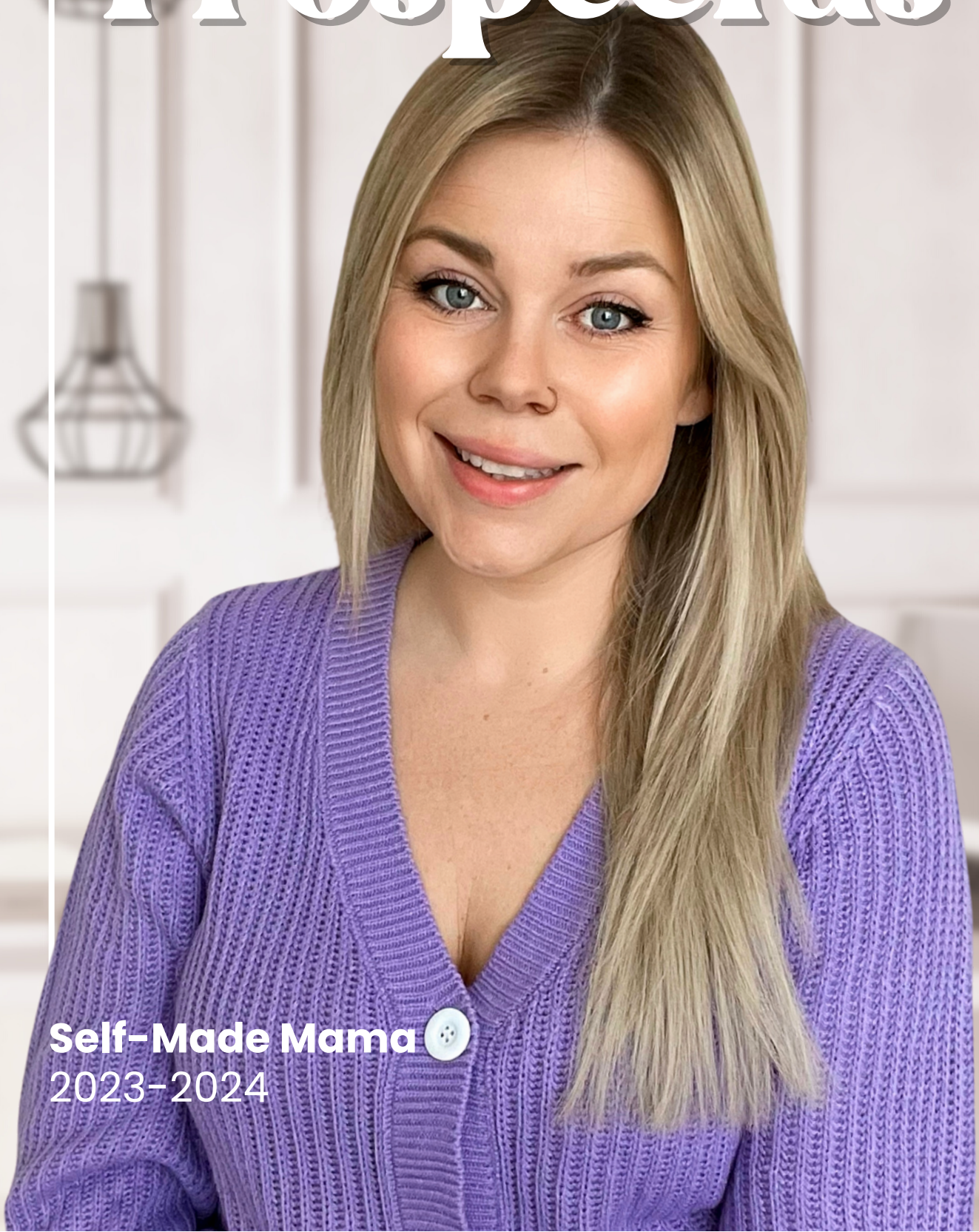


# Coaching Prospectus



**Self-Made Mama**   
2023-2024



# Is Business Coaching Right For You?

Business coaching can be an absolute game-changer for your business *and* for you as an entrepreneur and a high-achiever—BUT, it's not the right solution for everyone, or the right move for every stage of business.

Here are some great reasons to get coaching and indicators that this IS the next right step for you..





## **You're truly ready for Accountability & Support**

As your coach, I'm here to hold you accountable- and help you retrain your brain so you can become truly accountable to yourself! We'll set clear goals and milestones, and I'll check in with you regularly to ensure that you're making progress. If you're falling behind or struggling with a particular task, I'll work with you to identify the problem and develop a solution. I'll listen to your ideas, provide you with honest feedback based on my expertise and experience, and offer valuable insights to help you make informed decisions about your business.



# You're looking to increase Productivity & Efficiency

Running a business can be overwhelming, to say the least. You most likely have a long to-do list, limited time, and a lot of responsibilities to juggle- especially if you're a default parent on top of being an entrepreneur. Because I work primarily with moms, my approach to online business is heavily focused on optimizing input while maximizing output. In other words, we're going to look at your business and streamline your processes, eliminate time-wasting activities, and uplevel your productivity so that you can truly focus on what matters most to you.







