

Grow Your Tarot Business Online

Program Syllabus



PILLAR #1 - ALIGN WITH YOUR VISION

LET'S START BY GETTING CLEAR ON YOUR GOALS AND INTENTIONS

Dream big about your ideal business

Become intimately aware of your big 'why'

Get crystal clear about how to align your passions with your profits

Create clear goals and intentions that honour both your personal and professional aspirations

Develop your vision and money map to make your business dreams a reality



PILLAR #2 - ATTRACT YOUR DREAM CLIENTS

NOW THAT YOU KNOW WHAT YOU WANT TO CREATE, THE NEXT STEP IS TO GET CLEAR ABOUT YOUR DREAM CLIENT

Create a vision of your dream client

Get to the heart of who your dream clients are and what makes them unique

Attract your dream clients with irresistible Tarot services

Master the essential elements of crafting high-value (and irresistible) offers

Create a heart-centered pricing model that honestly reflects the value of your Tarot services



PILLAR #3 - CONNECT WITH YOUR TRIBE

YOUR CLIENTS ARE STARTING TO COME THROUGH THE DOOR BUT HOW DO YOU ENCOURAGE THEM TO STAY AND CHAT OR COME BACK FOR MORE?

How to attract your dream clients with a crystal clear brand

How to create meaningful and personal relationships with your community

The essential elements to captivate your audience with compelling content

Pillar 3

GROW YOUR TAROT
BUSINESS ONLINE

BIDDY TAROT

How to master the 'online community trifecta' – social media, email newsletters and your blog

How to create an action plan for connecting across all community platforms consistently and effortlessly

Pillar 4

GROW YOUR TAROT
BUSINESS ONLINE

BIDDY TAROT

PILLAR #4 - MARKET YOUR BUSINESS AUTHENTICALLY

**YOU'RE A TALENTED TAROT
READER, BUT HOW DO YOU
GET THE WORD OUT WITHOUT
FEELING LIKE A MARKETING
SLEAZEBAG?**

Why marketing is NOT a dirty word for the Tarot professional

How to create your personal brand statement

A step-by-step approach to building an awesome website

SEO without the "OMG!"

How to attract your dream clients and turn them into raving fans

How to leverage your professional networks and support each other's growth and visibility

Pillar 5

GROW YOUR TAROT
BUSINESS ONLINE

BIDDY TAROT

PILLAR #5 - EXPAND YOUR OFFERINGS

**NOW THAT YOU HAVE A WAIT
LIST FOR YOUR TAROT
READINGS, WHAT OTHER
OFFERINGS CAN YOU CREATE
TO INCREASE YOUR PROFIT?**

How to increase your service-based income

The dark side of a 100% service-based business... and what to do instead

How to expand your offerings without expanding your stress!

The ins and outs of creating your first product, whether it's an eBook, online course, audio product or webinar

How to launch your product... including the very strategies I use for my own six-figure launches

Pillar 6

GROW YOUR TAROT
BUSINESS ONLINE

BIDDY TAROT

PILLAR #6 - BUILD A SUSTAINABLE FUTURE

**BUSINESS IS BOOMING BUT
HOW DO YOU MAKE SURE YOU
CAN KEEP IT UP WITHOUT
BURNING OUT?**

What growth really means and how to fully embrace it

How to create more impact with less effort

How to create streamlined systems and processes that enhance the client experience and make your life easier

When to hire help and how to build your dream team

Why self-care is critical to your ongoing success and how to make it a part of your everyday business