

ESCAPE THE 9-5
— AND LIVE THE —
BOSS BABE
Lifestyle



THIS TRAINING IS FOR YOU IF..

- ▶ **You want to leave your current job But aren't sure how**
- ▶ **You're sick of working for someone else and want to call the shots in your own life**
- ▶ **You dream of being an entrepreneur but aren't sure where to start**



THIS TRAINING IS *NOT* FOR YOU IF...

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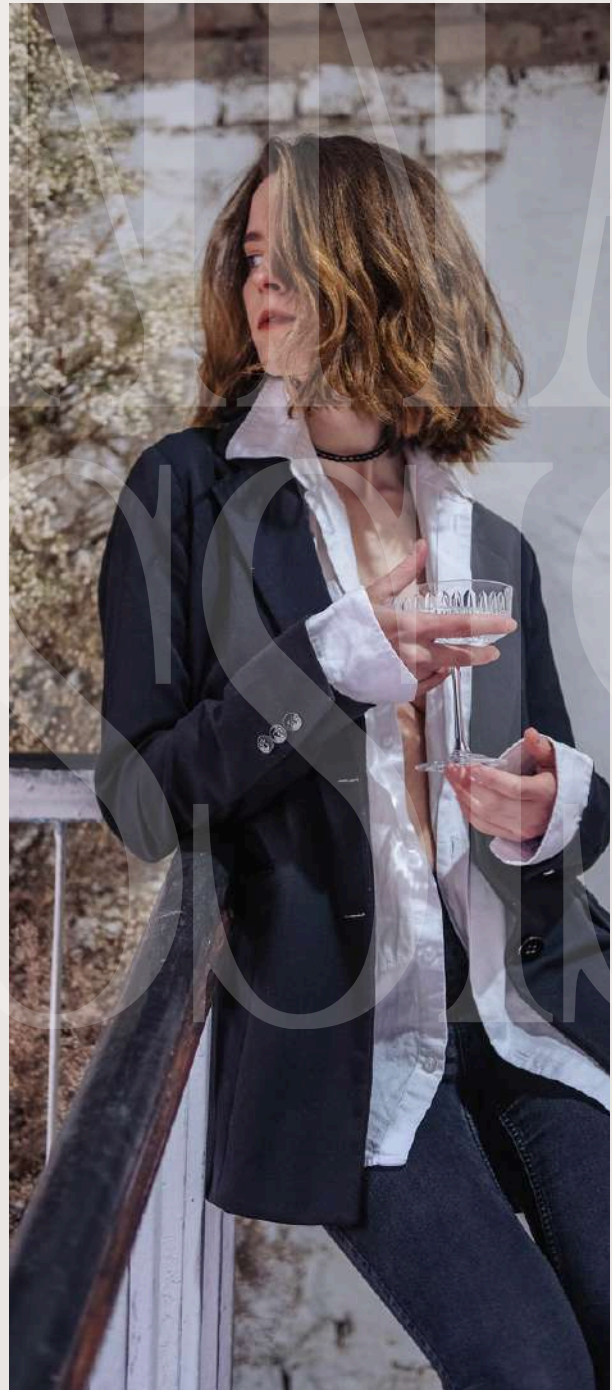
YOU'RE GOING TO LEARN...

▶ **The TOP 3 Mistakes that keep you stuck in the corporate nightmare**

▶ **Why you're dragging your feet on starting your own biz, even though it's your dream!**

▶ **What to do instead that WILL help you become your own boss**

▶ **My step-by-step framework on how to become your own boss and build a sustainable business**



HEY I'M TYANNA,

After winning the 'coolest job in the world' and working alongside one of Australia's most successful young entrepreneurs, I made the decision to branch out and start something of my own.

I now run my own business and have taken full control of my life. But don't get me wrong, I still work two jobs to keep everything moving forward.

*But it wasn't always
this way...*

A few years ago, I was stuck in a place where I felt disconnected from my passions. I was over \$30,000 in debt and completely unsure of where my life was headed, especially as I approached my 30s.

Then, I was unexpectedly made redundant. That moment pushed me to take a hard look at where I was and make the choice to create the life I wanted.

*It's what led me to become my
own boss—and now, I want to
help you do the same.*





*That is why, today, I'm
passionate about
helping women take
control of their lives
and become their own
boss without the
same pain & struggle
I went through.*

LET'S TALK *MISTAKES*...

Specifically, the TOP 3 MISTAKES that keep you at your shitty job.

And WHY they're keeping you from living your Dream Life!



FIRST MISTAKE

TOO MANY IDEAS, NOT ENOUGH ACTION

You have a lot of ideas but never take any actions towards making them work.

You want to try starting a business as a 'side hustle' but don't prioritize your time correctly so you 'never have time.'

You have zero ideas where to start, watch countless YouTube videos and take too many free courses but never take the leap.



WHAT HAPPENS WHEN YOU KEEP MAKING THIS MISTAKE?

