

JOVELINE HEAD

THE FREEDOM BUSINESS BLUEPRINT



— Joveline
HEAD



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YOU ARE AN INSPIRING WOMAN...

...with incredible value to offer the world.

You may have a dream to start a freedom-based business; so that you can make your own income, plus have the flexibility to work around your family.

Or, you may already have an established business and you want to rebrand your business, so that you can have more time freedom and location freedom.

Perhaps you're an independent freedom-lover and you want a business that can give you the opportunity to work wherever you want so you can travel!

Or maybe, you have a calling to share your passion with the world and make a difference to the lives of others?

Whatever your motivation is for being here, you are in the right place!

The FREEDOM BUSINESS BLUEPRINT, will give you the actionable steps that you need to bring your dreams of owning a freedom-based business to reality.

This blueprint is what I used to launch my multiple freedom based businesses too. and as a Freedom Business Strategist and Mentor, I have taught clients from the around the globe on how to launch too. So grab yourself a notebook and pen and let's get into it!

ARE YOU READY TO CREATE A LIFE OF FREEDOM?

The first step to your freedom, is to believe that YOU CAN HAVE IT ALL! **PASSION. PURPOSE. FREEDOM!** Whether you want Financial freedom, time freedom or location freedom.

It's all about following your heart and answering the call. It's also about knowing what you want and structuring your business so that it supports your ideal lifestyle.

When it comes to living the best life that you can live, it all comes down to **PASSION, PURPOSE & FREEDOM.** Let me show you how to get there!





KNOW YOUR WHY

WHAT IS YOUR DRIVING MOTIVATION TO START YOUR FREEDOM BUSINESS?

The first thing you need to know when starting a freedom based business, is to know **WHY**? What are your goals? What inspires you? What kind of life do you want to create? Who do you want to help? What is your ideal business? How much income do you want?

Your WHY, must be clear. Envision it, feel it and taste it, as if you already have it. It should inspire you to your very core and it must ignite passion!

You will find that once you have your WHY, challenges will be easier to overcome and you will achieve your goals faster. Think of your why today and write down your ideas in a notebook.

Exercise:

1. Why do you want to start an online business?
2. What kind of lifestyle would you like?
3. What kind of life would you like to create?
4. What kind of experiences would you like to experience?
5. How will this business change your life and the life of your family?
6. How will it make you feel once you have a thriving freedom business?
7. How much income would you like to make?
8. How do you want to help others?
9. What does FREEDOM mean to you?

WHAT DOES FREEDOM MEAN TO YOU?

CLARITY IS POWER. THIS IS THE FOUNDATION OF YOUR BUSINESS. KNOW THIS AND YOU'LL BE WELL ON YOUR WAY TO OWNING A FREEDOM BASED BUSINESS.

Freedom can have many meanings and everyone sees freedom in a different way. So ask yourself, what does freedom mean to you? What will a life of freedom be like for you? Will you be able to spend more time with your kids? Will you be able to fulfil your dreams of travel? Will you be able to work from a tropical island? Does freedom mean... being able to work from wherever?

Exercise:

1. What does FREEDOM mean to you?
2. What would a life of FREEDOM be like to you?
3. Would you like more time with the kids?
4. Would you like to call the shots on where you work or how much you want to make?
5. Will you be able to fulfil your dreams of travel?
6. Can you see yourself working from a coffee shop from anywhere in the world?
7. What kind of income would you need to be financially free?
8. Does FREEDOM mean to be able to follow your passions and live a life doing what you love?

What does it mean to have a Freedom Business? What kind of business model do you need to have? Would you like your business to be mainly online? Will you have many employees to manage?

Think of what a freedom business means to you... and you'll get a fair idea on where you need to start. Write down your ideas!





IT ALL STARTS WITH AN IDEA...

THE GREATEST THINGS IN LIFE, STARTS WITH AN IDEA. SO WHAT ARE YOU PASSIONATE ABOUT AND HOW CAN YOU MAKE A DIFFERENCE?

So now that you know what a Freedom Business means to you, let's take a look at your business idea. I believe that if we do what we are passionate about, our hearts will be full of joy and meaning.

So when you are brainstorming your business idea, start with what matters most to you and what lights you up!

Maybe there is a particular problem in the world that you would like to change? Are you passionate about helping others and if so, who and how?

Start with your heart and everything will follow. So let's brainstorm some ideas for you!

*Note: Get as many ideas as you can down on paper and don't let doubts creep into your mind in the process. If it does, just write it down anyway! You never know what idea will fly! When you know what lights you up... everything will work itself out.

Exercise:

1. What are you passionate about?
2. What do you love doing but are not getting paid for?
3. What lights you up?
4. Who would you like to serve?
5. What problems would you like to help with?
6. If money weren't an issue, what business do you see yourself doing?
7. How does it make you feel?
8. Does it make your heart sing?

