

Format changes #2 for Arriane Alex – “Lets Work” page

- Here is what is displayed on the stagingsiteserver with red circled points to be updated:



Let's Work

Hello Gorgeous, I know you! ¹

You are motivated, inspired and want to make a difference in your business and your world.

You are ready to take a leap, create a change within yourself and **Rock Your Life Coach.** ²

- 1) Put a line break between “Hello Gorgeous” and “I know you!”
- 2) Remove the work “Coach” and use Mission Script for the “Rock Your Life”.

- after these 2 points have been addressed, it should look more like this (just an example, to illustrate what is suggested in these 2 points):

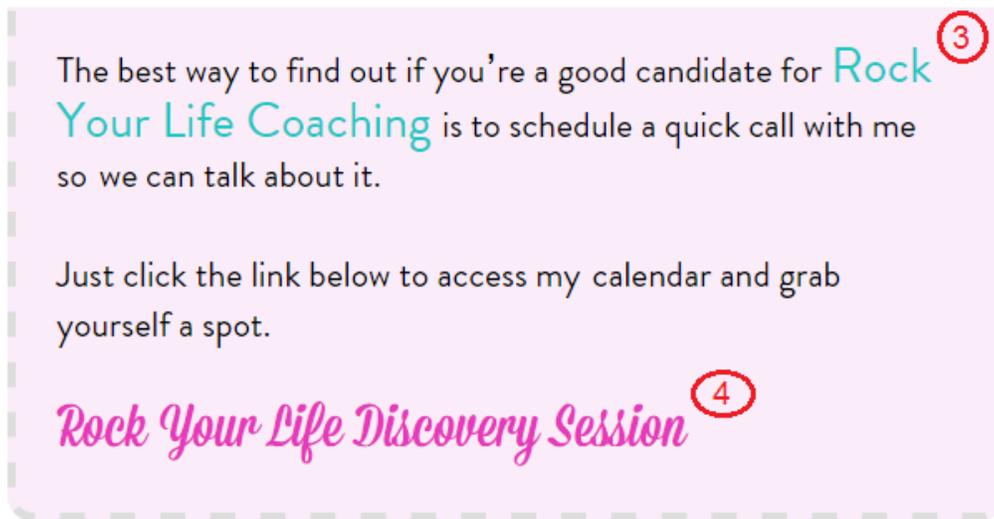
Let's Work

¹ Hello Gorgeous,
I know you!

You are motivated, inspired and want to make a difference in your business and your world.

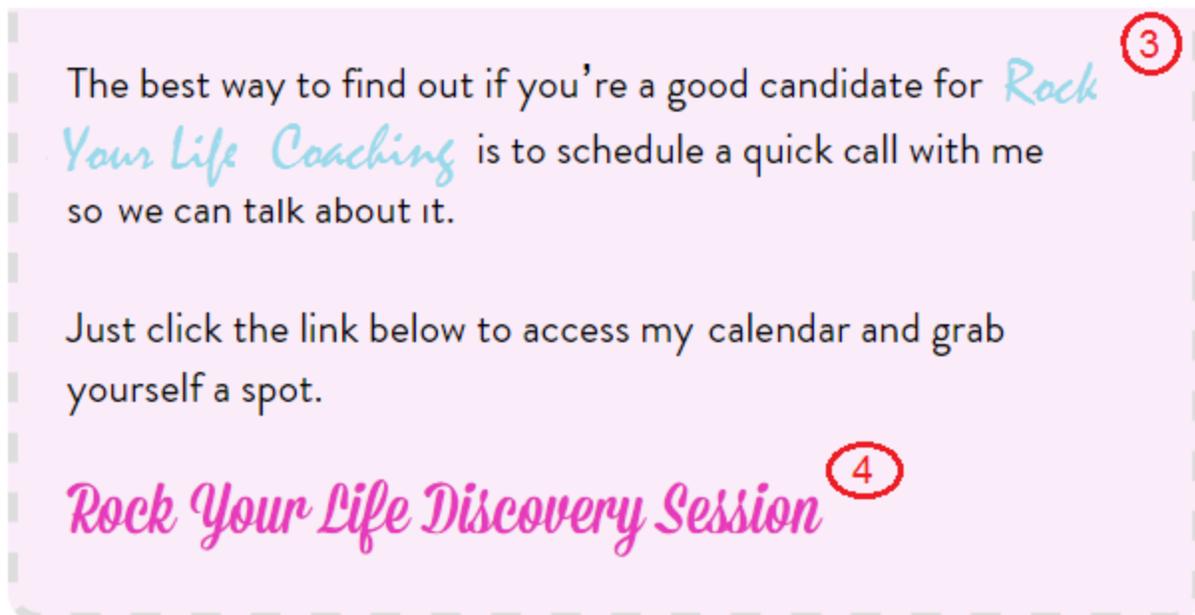
You are ready to take a leap, create a change within yourself and **Rock Your Life.** ²

