

Ready to stop doing all the things – and finally focus on the *right things* to grow your business, your way, over 12 spacious, supported months?



Project Bloom is a structured, highly supportive, and fully personalised programme designed to take you from stretched and scattered.....to running an aligned, profitable business that feels lighter, easier, and more you – through six focused, doable projects over the course of a year.

This isn't a course you have to squeeze into your already-packed schedule. It's a framework that fits around your life, with breathing space built in – so you can grow sustainably, without burning out.

You've already come a long way. When you take stock, there's plenty to be proud of:

- ✓ You know who your ideal clients are
- ✓ You've developed a tried-and-tested offer
- ✓ You've worked with great clients — and received glowing feedback
- ✓ You're earning a steady(ish) income from your business
- ✓ You've got a lead magnet, a mailing list, and a few thousand social followers
- ✓ You're posting and emailing (fairly) consistently

But here's the thing: you know you're not quite where you want to be.

Sales still feel hit-and-miss — like pushing through treacle. You're not sure if your messaging is really landing, or if you're attracting the right people at all.

You're already working more than you'd like. You do want to grow — but not by putting in even more hours. If anything, you're craving more space.

And while things are better than they were, you know you could be earning more — and you're excited about what that would unlock:

- ✨ More freedom to take time off, travel, or work less
- ✨ Buying a new car... or maybe even a new house
- ✨ Helping your kids out or saving for a more comfortable future

You've hit a plateau — but you're nowhere near done growing.

You don't need another course or a shiny new strategy.

You need someone to help you zoom out, make sense of what's working (and what's not), and guide you through a smarter, more streamlined plan for growth.

Project Bloom is that plan.

So you can scale your income, simplify your efforts, increase your impact — and finally build the business you know you're capable of.

You might have found yourself wondering if there's even a big enough market for what you offer.

But in my experience? That's rarely the problem.

(And if it is, I'll tell you — gently, honestly, and with ideas for what to do about it.)

What's much more likely is that one or more of these three things is off:

1. Your offer isn't quite hitting the spot

It may need refining — not a total overhaul, but some smart tweaks.

For example, maybe you're offering something deeper or more expensive than your audience thinks they want.

Or perhaps you're leading with what they "need" rather than what they're actively looking for.

2. Your messaging isn't clear or compelling enough

Your ideal clients might not fully understand what your offer is, who it's for, or what difference it will actually make.

They might scroll past — assuming it's not for them.

(When I helped one client nail this piece, she doubled her group programme enrolments — from 2 to 4 — almost overnight.)

3. You don't have enough of the right people in your audience — or you're losing them along the way

Maybe your audience has stopped growing, or it's just not full of right-fit leads.

Or maybe your funnel is more of a leaky bucket — you're putting in effort, but people drop off before they're ready to buy.

You need to identify how and why this is happening — and know what to do about it.

The truth is, you probably already know these issues are there.

What you don't have is a clear path to fix them.

You don't want to waste time experimenting with 15 new tactics or sinking more hours into one-off solutions.

You've tried a lot already — summits, challenges, YouTube, copywriters, branding experts... and while those things have helped, none of them have been the breakthrough you hoped for.

What you need now is something more joined-up.

Something that helps you align the core areas of your business — so you can stop guessing, stop patching, and start building something that actually works together.

Something that helps you turn all the work you've already done into something more streamlined, more scalable, and more satisfying.

That's exactly what **Project Bloom** is designed to do.



A strategic, spacious, and highly supportive 12-month process to take you from...

struggling to fully connect the dots

to a totally aligned business that feels easier, works better - and earns more.

What makes Project Bloom different?

This isn't a course to cram into the cracks of your day.

And it's not just another mastermind with great conversations but no clear direction.

Project Bloom is a 12-month business development experience designed specifically for language related business owners who want to grow sustainably, strategically, and with support.

- ★ It's structured enough to keep you moving forward...
- ★ Flexible enough to fit your life...
- ★ And personalised enough to meet you exactly where you are.

Six focused projects across the year

Roughly every 8 weeks, we begin a new project focused on a key area of your business. Each one is designed to help you make meaningful progress, one layer at a time.

You'll also have time to pause and catch your breath between projects, and we take August off completely.

HERE'S EXACTLY HOW IT WORKS

Each project follows the same powerful rhythm:

Watching Week

You'll get access to 4–5 short, focused video trainings (20–30 minutes each), exclusive to Project Bloom, that go deep into strategy and help you see how all the pieces of your business fit together.

Expect clarity, insight and plenty of lightbulb moments.