WHAT BUSINESS MODEL ALIGNS WITH YOUR FREEDOM GOALS?

BUILD YOUR BUSINESS AROUND YOUR FREEDOM GOALS

If location freedom is your ultimate goal, how can you structure your business so that you can work from anywhere in the world?

If time freedom is what you're after, how can you structure your business so that you can make an income even while you are away?

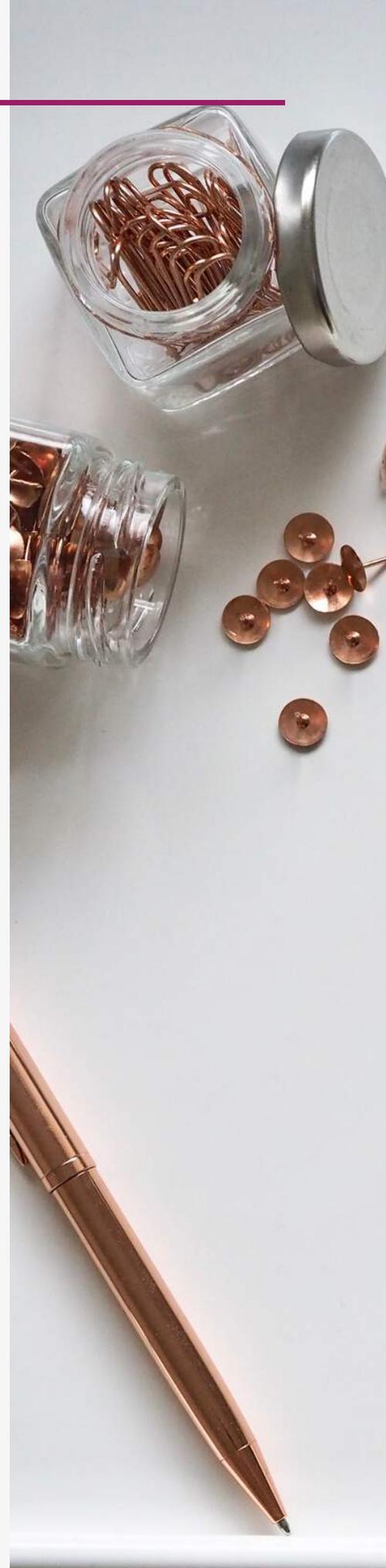
Exercise:

1. How can you structure your business so that it can give you time freedom?
2. How can you structure your business, so that you can make as much money as you want without having to trade your time?
3. How can you structure your business so you can work from wherever?

If financial freedom is what you most desire, what kind of product or services can you sell to scale your business?

The benefits of a freedom business if done correctly, can attract all that your heart desires. Ideas to take into consideration is:

1. Online Business
2. Automation
3. Online products
4. Affiliation Program





WHO CAN YOU SERVE?

WHEN YOU KNOW THE IDEAL PERSON YOU WANT TO HELP, EVERYTHING FALLS INTO PLACE

A business with meaning and purpose is determined by who you can serve and how you would like to make a difference in their life.

And although, there are so many millions of people in this world who need help... when you niche down, your business will thrive a hell of a lot more than if you were serving a broader group.

Now who is your ideal customer? Where do you see a problem in the world today? Who can you serve? Who are attracted to?

Knowing your customers needs, pains and desires is important when growing a business. This knowledge gives you the opportunity to help them and craft a marketing message!

So ask yourself, who are you most drawn to? Who can you relate to? Based on your experience and skills, who could benefit? Write it down in detail.

Exercise:

1. Who would you like to serve?
2. What problem would you like to solve?
3. Who are you attracted to helping?
4. Who are you drawn to and why?
5. Who can you relate to, based on your experiences?
6. Based on your skills, who could benefit?

CRAFT YOUR BRAND

CREATE A BRAND THAT RESONATES WITH YOUR SOUL

Branding is your Business Identity. How you want your business to be seen in the world. It is the look and feel of your business and the first thing that potential clients/ customers see when they are introduced to your business.

Therefore, how you present your business to the world is extremely important.

When creating your brand, the key is to do what YOU love, because if you follow your heart on this, you will come up with a brand that is UNIQUE, just like you.

And this is how you set yourself apart from everyone else in the market.