- Then at the bottom of that section .. here is what is displayed on the stagingsiteserver with red circled points to be updated:



- 3) Use Mission Script for the "Rock Your Life Coaching"
- 4) The "Rock Your Life Discovery Session" should have a link to the Choose Appointment (anything Popup – Java: "javascript:AnythingPopup_OpenForm("AnythingPopup_BoxContainer1", "AnythingPopup_BoxContainerBody1", "AnythingPopup_BoxContainerFooter1", "900", "600");" .

- after these 2 points have been addressed, it should look more like this. And the link will be within the "Rock Your Life Discovery Session" text (just an example, to illustrate what is suggested in these 2 points):



- Then with the “Lets Get Started” and “The Nuts and Bolts of What to Expect” section .. here is what is displayed on the stagingsiteserver with red circled points to be updated:

Lets Get Started

In preparation for our phone call, I've outlined some information below about my process and how we'll co-create your rock star goals below.

Looking forward to speaking with you

5

The Nuts and Bolts of What to Expect

At Least 6 months of you and I, Co-creating your Rocking business and life. There will be inspiration, Business-building ideas, Strategic action steps, risk-taking, accountability, ass-kicking, laughter, Tears, moving outside your comfort zone, Spirit-filled conversations and probably some dancing too. Did I Mention laughter?

- 5) “The Nuts and Bolts of What to Expect” section should be moved below the “Lets Get Started” section rather than displaying beside it.

- after this point has been addressed, it should look more like this (one on top of each other):

Lets Get Started

In preparation for our phone call, I've outlined some information below about my process and how we'll co-create your rock star goals below.

Looking forward to speaking with you

5

The Nuts and Bolts of What to Expect

At Least 6 months of you and I, Co-creating your Rocking business and life. There will be inspiration, Business-building ideas, Strategic action steps, risk-taking, accountability, ass-kicking, laughter, Tears, moving outside your comfort zone, Spirit-filled conversations and probably some dancing too. Did I Mention laughter?

- Then after these sections .. here is what is displayed on the stagingsiteserver with red circled points to be updated:

Darling, together we will cover the Inner and Outer work necessary to make you **Rock Your Life Coach.** ⁶
Rock Your Life Coaching is a YES for you if: ⁷

1 You feel the inner calling of your Rockin' self crying to get out.

- 6) The "Darling, together we will cover the Inner and Outer work necessary to make you Rock Your Life Coach." text should actually be the end sentence in the previous section. **and** the word "Coach" should not be included **and** the "Rock Your Life" should be in Mission Script **and** there are some capitalization corrections in that paragraph (shown in the example below).
- 7) The "Rock You Life Coaching is a YES for you if:" should be in Mission Script.

- after these 2 points have been addressed, it should look more like this. I have included the "Nuts and Bolts" section to illustrate the point of moving the line in #6 (just an example, to illustrate what is suggested in these 2 points):

The Nuts and Bolts of What to Expect

At least 6 months of you and I, co-creating your Rocking Business and Life. There will be Inspiration, Business-Building Ideas, Strategic Action Steps, Risk-taking, Accountability, Ass-kicking, Laughter, Tears, Moving outside your comfort zone, Spirit-filled Conversations and probably some Dancing ⁶ too. Did I mention Laughter? Darling, together we will cover the Inner and Outer work necessary to make you **Rock Your Life.**

Rock Your Life Coaching is a YES for you if: ⁷

1 You feel the inner calling of your Rockin' self crying to get out.

- In this new “Rock Your Life Coaching is a YES for you if” section .. there are some changes to the bullet points .. here is what is displayed on the stagingsiteserver with red circled points to be updated:

Darling, together we will cover the Inner and Outer work necessary to make you **Rock Your Life Coach**.
Rock Your Life Coaching is a YES for you if:

- 1 You feel the inner calling of your Rockin' self crying to get out.
- 2 You are willing to roll up your sleeves and actually do the work required to Rock Your Life Coach
- 3 You want to feel more powerful, purposeful and peaceful NOW.
- 4 You are willing to put your money where your mouth is.