Weeks 1–6- The 'sprint'

In week 1, we meet for a group coaching session to clarify your focus for the project. The theme is the same for everyone, but your goals and actions will be fully tailored to your business, with input from me and your peers.

You'll map your intentions in a shared Google doc (your personal blueprint), and I'll check in on this and give you and further pointers or suggestions.

In week 4, we meet again to check in, troubleshoot any blocks and keep momentum going.

You'll also have a 1:1 session with me during the project, timed around your needs.

Then in week 6, we reflect using your blueprint. What have you achieved? What ideas have emerged for future growth? This is where real transformation begins to take root.

Why it works

This is not about adding more to your plate. It's about doing what matters most, in a way that's structured, spacious and actually gets done.

Each project builds on the last, creating a joined-up, sustainable strategy for your business.

And the truth is, this is the kind of work most people know they should be doing but never manage to prioritise.

They don't have the clarity.

They don't have the structure.

They don't have the support.

Project Bloom gives you all three.

So instead of piecing things together on your own, you'll make real, lasting progress — with a clear plan, a strong peer group and expert guidance every step of the way.

Project One: Optimize your offer

We begin with the foundation of a sustainable, scalable business: a strong, clear, results-driven offer.

In this first project, you'll sharpen, rework, or completely redesign your core offer - so that it not only fits your ideal clients perfectly, but also plays to your strengths, supports your income goals, and is easier to sell with confidence.

You'll get support to:

- Refine (or create) an offer that's aligned with your dream clients' most pressing needs and desires
- Make the transformation you offer crystal clear — no more underselling or vague messaging
- Explore pricing, structure, and naming to help your offer stand out and sell
- Align your offer with your bigger vision and values, so your business grows in a direction that feels right for you

You'll also use tools like the Offer Optimisation Checklist and your personalised Blueprint to translate clarity into action. And through peer feedback, 1:1 coaching, and real-time input, you'll leave this project knowing exactly what you're offering — and why it matters.

'The video content is fantastic. It really helps to understand the why behind everything we're doing. The coaching sessions are a super safe space where I feel completely at ease to share my struggles. It's keeping me accountable and spurring me into action.'

Lisa, current Project Bloom client

Project Two: Sell with more confidence and consistency

If Project One gave you a compelling offer, this project helps you actually sell it — with more clarity, confidence and consistency.

In this project, we explore what it really takes to convert interest into income - and how to do that in a way that feels strategic, manageable and aligned with who you are.

You'll start by understanding the buyer journey — why people don't buy straight away, and how to create messaging that gently moves them toward a "yes." Then you'll apply that insight to your sales process, including your sales page, emails, and even how you follow up with leads in the DMs.

But this isn't just about tactics. We also tackle the mindset blocks that so often hold people back – the fears around being pushy, pricing too high, or being judged – so you can show up more fully, and sell with integrity and ease.

You'll get support to:

- Identify and improve the key points where your current sales process is leaking leads or losing momentum
- Strengthen your sales messaging, including your sales page, sales emails, and CTAs
- Practise reaching out and following up in a way that builds trust, not pressure
- Handle objections and guide clients to the right decision – whether that's a yes or a no
- Unpack and challenge your own limiting beliefs around visibility, pricing, and selling

You'll also get individual feedback on your sales page, templates for email and DM conversations, and space to practise what feels uncomfortable – but necessary.

The goal here is not to turn you into a “salesperson.”

It's to help you create a sales system that works for you – one that brings in right-fit clients without overwork or overwhelm.

'I love the combination of getting together and having you there for advice as and when required, coupled with the independence. I think this course really does surpass expectations, as it goes into so much depth.'

Camilla, current Project Bloom client

After the first two projects I've got brilliant clarification on my offer, hugely improved copy (and design) for my website, my course price list and more focus on the promotional aspects. I have already made one sale for on a higher priced ticket item too. :)

Clare, current Project Bloom client

Project Three: Grow your audience, clarify your message

In this project, we focus on building an audience that actually wants to work with you — and making sure they truly understand what you're about.

You'll learn how to grow your visibility in ways that are strategic, sustainable, and aligned with your strengths — using long-form content like blogs, videos, newsletters, podcasts, talks, or collaborations. But we don't stop there.

We'll also help you clarify your point of view — the deeper message behind your work — so your content builds connection, not just visibility.

And you'll audit your funnel to uncover where leads are dropping off, then make practical tweaks that help more of your audience take the next step.