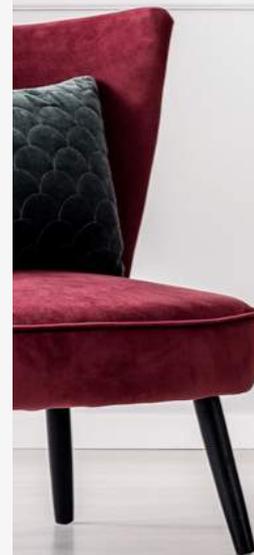
Exercise:

1. How would you like the world to "feel" when they discover your brand?
2. What colours, patterns and images resonates with you?
3. What ideas do you have a business name?
4. What ideas do you have for a logo?
5. What other brands inspire you?

How does your market feel about your brand? What colours and images would you like to use? What ideas do you have for your logo? What kind of designs are you drawn to? What lights you up?

Note when you choosing colours, make sure you research what the colours mean.

Remember, always, always, always follow your heart in everything that you do. If you get stuck, just ask yourself... what lights you up? And trust in your heart and intuition.





BE UNIQUE

THERE IS NO ONE IN THIS WORLD LIKE YOU, SO PLAY ON YOUR UNIQUENESS AND DIFFERENTIATE YOURSELF FROM THE PACK

So what is the one thing that can help you stand out from the millions of other business, who do what you do?

YOU. There is no-one in the world like you.

The way you think, the way you present yourself, the way you teach... no one can ever copy what you do or how you see the world.

So be unique. It's time to come out from the shadows live your truth and live unapologetically and authentically YOU.

Infuse your business with your flavour, your tastes, your likes, your love, your passion and your voice. When you do, your business will stand out from the crowd.

PRICING & PACKAGING

PRICE & PACKAGING IS ABOUT KNOWING WHAT YOU ARE WORTH & GIVING IT TO THE WORLD

When it comes to pricing your products or service, make a decision based on your market and what you believe your product or service is worth.

As women, we tend to have money blocks and begin to price our products and services on the lower end, because we don't believe that we are worthy. However, when you price a product on the low-end it's hard to compete in price, because there will always be someone out there who will be cheaper than you.

So know your worth and don't be afraid to price it on the high-end. Just make sure you give value!

Exercise:

1. What price point do you believe your product or service is worth?
2. Does this align with your market and who you want to serve?
3. How would you like them to feel when they receive your product or service?
4. How would you like to package or product or service?

So now you know who you want to serve, you know what you love, you have infused your uniqueness into this business... you know how you want to brand... that's great! Now how did you want to package it?

How you package your business will depend on what you are selling.

If you are selling services for example, you could choose to package your coaching into various packages. 1 month, 3 months or 6 months.

If you are selling products, what kind of box or bag would you use? What kind of design?

There are many ways to package, so write down your ideas...





ONLINE PRESENCE

REACH THE WORLD FROM YOUR LAPTOP

Technology. The best thing about it, is that the world is at your finger tips. That means, that you can speak and sell to a larger audience. ALL OVER THE WORLD!

And you don't have to leave the comforts of your own home! Now that's powerful!

Your website may be the first experience that potential customers/clients can have with your brand.

So... get a website up! It could be as simple as a one pager or it could be powered and automated.

Exercise:

1. Jot down some ideas of a business name. Depending on your business idea, you can have it under your own personal brand or you can decide on a business name.
2. Check your local domain registration and see if that domain has been taken and if not, register the domain name.
3. Check all the Social Media platforms and secure the name on FB and Instagram.

These days it's pretty simple to create one! All you need to do is decide on what you want your website to do, find a designer and your off to races!

Or, you could set yourself up with a DIY website, like Wordpress. These days, there are drag and drop website builders, so it's even easier to get yours up today!

Another way to get yourself and your brand out there, is through social media of course. You can create a Facebook Page or Instagram Page to showcase your brand and your products.

POWER OF AUTOMATION

**COMMUNICATE AND MAKE AN INCOME
EVEN WHILE YOU'RE SLEEPING**

Automating your business, so that you are constantly selling and making money while you sleep, is the ultimate key to a freedom business.

There are many ways to automate. It will take some time to setup, but once you do, you will have a business that generates leads and sales for you automatically.

You can automate your sales emails, nurture your potential clients and customers and get them into a sales funnel.

You can communicate with them at any time of the day, by scheduling emails and other forms of communication through social media or email platforms.

You can even automate their purchases, so that they can deposit their payment into your account automatically.

So, if you really want freedom, consider automating EVERYTHING!



SET UP YOUR BUSINESS IN THE CLOUD

**ACCESS ALL YOUR FILES AND BUSINESS
ASSETS WHEREVER YOU GO**

So you have a business that you love and want to work from wherever.

What you need to do now, is to ensure that everything related to your business is in the virtual cloud, so you can access it from all the corners of the world.

So, start with your current offering. How can you make it virtual? Can others access it from wherever?

What systems are you currently using? Can you access your accounting software? How about your contact management software?

Can you access all your business documentation remotely?