Don't worry, you're not going to have to take out a second mortgage to afford coaching but you do need to be willing to invest in yourself.

When The Going Gets Tough, You Are Willing To Go The Distance.
Rock Your Life Coaching will take you deep into yourself, and you have to stay in the game to shift your life.

- 1 You crave more confidence, radiance and fun in your life.
- 2 You are willing to move out of your comfort zone to find your Rockin' bad-ass zone.

- 8) The pink square numbered blocks should be green circles.
- 9) The “Coach” should be removed and the “Rock Your Life” should be in Mission Script.
- 10) The text “Don't worry, you're not going to have to take out a second mortgage to afford coaching but you do need to be willing to invest in yourself.” that is carried down below the section (marked 10a above) should be at the end of this point.
- 11) The “When the going gets tough, you are willing to go the distance. Rock Your Life Coaching will take you deep into yourself, and you have to stay in the game to shift your life.” text from the top of the next section should be a new 5th point in this list.
- 12) The “Rock Your Life Coaching” should be in Mission Script.
- 13) Point 1 and 2 from the next section should be the 6th and 7th point in this list.
- 14) The “Rockin' bad-ass zone” text from the point 2 should be BOLD.

- after these 7 points have been addressed, it should look more like the sample on the next page (just an example, to illustrate what is suggested in these 7 points).

- Here is the example for points 8 - 14:

Rock Your Life Coaching is a YES for you if:

- 8 You feel the inner calling of your Rockin' self crying to get out.
- 9 You are willing to roll up your sleeves and actually do the work required to *Rock Your Life*.
- 10 You want to feel more powerful, purposeful and peaceful NOW.
- 10 You are willing to put your money where your mouth is. Don't worry, you're not going to have to take out a second mortgage to afford coaching but you do need to be willing to invest in yourself.
- 11 When the going gets tough, you are willing to go the distance. *Rock your Life Coaching* 12 will take you deep into yourself, and you have to stay in the game to shift your life.
- 13 You crave more confidence, radiance and fun in your life.
- 14 You are willing to move out of your comfort zone to find your **Rockin' bad-ass zone**.

- Then with the “Rock your life coaching not for you if” section .. here is what is displayed on the stagingsiteserver with red circled points to be updated:

Rock Your Life Coaching is NOT for you if: ¹⁵

You say you want to change, but you're not really willing to do the work.

You want someone else to make the changes for you. I'm here to support you, but together we do the heavy lifting.

You are living in survival mode: no check bouncers or couch surfers, please. You need a firm foundation in order for our work to truly be transformative.

You are a complainer or blamer or have a negative outlook on life. Sorry, I don't have time to try to change your mind, life's too short.

You are married to your old ways and old patterns and don't want to get a divorce from them. You gotta be willing to break up.

15) The “Rock You Life Coaching is NOT for you if:” should be in Mission Script.

16) Remove the Pink and Teal highlighting and model this list after the example in the “Rock Your Life Coaching is a YES for you if” section.

- after these 2 points have been addressed, it should look more like this (just an example, to illustrate what is suggested in these 2 points):

Rock Your Life Coaching is NOT for you if: ¹⁵

- You say you want to change, but you're not really willing to do the work. ¹⁶
- You want someone else to make the changes for you. I'm here to support you, but together we do the heavy lifting.
- You are living in survival mode: no check bouncers or couch surfers, please. You need a firm foundation in order for our work to truly be transformative.
- You are a complainer or blamer or have a negative outlook on life. Sorry, I don't have time to try to change your mind, life's too short.
- You are married to your old ways and old patterns and don't want to get a divorce from them. You gotta be willing to break up.

