

## **Introducing The Gentle Business Alliance.**

The main purpose of the Alliance is to hold the space for a community of people like you (and I) who want to do business and marketing differently and who understand the importance of the collective energy!

Our way of making an impact is by bringing more empathy and kindness to marketing and the business world. We are very much aligned with BCorp's tagline "a global movement of people using business as a force for good". We create win-win-win situations. Win for the world, win for the customer and win for ourselves. We are interested in creating sustainable businesses – not just to create wealth for ourselves, but to make an impact and make this world a better place.

Business is ready for a revolution, a gentle revolution.

## **Who is it for?**

The Gentle Business Alliance is a community for Gentle Marketers. It's sort of an Alumni Club for participants of the Gentle Marketing Revolution program. It's a support group & community to help them on their journey to a more Gentle Marketing approach.

## **What does The Gentle Business Alliance include?**

1. 2 monthly 60-Minute Q&A Zoom calls around different Marketing/Business topics. Facilitated by Sarah, someone from the group or a guest speaker. Calls are recorded for those who can't attend.
2. One monthly writing session to work on our marketing with the energy of the collective
3. Occasional guest speakers including members of the Alliance to discuss inspiring topics.
4. Access to your fellow Gentle Marketers in a private Facebook group
5. Access to Sarah's existing & new Cheat Sheets
6. Access to the exclusive Q&A call recording archives

## What's the format of the monthly calls?

Unless requested from participants, the format of these calls is casual & Q&A style. Rather than 'teaching' Sarah will be sharing her know-how, point of view, tools, ideas etc. based on 12 years of running an Online Business.

The idea is also to bring in the know-how of all the members since everyone in the group has a unique expertise that can be tapped into.

Once again, we will be creating something new and different: a modern leadership model that's focused on the inclusion of everyone's unique life & business experience.

## What will the monthly conversations be about?

A big focus of The Gentle Business Alliance is Gentle Marketing, because marketing is essential to grow our businesses – and therefore make a bigger impact and make this world a better place.

During the Q&A Calls we'll cover Marketing topics such as:

- Sales Calls
- Video Marketing
- Affiliate Marketing with Integrity
- Listbuilding
- Webinars
- Group Programs
- Retreats
- Podcasting
- Emails
- Networking in Person

Drawing from my Gentle Marketing Mandala — topics may also include:

- Passion
- Personal Power
- People
- Product and Services
- Pricing
- Promotion
- Partnership



We go beyond just business topics though – because besides having a successful business, all members of The Gentle Business Alliance truly care about creating meaningful lives for ourselves while also making the world a better place!

Together we'll also unpack life and world topics including:

- Sustainability
- Social Justice
- Abundance thinking
- The Serving Mindset
- Stewardship (compassion, generosity, gratitude)
- Our relationship with money
- How time & money are related
- The environmental impact of our business
- Love & joy as a marketing tool
- Fair Investing
- Health & Wellbeing
- Nurturing strong relationships
- Spirituality

## **When do the calls take place?**

The group Q&A calls take place at 11 am EST, on the 2<sup>nd</sup> and the 4<sup>th</sup> Wednesday of each month. The writing session dates are announced separately.

## **Do I have to participate in every call?**

No. Participation is noncompulsory. If you can't attend live you can always watch the recording.

## **What else will you get by participating in The Gentle Business Alliance?**

Besides the more structured bi-monthly sessions via Zoom you really belong to a global group of like-minded peers where you have the opportunity to be both a student and a teacher — giving and receiving help in uncovering hidden opportunities and generating powerful and meaningful ideas for your life and business.

As a result, this is the place where everyone is growing wiser and you will be challenged to grow, multiply and increase your impact in various ways.

## **The Facebook Group**

To stay in touch outside of the group calls we will have our private Facebook Group. After reflection I have decided to keep it on Facebook as it's just the easiest way to host a group. Besides me (who as you know by now is not very active on Facebook), I will name a few ambassadors to help me manage the group and post relevant content.

## **How does it work?**

The Alliance membership is a monthly membership. You can join or cancel at any given time.

## **Who else is in The Gentle Business Alliance?**

The Alliance is reserved for Gentle Marketers from all over the world who have gone through the Gentle Marketing Revolution program. Members of the Alliance come from a broad background of business types, sizes and growth stages. There is no discrimination depending on revenue in the Alliance.

When we reach 15 members we can break up into different rooms on Zoom to keep the intimacy of the conversations.

## **What is the investment to be part of The Gentle Business Alliance?**

In 2020 the monthly membership is \$127 or \$997 if you pay upfront for the whole year. You will be grandfathered in at that price.

## What participants say about the Alliance

*Sarah is at the forefront of changing our marketing strategies to a more human, honest, and “less hype” approach. She creates the space for comfortable, gentle, yet powerful sharing that leads to deep insights.*

*She has helped me to gain clarity on “who am I” in my coaching business, as well as helping me to define my focus and passion. She provides clear feedback on ideas and concepts that have led to effective changes to my online presence, as well as to transformative thinking about business and marketing.*

*It’s this integration of business and feelings that is so needed in the world.*

*Sarah shows a pathway on how to continue to evolve, to be true to our nature, and be successful business people. That for me, is such a core part, to be human, and yes, be successful in our businesses, doing what we love doing, and earning money!*

Janice Heller, Career & Transition Coach

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*Thanks to this group I'm more confident about taking my place, and moving forward. The intimacy and level of vulnerability led to a feeling of strengthening of my life force. It opened up all kinds of new possibilities.*

Isabella Quigley Moriarty

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*The level of vulnerability that Sarah holds the space for is exceptional. And that's the piece that changes everything in the group dynamics.*

Leisa Peterson – Abundance Coach

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*I believe community is so important to this new paradigm for business: just being together, listening to each other, and getting requested feedback from people with similar values, is so important. It's so much easier to grow and move forward from that place. "Pull yourself up by your own bootstraps" is so obviously a false idea that doesn't work. We are breaking that individualistic myth and it's a breath of fresh air. I feel like I'm gaining a sense of more community in my work world which is so important for anyone's wellbeing and success.*

Val Nelson – Business Coach for Introverted Women



## **Next steps**

If your intuition & heart calls you to take your life and business to new heights and think the Gentle Business Alliance would help you do just that then I'd love to have you!

I am also available to discuss the potential of my working with you as your coach outside of the Alliance through private coaching - subject to availability.

Warmly  
Sarah