

## MEMBERSHIP MASTERY MAPS™

Use these curated roadmaps to tailor your experience as a member of the Sunday Circle. Depending on your goals, current situation or service-type, you can see at-a-glance exactly what content will work best for you.

Of course, browse all categories and dip in and out of whatever you want, but these are guides to achieving a specific goal during your time here.

As you 'graduate' one roadmap, check back to see the route to take for your next-level goal.

*[featured]*

### FROM THE GROUND UP

*note:* a lot of this content refers to being a Creative Virtual Assistant, but the principles apply to running any kind of successful creative, strategy or support service-based business.

*navigate content in the order shown. start here* 📌

#### SECTION: RESOURCES + TOOLS

- CVAB Quick Start Downloads

#### SECTION: SUCCESS + ABUNDANCE MINDSET

- Master you Manifestations: Goal Setting with Intention

#### SECTION: BUSINESS FOUNDATIONS + MANAGEMENT

- [CVAB] Uncovering your Niche
- [CVAB] Preparing for Takeoff

#### SECTION: SUCCESS + ABUNDANCE MINDSET

- [CVAB] The Success Mindset
- [CVAB] Energy Clearing for Magnetic Success

#### SECTION: PRICING + PACKAGES

- [CVAB] Pricing your Offerings

#### SECTION: BUSINESS FOUNDATIONS + MANAGEMENT

- [CVAB] Finding your Clients
- How to Attract Incredible Clients without a Portfolio
- How to Pitch Clients in a Non-Sleazy Way with Ana Ochoa
- [CVAB] Discovery Calls that Close

#### SECTION: CLIENT EXPERIENCE + SYSTEMS

- How to Create an Exceptional Client Experience
- Dubsado: Your Business Bestie with Rebecca Lynch
- Proposals that Convert
- [CVAB] Handling Awkward Clients & Effective Communication

#### SECTION: BRAND DESIGN + STRATEGY

- [CVAB] Brand You
- How to Create a Beautiful Brand that does the 'Selling' for You

#### SECTION: WEB DESIGN

- Full section in order (*additional Showit and Squarespace 7.1 lessons coming Summer 2023*)
- Focus on getting your coming soon landing page done *first* and then work through the rest of your website in downtime between the next sections as this is a big task that will easily throw off your momentum if you let it!

#### SECTION: PRODUCTIVITY

- [CVAB] Working from Home
- [CVAB] Planning for Productivity

#### SECTION: MARKETING

- LinkedIn 101 with Megan St Clair
- Slay your Socials with Megan St Clair
- Post to Profit: Strategies to Make your Content Convert with Sophia Parra

#### SECTION: TECH TUTORIALS

- Dip in and out of this section as and when you need a tutorial or refresher for a project you're working on. (*this section will be updated with multiple new tools & programmes over Summer 2023*)

DOWNLOAD THE PROGRESS TRACKER CHECKLIST FOR THIS PATHWAY  
*(coming mid-July 2023)*

*[supplemental]*

### UP-LEVELLING YOUR BUSINESS

You're up and running as a service provider, but it's time to think more seriously about refining your client process and becoming an authority in your field of expertise.

#### SECTION: BUSINESS FOUNDATIONS + MANAGEMENT

- How to Effectively Audit, Streamline and Re-invigorate your Business

#### SECTION: MARKETING

*[supplemental]*

### UPSKILLING: DESIGNER

You're up and running as a service provider, now you want to hone in on specialising in brand + web design services.

#### SECTION: BUSINESS FOUNDATIONS + MANAGEMENT

- How to Effectively Audit, Streamline and Re-invigorate your Business
- Making the switch from VA to Creative Director of a Studio

#### SECTION: BRAND DESIGN + STRATEGY

- List Building & Email Marketing
- SEO 101 with Menekse Stewart
- SEO for Blogging with Menekse Stewart
- Pinterest Marketing with Abby Brine

#### SECTION: CLIENT EXPERIENCE + SYSTEMS

- How to Create an Exceptional Client Experience
- Dubsado: Your Business Bestie with Rebecca Lynch
- Dubsado Workflows

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[supplemental]

## UPSKILLING: MARKETING & FUNNEL STRATEGY

You're up and running as a service provider, now you want to hone in on specialising in marketing and launch support + strategy.

#### SECTION: BUSINESS FOUNDATIONS + MANAGEMENT

- How to Effectively Audit, Streamline and Re-invigorate your Business
- Making the switch from VA to Creative Director of a Studio

#### SECTION: MARKETING

- List Building & Email Marketing
- Pinterest Marketing with Abby Brine
- Slay your Socials with Megan St Clair
- SEO 101 with Menekse Stewart
- SEO for Blogging with Menekse Stewart

#### SECTION: LAUNCHING

- Providing Launch Support as a Service
- Supporting Clients with Memberships and Online Courses Masterclass with Nair Bonito
- Anatomy of a Sales Page
- Launch Liberator: Purposeful Launch Planning & Deliberate De-briefing
- Funnel Building