- Then with the “Here’s what we might work on to Rock Your Life Coaching” section .. here is what is displayed on the stagingsiteserver with red circled points to be updated:

¹⁷ Here’s what we might work on to Rock Your Life Coaching ¹⁸

- ¹⁹ **1** ²⁰ Putting more money in your bank account. We can work to take your business to the ^{20b} next level or attract an awesome promotion if you work for someone else.
- ²¹ **2** Expanding your reputation. If you’re already an established thought leader in your field, you and I will work together to broaden your reach so you can help even more people with kickass offerings.
- ²² **3** Bringing more purpose into your life. People might see you as having it all, but you know there’s even more good stuff waiting for you. I’ll help you identify it and bring it to life.
- ²³ **4** Balancing your personal and professional life. You might be a business rock star, but can’t seem to find the right partner, take that long awaited vacation, or just practice awesome self-care.
- ²⁴ **5** Together, we’ll leverage the success habits you’ve already established and apply them to other areas of your life.
- ²⁵ **6** Inviting some serious fabulosity into your life.

²⁶ If you want to have more FUN , I’m your gal. I’ve mastered manifesting and consciously creating fun, so I’ll teach you how to do it too.

²⁷ ²⁸ Attract more romance, sensuality, and love. Oooh! This one’s so much fun for me. If you’re looking for Mr. Right, Mrs. Right or you just want to have fun dating, we can map out a plan to make that happen.

If you want to Rock Your Life Coaching, let’s talk ²⁹ Click here for a Free Discovery Session ^{29b} Rock Your Life Coaching

³⁰ Click Here

17) The “Here’s what we might work on to Rock Your Life Coaching” should be in Mission Script.

18) Remove the word “Coaching”

19) The bullets should be circles (not squares) – keep with the numbers.

20) With point #1 the text “More Money” and “Next Level” (listed as 20b) should be bold.

21) With point #2 the text “reputation” should be bold.

22) With point #3 the text “more purpose” should be bold.

23) With point #4 the text “balancing” should be bold.

24) Point #5 is actually a second sentence for point #4.

25) With point #6 (should now be point #5) the text “fabulosity” should be bold.

26) The text “If you want to have more FUN , I’m your gal. I’ve mastered manifesting and consciously creating fun, so I’ll teach you how to do it too.” should be the second sentence for Point #6 (which should now be point #5).

27) The text “Attract more romance, sensuality, and love. Oooh! This one’s so much fun for me. If you’re looking for Mr. Right, Mrs. Right or you just want to have fun dating, we can map out a plan to make that happen.” should be a new point #6.

28) With the new point #6 the text “romance, sensuality, and love” should be bold.

29) Remove the word “Coaching” and “Rock Your Life” should be in Mission Script and remove the text “Click here for a Free Discovery Session Rock Your Life Coaching” (listed as 29b) .

30) The “Click Here” text should be “Click here for a Free Rock Your Life Discovery Session” and should be PINK and Mission Script and should maintain the same link to link to the Choose Appointment (anything Popup – Java: “javascript:AnythingPopup_OpenForm ("AnythingPopup_BoxContainer1", "AnythingPopup_BoxContainerBody1", "AnythingPopup_BoxContainerFooter1", "900", "600");”).

- after these 14 points have been addressed, it should look more like this (just an example, to illustrate what is suggested in these 14 points):

17 Here's what we might work on to *Rock Your Life* 18

19

- 1 Putting **more money** in your bank account. We can work to take your business to the **next level** or attract an awesome promotion if you work for someone else. 20 20b
- 2 Expanding your **reputation**. If you're already an established thought leader in your field, you and I will work together to broaden your reach so you can help even more people with kickass offerings. 21
- 3 Bringing **more purpose** into your life. People might see you as having it all, but you know there's even more good stuff waiting for you. I'll help you identify it and bring it to life. 22
- 4 **Balancing** your personal and professional life. You might be a business rock star, but can't seem to find the right partner, take that long awaited vacation, or just practice awesome self-care. Together, we'll leverage the success habits you've already established and apply them to other areas of your life. 23 24
- 5 Inviting some serious **fabulosity** into your life. If you want to have more FUN , I'm your gal. I've mastered manifesting and consciously creating fun, so I'll teach you how to do it too. 25 26
- 6 Attract more **romance, sensuality, and love**. Oooh! This one's so much fun for me. If you're looking for Mr. Right, Mrs. Right or you just want to have fun dating, we can map out a plan to make that happen. 27 28

29 If you want to *Rock Your Life*, let's talk!

30 Click here for a free *Rock Your Life Discovery Session* 29b