



# MOMPREENEUR MARKETING BLUEPRINT

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90 day 1:1 business mentorship for mompreneurs

# WHAT IF...

- **What if...** you knew exactly what to do to get clients so that you can earn an income while being home with your family...
- **What if...** you had more time to do the things you loved that made you feel alive & fulfilled...
- **What if...** you could go full-time as a mompreneur so that you can stop stressing & live life on your terms...

*...without missing your kids best (& worst) moments, getting thousands of social media followers, or feeling overwhelmed because you don't know your next steps?*

# HERE'S THE PROBLEM...

## Here's how most mompreneurs look for clients:

- They get in Facebook groups hoping that if they comment enough someone will magically DM them.
- But all they get are “thank you for the tip” or “I’ll try that next time’.
- Sometimes they work up the nerve to message that person, but hear crickets.
- Unfortunately, their DMs are either too basic or too salesy — so nine times out of ten, they never hear back.
- Every so often, someone asks for more info but never reply back and they don’t work up the nerve to DM them again for a follow up.
- They’ve watched dozens of webinars and live trainings but nothing seems to really work in making the income they truly desire.

Eventually, these mompreneurs give up. I don’t blame them! **Feeling desperate sucks.** And knowing that you can help people, yet getting pushed away can be soul-crushing....

**But it DOES NOT have to be this way!**

# HI, I'M ALLISON

Hi! I'm **Allison Henderson**, and I founded the Mompreneur Marketing Blueprint. I know how it feels to get started with an online business & not see fast results. I was a struggling mom with no income but big dreams.

***My background story:*** Five years ago, I was a unfulfilled new mom with no idea what she wanted to do for a career. I was in a 9-5 job that was sucking the life out of me. I knew I wanted time & financial freedom, but didn't know how to achieve it. I started seeing a life coach who opened my eyes to what life was all about > JOY! .

I made a decision to fully uncover the real me. I stopped creating a life based on the dreams of my parents & society. I wanted a life of flexibility, travel & abundance. Thankfully, with doing the deep inner work and learning all I could in the self-help world, I was able to see what I was truly meant to do > lead & coach.

I discovered my excitement for helping other moms get out of their day jobs & build small online businesses. I started learning everything I could about marketing myself online & how to sell without being slimy or salsy. I used my new expertise in sales & marketing to create my own coaching methodology called the Mompreneur Marketing Blueprint.

Welcome to FREEDOM! I am here to guide you on this amazing journey through entrepreneurship!



# WHO I WORK WITH

**I have found that my system works best for these two groups of people:**

1. Online service-based professionals like: Virtual assistants, web developers, social media managers, life coaches looking to start their online business and get their first clients.
2. Online service-based professionals who have been in business for 0-2 years, but haven't seen any traction and don't know what's missing.

## WHY I'M DIFFERENT

- I'll give you **proven time management systems & structure** to accomplish your goals every single week while still being a **GREAT** mom.
- I'll teach you how to **market yourself online without sounding salesy**.
- I am your biggest fan & will fully show up for you each week. **I will hold you accountable to your goals and dreams**.
- I support you with 1x call a week, as well as unlimited daily support via messenger/email.
- I'll teach you how to connect with your truest self so that you can be **100% confident in your life & business**.
- I care deeply about getting you the results you want & I will do anything in my power to **turn your dreams into a reality**.

# HOW IT WORKS

When you sign up to work with me, we'll start off with a one-on-one phone call to talk about your goals and business. From there, we will develop a customized plan to move you through the following steps:

## **STEP 1: Transforming Your Vision into Reality**

In Week 1, we explore your life goals, create a solid vision for your future & dissect what we need to do to overcome the overwhelm so that you can successfully transition from stressed working mom to successful zen mompreneur.

## **STEP 2: Exploring your Inner Success Mechanism**

We activate and explore your inner success mechanism to fully go all in with your goals. We will evaluate your daily habits & rituals. We connect with your higher self to focus on embodying the woman you truly want to be. We'll dive into your limiting beliefs and rewrite your life story to match your vision.

# HOW IT WORKS

## **STEP 3: Your Business Foundation**

In week 4, we start to dive into your business foundation. We will solidify who you want to work with, how to best start positioning yourself as the go-to expert, get clear on the pain points & struggles of your soulmate clients and develop your strategy to get REAL people on the phone.

## **STEP 4: Marketing Made Easy**

In week 7, we will create your offer/package and design your compelling opt-in/freebie. Once you are clear on what you do, the problem you solve and how you will deliver your message to your soulmate clients, we will go into how to confidently share and market your offers online.