#### SECTION: PRICING + PACKAGES

- [CVAB] Pricing your Offerings

#### SECTION: TECH TUTORIALS

- Project Management: Asana
- Email Marketing: Mailchimp
- Email Marketing: ConvertKit
- Email Marketing: Flodesk
- Landing Page Builders: Leadpages
- Landing Page Builders: Squarespace Custom Landing Pages
- WebinarJam
- Course Platforms: Podia
- Course Platforms: Teachable
- Course Platforms: Thrivecart Learn+ (coming soon)
- Checkouts: Thrivecart
- Automation: Zapier
- Funnel Building
- Facebook Ads
- Facebook Ads Manager Deeper Dive
- Facebook Ads Updates for iOS 14
- Pinterest Ads

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[supplemental]

## FOCUS: SHOWING AN UNUSUAL WAY TO

#### SECTION: BRAND DESIGN + STRATEGY

- Deep Dive into the Bespoke Branding Process
- How to Create a Beautiful Brand that does the 'Selling' for You
- How to Attract Incredible Clients without a Portfolio

#### SECTION: WEB DESIGN

- Full section in order (additional Showit and Squarespace 7.1 lessons coming Summer 2023)

#### SECTION: PRICING + PACKAGES

- [CVAB] Pricing your Offerings

#### SECTION: TECH TUTORIALS

- Adobe: Photoshop, Illustrator, InDesign, XD
- Additional Squarespace Trainings
- Landing Page Builders: Squarespace Custom Landing Pages
- GIF Creation & Animated Logos, Making your Own Fonts and Advanced Illustration with Liz Mosley

#### SECTION: RESOURCES + TOOLS

- Studio Schedule Planner
- Website Project Template

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[supplemental]

## FOCUS: CEO MINDSET & WELLNESS

Imposter syndrome running riot? Need a motivational boost? Look no further.

#### SECTION: BUSINESS FOUNDATIONS + MANAGEMENT

- Making the switch from VA to Creative Director of a Studio

#### SECTION: SUCCESS + ABUNDANCE MINDSET

- [CVAB] The Success Mindset
- [CVAB] Energy Meditation for Magnetic Success
- Hot Seat with your Guides with Isobel Gatherer
- CEO Wellness with Sylvia Wolfer
- Master your Manifestations: Goal Setting with Intention

#### SECTION: PRODUCTIVITY


- Mapping your Productivity to your Cycle

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[supplemental]

## FOCUS: ATTRACTING YOUR DREAM CLIENTS

Refine your offers, messaging and marketing to attract the clients you dream of!

navigate content in the order shown. start here 

#### SECTION: BUSINESS FOUNDATIONS + MANAGEMENT

- How to Effectively Audit, Streamline and Re-invigorate your Business
- [CVAB] Uncovering your Niche

## FOCUS: GROWING AN AUDIENCE TO SELL TO

Thinking of making a pivot to course/product creator? These are the best resources to help.

### SECTION: BUSINESS FOUNDATIONS + MANAGEMENT

- How to Effectively Audit, Streamline and Re-invigorate your Business
- Making the switch from VA to Creative Director of a Studio

### SECTION: MARKETING

- List Building & Email Marketing
- Slay your Socials with Megan St Clair
- Pinterest Marketing with Abby Brine
- SEO 101 with Menekse Stewart
- SEO for Blogging with Menekse Stewart

### SECTION: LAUNCHING

- Anatomy of a Sales Page
- Launch Liberator: Purposeful Launch Planning & Deliberate De-briefing
- Funnel Building

### SECTION: TECH TUTORIALS

- Email Marketing: Flodesk or Convertkit [*\*recommended platforms - I do not recommend Mailchimp for starting out!*]
- Landing Page Builders: [*your platform of choice - more coming soon*]
- Course Platforms: [*your platform of choice - more coming soon*]
- Checkouts: Thrivecart [*recommended platform*]
- Automation: Zapier
- Facebook Ads
- Facebook Ads Manager Deeper Dive
- Facebook Ads Updates for iOS 14
- Pinterest Ads

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### SECTION: PRICING + PACKAGES

- [CVAB] Pricing your Offerings

### SECTION: BRAND DESIGN + STRATEGY

- [CVAB] Brand You
- How to Create a Beautiful Brand that does the 'Selling' for You
- How to Attract Incredible Clients without a Portfolio
- Portfolio Playhouse [*select the portfolio prompts relevant to your kind of business*]

### SECTION: BUSINESS FOUNDATIONS + MANAGEMENT

- [CVAB] Finding your Clients
- How to Pitch Clients in a Non-Sleazy Way with Ana Ochoa
- [CVAB] Discovery Calls that Close

### SECTION: CLIENT EXPERIENCE + SYSTEMS

- Proposals that Convert
- How to Create an Exceptional Client Experience

### SECTION: MARKETING

- Slay your Socials with Megan St Clair
- Post to Profit: Strategies to Make your Content Convert with Sophia Parra
- LinkedIn 101 with Megan St Clair
- Pinterest Marketing with Abby Brine [*particularly relevant to designers in this context*]

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MORE COMING SOON!