY** make your group courses available. It's completely your choice. I no longer offer 1-1 mentoring with me, and I still earn over 7-figures a year. This is possible for you too!



I know you have a calling to make a bigger impact in the world. You are needed! So trust your vision - you have it because you were meant for it.

Now the first most important element you need to create your simple, profitable online business is a hot-selling online program. You need the secrets to package your expertise in a way that attracts high paying clients.

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So if you're looking for the right mentor and community to support you, then you'll definitely want to check out my **Irresistible Online Programs** course - enrollments are opening very soon! Stay tuned.

And in the meantime, make sure you check out my newest MasterClass: **[How to Create Your Irresistible Online Program – in 5 Simple Steps!](http://www.irresistiblemarketing.com/5-simple-steps)**

In this online master class you'll learn the #1 mistake that keeps most courses tiny – and get the secret to pack yours with high-paying clients.

Plus I'll reveal the 3 simple steps to find your unique, enticing program topic that gets YES's!

If you're ready to turn your passion and expertise into a Hot-Selling Online Program that changes lives...

Save Your Spot HERE >>

[How To Create Your Irresistible Online Program – in 5 Simple Steps](http://www.irresistiblemarketing.com/5-simple-steps)

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