In this project, you'll get support to:

- Choose a long-form platform or visibility strategy that plays to your strengths
- Develop core content pillars and a clear point of view that your audience will remember and resonate with
- Map how your long-form content can feed your funnel — from visibility to lead magnet to client
- Fix the “leaks” in your funnel with better calls-to-action, clearer next steps, and more aligned lead magnets
- Get practical feedback on what's working and where to focus next

Whether you're starting from scratch or looking to optimise what you already have, this project is all about growing your audience with intention — and making sure the right people are moving closer to working with you.

'I was craving someone to tell me where I should put my energy because there is always so much that I could and should do but I don't know what or how to prioritise.

The input so far has been very useful and I really like the clarity with which you express things, and it's helped me understand more about how the whole thing can work together. Your comments have been insightful and perceptive as always and the programme has helped me finally feel like I know better who my ideal client is. As a result, I have already created, sold and delivered a short course to 8 teachers.'

Fiona, current Project Bloom client

Project Four: Transform subscribers into clients

In this project, we focus on what happens after someone signs up to your mailing list (or joins your online community), and how to turn that initial spark of interest into trust, engagement, and sales.

Most people treat their welcome sequence as a polite hello. But this is actually your best chance to show what you do, how you help, and why now might be the perfect time to work together.

We'll explore how to design a warm, intentional, and strategic nurture sequence that builds connection and gently invites action. You'll also look at how to keep that momentum going – whether your sales cycle is fast or slow – and how to craft sales sequences that convert, using different strategies, building authority, connection, and (ethically) using psychological triggers such as curiosity and FOMO.

In this project, you'll get support to:

- Write or refine your welcome sequence so it builds trust and gently offers next steps
- Create engaging nurture content that deepens belief in your approach
- Use behaviour (clicks, replies, opens) to segment and follow up more strategically
- Set up simple automations or workflows on the platform that fits your business
- Craft targeted sales sequences that feel aligned – not pushy

This is about turning quiet subscribers into curious, engaged potential clients - and making sure that the effort you've already put into building an audience actually pays off. Because when your nurture and sales systems are doing their job, the right people don't just hang around... they lean in, take action, and say yes.

'I wasn't expecting to learn so much new stuff or change so much of what I was doing. I feel like I could easily and happily go back through all the content and still feel it was fresh and useful and that would make a good base for the things I've not done yet that came up.'

Nicola, current Project Bloom client

Project Five: Create Content That Converts

In this project, we focus on short-form content – the kind that shows up in your audience's feed and nudges them one step closer to working with you.

By this stage, many of your followers already know who you are. So it's less about grabbing attention, and more about building trust, reinforcing your message, and prompting action.

You'll learn how to plan and repurpose content with more ease, adapt your long-form ideas into high-impact posts, and use short-form video and simple paid ads to extend your reach – without burning out.

In this project, you'll get support to:

- Clarify what your short-form content is really for – and who it's speaking to
- Plan content that moves warm leads toward your offer
- Repurpose long-form content into scroll-stopping posts and reels
- Explore simple ad strategies to grow your list or visibility
- Build a realistic system for showing up consistently without the content grind

By the end of this project, you'll have a content strategy that fits your business, your audience, and your energy – plus the tools to keep showing up with confidence and ease.

'It's kicked me into action. I have been a lot more proactive connecting with people and I now have a new client starting very soon and a few in the wings. This new client has purchased my 'freedom to communicate' course at the higher price of £669, which demonstrates I can charge more.'

Camilla, current Project Bloom client

'I'd highly recommend it to someone who needs a bit more clarity on what they're doing and help in identifying the areas that need attention and why. It's nice to have your eyes on what we're doing and the ongoing feedback saves a lot of time and procrastination.'

Lisa, current Project Bloom client

Project Six: Focus on What Matters

You've done the deep work - refining your offers, strengthening your visibility, building your systems. Now it's time to step back, simplify, and make it all more sustainable.

Because having a more successful business shouldn't mean working harder than ever. In this final project, you'll review everything you've built and identify what's actually moving the needle, and what's just taking up space.

We'll work together to streamline your systems, reduce unnecessary work, and create smarter structures for the future – including automation, delegation, and decision-making frameworks that free up your time and energy.

In this project, you'll get support to:

- Audit where your time is currently going – and what's giving the best return
- Identify tasks and commitments that can be simplified, dropped, or delegated
- Set up or strengthen systems and automations (e.g. onboarding, email sequences, scheduling, content workflows)
- Explore when and how to start building a support team – whether that's a VA, OBM, podcast editor, or tech support
- Create a sustainable weekly or monthly rhythm that protects your time while keeping things running smoothly
- Define your own version of “enough” – and map how to keep growing without overworking

By the end of this project, you'll have made tangible changes that reduce your workload and protect your energy – and a clear plan for how to stay focused on what really matters as you move forward.

