



Foundation

FOR STARTUPS



KATE ROSS

ADVISORY

MY FOUNDATION PROGRAM GIVES YOU THE TOOLS AND STRUCTURE FOR SUSTAINED GROWTH AND SUCCESS & I'M WITH YOU EVERY STEP OF THE WAY!

Gain clarity and confidence with a clear vision and purposeful decision-making, while developing strategic growth by crafting focused marketing, sales, and financial strategies.

"This next 12 weeks will only work if you are driven to want it to happen!"



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WHO IS THIS PROGRAM FOR?

This program is perfect for anyone with a business idea who isn't quite sure how to bring it to life. I'll guide you step by step in setting up your business and offering advice. We'll work on your social media and all marketing materials to make sure you're confident and ready to go. We'll establish a database, assess your target market, and develop strategies for a highly focused approach. We'll cover your financials to ensure you get the best value for your money and also set you up with a financial plan for six months. By the end of the 12 weeks, your business will be ready and launched or soon to be. At this stage, you will likely be generating income.

A significant percentage of my clients have begun earning money within 10 to 12 weeks of collaborating with me on my 12-week Foundation. This is proven.



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WEEK 1

SETTING THE FOUNDATION

During this phase, I take the time to understand them personally and get familiar with their business idea.

We discuss the current state of their venture and define the end goals, thoroughly covering everything in between so they know what it will take to achieve those goals.

Together, we lay a solid foundation, ensuring that everything is well-structured. Next, we examine their competition and target market, analysing the competition to ensure we can offer a superior service or add significant value that sets them apart. I also begin evaluating their marketing efforts and overall strategy.



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WEEK 8

MARKETING & SALES

During these four one-hour sessions, we collaboratively develop a sales and marketing strategy, setting up routines and structures to create a targeted approach for market preparation. I review their plans, test their strategy, and ensure effective customer responses while focusing on a soft sales approach.

Each session concludes with specific tasks for them to work on, and I'm available to provide assistance or clarity if needed. Additionally, I will leverage my network to explore business opportunities for them.

We also emphasise the importance of working smarter, not harder and maintaining a solid work ethic that balances productivity with time for reflection and relaxation. Here, we check service or product costs to ensure correct pricing.

TIP: Leaning in and out of feminine and masculine energy allows you to balance intuition with action.



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WEEK 12

BUILD A PLAN & GET ‘MARKET READY’

During our sessions, we focus on analysing the costs of their business, determining the break-even point, and creating a 12-month cash flow projection, which their accountant should then review. We also explore opportunities for quick sales uptake and begin efforts to increase market awareness. Additionally, I help them develop a plan for the next 3, 6, and 12 months, ensuring it aligns with their cash flow, marketing strategy, and overall objectives. By now they will be getting into a structure and routine to follow.

TIP: Intuition will guide you toward decisions that resonate with your true purpose, leading to more fulfilling outcomes.



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INCL.

Receive these bonus rewards for being part of my Foundation Program:

- Enjoy 10% off my Kate Ross Reset in **Bali**. On this escape from reality, you will connect with like-minded women and focus on my three favourite Bs: Business, Balance, and Bali. Excluding flight costs, everything is included!
- Receive discounted ‘additional’ mentoring sessions throughout the duration of the program, should you need them.



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COMPLETING THE FOUNDATION PROGRAM:

At the end of the 12 weeks, we'll discuss how I can continue to support you moving forward. The level of ongoing support will be entirely up to you.

Some opt in to my next program 'Elevate' for Businesses, where we continue to build strong structures and strategies to support your success and keep building your business, while others prefer ongoing mentoring to suit their schedule.

But one thing is certain, at this point, things start to get busy, so you must keep getting the fundamentals right so that your business keeps growing while you look after your clients and generate income. Early stages of business are full of challenges and through my programs or casual mentoring sessions, you have a steady, reliable support person by your side to help navigate the challenges.



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LET'S DO THIS!

*"Kate is absolutely brilliant as a mentor & business coach!
She has helped my business enormously & I cannot thank
her enough!*

~ Lizzie S (Healthcare)

*"Where do I start. I'll use words here – Action,
Accountability, Ideas, feedback. respect. It's like a
professional best friend that never lets you walk out of the
door with chocolate on your chin. Guidance both
professionally and personally, there is a genuine input to
your business concepts and ideas along with the added
touches of "make sure you keep active and take time for
yourself" Kate has been invaluable to the startup of my
company and is a powerhouse of knowledge and success,
we are only a few weeks in but i have full trust in her. "*

~ Kat E (Recruitment)



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