- ▶ **You waste time and someone else beats you to the punch**
- ▶ **Your mental health suffers and you feel like you'll never be good enough**
- ▶ **You waste your money on non-essentials and never get to the heart of what you need**



WHEN TO *STOP* MAKING THIS MISTAKE...

- ▶ **You'll stop being immobilized by fear and take the actions you need in order to succeed!**
- ▶ **You'll feel more in tune with yourself and confidence will grow**
- ▶ **You'll know the essential things that need to be done for your business to succeed.**



MISTAKE 2

NOT KNOWING YOUR 'WHY'

If someone asked you why you want to become your own boss you wouldn't be able to give them a clear answer besides 'I hate my job.'

You get distracted by too many different ideas and can't pick one to start.

If you do pick an idea and actually start something, you lose interest because you don't have a clear purpose to keep you going.



HOW THIS MISTAKE IS AFFECTING YOUR SUCCESS...

AND KEEPING YOU FROM YOUR DREAM LIFE

- ▶ **You have no inner compass keeping you on track when things get hard**
- ▶ **You can't envision what your success looks like and what it means to you**
- ▶ **You have no specific goals so you feel like you never achieve anything**



WHEN YOU KNOW YOUR WHY...

- ▶ **You are able to create specific and achievable goals**
- ▶ **You become laser-focused and know your purpose**
- ▶ **You don't care what anyone thinks and start prioritizing your happiness!**



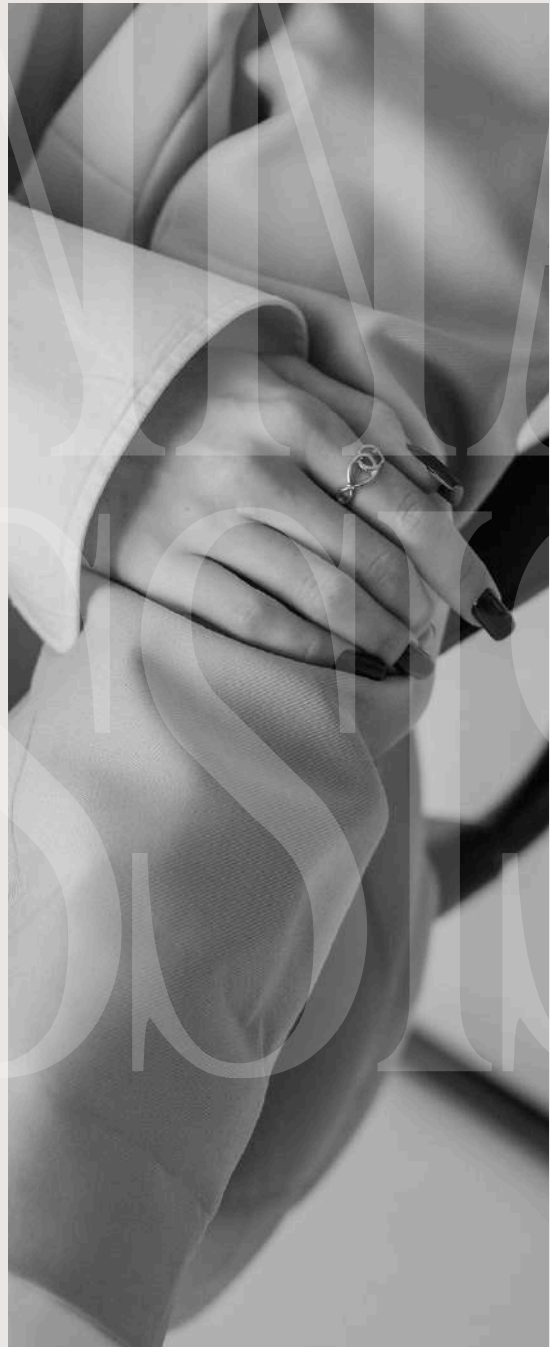
MISTAKE 3

YOU THINK YOU SHOULD BE ABLE TO DO IT ALL ALONE

You feel like a failure when you can't find time to do absolutely everything

You wonder what's wrong with you when you can't figure something out that other people make look easy

Even when people offer their help, you turn it down because you should be able to do it yourself



WHAT HAPPENS WHEN YOU KEEP MAKING THIS MISTAKE?

- ▶ **You waste time trying to learn how to do everything yourself**
- ▶ **You get overwhelmed and tell yourself you're a failure**
- ▶ **You give up because it's all too hard**



WHEN YOU SEEK AND ACCEPT HELP...

- ▶ **You'll find time to take care of yourself and recharge**
- ▶ **You'll become the boss of delegating and getting shit done**
- ▶ **You'll become your own boss and start going after your dream life**





At this point you're probably wondering...

'Okay Tyanna, I know what I need to STOP doing. But what do I do instead?'

I HEAR YOU!



INTRODUCING...

THE BOSS BABE FRAMEWORK

The 6 Step Method to going
after the life you want and
becoming your own boss!



THE 6 STEPS ARE...

01

Clarify Your WHY

I can't stress enough how important this is! Without this, the other steps are useless!