If you feel like you're stuck and not making the progress you need to, this course really can help. The training is extremely comprehensive, and it's brilliant being able to ask questions rather than sit by yourself going around in circles. Also really helpful to read the questions other people are asking, as you can get inspiration and ideas from them.

My expectations of this course in terms of training material and support were very high, and my expectations have been met!

Genny, current Project Bloom client

What you choose to focus on in each project will be tailored to your business. We'll decide that together – so you're not doing everything, just the right things for where you are now.

You'll probably come away with more ideas than you can implement immediately - and that's a good thing.

Because by the end of Project Bloom, you won't just have made real, measurable progress... you'll feel clear, confident, and fully in charge of how your business continues to grow.



Project Bloom is something really different- it brings together the best of a mastermind, a high-level course, and 1:1 business coaching — all in one carefully designed programme.

You'll be part of a small, intimate group of no more than 8 experienced language professionals — no beginners, no fluff, just thoughtful, ambitious people at a similar stage of business. The peer support is consistently cited as one of the most valued parts of the programme: collaborative, energising, and genuinely helpful.

You'll also get:

- A clear, structured, but fully tailored pathway through six strategic projects
- Six 1:1 coaching sessions with me to work on your business at a deep, individual level
- Twelve 90-minute group coaching sessions across the year
- A shared Google doc (your personal blueprint) to stay focused and track your progress
- A private Slack space for day-to-day support, encouragement, and connection
- A library of in-depth trainings that go far beyond surface-level advice — these are strategy-rich sessions created specifically for this programme, and designed to shift your thinking as well as your results

You won't find this combination of high-touch support, strategic depth, and peer connection anywhere else — especially not at this price.

So how much is it?

The investment for Project Bloom is £5,985, payable in 15 monthly instalments of £399 (If you join early, you'll have the option to spread payments over an even longer period.)

Can you guarantee my ROI?

No honest coach can guarantee your exact financial return - but what I can say is this: By the end of the second project alone, most participants in the current (first) programme have already made new sales or booked new clients. For some, that's a few hundred pounds; for others, it's more - and that's just the start.

If you create or refine an offer at £500-£1,000 (and most people do), you'd only need to sell that 6 to 12 times in total to recoup your full investment — and you'll be building a business that can keep delivering results long after the programme ends.

This is about consistent, cumulative growth, and setting up your business to be simpler, more scalable, and more profitable for the long term.

❤️ The 'Love it or Leave it' Guarantee

I want you to feel good about your decision — not pressured.

That's why I offer a 'Love it or Leave it' guarantee. If, after the first two projects, you feel Project Bloom isn't the right fit or hasn't met your expectations, you're free to step away. You'll only be responsible for the first five payments (covering the first third of the programme). No questions asked.

PLANNED PROJECT DATES

WATCHING WEEK + SIX WEEK SPRINTS

OCT

S	M	T	W	T	F	S
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30	31	1

NOV

S	M	T	W	T	F	S
	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DEC

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JAN

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEB

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MAR

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APR

S	M	T	W	T	F	S
				1	2	3
						4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUN

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JUL

S	M	T	W	T	F	S
				1	2	3
4						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUG

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEP

S	M	T	W	T	F	S
						1
						2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCT

S	M	T	W	T	F	S
						1
						2
						3
4	5	6	7	8	9	10
11	12	13	14	15	16	17

Each colour block is one of the six projects, with the gradient weeks being ‘watching weeks’ before we officially start each sprint.

Group coaching calls will usually be in weeks 1 and 4 of each project. Time and day TBC, but likely to be Tuesday pm or Wednesday am or pm. I can potentially work round the first few people to sign up.

1-2-1 coaching appointments are to be arranged at a mutually convenient time during the six weeks.

FAQs

How much time will this take each week?

That depends on how you approach each project. For example, starting a YouTube channel will take more time than tweaking your welcome sequence or updating a sales page.

That said, most participants find that 4–5 hours per week is a realistic average — and honestly, that's time you should be spending on business development anyway.

The difference here is that you'll be spending that time on the right things, with the support, structure and accountability to actually follow through.

We also take planned breaks — including all of August — so you'll have breathing space built in.

Do I have to share my finances with you in the Google Doc?

No — but it can really help.

