

KRISTEN EDWARDS
• Strategy Coach •



Here's what they haven't been telling you...

(Yes, you! The ambitious coach or service provider who left her stable salary to create the life most people only ever **dream of**...but despite playing by all the rules, are *still* struggling to consistently land clients & grow a booming business...)

You don't need 6 months to double your 9-5 paycheck.

I can design a custom 6-figure, psychology-backed strategy for you in one day.

SAY NO MORE, I'M IN

The cut-and-paste strategy "everyone" is using to maximize their profits **only** works if you're willing to break your back trying to fit in the tiny box it was made for (and if you have a few months, or even years, to spare)...

We both know you have plenty to do, so I'm not wasting any time with a fluffy intro.

Instead, I'm calling you out...

- Those free webinars and pretty little PDFs you keep downloading? They're not going to get you the consistent cash you're looking for (they're just wasting computer memory and clogging up your inbox).
- Blaming the fact that you're not showing up consistently on the fact that there are others out there who are "more experienced" or have more "expertise" than you is NOT a valid excuse.
- No, buying ANOTHER \$197 course to can DIY your strategy is NOT the "missing piece" that will lead you to conquer your goals either.
- And for Pete's sake, stop trying to teach yourself how to master Instagram reels instead of showing up and selling your offer!

At the end of the day...

You didn't leave the stability & security of the 9-5 career you worked *so hard* for *just* to be **mediocre...did you?**

Business & Double Your Previous Salary

(and how to conquer each)

Reason #1: You know you need support, but it seems like the only options available are either group coaching for beginners or high-level (we're talking \$10k+) masterminds (and you're somewhere in between).

You're not brand new to the entrepreneurial game, and you've already invested in a course or coaching program (or two) to get your feet wet. Now, you're at the point where another group coaching package for beginners teaching you about what a "niche" is and how to find yours...just isn't going to cut it.

But you're also still growing and trying to find your way to consistent cash flow and \$5k+ months (so you don't have \$10k to drop on that high-level mastermind right now).

You fall somewhere in the middle, and you do NOT have the time or money to waste on programs that just aren't the right fit.

You need...

Strategic support tailored to your unique needs and biggest goals so when that high-level mastermind rolls around again next year, you and your wallet will be prepared.

Reason #2: The "expert" strategies you're finding through free webinars and Facebook lives and attempting to implement on your own don't align with your personality type.

The cookie-cutter strategy is *not* sustainable.

The truth is, you don't need to "fix" your business or even find the "perfect niche" to reach those consistent \$5k+ months. Instead, all you need is to tap into your unique strengths and get strategic with your weaknesses.

You need...

A custom strategy based on psychology and your personality type to determine ONE offer that is effective and sustainable for YOU.

Reason #3: You're not clear on just how much value you provide for your clients or why you're the best choice for them, and it shows.

Let's get one thing straight. Just because you're not Amy Porterfield or Rachel Hollis doesn't mean you can't serve up transformations, impact lives, and make a ton of money while doing it.

Your lack of confidence in yourself and your offer is showing, and it's not a good look for sales. (This lack of confidence is also keeping you stuck charging well below what we BOTH know you're worth!)

You need...

Bulletproof clarity to fuel your confidence so you can consistently show up, sell, and change lives.

The good news is...

Developing an intentional product suite, designing a sustainable biz strategy, and multiplying your income doesn't take nearly as much time as you think (if you do it right)

Meet the 3-Part Unlock Method

*My signature approach to identify the **exact** strategy to connect your personality with your powerful zones of genius and **unlock** your limitless potential.*



Part #1: Priorities

What is most important to you in life and in business?

Recognizing your priorities and leaning into your unique personality type is what will allow you to build a business that is truly *sustainable* (AKA a business that you'll continue to grow *with* and enjoy rather than burning you out).

We'll use your personal vision paired with your unique strengths to create an inspired mission that will support your business throughout various stages of growth.

Use your personal vision to create a business mission and include your awareness of personality so your business works for you and attracts dream clients

Part #2: Productivity

There's no need to overcomplicate your offer or your strategy. Simple, consistent action is how we'll accelerate growth and amplify results *fast*.

Streamlining the structure of your business to focus on your zone(s) of genius and one irresistible offer will simplify your marketing plan. This way, you'll be able to get a "heck yes!" from both warm and cold leads **consistently** and without question.

Part #3: Progress

The Unlock Method was engineered to create one simple and dependable, rinse and repeat process custom to you. This way, you don't have to reinvent the wheel every time you need to update an offer or approach a new quarter.

Together, we'll develop an actionable roadmap and step-by-step profit plan for consistent sales. You'll leave our VIP Strategy Day with a complete outline of your business calendar for the next 6 months (with plenty of time for family and friends too).

Get ready to say it with me...

"I can help you. I will help you. Let's do this."

Introducing the...