## **STEP 5: Confidently Sell to Obtain Financial Freedom**

In week 10, we dig deep into the sales process on how you will close clients. We develop an aligned strategy and sales script. We will practice together so that you can overcome fears & objections boldly. We will exercise your business mindset muscles so talking about your offers with strangers won't feel slimy or scary.

# RESULTS

## Testimonial



“ Allison is AMAZING! She reached out to me after I posted about the struggles of having chronic pain while being a entrepreneur. We clicked, our call was energetic and motivating. She has a empathetic ear, is generous with her time and helped me gain a clear mind and heart to move forward with my goals. ”

- Leanne A



@ALLISONSBACKPACK

## Testimonial



“ I had a call with Allison this week and I loved how by the end of the hour I had so many ideas flowing to work with for my business for the next couple of months. Lately this has been a struggle for myself. The one thing that I loved when I was on the call it felt like I was talking with a friend! Thank you Allison! ”

- Kristina M



@ALLISONSBACKPACK

# RESULTS

## Testimonial



“ My experiences with Allison have always left me in a better place rather I go to her with a business strategy or a personal matter. Allison will always be one of my favorite coaches.”

- Ester



@ALLISONSBACKPACK

## Testimonial



“ I had never worked with a Life Coach before and was a bit intimidated but Allison put me at ease instantly! She listened to my situation and then asked me some very powerful questions - one so profound I feel as though my procrastination has been left in the past! Thank you so much Allison my session with you was a life changer! ”

- Kerry



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# RESULTS

## Testimonial



“ After speaking with Allison she had given me so much reassurance and thought into my current situation and allowed me to realize that I, a married and busy mom of 2, am worth it and I also deserve to take some time out for myself. Thank you for your kind words and profound views and also giving the clarity of lots of things. ”

- Kristina



@ALLISONSBACKPACK

## Testimonial



“ Allison is very authentic, realistic and could see and illustrate the picture clearly when I was stuck in my head about moving forward, thanks Allison! ”

- Anjeli



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# RESULTS



Tiny Tots Consulting

3 mins · 🌐

Let's take a minute and get away from all of this sleep stuff. As most of you know I had the incredible opportunity to go Live with **Allison Henderson** a few days ago. (If you haven't seen it, go check it out!!) It's amazing to connect with other women whose goals align with your own. If you're a mom looking to start a home-based business, or already have one and are needing some guidance on how to be extra successful, you REALLY should check her out. Allison not only wants you to succeed, she gives you the tools how to.

Are you a mom-preneur? Then stop what you're doing and read this!



Pure Bliss Virtual Solutions

1 hr · 🌐

I had the BEST conversation with **Allison Henderson** yesterday about focusing on what your business does for your ideal clients and how to create a statement around that. She was so full of great advice and insights!!! So, we worked out a fabulous statement for Pure Bliss: I help high-performance entrepreneurs achieve work/life balance without the overwhelming burden of administrative tasks.

What do you do for your ideal clients? SHARE!!!!

Oh!! And give Allison a follow!! She's full of amazingness and you won't be disappointed!!



Allison Henderson - Coach

Coach

Life & Business Coach

I turn ambitious moms into successful entrepreneurs!

Set up your free

www.kaskidsboutique.com

paperhugs, @renhallorissa



IGTV



WISDOM



SALES TIPS



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FREE SHIT

Email

**THANK YOU!!!!!!**  
**@kaskidsboutique**



19 likes

**kaskidsboutique** Can I just say I had the most amazing enlightening conversation with Allison! Her insight is spot on. You can make some amazing connections on Instagram! And I can't wait to work with you moving forward! If you haven't already give her a follow! #business #smallbusiness #businesswoman #Businessman #Businessowner #womeninbusiness #supportsmallbusiness #onlinebusiness #businesswoman #homebusiness #businesscoach #smallbusinessowner

# MOMPREENEUR MARKETING BLUEPRINT

The Mompreneur Marketing Blueprint is a 90-day, 1:1 business transformational coaching program that gives you methods to successfully market yourself online so you can build an aligned online business, stop financially struggling and have more freedom.

## ***You will receive:***

- ***12 weeks of 1:1 coaching***
- ***1x weekly video/phone call***
- ***Unlimited daily support via messenger or email***
- ***Exercises and homework***

**“Your dreams are an investment not an expense.”**

**Ready to finally reach  
your goals?**



**Want to work together?** Click the button below to book an Enlightenment Call with me. On the call, I'll get to know you, ask some questions about your business journey, and learn about your goals.

**At the end of our call, 1 of 2 things will happen:** You'll either be a perfect fit, and I will extend an invitation to work with me as one of my clients...

Or, if it's not a good fit, that's totally okay too. There won't be any hard feelings and NO obligations on your part — I will suggest something else you can do to achieve your goals, and point you in the right direction.

Let's do this!



[Click here to book a call](#)