02

Choose Your NICHE

Once you know you're why, it's much easier to choose one idea and stick to it.

03

Build the right MINDSET

Having the right mindset is crazy important! Without it, you WILL fail.

04

Select your TARGET MARKET

Marketing to everyone is a sure fire way to ensure you market to no one.

05

Build your BRAND

Learning what makes you stand out and flaunting it!

06

THINK AHEAD!

Having a plan of attack and executing it will set you up for success.

STEP 1: CLARIFY YOUR WHY

WHY IT'S IMPORTANT

▶ **It keeps you focused when things get hard**

▶ **Reminds you what's important when things get complicated**

▶ **It gives purpose to everything you do**



STEP 1: CLARIFY YOUR WHY

WHEN YOU HAVE A CLEAR WHY...

- The next steps become clearer & you start to own your life!
- You start kicking goals left, right & centre!
- The things that knock other people out of the
- race only make you STRONGER

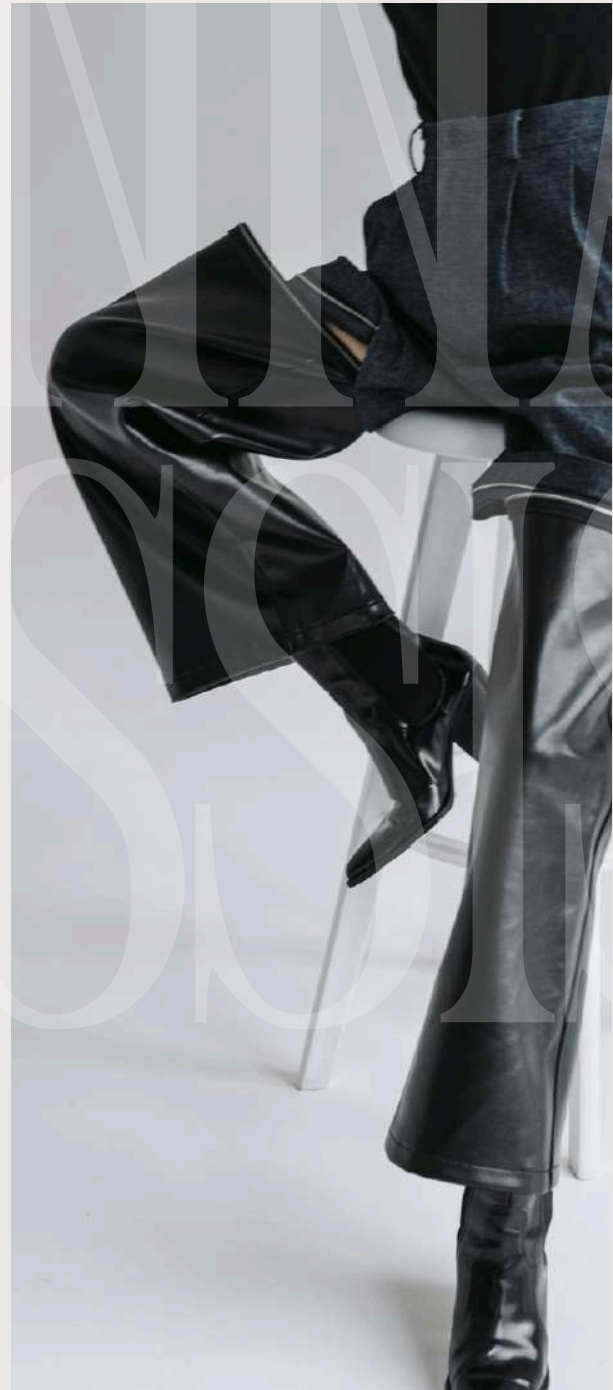
STEP 1: CLARIFY YOUR WHY

PEOPLE SKIP THIS STEP BECAUSE...

They think it's hyped up psuedo advice

They don't want to do the deep inner work that it requires

They're in their comfort zone and aren't ready to admit they're not happy with their life



STEP 2: CHOOSE YOUR NICHE

Choosing your niche is about getting clear on what you do by...

