



NAWBO

National Association of Women Business Owners

Are these challenges familiar?

- Finding your ideal customers
- Building a pipeline
- Retaining customers
- Having time and energy



**Take your business to The Next Level
Enroll now!**

The Next Level is an affordable and effective business development program designed to equip women to grow their businesses. It is for woman owners of small to medium-sized businesses as well as emerging entrepreneurs. Here are just some of the benefits for you:

- Identify your “perfect” client so you know who to target
- Uncover opportunities that lead to new business
- Develop a relationship-based plan for customer retention
- Learn strategies to avoid overwhelm; improve focus, and more!

The program consists of 6 live training webinars (6/7 & 21, 7/12 & 26, and 8/9 & 23) and 5 group coaching sessions (6/14 & 28, 7/19, 8/2 & 16). All the sessions are Thursdays at 4 pm. A list of the modules in on the next page.

Everything is delivered virtually, accessible from anywhere you have a computer.

Share this opportunity with others you know! It is not limited to NAWBO members.

Everything will be recorded so you will have full access even if you can't attend.

**Early bird registration (by May 15th) is just \$75 for a total of 11 sessions!
After May 15th the cost is \$99. To register go here:**

<https://tinyurl.com/NAWBObusinessstraining>

If you have questions, contact the program presenters:

Monika Miles: Monika@milesconsultinggroup.com or

Mary Hiland: Mary@hilandconsulting.org.

Training modules content overview

Each live webinar will be 1.5 – 2 hours in length, including time for questions and answers.

Coaching calls will be scheduled after each Module (except the last one) and are estimated to take 30 – 45 minutes each.

The webinars will cover:

1. Module One: Introduction to the program overall, development of individualized learning goals, addressing mindsets, identifying your “perfect” client and who to target.
2. Module Two: Direct strategies for finding and connecting with your “perfect” client; follow-up strategies.
3. Module Three: Indirect strategies for finding and connecting with your “perfect” client. Plan development – your pipeline, goals, timeline etc.
4. Module Four: Managing yourself—strategies for productivity and focus.
5. Module Five: Who is your team? How to build an effective team (even if you don’t have employees). What can you delegate?
6. Module Six: Finalize your outreach and accountability plans. Wrap up – tying it all together. Evaluation.

Presenters

Monika Miles

Monika has been speaking and teaching over the course of her 20+ year professional career. Monika is a graduate of the National Speaker’s Association year-long Speaker’s Academy. She has developed three successful courses as well as customized training for companies. Her courses have been offered at national conferences (e.g., Accounting and Financial Women’s Alliance), through webinars for professionals of varied backgrounds, and she has customized training for CPAs and attorneys.

Mary Hiland, Ph.D.

Mary Hiland has over ten years’ experience assisting women business owners with business and professional development. Mary has over 25 years designing training programs and delivering them through speaking, workshops, and conference settings. Mary understands first-hand the challenges of building a successful business. Sixteen years ago, she created her own consulting and coaching business. After five years as a solopreneur, Mary’s business was topping the six-figure mark in revenues and growing.