



MOMpreneur

Roadmap To Success

A 12 step framework to starting your business and getting past overwhelm & frustration to creating clear messaging, developing effective marketing and using proven strategies to grow profitable in business.



Presented By

Denise Fernander

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Meet Denise

Denise Fernander

Business Strategist,
Accountability Coach and Podcaster



About Me

Denise Fernander, founder of MOMpreneur Success Academy, helps mom, entrepreneurs who are coaches/health practitioners get past overwhelm & frustration to create clear messaging, develop effective marketing and use proven marketing strategies to grow profitable in business.

Bringing 20 years plus experience in teaching, coaching, speaking, curriculum design, entrepreneurship and relationship-building, Denise Fernander helps mompreneurs hone in on their passion, discover exactly what their community wants and needs and helps them build and grow a successful and sustainable business.

MOMpreneurship Success Academy's program helps mompreneurs launch and advance their business through group coaching, brand/business strategy development, accountability coaching, online content/course guidance and the community and support of other program members.

While recognizing the need for understanding entrepreneurship from a wholistic approach other topics in the programs include self-care, mindset and productivity. As a mom, entrepreneur herself, Denise has experienced and overcome most of these struggles too and now has helped many moms get to the other side.

Denise Fernander

I'm guessing you're here because...

- You are a new business owner and are ready to get going and growing to consistent revenue every month.
- You know that starting your business is just a part of your purpose and where you are supposed to be in your life's journey.
- You've been dreaming of building a business so that you will have more time to spend with your family and the financial freedom to live your best life.

but...

- You don't know what steps to take next.
- Your message and what you offer isn't quite clear yet.
- You haven't quite figured out your niche and/or what sets your business out from the crowd.

**So instead of generating revenue and
finding your tribe...**



**You stay stuck, overwhelmed and
exhausted...**



but wait...

Pause... now BREATHE!

**Sis, you've got everything you need
to succeed!**

And fortunately,
I've spent years doing the "thing"
and can walk you through each step -
mastering your message, strategic marketing
and monetizing your brand and your business!

You've got this!

**There's nothing to it
but to get going on the...**



Roadmap To Success

So...

You know where you want to go and now
you're **READY** to get in to it!
CONGRATULATIONS!

The next several pages will walk you through all of
the steps to get you to success in your business.

Just follow the roadmap

It's time to get going!

So come on...

**Let's get going
on the...**

Roadmap To Success

Roadmap To Success

01

Know Your WHY & Your WHO.

Look at WHY are you starting this business & what is propelling you to do it now? Explore your existing skills, talents and areas of expertise. Research who your potential customers are, what their challenge(s) is/are and how you help them solve it/them.

02

Where's Your Mindset & What's Your Vision?

Answer these questions for yourself: What are your existing ideas of what habits you will have to have to be successful in business? Are they accurate? What adjustments will you need to make? Create a plan to implement and maintain those shifts. What does success look like for you in business and life?

03

Create Your Vision Statement & Mission Statement.

Take your vision that you created in the last step and align its pieces with what's important for your business and your business's core values. In your vision create a statement of what it feels and looks like. In your mission statement create a long-term statement including your core values and intention(s).

04

What's Your Brand Design?

Begin creating your business brand: your logo, your color theme and palette, your core fonts, your inspirations/images that represent your vision, etc. Create a brand guide for your business.

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05

Create Your Sales Funnel.

Design and set up your step-by-step process of turning your fans and followers into customers and/or clients. Create the things (landing page (see next step) payment platform, initial program materials, emails, set goals etc.) needed for each step and test them out.

06

Design Your Landing Page.

Select what platform you will use to direct your customers/clients to your business and add content that will attract them to your valuable products and services. Be mindful of visually and verbally describing the transformation your ideal customer will experience, and incorporating your brand, your core values and your WHY.

07

Plan & Set Up Your Systems & Automations.

Gather and implement the tools and resources you need to help you manage your business and its growth. Use automated systems from the beginning wherever possible. Your business should function without you pressing go on every step!

08

Outline Your Onboarding Process & Standard Operating Procedures.

Go to the next level in business by making sure all of your processes are streamlined especially for tasks that you assign others to do or hire out. Have a way for them to easily implement tasks without you or someone else repeatedly directing them.

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09

Launch!

Congratulations! You've done all the things... so now put all of your pieces in place. Engage and connect with your dream clients and customers. Get your funnel up and running and get going to your initial 5 figure success.

10

Check Your Analytics.

Ok, you've made your first sales so now let's see how you're doing. Did you hit your goals and ROI? Are your results what you predicted? What shifts do you need to put in place? Make any necessary changes at this point.

11

Build Your Team.

One of the most important learning curves for entrepreneurs as they shift to becoming a business owner is how to focus on working **ON** the business vs **IN** the business. If you haven't already, learned to **DELEGATE!** It is ABSOLUTELY necessary. Next in importance is learning how to select the right people!

12

Scale Your Business.

It's time to scale, baby! Take what you've learned the first time around and multiply it. You have all the pieces in place. They set the stage and will support growth in your company.

Here are 4 FREE or low cost tools you should be using right NOW!



<https://www.canva.com/>

Free or low cost graphic design resources. If you can dream it you can create it in Canva!



<https://www.honeybook.com/>

An easy, all-in-one project, invoicing and payments management tool. If you're interested, I can save you 50% for your first year. DM or email me.



<https://nappy.co/>

Beautiful, high-res, stock photos of Black and Brown people for free and for commercial and personal use!



<https://eztree.me/>

A free or low cost way to create shortened URLs, unique biolink pages and get proper analytics of your visitors..



<https://www.calendly.com/>

Skip the back-and-forth texts, call and emails and use Calendly to schedule meetings professionally and efficiently so you can get back to work.

The suggested resources and tools above are ones that we have professionally used and Tharecommend. Some of the links are affiliate links. Should you decide to make a purchase through one of our affiliate links we will receive a commission. Thank you in advance. Doing this allows us to continue to bring you high quality, free resources and content.

Ready TO Work With Me?

Here are 2 ways too get started...

-1-

Roadmap To Success Accelerator

A hybrid 1:1 and group coaching, 12 week program that walks you step by step through crafting a clear message, developing a marketing plan and implementing proven strategies to get you to profits within your first weeks.



-2-

Success In A Box

A Do-It-Yourself program with everything you need to go through the roadmap, step by step and the support of a community of other mom entrepreneurs as you progress through starting and growing your business to profitable.

Is this you?



Are you tired of feeling frustrated and not knowing what steps to take next to grow your business?

Do you struggle with getting all the "things" done and end up missing your financial goals month after month?

Is balancing your family, your home and your business a daily struggle for you but you need to get your business to profitable sooner than later?

Next steps...

Are you Ready?

Apply now for your
Roadmap To Success
Strategy Call
NOW!

Still have questions? Send us an email to
hello@momprenuersuccessacademy.com
Let us know which program you're interested in
would like to learn more about.

Be sure to follow me on social media to stay up to date and
join the Facebook Group!

IG: [@momprenuersuccessacademy](#)
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