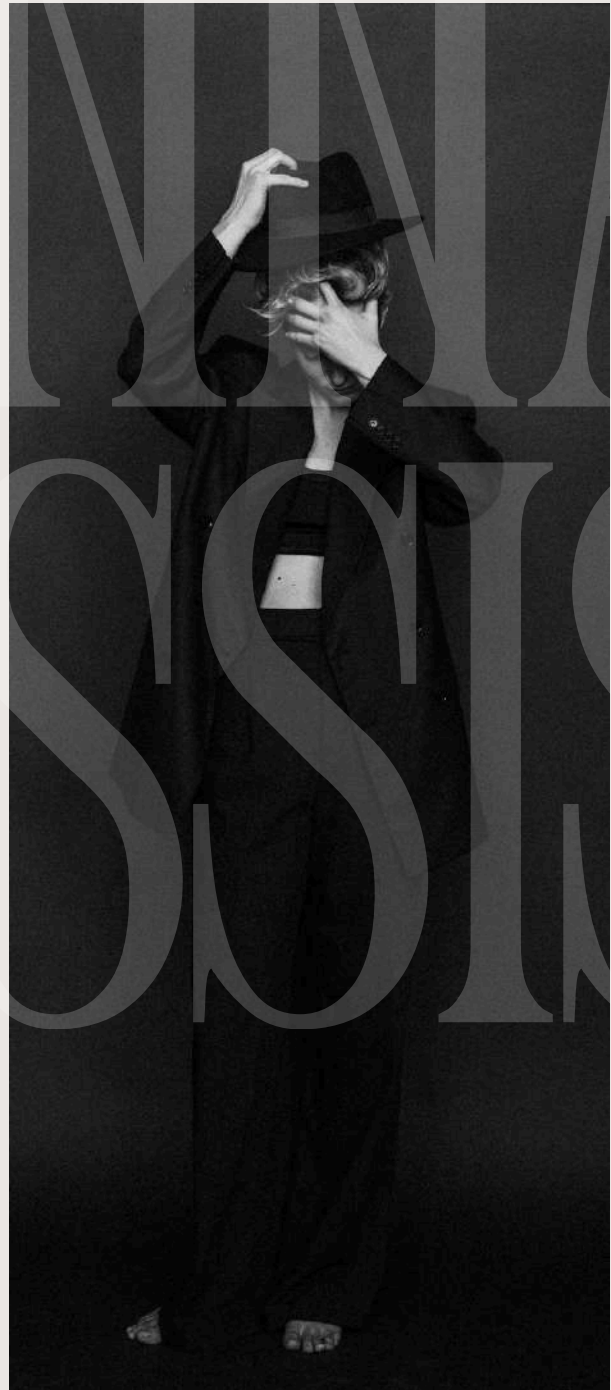
- ▶ **Figuring out your zone of genius**
- ▶ **Building a solid foundation for success**
- ▶ **Getting paid to do what you love**



STEP 2: CHOOSE YOUR NICHE

WHY IT'S IMPORTANT

- ▶ **It gives you an actionable place to start**
- ▶ **Makes it easier to find your target audience (we'll talk more about this soon)**
- ▶ **Keeps the overwhelm at bay by giving you a space to operate in**



STEP 2: CHOOSE YOUR NICHE

WHEN YOU HAVE A CLEAR NICHE...

- You no longer feel overwhelmed by all the options
- You know exactly who you serve & can market directly to them
- You stop feeling like you're competing with everyone and can focus on your closest competitors

STEP 2: CHOOSE YOUR NICHE

PEOPLE SKIP THIS STEP BECAUSE...

They want to keep all their options open

They have a scarcity mindset and are worried they won't be enough

They're in their comfort zone and aren't ready to admit they're not happy with their life



STEP 3: BUILD THE RIGHT MINDSET

Having the right mindset is all about...

REALLY believing
you can succeed

Thinking like a **BOSS**
instead of like an
employee

Keeping it cool when
shits hits the fan



STEP 3: BUILD THE RIGHT MINDSET

WHY IT'S IMPORTANT

The right mindset helps you see mistakes as learning opportunities

It helps you build the right balance between life and work

It reminds you that YOU'RE in control of your own life



STEP 3: BUILD THE RIGHT MINDSET

WHEN YOU HAVE THE RIGHT MINDSET...

- You stop letting imposter syndrome hold you back
- You believe that you can do anything you set your mind to!
- You become **FOCUSED** on becoming the **BOSS!**

STEP 3: BUILD THE RIGHT MINDSET

PEOPLE SKIP THIS STEP BECAUSE...

**It's hard to admit
that your thoughts
don't control you**

**They don't think that
their mindset makes
any difference to
their success**

**They don't know how
to change their
mindset**



STEP 4: SELECT YOUR TARGET MARKET

Selecting your target market is not as simple as...

