



the
intuitive
entrepreneur

The Intuitive Entrepreneur
Diploma of Conscious Business Strategies
and Coaching
Course Outline and Delivery Information

Created and Facilitated By Heidi Jane

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Delivery, Dates and Payment Options

Delivery

All classes are run via Zoom webinar, easily accessed from anywhere in the world, and are recorded for later review, or in case you miss a class.

Each class is every three weeks, and there are 8 classes in total. During each class, a different topic or module will be covered. Students may choose to study one module at a time, paying as they go. All eight Topics/Modules and all other assessment criteria must be reached before they can receive their IICT Approved Diploma qualification.

Heidi will facilitate each class live, and students will have the opportunity to ask questions as she moves through the content.

There is an expectation that students will complete all homework as set through out the course, as each module builds upon the previous one.

This is a professional education course and as such students are expected to attend all classes, and do any autonomous research that may add to their study load and influence the course (business) results. Students will also be expected to actively participate in the classes.

Heidi will make suggestions through the course, including lists of best software providers to help support the student's business.

This is an IICT Approved Diploma training and upon completion you will be able to gain professional association membership with the IICT, the [International Institute For Complementary Therapists](#). (TBC) Entitling you to the relevant professional insurances.

Assessments

You will be assessed throughout the course on the following criteria:

1. Class participation and ideas
2. Autonomous and self directed study and strategy creation
3. Completing and submission of all set assessment tasks by their due dates
4. Passing all quizzes at the end of each webinar (accessed through the student portal) via the Learning Management System with a score of 80% or higher.

There is an additional 5 hours study and student forum interaction per week expected to complete the homework, and create new business strategies for your current business, or on a project you create, if you do not currently run a business.

Two bonus courses are also included at the end of the Diploma to deepen students understanding and embodiment of the content.

Payment Options

The total investment is \$2997 (20% discount) or students can undertake a payment plan of 8 payments of \$450, paid every three weeks. Australian students may pay by direct deposit or credit card. All other countries must pay via credit card.

The Intuitive Entrepreneur

Diploma of Conscious Business Strategy and Coaching

This is a brief course outline, covering the main topics, to give students an idea of what will be covered in The Intuitive Entrepreneur. The actual course content is more comprehensive than the outline. Build your business and coach your tribe!

Module 1

Intuitology of Success

- What are the strategies of success and how can you align yourself with these?
- Belief systems – What belief do you hold onto that may keep you from achieving what you want?
- What could be holding you back from playing big? Learn to leverage the constriction of your shadow self, into openness for success and possibility.
- Money Patterns/Poverty Consciousness – What is your relationship with money like? Have you inherited limiting karmic patterns from your family, culture, and ancestors?
- Clearing work – Group-clearing work will be done on concepts such as Poverty Consciousness, Attitudes of Victimisation, Justified and Unjustified Karma, Personas, Issues, and any other blocks to success.

Module 2

Openness Is Limitless

- Avatars, Clients and Students – How do you attract a strong and steady client/customer/tribe base?
- Customer Record Management – Explore the software that can help keep your customers and clients nourished and happy.
- Customer Retention Management – Explore ways to keep your tribe engaged and wanting more of what you offer.

- Learn to use energetic/quantum techniques to stay in the flow of connection with your tribe.
- Use your intuition as a compass to guide you forward in business.

Module 3

Creation Is The Source

- Discover your primary Soul Energy – What drives you, motivates you, lights you up!
- Create your products and sessions in alignment with your primary Soul Energy.
- Find Your Primary Intelligence - and reveal how this adds to your offering, and how it can help you understand your tribe.
- Learn the B.A.N.K. code to meet your client's needs and concerns, and as a useful marketing tool.
- Communicate your soulful specific message.
- Create Products/services/business based on your soulful messaging, and apply these to your current business or your business 'project'.

Module 4

Soulful Brand Expression

- Your Energetic Presence – Using social media (Facebook, Linked In, Instagram, Twitter, HootSuite)
- How Your Energetic Presence engages your audience.
- How to advertise on Facebook for increased cash flow, without breaking the bank!
- Very Soulful Video – Create engaging and connecting videos for your tribe and students.
- On Point Podcasts – How to create them and what to say.
- Colours and logos – How to create a logo that sticks.

Module 5

Intuitive Technology

- Wonderful Websites – The best low cost way to build your platform.
- Book That In - Booking/scheduling software - (think booking or scheduling systems for client based businesses)
- Own your space – Why names are important and how to own them.
- Webinars – Learn to create and run:
 1. Training Webinars – Educate your tribe, from anywhere in the world
 2. Sales Webinars – learn the tricks to create and run a seamless sales webinar
 3. Sell before you create

Module 6

Education Through Intuition

- Using Pain Points to create and facilitate healing
- Freebies & Sales– How and when to use them to gain traction.
- Intuitive sales and education creation.
- Create an online course – teach your tribe your IP, your wisdom and your genius.
- Create a workshop to share your wisdom and boost sales.
- Embody the impact your message will have on the planet.
- Learn to manifest the impact of your message.
- Understand that it is actually YOUR MISISION to get your message to the world.

Module 7

Free Spirited = No Fear

- Quizzes – Learn to create a powerful, engaging quiz and use this to leverage your offering.
- Sales Funnels – What are they and how do you use them?
- Blogs – Write it DOWN! How will your tribe know what you're thinking if you don't share it with them?
- How blogs (and bloggers) can make your business a crazy success!

Module 8

Accessing The Still Point To Expand Further

- Coming together - Now you know what you want, who you are, and what you're going to share.
- Secret Sales Tactics – Learn how to sell your product to the people who need it most.
- Message it, Purpose it, Direct it, Coach it.
- Do You Have A Book In You? - Write your book and get your message out there.
- Then write another one, and make it a best seller!
- Failure - Use past 'failure' as a learning experience for growth expansion.
- Coach your tribe to their own levels of success.

Bonus Course 1:**You Are Winning!**

Learn how Awards, Media Exposure and Association Approval can all explode your business, and create authority in your space!

Bonus Course 2:**Soulful Success**

Access hours of interviews, showcasing the success and business tips from leaders in their field. If you want to be successful then take notice of what successful people do!

Additional Content: There will be recommended reading, and various lists, templates, and forms to help you build a strong and thriving business based on your message, your purpose and your business intuition. If you put in the commitment and effort, you will get results!

The training will consist of 60% technical information and 40% intuitive, experiential processes.

Allow Heidi to coach you on your specific business questions, throughout the course. There will also be a private group in the student portal so you can share ideas and support each other in your creation of business success.

Course Materials:

Hard copies will include forms, tables, guides, templates and lists of software providers, such as CRM software, apps, groups, tips etc.

*Course content is subject to change.