

SALES PAGE (SPEC)

The Client: Holly-Anne Preece is a business and spiritual mindset coach based in London. She works with fun and ambitious women in their 20-30s and offers 1:1 business coaching as well as digital group courses.

The Challenge: Holly-Anne needed a sales page for her website to market her digital coaching course: Business Abundance Academy. She wanted copy that would reflect her brand personality and convince clients to purchase the course before enrolment closes for the year.

The Solution: Using emotive, relatable and personable language, I created a comprehensive sales page that takes the reader on a journey. The copy identifies how Holly-Anne's target clients are currently feeling and illustrates the end-benefit – the transformation – they will experience when they sign up.

4-week group mentorship **BUSINESS ABUNDANCE ACADEMY**

What if you could wake up every day feeling fulfilled, excited and lit up by the work that you do?

As an entrepreneur, that's 111% possible.

It's time to uncover the blueprint for the business of your wildest dreams!

Business Abundance Academy is a 4-week online course that gives you the guidance, advice and support you need to turn your ideas into a meaningful business. You'll cut through the noise, get crystal clear on your offering and learn how to build the profitable business you've always dreamed of.

Ready to bring your dream business to life? [CTA: Enrol Now!]

When you act in alignment your goals become magnetic

- Are you experiencing burn out every day working hard at a job you don't like?
- Do you crave freedom, fun and fulfilment... but fear and doubt stop you making a change?
- Do you find yourself holding back or playing small instead of taking action on your goals?
- Do you dream of running your own business but have no idea how to make it your reality... let alone how to do it all by yourself?
- Maybe you've planned a business in the past but it never worked out as you wanted?

Well... what if I told you that running a successful business is completely possible for you.

And not only is it possible, it can be pretty simple, too.

Are you ready to learn the secret strategies that 6-figure entrepreneurs know and use every day?

Just a few years ago, I was at rock bottom

I was £15,000 in debt, working a 9-5 admin job on minimum wage in London.

My dreams of moving to the city and living a glamorous life had turned into my biggest embarrassment.

I was broke. I was exhausted. I was depressed. And, honestly, I felt stuck.

I knew there had to be more to life than spending 40+ hours a week working at a job I didn't like. I was fed up of feeling exhausted every evening. I was sick of counting the days till Friday and spending my weekend dreading Monday morning.

I knew I had to make a change. But I had no one to turn to. I lacked confidence and I had no clue HOW I could do it on my own.

That's when I found the missing ingredient.

Strategic planning + aligned action = business mastery

Success doesn't come from hustling.

I began showing up in alignment with my goals and I learnt to make it simple.

I'd finally demystified business.

You see, we've been conditioned to believe that life has to be hard. That we have no control over our dreams and aspirations. That success comes easily to some... but for us it takes hours of grind, exhaustion and hard work.

We doubt ourselves. We lack the confidence to go after our goals. We believe we're not good enough for success.

But let me tell you sis, it doesn't have to be that way.

The way you show up every day is what makes all the difference.

By getting into alignment with my core values, beliefs and ideals, I was able to create a 6-figure business within one year.

I went from shy, nervous and filled with self-doubt to feeling confident, purposeful and powerful. I learnt how to overcome my fears and I created the life I'd always wanted.

And I promise – the same can happen to you!

Launching your dream business is SO much simpler than you think. I want to show you how.

Who is Holly-Anne Preece and how can she help you?

As a business and spiritual mindset coach, I LOVE guiding ambitious babes like you towards your dream life. I'm a spiritual teacher, mindset expert, Neuro-Linguistic Programming (NLP) Practitioner and a certified business coach. I run a 6-figure coaching business from my home in London and have worked with thousands of clients worldwide. The Business Abundance Academy programme is a combination of everything I've learnt since starting my business journey four years ago. I've put my heart and soul into this programme and I have complete faith that it can transform your life.

What's inside Business Abundance Academy?

Business Abundance Academy is a 4-week group coaching programme that gives you the EXACT STEPS to create the business of your dreams. Not only will you get practical, real-world business strategies, but you'll also dive DEEP into mindset work. You'll eliminate fears and doubts and set yourself up for life-long success.

This transformational method is the same process I used to create my own dream business. It took me from self-doubt, frustration and overwhelm... to embodying and living my best life as a magnetic, thriving and fulfilled entrepreneur.

And it can do the same for you.