Saying that you target women or Mums

Choosing an age range

Selecting them then not doing about it



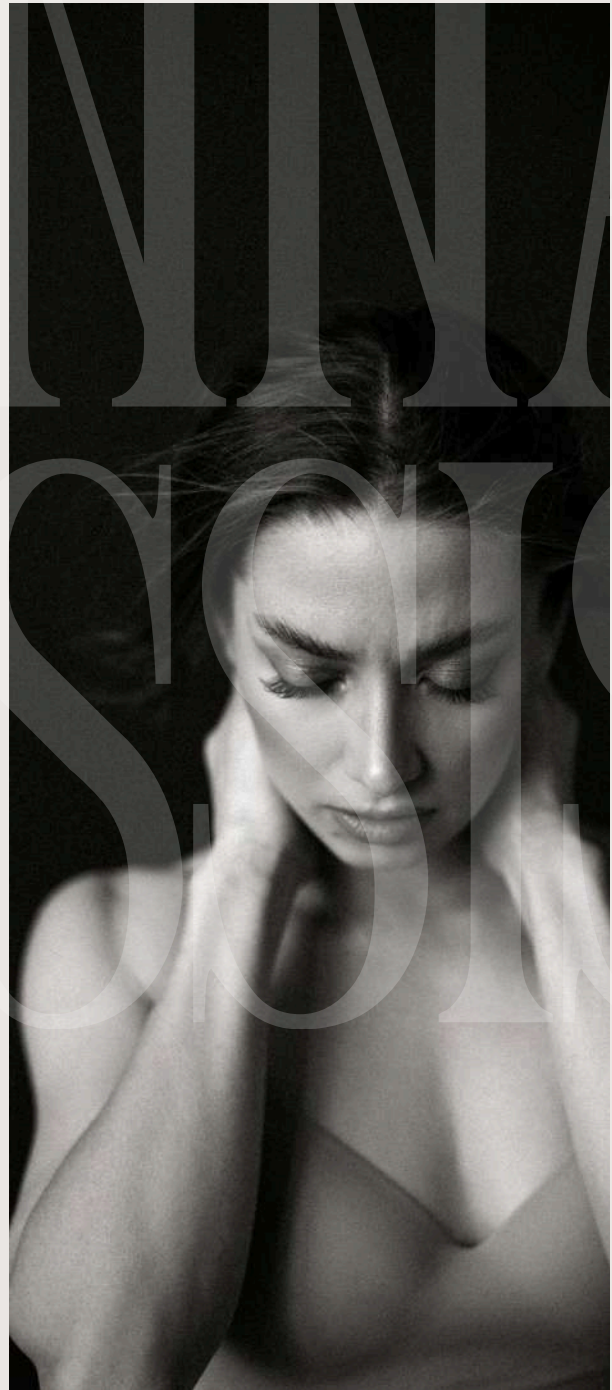
STEP 4: SELECT YOUR TARGET MARKET

WHAT IT'S REALLY ABOUT

Finding a gap in the market the NEEDS what you offer

Researching who needs what you offer & learning everything you can about them

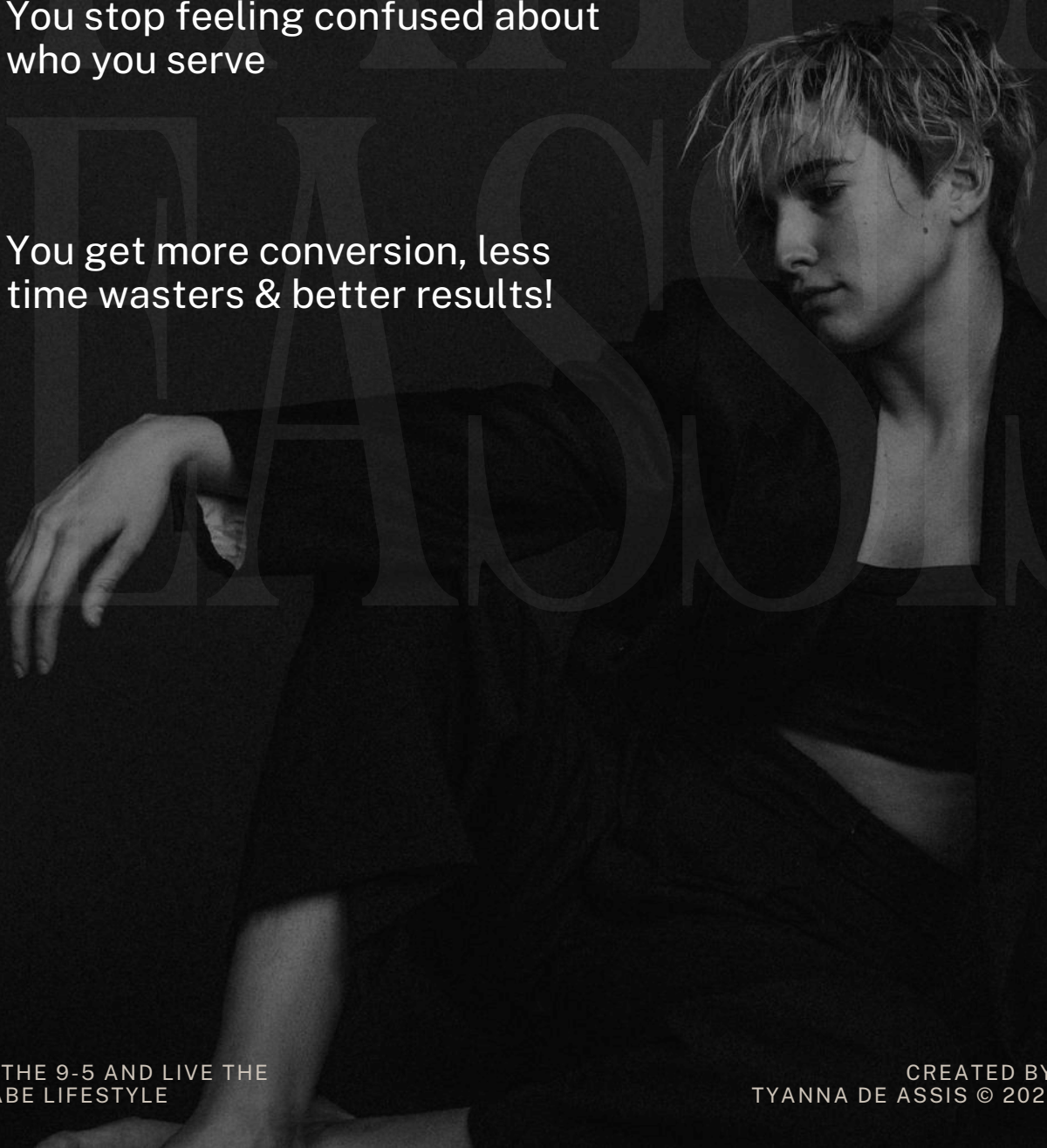
Creating targeted messaging that converts