If not, make sure you can, but uploading it all into the cloud. This will give you your freedom.

BUILD YOUR AUDIENCE

BUSINESS IS ALL ABOUT BUILDING GREAT RELATIONSHIPS WITH YOUR CUSTOMERS AND YOUR CLIENTS

Ok, so you now know who you want to serve and you now know where you can find them... now it's all about building trust. Because let's face it, if your customer doesn't like you...or doesn't trust you... then they are obviously not going to buy from you.

So how do you build trust?

The answer: **Give away free content**

That's right. Give away free content. This free content is based on your customer and the product/service that you are offering.

You could do this via a newsletter, podcast, vlog, blog... mail out... whatever works for you. And be consistent in the content that you are producing. The more consistent you are, the more momentum you will gain. The more followers, the more likes, the more trust and the more credibility that your business and your brand has, the more RAVING FANS = MORE SALES!

List a few ideas that suit you.

Exercise:

1. What kind of content would you like to giveaway to educate or inspire your potential clients and customers?
2. Which platform would you prefer to produce this free content?



EXPOSE

LAUNCH YOURSELF AND YOUR BRAND OUT INTO THE WORLD

Last but not least, and my favourite topic of all. **MARKETING!**

Marketing is about getting out there and letting everyone know about your business!

Choose the top 3 social media platforms, that your ideal customer/client frequents and create your profile and post individual content for each platform.

Ask yourself: Where would you find the people you want to serve? Which social media do they use?

Next, think of some other ways that you can get in front of your ideal customer/client. Write that down too...

PRIORITISE YOUR FREEDOM

ALWAYS REMEMBER THAT YOUR DREAMS OF A LIFE OF PASSION, PURPOSE AND FREEDOM IS JUST AS IMPORTANT AS EVERYTHING ELSE IN YOUR LIFE



Throughout our busy lives, it can be easy to forget about our dreams for freedom.

We can get so caught up in life, it's easy to shove our dreams aside.

Prioritise your dreams. It's just as important as everything else that's going on in your life. When you do, life will be filled with more **PASSION**, **PURPOSE** and **MEANING** and if you work at it, you will be **FREE** from the limits that hold you back from an extraordinary life!

WE LIVE IN AN ERA, WHERE WE HAVE THE OPPORTUNITY TO CREATE ANY LIFE WE CHOOSE.

OUR DREAMS ARE LIMITLESS, IF WE BELIEVE AND ARE WILLING TO DO WHATEVER IT TAKES TO ACHIEVE IT.

HI, I'M JOVELINE

**FREEDOM BUSINESS STRATEGIST, MULTI-PASSIONATE ENTREPRENEUR
AND BUSINESS MENTOR**



I teach women how to launch and build their own FREEDOM BUSINESS. My teaching approach comes from 10 years of experience.

I am deeply passionate about helping aspiring women entrepreneurs gain financial independence, time freedom and location freedom through business.

I want to help them stand on their own two feet, have the flexibility to spend more time with their families and experience anything that their heart desires.

If this is your dream too, then join me on this journey. I will help you every step of the way!

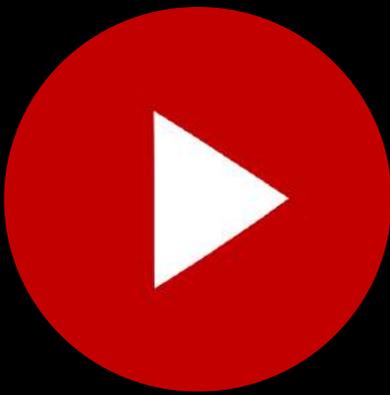
**"I BELIEVE THAT ALL WOMEN
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CREATE AND LIVE THE LIFE
OF THEIR DREAMS.**

**IF WE BELIEVE IN
OURSELVES, WE CAN HAVE
IT ALL.**

**PASSION, PURPOSE AND
FREEDOM."**

WANT HELP WITH YOUR BUSINESS?

SUBSCRIBE TO MY CHANNEL AND FOLLOW ME ON THE PLATFORMS BELOW WHERE I DIVE DEEPER INTO HOW TO LAUNCH AND BUILD A FREEDOM BUSINESS



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Want to learn my step by step system in planning, launching and building a FREEDOM BUSINESS? In the past 10 years, I have launched multiple freedom-based businesses and have taught entrepreneurs around the world, how to do it too and this is the exact blueprint that I used to do this.

If you want to get serious about learning how you can start a business that can give you **financial freedom**, **time freedom** or **location freedom**, I will be launching my premium program, the **FREEDOM BUSINESS COURSE**. It opens for enrolment in 2020... but you can get started now by accessing all my FREE RESOURCES that I offer on my YouTube Channel and my Facebook Page. See you on the inside!