

A 12-Week Feminine Leadership Business Training & Certification for Women Who Are Ready to Scale with Impact and Ease

WHAT'S INCLUDED?

- **12 weeks** of live coaching, training and personalized support with Jessica Zweig
- Weekly interactive 90-minute coaching sessions taking place **March - May 2025** giving you the tools you need to become the unapologetic Feminine Frequency Business Leader you are
- **Expert guest speakers** on podcasting, public relations, sales & marketing, keynote speaking and personal brand styling
- **Supportive tools**, templates, swipe copy, plug n' play drip campaigns, spiritual tools and meditations with each module
- **Exclusive private access** to a female leader **mastermind community**, led by Jessica and the FFBL™ team
- Your **Feminine Frequency Business Leader™ Certification**, putting you in an entirely new echelon & powering your business in a totally new capacity



CERTIFICATION

Your Feminine Frequency Business Leadership™ Certification instantly sets you apart from your peers with your accreditation of credibility, authority, expertise, professionalism and knowledge. With your annual certification, you will be:

- Known as a **leader** who knows what she's doing, attracting **higher caliber talent**
- Trusted as an **expert**, attracting stronger clients and charging a **premium** for what you offer
- Positioned in the marketplace to investors and/or acquirers, as a **trusted CEO**
- Recognized as an **authority** in your industry, **securing more** interviews, speaking engagements & press features
- Established as an **upper-echelon level entrepreneur**, opening doors to higher quality networks and **business-driving opportunities**

WHAT'S REQUIRED?

- **Live Teachings** Students must attend or watch all twelve (12) interactive live teachings.
 - While live attendance is encouraged, it is not mandatory, provided that all twelve (12) sessions are completed.
- **Assessments** An assessment corresponding to each interactive live teaching must be completed by the following Tuesday at 11:59 PM PT.
 - A total of eleven (11) assessments are required. Assessments are graded on a pass/fail basis, and each client has one opportunity to complete and pass each assessment.
- **Dissertation** Clients must submit a dissertation demonstrating how they will apply the knowledge gained throughout the program to their personal and professional lives.
 - The dissertation is due by May 30, 2025. Further details will be provided at the beginning of the program. Assessments will serve as foundational components for the dissertation.

BONUS CALLS

1. "Legal Musts for Female Business Owners" with Business & Trademark Attorney, Berkley Sweetapple

Berkley is a trademark and business attorney who helps female entrepreneurs legally protect their businesses so they can spend less time worrying, and more time creating. She is a lawyer, mom, and entrepreneur, and believes that life is too short to do something you don't actually love!

2. "Amplify Your Success by Understanding The Power of Strategic Ad Campaigns" with Isobel Burns

Isobel Burns, the Founder and Chief Marketing Officer of Digital Marketing Engine, is a dynamic entrepreneur with an acute focus on the customer journey and business growth. Her vast experience as an agency owner, consultant, and coach, coupled with her unique insight into the Meta platform's capabilities, positions her at the forefront of client acquisition and efficiency improvement strategies.

3. "Set Your Business Up to Sell" with Carrie Kerpen

Carrie is the founder of The Whisper Group, a company entirely dedicated to women entrepreneurs to go from lifestyle business owners to exited founders.



OUR 12 WEEKS TOGETHER:

