



Positioning to Profit

THE PROLIFIC INNER CIRCLE

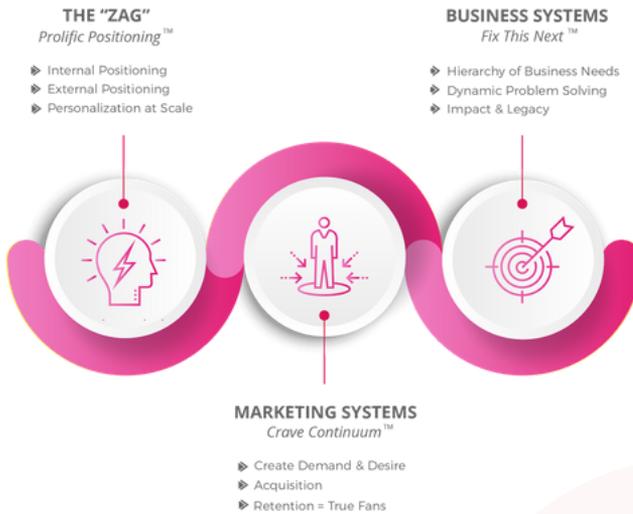
Helping Women in Business
Create More Expansion

THE PROLIFIC INNER CIRCLE

Really smart and successful business owners understand the power of a back-end strategy for more profitability. If you are like most committed entrepreneurs, you understand the value of time...

Knowing what to implement, when, is key. Marketing is comprised of behavioral psychology and numbers. Once you discover what works for you in your business, it really increases your profitability and fun factor. What I bring is the high-level strategic business & marketing methodologies, curated from my Fortune 50 experience to the small business owner/entrepreneur. I've synthesized the best in breed business strategies to help you create sustainable profitability.

The Positioning to Profit Continuum



● *the Zag / Prolific Positioning™*

We'll review your "Personalization at Scale" strategy. What positioning will net you the strongest results for attracting your Premium Prospect and help you build authority? We'll craft a personalized plan that meets your values.

● *Marketing Systems / Crave Continuum™*

While most marketing programs focus on tactics and lead acquisition, the real magic is in creating a sustainable business by focusing on building lifetime value of your customers. We'll activate the best in breed marketing strategies.

● *Business Systems / Fix This Next™*



Learn the Business Hierarchy of Needs and how to determine where your business fits. How to find what you should be fixing in your business next. This will save you time, money and energy.

THE PROLIFIC INNER CIRCLE



Patty Dominguez, founder of *Positioning to Profit*, is a best-selling author, advisor and a contributing marketing expert. Her work has been featured on *Smart Business*, *Investor's Business Daily*, *NY Daily News*, and *American Express Open Forum* to name a few.

Prior to 2013, she worked in Fortune 50 and management consulting, most recently as head of Global Agency Strategy. Over her corporate tenure, she has managed a billion dollars in marketing spend. She now helps entrepreneurs and small business owners to claim their "Category of One" status based on their unique abilities. ([Linkedin Profile](#))



What's Included in the Investment?

- Initial Deep Dive Customized Strategy Call (90 mins) when you first join, so we know how to prioritize your quickest wins
- Two Group Coaching Calls every month: We'll work on your current business progress, mitigating bottlenecks and gaining insights from the collective
- Over the 6 months, you'll receive six hours of direct 1:1 calls with Patty. You can select your call times for 30-minute increments or 60-minute increments, your choice! This provides the flexibility you need in order to keep moving forward. These calls are recorded for your reference.
- Voxer Access 24/7 - I will create an Inner Circle Channel for group Voxers. You'll also have direct access to me, as your questions, comments, and divine revelations happen.
- Group Slack Channel: In lieu of yet another Facebook Group, we'll have an Inner Circle Slack Channel for digital support (better than email).
- Digital access to Signature Courses: *Positioning to Profit*, *Micro Webinar High Ticket Offers*, *KLT Accelerator Bootcamp*, *Authority Activator*. Course schedule will be announced when you join.
- Complimentary Access to *Prolific Cafe* for Six-Months including group calls, Private Chat, Courses and all Perks in the membership.

Investment: \$1,350/per month requires a 6-mo. commitment
\$7,500 paid in full