Unlock & Uplevel VIP Strategy Day

The only virtual intensive that combines the enneagram, profitable goal planning, productivity, and strategic systems to enable women coaches & service providers to gain clarity, confidence, and a step-by-step action plan to multiply their income & impact all in one day.

Double your previous 9-5 salary

Perfect your profitable product suite

*Raise your prices (with **total confidence!**)*

Establish marketing and growth strategies that align with your unique personality type so you can continue to scale without boredom or burnout

YES! I'M READY TO LEVEL UP

Unlocking & Upleveling with Kristen at a Glance

Pre-VIP Day Assessment

After you lock in your VIP Day, you'll receive a comprehensive Pre-VIP Day Assessment in your inbox. This initial deep dive will help me begin to understand you and your brand and start strategizing before our VIP Day even kicks off.

(Don't worry, this assessment is super straightforward and typically takes about 30 minutes to complete.)

3.5-Hour Unlock & Uplevel Intensive

Using my signature Unlock Method, we'll identify the **one** strategy that's a perfect match for your personality type that also aligns with your zone(s) of genius.

During these 3.5 hours, we'll explore...

- Business foundations
- SMART goals reimaged
- Profit plan (price with intention and confidence)
- Enneagram—know then grow
- Social media marketing & launch strategy
- Team collaboration & outsourcing
- Vision board creation
- The Big Offer
- Open coaching/Q&A

You'll walk away from the day with an irresistible offer, action steps that align with your personality, and a basic social media strategy for consistent sales.

And don't worry about spending the 3.5 hours scrambling to take a ton of notes. You'll receive a full recording of the intensive later that day!

(Want to bring your team along? Go for it!)

3-Step Aligned Action Plan

After our 3.5-hour intensive ends, I'll develop a customized 3-Step Aligned Action Plan for you (and your team).

Inside your Aligned Action Plan, you'll find...

1. Enneagram Exploration & Implementation

We'll determine your specific enneagram during your VIP Day and begin to talk about how to use it to your advantage.

This custom breakdown will help you gain personal awareness to better manage stress, remain motivated, and reach both personal and business goals. The info inside will also give you invaluable insight into how to communicate with dream clients and form genuine connections.

2. The 30-Days to \$1.5k Challenge

I'm so confident in the transformation that you and your business will go through during the course of our 3.5-hour intensive that I'm willing to make you a bet.

I bet, if you follow through with each portion of the Action Plan in the month following your VIP Day, you'll make back your entire \$1.5k investment in that time.

3. Your Step-by-Step Profit Plan (with Trello board)

Fully customized for you, your enneagram, and your goals, your step-by-step Profit Plan will support you in reaching your goals week to week without wasting time or energy.

5 Days of Unlimited Voxer Support

My mission is to help you get results (and fast). So as you begin to put what we talk about during your VIP Day into action over the days that follow, I'll be here to provide support and answer any questions that come up.

(But if you're my client, you're my client for life. My DMs and email are always open. I'm here for you.)

YES! I'M READY TO LEVEL UP

As Featured in

Medium

She's Called
& Confident

THRIVE
GLOBAL

presence
and purpose

Authority Magazine

BRAND
WITH BITE

Meet Your Coach

Hey, I'm Kristen Edwards!

Business Strategy Coach, Personality and Enneagram Expert & the Olivia Pope of Online Entrepreneurship (and Not Just Because I'm Cute)

If I said I always knew I wanted to be an entrepreneur...I'd be lying.

Climbing the corporate ladder seemed like the "right" thing to do at first. So, I spent the first 10 years of my career in corporate training and recruiting.

Don't get me wrong. I enjoyed what I was doing at my 9-5 and was able to learn the strategies and secrets that make big money for multi-million dollar enterprises up close and personal. (Secrets I love sharing with my clients!)

But despite my prestigious education and more than a decade of experience excelling at my craft, the pay was still pitiful (sound familiar?). After all, I have to feed my kids somehow.

With my master's degree in Educational Psychology from Northeastern University, personal development coaching was a natural next step into online entrepreneurship. Using my personality and enneagram expertise to play to my strengths and remain in my zone of genius, I scaled my business rapidly.

Soon, I was making more than double what I was taking home from my corporate career all while making a lasting impact on others.

Now, I use those same strategies paired with a little tough love to help other coaches and service-based female entrepreneurs gain clarity and connect their zones of genius to a rock-solid strategy to reach consistent and sustainable \$5k+ months.

And the best part? I don't need 4 months to do it.

Just spend a little under 4 hours with me, and you'll see what I mean.

Ready to stop juggling #allthethings & start maximizing your profits & changing lives?




