



Authenticity

Coaching **Progamme.**

Coaching Programme Designed for
Established Entrepreneurs
Seeking Sophisticated Strategies to Scale
Their Six-Figure Businesses

The Coach

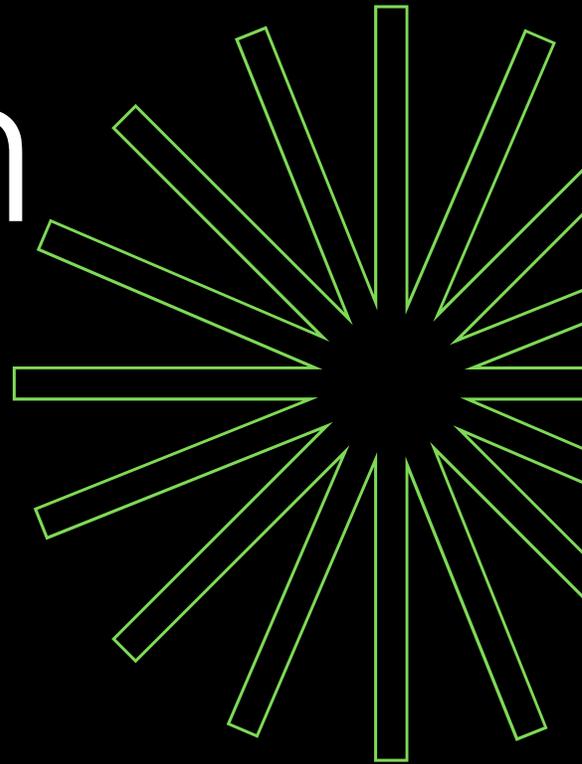


NDIRA VON KELLER

Ndira von Keller is a one-to-one business coach for entrepreneurs who are ready to build sophisticated, scalable online business models that scale impact, reach, revenue and life!

Focusing on helping online entrepreneurs to develop their unique Thought Leadership and turn this into brand, programmes and content that scales, Ndira is the founder of three multiple six figure businesses and multiple six figure online courses and has done seven figures in personal sales in a range of sectors including marketing, recruitment and online education.

She specialises in guiding online entrepreneurs to develop unique thought leadership and expand it into brands, programmes, and content. Ndira has founded three multiple six-figure businesses, created three successful online courses, and achieved seven-figure personal sales across marketing, recruitment, and online ~~direction~~. Keller is a business coach who helps entrepreneurs create scalable online business models to grow their impact, audience, and revenue.

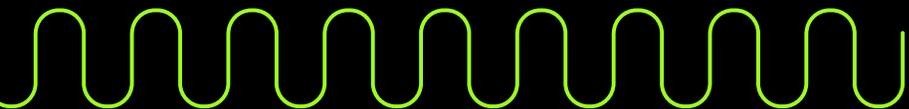
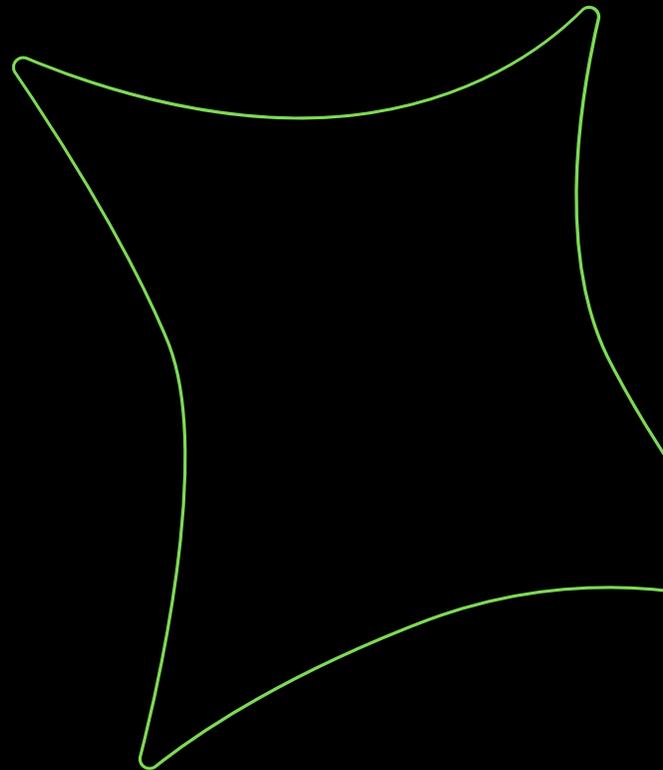


“Its all about **honesty** that can bring transformation”

There is uniqueness in everyone – this authenticity in your insights, authenticity in your wisdom, authenticity in your ability to convey what you know. Your next challenge is to dramatically scale the number of people who hear your message, who understand your business models and who buy your programmes.

People want to be inspired, guided and supported to their next level. And so, for you to do this for others, you must first do it for yourself. You must take your message, your programmes and your brand to the next level of sophistication so you can scale your impact, your reach, your revenue and your life. The question is...are you ready?”