- You'll discover the real secret to success and how living in alignment can help you create the business of your dreams.
- You'll get crystal clear on your business goals and create a step-by-step blueprint to actually get there.
 - You'll identify what has been holding you back and learn how to clear the fear, limiting beliefs and behaviours that are keeping you stuck.
 - You'll rewire your subconscious mind and create empowering beliefs through daily meditations and a powerful hypnosis.
- You'll get access to an amazing, likeminded community where you'll find support, guidance and friendship along your business journey.

Here's what's waiting for you...

4 Core Training Modules that get to the root of WHY you're feeling stuck and unable to create the success you desire. You'll rewire your thinking, discover your purpose and learn how to launch a thriving business. **(Value £1498)**

4 LIVE 60-Minute Coaching Sessions where you'll get extra support, guidance and any answers you need to get even more out of the course material. **(Value £999)**

4 Transformational Weekly Workbooks that help you get clear on what it is you want from your business and exactly how you can get there. **(Value £599)**

2 Audio Downloads (1 exclusive meditation, 1 exclusive hypnosis) so you can rewire your subconscious beliefs, overcome fear and train your mind for success. **(Value £199)**

Accountability Partner Groups to give you support and life-long friendships along your entrepreneurial journey.

Exclusive Members-Only Facebook Group that provides a safe and friendly environment where you can interact with likeminded business babes.

The breakdown

MODULE 1

Getting in touch with your 'why' and discovering the perfect business for you
Learning the secrets to success & how we've been misled in the past
Getting to the subconscious root of your fears, stresses and struggles
Learning where you are subconsciously holding back and why

MODULE 2

Digging deep into self-sabotage and procrastination
Resetting your mind and releasing limiting beliefs that are stopping your success
Nailing your business identity & uncovering your core values
Creating a clear vision of success & raising your self-confidence

MODULE 3

Getting through the discomfort of change & taking inspired action
Creating a step-by-step blueprint for launching your dream business
Breaking down your big vision into daily focused goals
Learning real world strategies of successful business creation

MODULE 4

Mastering your marketing & attracting dream clients
Creating consistent income streams that set you up for life
Learning the daily hacks & practices that make life as an entrepreneur simple

And it doesn't stop there...

Enrol in Business Abundance Academy today and get 6 exclusive bonuses!

Aligned Networking masterclass (Value £399)

Learn how to be a networking pro and find business partners and clients in no time.

Free Yourself From Fear masterclass (Value £399)

Discover techniques from NLP to remove the fears and doubts that are causing you to play small.

Elevate Your Digital Presence masterclass (Value £399)

Learn how to set up a website that converts leads and makes sales 24/7.

Tapping Into Business Success mini course (Value £499)

Overcome resistance and anxiety at an energetic level using Emotional Freedom Technique.

Subliminal Nighttime Audio (Value £199)

Create success while you sleep with an exclusive subliminal audio that rewires your thinking and preps your mind for success.

50 Resources To Streamline Your Marketing (Value £98)

Discover the best resources and digital tools that make marketing easy.

Imagine this...

You start your day optimistic... slowly sipping matcha latte and stretching it out with a yoga session. You have plenty of time to yourself before work and you're excited to dive into your next project. You LOVE your job, you're confident being your own boss and the work you do is fun and rewarding.

Sounds like a dream, right?

But let me tell you babe, it IS possible for you.

If you're dreaming of creating a life and a business that lights you up, with clients who appreciate what you do, then BAA is for you.

In Business Abundance Academy I give you all the tools, resources and advice you'll ever need to find your confidence and kickstart your dream business.

Rather than throwing meaningless material at you, I've put together EXACTLY what you need to know to turn your ideas into a money making machine. I've made it simple, easy-to-digest and accessible to everyone – whether you're a complete newbie to entrepreneurship or you've considered the biz life for years.

You were never meant to figure it all out alone.

If you've always dreamt of being your own boss, let me help you.

This course is perfect for you if you are:

- Dreaming of becoming your own boss and want to create a meaningful business
- Open to new ideas and eager to learn and apply knowledge to your own life
- Willing to invest in your personal growth, do the work and take uncomfortable action to reach your goals

This course is NOT for you if you are:

- An established entrepreneur who already has a successful business
- Unwilling or unable to take action and not looking to commit to the course content
- Looking for a 'get rich quick' business scheme

Are you ready to transform your reality? This could be you.

Here's what past students have to say about BAA...