STEP 4: SELECT YOUR TARGET MARKET

WHEN YOU KNOW YOUR TARGET MARKET...

- You know how to help your audience and make more sales
- You stop feeling confused about who you serve
- You get more conversion, less time wasters & better results!



STEP 4: SELECT YOUR TARGET MARKET

PEOPLE SKIP THIS STEP BECAUSE...

They don't want to put in the time to research and learn about their audience

They think that what they do is just for everybody

They're not specific enough in what they offer, so they don't know who it would appeal to



STEP 5: BUILD YOUR BRAND

Building your brand is about...

More than just pretty colours and a logo

Knowing how you want to be perceived and creating messaging that reflects that

Staying consistent and keeping your audience in the loop



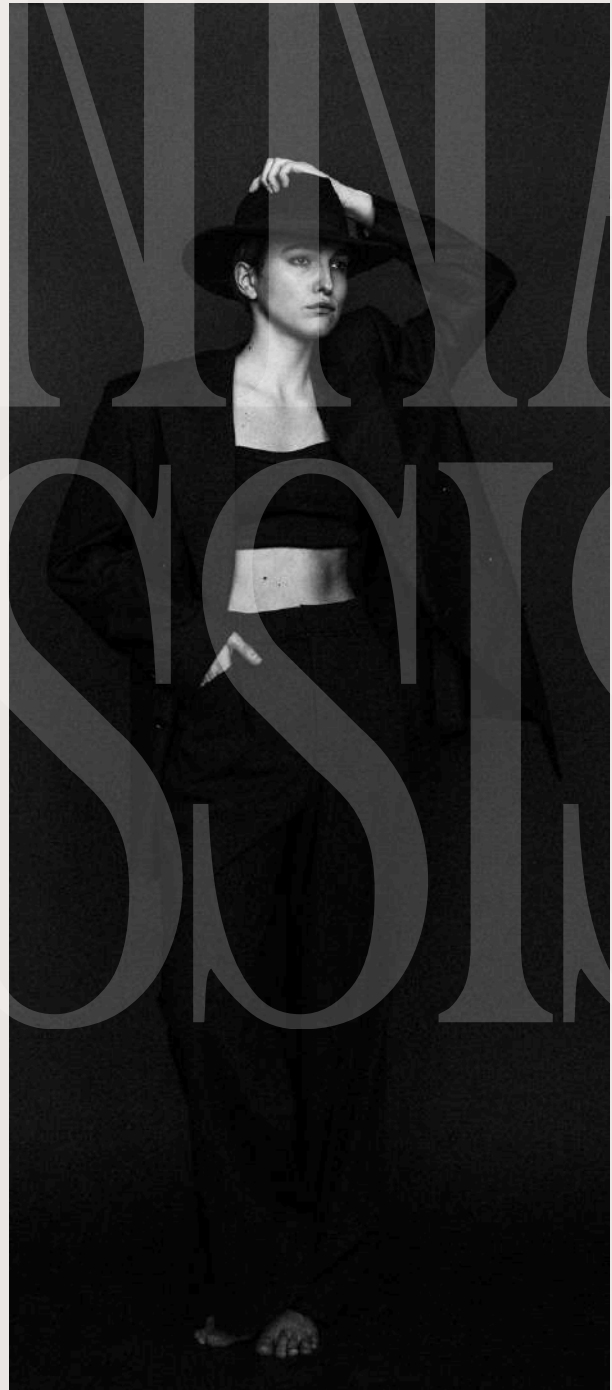
STEP 5: BUILD YOUR BRAND

WHAT IT'S REALLY ABOUT

**Understanding what
appeals to your
target market**

**Being authentic to
you and your values**

**Creating imagery
and messaging that
is recognisable as
yours**



STEP 5: BUILD YOUR BRAND

WHEN YOU BUILD YOUR BRAND CORRECTLY...