You'll have your own private Google Doc, shared only with me. While I don't need access to every detail, having a rough idea of your current business income helps me support you more effectively — for example, by identifying where you could raise prices, adjust your offer mix, or improve conversions.

That said, if there's anything you'd rather keep private, that's absolutely fine. It's your business, and your comfort comes first.

Can I just do one or two of the projects?

It's tempting to cherry-pick the areas that feel most urgent. But in my experience, that's often what keeps people stuck.

One area of your business might look like the problem — but often, the real issue is upstream or downstream from where you're focusing.

For example:

You might think your content isn't landing — but it's actually your offer that needs work (Project One)

Or your emails aren't converting — but your messaging is unclear (Project Four)

Or you're showing up consistently — but your funnel is leaking leads (Project Three)

That's why Project Bloom is designed as a complete system. All six projects work together — and skipping one can leave the others less effective.

That said, I completely understand that it's a significant investment of time and money. That's why I offer the Love it or Leave it guarantee. If, by the end of the second project, you don't feel the programme is making a real difference, you're free to walk away — and only pay for the first third of the programme.

Why is it priced at £5,985? (15 x £399)

Project Bloom offers a rare level of personal support, strategy and structure — over a full year.

You'll get:

- Six 1:1 coaching sessions with me
- A small, carefully selected group of no more than 8 participants
- Twelve 90-minute group coaching calls
- Personal feedback, deep strategy, and ongoing day-to-day support
- A results-focused curriculum including high level strategies and insights designed to help you build a simpler, more profitable business that genuinely fits you

At the moment, I don't offer any long-term 1:1 coaching — and this is the only way to work with me at this depth.

Programmes with this level of personal attention, coaching and structure usually cost two or three times this amount. I've priced it carefully to reflect the value, while keeping it accessible to the right people (It's actually a similar price point to Designed to Flourish)

Will you make your money back in the first year? If you do the work, that's absolutely possible — many current participants on the first run of this programme are already seeing early results. But this isn't about overnight wins. It's about building a business that delivers consistent income and real sustainability over time.

And of course, if you don't feel it's delivering, you have the Love it or Leave it guarantee.

Will you be running this again soon?

Not immediately, no. I won't be running more than one — possibly two — cohorts per year. That means if you don't join now, the next opportunity will be at least 6–12 months away.

The price may go up next time, depending on capacity and demand, but even if it doesn't, this is the moment when you could be actively building that momentum, instead of waiting and staying stuck.

If this feels like the support you've been looking for, now's a great time to say yes. And if you're not sure, I'm happy to have a no-pressure chat about whether it's a good fit.

Is this just for language teachers?

Not at all.

While many of my clients are freelance language professionals with a specific niche, others work in related areas as teacher trainers or coaches, or membership owners, or selling related services such as copywriting.

If you're running an education-related or service-based business — and you're looking for a more strategic, sustainable way to grow — Project Bloom could absolutely be for you.

Should I join Designed to Flourish instead?

That's a great question.

Designed to Flourish isn't just for beginners - around 50% of clients already have a business, but they still need to work on putting all the systems in place to create consistent right-fit clients.

Project Bloom is for you if you already have those pieces in place.

You know who your ideal clients are. You've worked with them. You've got offers, content, a mailing list, maybe even a funnel - but it's not all working together yet in a way that feels sustainable or scalable.

You need clarity, strategy, and smart support to help you make it all work better - with less effort and more ease.

If you're not sure which is the right fit, or whether now is the right time, let's talk. I'll ask a few questions, give you my honest view, and help you figure out your next best step.

What if I think it may be for me- but I'm still not sure?

That's completely normal.

Saying yes to something like this often brings up doubts - about timing, money, whether you're really ready. But in my experience, the fact that you're even considering this kind of support usually means you're further along than you think.

Here's what I'd suggest:

If you're feeling pulled toward Project Bloom but aren't quite ready to commit, let's talk.

No pressure, no hard sell - just an honest conversation about where you are, where you want to go, and whether this programme can help you get there.

And remember: you're not locked in. If you join and realise after the first two projects that it's not the right fit, you can step away under the Love it or Leave it guarantee.

This is about building a business that actually works for you - not forcing yourself into something that doesn't.

Ready to explore whether Project Bloom is right for you?

If this feels like it could be the support you've been looking for - or if you're just a little bit curious - send me a message and let's have a conversation.

No pressure, no push - just an honest chat about where you are, where you want to go, and whether this programme can help you get there.

I'll only recommend joining if I truly believe it's the right fit.