MODULE		WHAT YOU'LL WALK AWAY WITH
1	FOUNDATION	<ul style="list-style-type: none"> • The Divine Masculine & Divine Feminine integration needed to grow & scale a 6 to 8-figure business • Foundation of the 7-Chakra System to renew safety in the body to sustain a fast-growing business • Deep dive into the aspects of the Goddesses of Egypt as pillars of direction within our businesses
2	LEADERSHIP	<ul style="list-style-type: none"> • Evolve the “entrepreneurial” to “Empowered CEO” mindset in order to truly lead a business to scale • Embody the “boss” with your team and advocate with sovereignty, grace and empowerment • Negotiate with authority and legally protect your business with a renewed commitment to your value
3	BRANDING	<ul style="list-style-type: none"> • Express your truth & mission with joy, leading to a magnetic brand that attracts rather than chases • Master your message with razor-sharp clarity and authenticity that calls in your ideal audience • Discover endless inspiration for content on your social media, podcast, email, services and offers
4	PRODUCTS, SERVICES & PRICING	<ul style="list-style-type: none"> • Build a product strategy & pricing model that continually flows revenue into your business • Expand the aperture of how you can earn revenue in a limitless capacity with a renewed product suite • Put a higher value on your time, energy and gifts in a new way
5	MARKETING	<ul style="list-style-type: none"> • Build a unique and magnetic Thought Leadership platform marketing strategy • Position yourself to your “Core 3” target audiences for expanded reach and revenue potential • Use your magnetic message to grow your following, downloads, subscribers, revenue and more
6	<i>EXPERT GUEST SPEAKERS:</i> PODCASTING & MEDIA RELATIONS	<ul style="list-style-type: none"> • Optimize your own show for greater reach and learn how to secure guest spots on today’s top shows • Receive a plug n’ play pitch template, optimized subject lines, and over 50+ media contacts • Secure press features on top outlets like Forbes, Good Morning America, Fast Company, NBC & more
7	IMPLEMENTATION WEEK	<ul style="list-style-type: none"> • Bring your questions, curiosities, and thoughts for personalized feedback and coaching from Jessica. • Gain direct insights and guidance tailored to your unique challenges and goals. • Engage in an open, supportive space to deepen your learning and growth.
8	MULTI-MILLION DOLLAR SALES & MAGNETIC VISUAL BRANDING	<ul style="list-style-type: none"> • Plug-and-play scripts for sales calls and swipe copy for sales email drips that convert • Add value and keep prospects constantly engaged to close, plus as a breakdown of today’s top CRMs • Build your visual brand, inclusive of best-converting styles to bring your brand to multi-dimensional life
9	TEAM, FINANCE & OPERATIONS	<ul style="list-style-type: none"> • Organizational systems and job descriptions for key hires needed to scale • Standard operating procedures to take your business to multi-seven figures in revenue • Design and create your business as an asset that can run without you
10	PERSONAL PRESENCE	<ul style="list-style-type: none"> • Master your voice, body language & presence to establish trust, authority & respect in every interaction • Craft a magnetic, results-driven elevator pitch in less than 30-seconds to catch people’s attention • Activate and align all 7 Chakras to embody your full Feminine Frequency
11	<i>EXPERT GUEST SPEAKERS:</i> KEYNOTE SPEAKING & PERSONAL BRAND STYLING	<ul style="list-style-type: none"> • A hook and an outline for your winning TEDx or keynote talk, plus how to price and pitch yourself • Curated “Queen” mood board of must-have pieces every female entrepreneur needs in her closet • Full-body & mind preparation & empowerment for speaking engagements, interviews & presentations
12	FULLY EMBODYING THE FEMININE FREQUENCY	<ul style="list-style-type: none"> • A fully executable playbook designed to scale your business with Divine Masculine power and Divine Feminine nature to set yourself apart as a credible, expertly trained and conscious female entrepreneur • Feminine Frequency Activation, fully accepting and embodying the existence of this new vibration



FEMININE FREQUENCY

BUSINESS SCHOOL

MEET YOUR GUIDE, JESSICA ZWEIG



JESSICA ZWEIG is an entrepreneur and women's empowerer who has been described as one of the "Most Notable Entrepreneurs" by the Crain's Chicago Business, a "Personal Branding Expert" by Forbes and is a winning CEO of one of Inc. 5000's Fastest Growing Companies in America.

Zweig is a serial entrepreneur, having founded three companies, and recently sold her agency, SimplyBe., a premier personal branding company that transforms corporate teams, executives, and entrepreneurs into recognized industry experts and thought leaders.

Zweig is a two-time published author. Her first book was the #1 bestselling book on personal branding, *Be: A No B.S. Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself*. Her second release, *THE LIGHT WORK*, hit shelves in August 2024 and became a USA TODAY National Bestseller.

She's also the host of a top-ranked podcast, a dynamic and highly sought-after speaker, teacher, and leader of a global community of women. Zweig hosts sold-out retreats and often speaks on both national and international stages to companies including Google, Microsoft, Discover, Salesforce, BMO and Nike.

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