

## 2023 Coaching Biz Growth Lab – Monthly Theme Focus

(as of 11.17.22)



Ready to take your business to the next level, whether you are starting or scaling, with consistent bi-weekly focus for you to work ON your business.?

The Coaching Biz Growth Lab is geared for coaches who want to focus strategically on moving their business ahead, *one step at a time*. The program includes two group coaching calls each month.

Each month you'll also receive a new monthly article, and template to support you in your business growth, plus access to the past calls since 2018.

Quarterly special events include Get It Done Days, Design Sprints, and invitations to Jennifer's 5 Day Challenges. You'll also be assigned a peer partner for the program. Calls are held on the 1<sup>st</sup> and 3<sup>rd</sup> Fridays of the month from 1140 - 1220 pm ET.

### 2023 Call Schedule

Month	Theme	Additional Events/Supports	Article and Template
January	December 31st at 12 noon ET – Start of year kick off and setting intentions for 2023! Vision and Key Focus areas	Coaching Business Builder Copy  Get It Done Day – Thursday January 26 (1-5 pm ET)	9 Areas of Entrepreneurial Success Vision and Values  Business Mix
	January 6 – 9 Areas of Entrepreneurial Success – Focus for 2023		
	January 30 – Business mix – What you are offering in 2023? (Macro and Micro)		
February	Feb 3 –Who Do You Serve? Your Avatar Map. What they need	Program/Product Design HAcK	Template  Your “Top 100” Team
	Feb 17 – Supports for Growth – Team, Resources, Learning, Relationships and Networks		
March	March 3 – Brand and Visibility	End of Quarter Review and Planning Session	Branding Worksheet  The Iceberg
	March 17 – You as an Entrepreneur		
April	April 14** – Your Key Message – Your Platform -Books, Body of Work, Signature Program.	Invite to Get it Done Day (Virtual) – April 27 – 1-4 pm ET	Signature Programs  Product Design Worksheet
	April 21 - Getting the Word Out – Your Message		
May	May 5 – Getting the Word Out – Alliances, Team and Partners	Program Design Hack	Challenges Checklist  Challenges Article
	May 19 – Getting the Word Out – Challenges and Video		
June	June 2 - Gearing up for your Summer Project and Mid-year Metrics Check	End of Q2/Mid-year Checkpoint	Summer Project Planner  Mid-year check-in
	June 16 – Open Space		
July	July 7 – Content Creation in 15 minutes a day	Get It Done Day! – July 27 2022 – 1 -4pm ET	Content tracker  Creating Content Consistently Article
	July 21 - Messy Middle Call/Projects		
August	August 3 – Gearing up for fall visibility and marketing	Marketing Planner for Fall 2023	Marketing Strategy

	<b>August 17 - Renewal</b>		
<b>September</b>	<b>September 8 - Fall Routine – You, your team, routines and wow!</b> <b>September 21 - Project Management</b>	<b>Quarterly Review Session – end of Q 3</b>	<b>Project Management</b>
<b>October</b>	<b>October 6- Back to Basics</b> <b>October 20 – Key Marketing and Promo</b>	<b>Design Sprint</b>	<b>Marketing Tool</b>
<b>November</b>	<b>Nov 3 – Open Space</b> <b>November 17 – 2024 Vision Session</b>	<b>Prepping for Black Friday/Year End Marketing Efforts</b>	<b>Vision Session</b>
<b>December</b>	<b>December 1- Wrapping up strong!</b> <b>December 15 - A Year in Review</b>	<b>Get It Done Day! – December 20 – 1-4 pm ET</b>	<b>Year in Review</b>

**Past Calls you can access as part of your annual membership. You can access CGBL calls from the kick off on April 1 2018 to present including:**

**Business Foundations and Ecosystem part 1 of 2 (Vision and Values)**

**Business Foundation and Eco-system part 2 (SWOT and Strengths)**

**Q 3 Business Planning**

**What’s on offer? Your Business Funnel**

**Finding and Amplifying Your Voice - Content Creation**

**Program Design 101**

**Getting Back to Work – Habits and Systems**

**Beliefs and Accelerators**

**Relationships and Networks – part 1**

**Planning for Next Year**

**Relationships and Networks – part 2**

**The Year in Review**

**Stocktaking, Renewal and getting ready for 2019!**

**2019 Kick off – Intentions and**

**Aspirations**

**2019 Milestones and Client outreach**

**Collaboration**

**Communities – Facebook and Instagram**

**Videos**

**Q 2 Planning**

**Gearing up for Spring**

**Time Management and**

**Priorities**

**Content Creation**

**2020 Vision, Goals and Working session**

**Inner Work – Revisiting Your Iceberg**

**Collaboration –Expanding Your Base + Community Building – Groups (strategies, tactics using Mighty Networks, Facebook etc)**

**Branding for Your Business (Revisiting your avatar)**

**Signature Programs and Your Body of Work (Program Design Foundations)**

**What’s Your Message?**

**Podcasting in the Spotlight – Dos, Don’ts etc.**

**Content Planning in 15 minutes a day!(podcasting, blogging, Instagram)**

**Speaking and Presentations That Get Attention!**

**Magnifying your message – Video/Audio Production**

**Gearing up for your Summer Project and Mid-year Metrics Check**

**Reducing Digital Distractions (and other time management tips)**

**Systems Check**

**Messy Middle Call/Projects**

**Prepping For Fall**

**Back to Work and Back To School. Topics to be finalized with group**

**Q 4 – The Last Mile and topics to be finalized with group**

**Planning focus and topics to be finalized with group**

**Year-end**