- You build a business that clearly reflects you and your values
- You attract your ideal clients because you've kept them in mind
- You are in tune with what you're doing and can keep scaling beyond your dreams

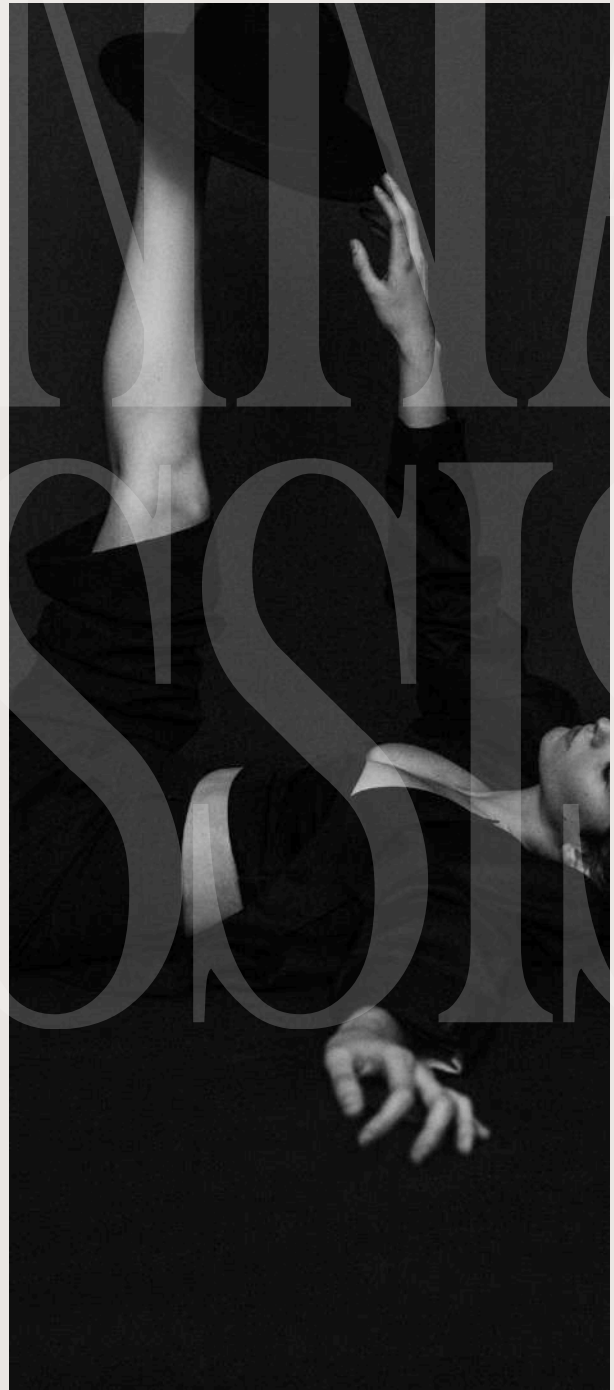
STEP 5: BUILD YOUR BRAND

PEOPLE SKIP THIS STEP BECAUSE...

They don't know how to put together a brand strategy

They get overwhelmed by the small details and give up

They have skipped steps 1 through 4!



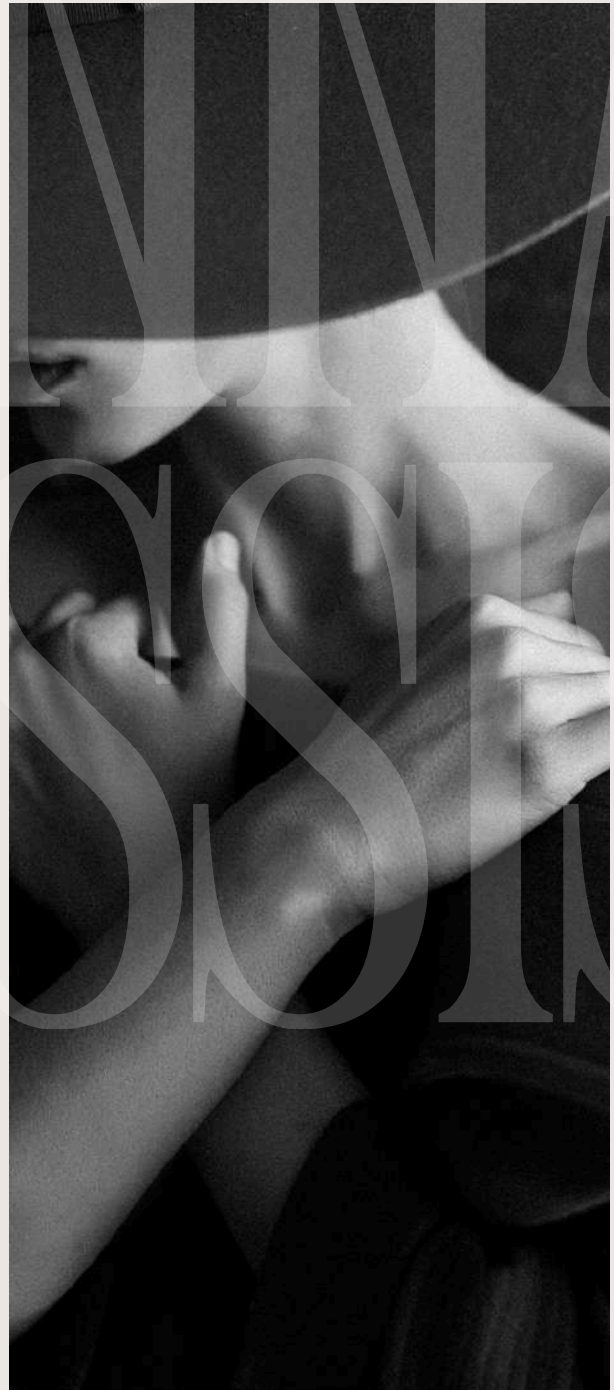
STEP 6: THINK AHEAD!