*"I've wanted to run my own business for as long as I can remember but I never knew how to do it. I felt really overwhelmed and fear and self-doubt always got in the way. I signed up to BAA to see if I could turn my dream into a reality and now I'm running a successful digital business as a virtual assistant." **Carla R.***

*"I took a leap of faith with BAA and I'm SO GLAD I did. I wasn't sure where I'd get the money from to buy this course but a month after finishing I've already made back the investment from signing on new clients. The course got me so excited for entrepreneurship and has given me everything I never knew I needed to be able to run a successful business." **Adele C.***

*"I was hesitant to invest in Business Abundance Academy because I thought it would be like all the other business courses online. I was so wrong! I'd always had a rough idea for a business but never had a clear plan of how to get there. This course gave me complete clarity and confidence – and even before I'd finished it I signed my first client. I've now quit my 9-5 and my business has taken off. Thank you so much Holly-Anne, you've changed my life!" **Jenna T.***

Here's what you're getting inside BAA

Business Abundance Academy **(Value £3295)**

BONUS Aligned Networking masterclass **(£399 Value)**

BONUS Free Yourself From Fear masterclass **(£399 Value)**

BONUS Elevate Your Digital Presence masterclass **(£399)**

BONUS Tapping Into Business Success mini course (**£499 Value**)

BONUS Subliminal Nighttime Audios (**£199 Value**)

BONUS 50 Resources To Streamline Your Marketing (**£98 Value**)

TOTAL VALUE £5288

But that's NOT what your investment is. Business Abundance Academy is only **£888** and you can get started today with £155.

[CTA: Sign Up Now]

Got questions?

Making an investment in yourself is a BIG DEAL. Here are answers to some of the most frequent questions so you can make an aligned decision.

I'm worried BAA won't work for me, can you guarantee results?

If you do the work, put in 100% and follow all the steps, you'll find more success than you could ever have imagined! But because I can't guarantee that you'll do the work, I can't guarantee results. I'm here to give you a proven blueprint and a step-by-step process to create your own success. It's a method that WORKS, but only if you're willing to take responsibility and put in the effort.

What if I don't like the programme, do you offer refunds?

Because of the nature of this course, I don't usually offer refunds. However, if after accessing Module 1 you don't feel the course is a great fit, I'm happy to give you your money back. In order to qualify, you'll need to send me an email with proof that you completed the first worksheet so I can see that you tried to make the course work for you.

This course seems like a LOT of work, how much time will I need?

BAA is an intensive four-week course for people who are committed to creating their dream business. But I get it, life can be busy. You should expect to spend around 1-2 hours on each module, in addition to the weekly coaching calls. If you can't keep up with the schedule, the course can be done completely in your own time. You have lifetime access and everything is kept and recorded so you'll never miss out.

I don't live in the UK, will this course still be relevant?

Absolutely! The tools, principles and processes you'll learn in BAA apply no matter where you live.

I don't want to be a coach or an influencer, is this course still for me?

I know that Instagram makes it seem like coaches and influencers are the only successful entrepreneurs... but that's totally not the case! The principles in Business Abundance Academy apply to ALL types of business and you can experience amazing success no matter which route you choose.

Why should I invest in this course when I could find the same information for free on the internet?

There will always be free information that can teach you to create and grow a business. The difference is whether you want to follow an exact formula that works, or whether you want to spend months (if not YEARS) figuring out what will actually help you. By following this programme you get all the tools and resources you'll ever need. You'll be learning from someone who's been in the same position as you, so you'll have a simple and streamlined process.

Do you offer a payment plan?

Yes! There are two different payment options available. You can currently pay in full, or choose 6 payments of £155.

You really can have it all

If you've made it this far down the page, you're probably considering enrolling in Business Abundance Academy.

You might be asking yourself how a digital course can make a life-changing difference. Maybe you're questioning whether you'll really get the results you want. Maybe you're worried it won't be worth it.

But let me promise you... this is a process that WORKS.

Business Abundance Academy follow the very same framework I used to create my own 6-figure business. I lay it all out and give you the tools, resources and support I wish I'd had when I was trying to navigate my way into the world of entrepreneurship.

I've made it easy for you. I don't leave anything out and I definitely don't use this course to upsell to another programme!

I know it's a big commitment.

I know it's scary.

But success is always found on the other side of our comfort zones.

It's when we show up and invest in ourselves that the magic starts to happen.

Maybe now's the time you did something for YOU. Give yourself a shot at a life and a business that gives you the freedom, happiness and confidence you've always wanted.

It's all possible for you, babe. And you have the choice to make it happen.

It's time to see what happens when you say YES to yourself and go for the life you deserve.

Ready to bring your dream business to life? Join me now with just £155.

Remember to be quick – doors for Business Abundance Academy close on September 16th 2020 and won't reopen again this year.

[CTA: Get Me In!]

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