## You Want More Revenue & Increased Profits

A successful business is a sustainable, profitable business—that means consistently & strategically growing your revenue without burning yourself out and making decisions based on profitability, growth potential, and lifestyle goals. We DON'T want you to build a business you hate running— we want to build one that fills your cup AND your bank account.





# Am I The Right Coach For You?

**As an Online Business Educator, I use a hybrid coaching & consulting approach to serve my clients with practical, data-driven marketing support and thoughtful, compassionate mindset coaching.**

I've worked in the online space for a decade (almost my entire adult life!) and have a corporate background in Project Management and Program Development that I regularly tap into while working with my clients. I hold an honors degree in Politics & Economics that I truly thought I'd never use - but I've found that the research and analytical skills I developed in my degree have been invaluable as an entrepreneur!

I spent several years doing done-for-you social media marketing, copywriting, and web design on the side of my corporate career, eventually making the leap to full-time self-employment when my first son was born. It was through doing this work that I realized how many business owners simply didn't *get* marketing, or understand at all *how to grow their businesses online*.

*I found myself spending HOURS consulting for clients instead of just building their website or writing their sales copy... and that's when the seed for Self-Made Mama was planted*

What started as a weekly Facebook Live to answer questions from other mom entrepreneurs has evolved into a thriving business education brand that has now served thousands of women all over the world.

I'm known for my straightforward, no-BS approach to teaching and my commitment to sustainable, scam-free marketing- so if you're looking for a get-rich-quick coach, I am probably not the one for you.

If you want to become the best entrepreneur and marketer you can be without burning yourself out or compromising your values, I'm your girl- and I can't wait to help you make your biggest goals a reality.

xo Melissa





# Private Coaching Packages

*As a private coaching client, your learning plan is completely customized to your goals. We will start our work by sitting down together to map out a clear vision for your company and conduct a comprehensive audit of your current business. We will deep dive into your specific goals and the barriers you are currently facing and use all this information to inform our work together.*

## Six-Week Marketing Intensive

Ideal for tackling a big project or goal, the six-week intensive is designed for the entrepreneur who knows what they want to do, but needs help figuring out the what/when/how to actually make it a reality. Tap into Melissa's project management background and extensive online business experience and get ready to make your next big leap!

→ 6 WEEKS OF PRIVATE MENTORSHIP

→ SIX WEEKLY ZOOM CALLS (50 MINUTES)

→ CONFIDENTIAL TEXT, VOICE, + EMAIL ACCESS for 6 WEEKS

→ COMPREHENSIVE AUDIT OF CURRENT BUSINESS/MARKETING

→ CHECK-INS, ANSWERS + FEEDBACK MON-THURSDAY

**Investment: \$3500 USD  
or 3 biweekly payments of \$1250**

→ MONTHLY PRIVATE MENTORSHIP

→ BIWEEKLY ZOOM CALLS (50 MINUTES)

→ CONFIDENTIAL TEXT, VOICE, + EMAIL ACCESS M-Th

→ COMPREHENSIVE AUDIT OF CURRENT BUSINESS/MARKETING

→ ACCESS TO SOCIETY RESOURCES + GROUP

**Investment: \$1195 USD/mo  
or \$3300 USD for 3 Months**

## Monthly Private Coaching

This package is best suited for the client who has several long and short-term goals they want to work towards but is currently experiencing stagnation, frustration, or burnout in their business. This container allows for a more holistic coaching experience- we will set goals, identify barriers, and adapt our work to suit your desired lifestyle and current circumstance, whatever that is.

[BOOK A CONNECTION CALL](#)

On your connection call we will identify exactly what you want to learn while working together to ensure it fits within my scope of expertise- if not, I will do my best to make a helpful referral for you.

# The Mastermind

If a Private Coaching package isn't right for you at the moment, The Society Mastermind is a fantastic next step.

Enjoy a private coaching session with Melissa once a month and an intimate Mastermind coaching group chat PLUS access to *everything* inside The Society (group coaching calls once a week, focused marketing support calls once a week, a comprehensive online business curriculum and private FB community.)

**You've got valuable skills and ambitious goals- but you need someone with proven marketing, tech, & online business expertise to show you how to make your business dreams a reality.**

**...That's where I come in!**



→ 12-MONTH COMMITMENT

→ MONTHLY PRIVATE ZOOM CALL (50 MINUTES)

→ INTIMATE MASTERMIND GROUP CHAT FOR DAILY SUPPORT & COACHING

→ WEEKLY GROUP COACHING CALL

→ WEEKLY FOCUSED MARKETING SUPPORT CALL

→ COMPREHENSIVE ONLINE BUSINESS CURRICULUM

**Investment: \$4995 USD  
or 12 Monthly Payments of \$495**

**APPLY FOR A SPOT**



# Rave Reviews



**Karen Myers** recommends Self-Made Mama. \*\*\*

Jun 18, 2022 · 🌐

Melissa's coaching program has been essential for me as I've navigated growing my online business. She is knowledgeable and savvy about marketing strategy and application, but also has greatly supported me in improving my mindset and clarifying my boundaries with clients so I can grow sustainably and in the direction of my goals and values.