Planning ahead isn't just about your social media...

It's about knowing what you want to achieve with your business beyond your income goals

Thinking about the scalability and longevity of your business

Playing the long game



STEP 6: THINK AHEAD!

WHY IT'S IMPORTANT

**Most businesses fail
in the first 5 years,
even less make it
past 10**

**Thinking ahead
means you never
lose momentum &
stay ahead of market
trends**

**A plan and long term
goals set you up for
success & stop you
being another
statistic**



STEP 6: THINK AHEAD!

WHEN YOU THINK AHEAD...

- You can predict upcoming market trends & get ahead
- You know exactly sweat it! what you need to do to go after your dream life and become your own boss!
- You are prepared for things to NOT go to plan & don't You know exactly sweat it!

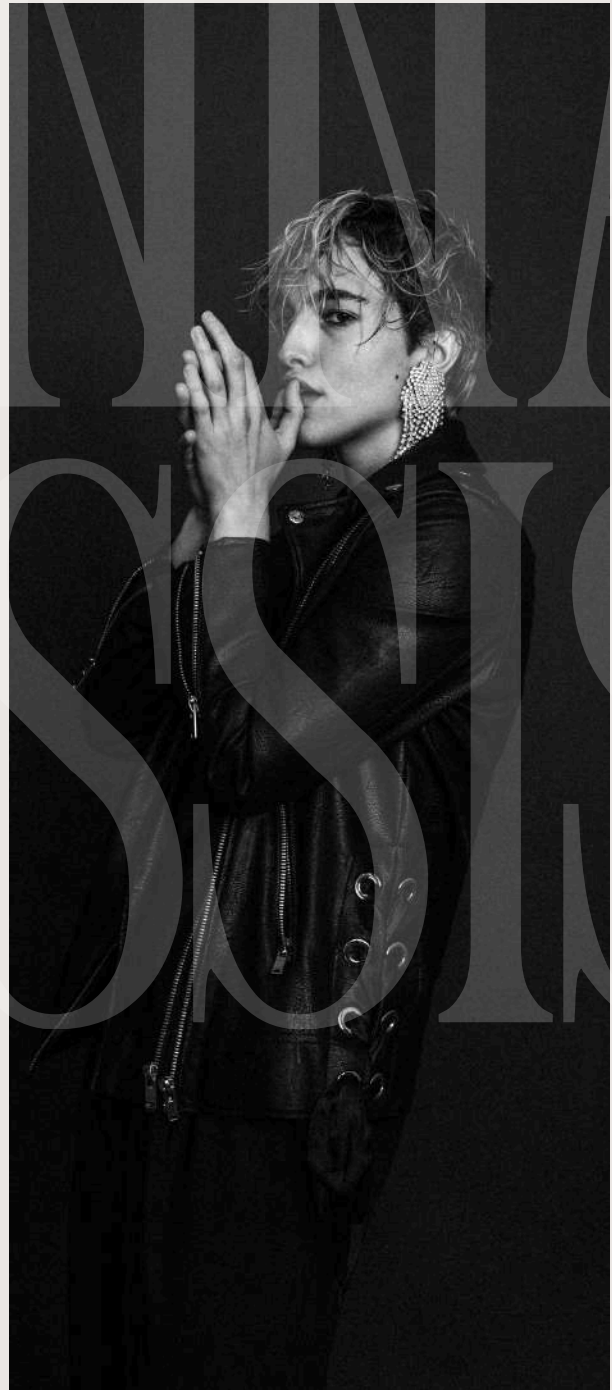
STEP 6: THINK AHEAD!

PEOPLE SKIP THIS STEP BECAUSE...

They are only thinking about the here and now

They think they'll have time to plan in the future

They are overwhelmed because they haven't built a solid foundation for their business





WHAT WE'VE LEARNED SO FAR...

The Top 3 Mistakes
that keep you at your
shitty job

That you don't have to
do it alone!

The 6 Steps I teach my
clients to avoid these
mistakes & become
their own boss



YOU'RE HERE TODAY BECAUSE...

You want a simple strategy
to become your own boss
without the bull

You'r sick of feeling like you're
living a lie and are ready to chase
your dream life!

TODAY IS THE DAY!



Nothing I've shared with you today is just a 'theory' or 'idea' - these are all the things my clients & I have done to achieve our income

goals & take charge of our own lives.

I don't have any advantages or special skills.

I just have a system that WORKS. If I can do it,

YOU CAN DO IT TOO!

Tyanna