QUICK FACTS

- Personality Type Expert (trained in using MBTI, DISC, and the Enneagram)
- Certified Life Passion Coach
- Master's degree in Educational Psychology from Northeastern University
- International speaker & published author

YES! I'M READY TO LEVEL UP

Results from Other Powerhouse Entrepreneurs Who Unlocked & Uplevelled in a Day

To an amazing woman,
From Brittany



I've known Kristen for a long time and throughout our friendship, she's always had words of wisdom to share with me. But this [program] really takes it to a new level. Being the type of person I am, I always need things to be broken down and through this, she does just that... Showing me how I really can live an awesome and productive life... One in which I can accomplish my goals and not be stressed in doing it.
ONE. STEP. AT. A. TIME.

Susan · August 29 · Kristen Edwards Co

I've had the wonderful experience of working directly with Kristen Edwards and want to share how AMAZING she is! Every time we speak she helps me to gain clarity and focus on what my next steps are in my business. Her no BS style is exactly what I need to break through the limitations I put on myself. She has been committed to my success and often pushed me out of my comfort zone into doing the thing I needed to increase my sales and profits. Kristen is the best at pulling out the best in others! She has shown me how to tap into my passion, strength, courage, and confidence that I didn't realize was inside of me. Her business and strategy knowledge was just what I needed. I cannot recommend her enough! Schedule a call today... like RIGHT NOW! What are you waiting for?

Being connected with you has given me clarity and confidence in what God has called me to do.



Chuckra, Youth Education Coach

I love Kristen! In just 1 session she helped me find my next steps, organize what I needed and helped me to level up in my business!

Kristen's 1:1 coaching program is the bomb! Before I met her I had no idea what to do or where I was going. She helped me focus and get direction to do what I was made to do! She is worth so much more than she is charging!

One of the biggest things Kristen helped me get break through with was focus and clarity on my goals. She taught me to manage my time and up leveled my business!

The best part about working with Kristen is feeling like she sees the future version of you and can see a clear path to get you there. I truly believe she helped me to unlock and identify my barriers and how to work through these things.

I could not have imagined that kind of speedy but quality program with anyone else. All while still honoring my personality and bringing in elements of myself such as being a certified Chiropractor coach into my business.

I would recommend Kristen to anyone looking for a straightforward and intentional coach.



Arma, Money Mentor Coach

Questions other women asked before creating sustainable success during an Unlock & Uplevel VIP Strategy Day...

+If I wasn't able to identify and implement an aligned strategy in my last course/program, how are you going to be able to help me do all that in a day?

With other ongoing programs and courses, it's one way—the coach's way—or the highway. Your VIP Day is all about customizing your strategy through and through so it's only and always the way that works best for you.

Because we'll use the full 3.5 hours only focused on YOU in real-time (no Q&A calls, no waiting for an email or DM response), we will make leaps and bounds of progress in very little time.

If you want to accelerate your success as a coach or service provider, you need to ditch the cut and paste and invest in custom strategic support.

+Is there a payment plan?

Yes. You can either choose two weekly payments of \$750 or pay in full and receive my Ambition eCourse Bundle as a bonus.

+The investment for your VIP Day is the same as your 1:1 coaching. How do I know which will give me the most ROI?

My VIP Strategy Days were intentionally designed to give you everything I offer over the course of a month with my 1:1 clients all in 3.5 hours.

During our VIP Day, there's no holding back on my end. So if you give it everything you've got as well, you'll see the same results as my ongoing private coaching clients.

+How quickly will I see results?

While I can't guarantee your individual results, on average, my VIP Day clients see a full return on investment in 45 days or less.

Keep in mind, to see this ROI, you must work the plan through consistent action and remain committed to showing up, serving, and selling.

+Why is my personality type so crucial to growing a sustainable business?

A tree can't grow without strong roots, right? The same goes for any and every business venture.

As John Maxwell says in the Law of Awareness...

"You must know yourself to grow yourself"

The deeper you dive in getting to know yourself, your strengths, and your weaknesses, the stronger both you and your business will grow

+What happens after I book my VIP Day?

After locking in your VIP Day through the button below, you'll automatically receive an email with the Pre-VIP Day Assessment and the Zoom link for our intensive on the day of. I ask that you complete the assessment 24 hours before our VIP day.

After submitting your assessment, all you need to do is show up on Zoom call at the scheduled start time for your VIP Day ready to level up!

Here's the truth:

**As great as it sounds, we both know those claims
of \$10k in 10 days is well...total B.S.**

The truth is, clarity, confidence, and consistency are what will create ever-lasting
results that *feel* good.

While the idea is to **grow** without **going broke**, this one-time 4-figure investment has
what it takes to transform you into the 6-figure businesswoman we **both** know is
within you.

I've watched clients walk away and **sell-out programs** and **book dream clients** within
hours of our session.

**So the question is... Are you ready to make this
business work?**

*Or, are you going to wait for the next "comprehensive"
course/free webinar/shiny monthly membership & hope for
the best while life passes you by?*

YES! I'M READY TO EVOLVE & IMPACT

Questions? Reach out to hello@kecoach.com, and I will personally respond within 48 hours.