10/10 would recommend the Self-Made Mama Society!



**Niki Riga** recommends Self-Made Mama. \*\*\*

Jun 16, 2022 · 🌐

Decided to sign on for coaching after purchasing one of her courses and am so glad I did!



**Lexi Wright** recommends Self-Made Mama. \*\*\*

Jun 16, 2022 · 🌐

I've been enjoying the Self-Made Mama program so much. Not only is it packed with valuable resources for building your online business, but Melissa provides incredible feedback and is a true teacher who aims to help her students grow. This is not a course or membership where the material is set and if you don't get it, you don't get. No, she adapts the program to meet students needs and help get them results. I really value and respect Melissa's insight and ability to produce outstanding content that helps you grow.



**Meg Hamilton** recommends Self-Made Mama. \*\*\*

Sep 22, 2020 · 🌐

Melissa is the REAL DEAL! She has helped me to develop my course, learn ALL THE THINGS to get my online business going and really help me to start to understand email marketing as I am building from the ground up. I am so thankful for her expertise, she really cares about me and my success!!!! Thanks so much Melissa, I have already recommended you to several other entrepreneurs!



**Lacey Morrison** recommends Self-Made Mama. \*\*\*

Jun 17, 2022 · 🌐

Not only has working with Melissa these past few months changed the trajectory of my business for the better tenfold - it's also completely shifted my belief in myself. For the past near decade of working for myself, I have felt like a low key hot mess and when my first kid joined the scene 4 years ago, sh\*t really hit the fan. I have been on a bit of a hamster wheel just trying to keep my skin in the game, and struggling to find any capacity to grow (let alone any self love or self care along the way). Since joining the Society I have made huge strides in my work. I have started to learn my worth and understand my own boundaries. I have experienced more growth than I thought was possible, all while juggling a couple of kids. I am unfathomably grateful for my time with this genius so far and cannot wait to see what the next year brings with she and the Society in my corner!



**Erin Williams** recommends Self-Made Mama. \*\*\*

Jun 16, 2022 · 🌐

Melissa is fantastic, she knows her stuff, she is real, no bs, the kind of woman you want in your corner. As a member of the self made mama society, I recommend both the society, and Melissa!



**Tania Lang** recommends Self-Made Mama. \*\*\*

Apr 30, 2020 · 🌐

Working with Melissa brought me so much clarity. Her 1:1 Business Coaching program offered me exactly what I needed to get organized, focused and get my business to where it needs to be to be selling my services. She asked me all the right questions, and encouraged me along the way to really understand who my competitors are, how I can be different and stand out and how I can let my expertise shine. I would absolutely recommend Melissa to any female entrepreneur that needs to get on the right track to start and grow their business. Melissa is committed to helping you grow and succeed. Thank you Melissa!



**Athenas Angulo Acuña** recommends Self-Made Mama. \*\*\*

May 28, 2019 · 🌐

I booked a power hour with Melissa, and she helped me to understand more my brand and gave me some clarity and tips of how to market myself and grow my brand. She is very easy to talk to, and provides a one of a kind experience! Athenas



**Sarah Miskelly** recommends Self-Made Mama. \*\*\*

Mar 10, 2021 · 🌐

When I came to Melissa I was a frustrated new mom that had hit a wall with my online biz with the birth of my son. Despite making multi-six figures in my previous biz, I was struggling to be both mom and CEO. When I started coaching with Melissa I felt instant relief. I got a clear strategy to grow my biz without all the 'fluff' a.k.a. time I DID NOT have. In a few months using Melissa's strategies, I went from a stagnant Instagram account to selling out my new online course in pre-sale!!! I'm motivated and fulfilled again by my biz and the best part - I sacrifice zero time with my #1 priority, my son. Highly recommend!



**Jen Allison** recommends Self-Made Mama. \*\*\*

Apr 27, 2020 · 🌐

Melissa helped me get clear and focused in my business. When I first started working with her I 5x my monthly income. and after a year I increased my profits by 16x. She helps you get clear on the next step to take and holds you accountable. She also provides you with different perspectives on how to look at your situation and business that make taking that next step so much easier. I can't recommend her enough!



**Adrienne Hayward** recommends Self-Made Mama. \*\*\*

May 20, 2019 · 🌐

I had the most wonderful experience with Melissa.

We sat down for one call for clarity, momentum, motivation, and advice. Not even a week later, I landed 2 long term clients, and the value in my content made a direct correlation in my social media traffic.

Thank you so much for the work you do!

I recently invested in group coaching + her course, and am so thankful I did!



**Morgan Bowen** recommends Self-Made Mama. \*\*\*

Jan 4, 2020 · 🌐

I took Self-Made Mama's Idea to Income course. It was perfect for my stage in the game and I'm still referring to it on a frequent basis. Melissa is engaging and Straight. Up. Real. Life.

Have a question or concern? [DM me @selfmademama\\_](#) on Instagram or [email me at hello@theselfmademama.com](mailto:hello@theselfmademama.com) to chat about your business and your next best step.