NDIRA VON KELLER



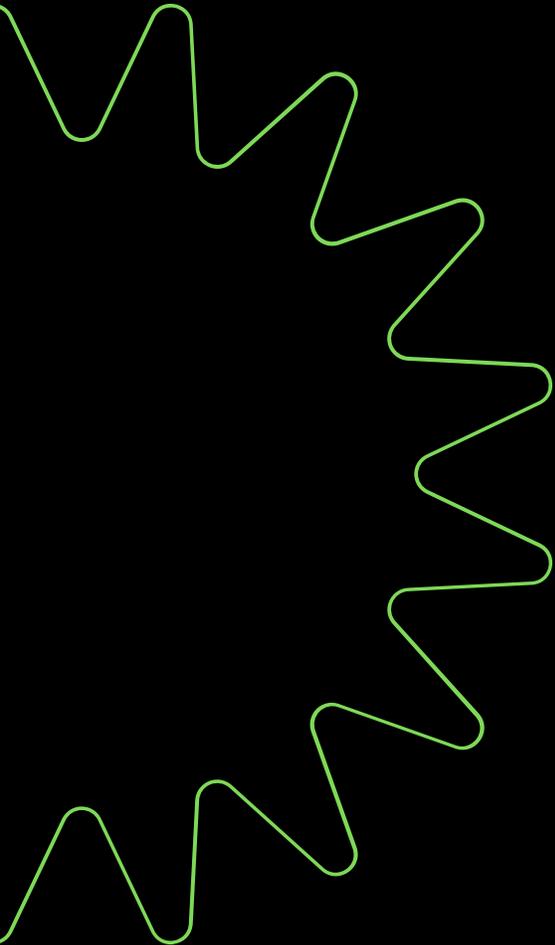
Introduction to the **Programme:**

The title of this individual coaching programme was conceived during a period of introspection, during which I consistently posed the question: What framework should I establish to effectively support my personal and professional objectives over the next five to ten years?

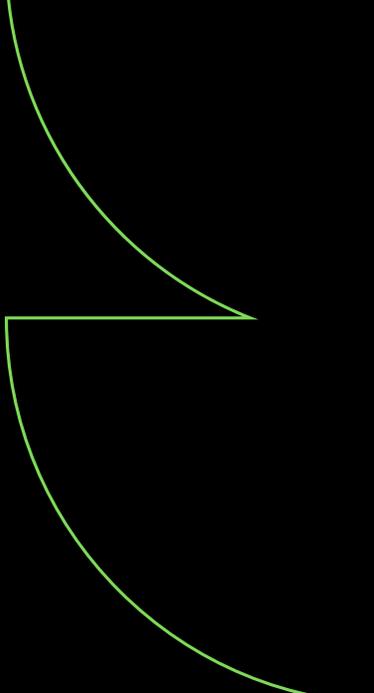
LET ME ASK THE SAME QUESTION AGAIN BUT A LITTLE MORE DETAILED:

- What is the legacy I wish to establish moving forward?
- What central message do I intend to communicate to the world?
- In what ways can I further improve, and how would that be demonstrated?
- What core model will underpin my forthcoming book, programme, or marketing campaign?

One day I realised that I was doing the same routines every day. Same coffee same chores, same customer in my business but I wasn't where I wanted to be. The sales and inflow weren't coming. So, I started to take a look at my competitors. And target what they had but I was missing. And that is when the magic happens. That light bulb moment.



What got me here, will not get me to the **next level.**



You've got to break the system to break free from it. Establish new roots to generate a new fruit.

SET YOUR CONTENT GOALS

This concept is well-established, and it is important to recognise its validity as affirmed by experienced entrepreneurs. Progressing from one stage of impact, reach, revenue, or personal development to another is less a matter of simple scaling and more dependent on the mindset and operational framework in place.

Individuals tend to act in alignment with their self-perception, and growth is constrained by the existing infrastructure. Many business owners have yet to adopt a mindset conducive to scaling, and most organisations are still developing the models required for sustainable expansion.

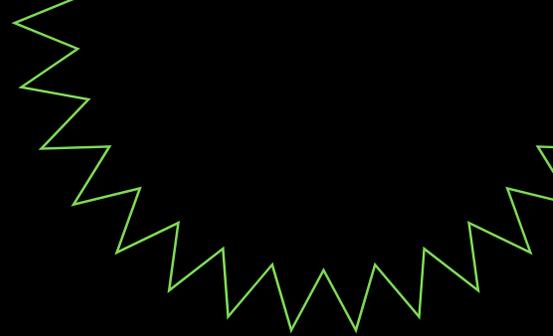
REWRITE YOUR GOALS

After weeks and months of reflection, I found myself re-writing the same word: Authenticity , authenticity, authenticity. I wanted a more authenticity brand, business, impact and lifestyle. And I wanted to bring more honesty, my grit, my cheekiness and my truth to it.

I wanted to live more fully from my purpose – what I was put on this planet to do - and I wanted to do it bigger, more boldly, and feel more excited by that growth. I wanted a bigger life too, with even more freedom and time and resources. I wanted to give my family more. To stand for more. To experience more.



I stopped tinkering, tweaking....



At this stage in my life and business I knew I had all of the raw ingredients to make this shift, so after months of pondering, I finally (and abruptly) stopped tinkering, tweaking and updating and, instead, I wrote a bold but simple new plan based on the initial question above and I got to work.

MONTHS LATER..

In the months that followed this decision, I shut down major six figure programmes I'd been running for years. I built a new brand and a bolder website. I wrote new programmes. And I started on a bold new content strategy teaching the truth of what I know.

'The truth' is a really important aspect here. I mean it in two senses... Firstly, I wanted to dig deeper and be more honest about myself and what I want to teach and do. I wanted to be more honest and more upfront about what I know works and teach it more fully.

SECONDLY...

And secondly, I had to work hard to put that truth into words, into a model, into something I could share. It took a good few drafts before I had solid outlines of my new programmes and marketing content. And this is a huge part of the shift. Your next level model / content / Thought Leadership could just 'come to you', but I doubt that will happen. I mean - it is rare. It's more likely something you form through weeks and months of reflection, research and redrafting.

And this is where this one-to-one coaching programme can help. But more on that in a second...

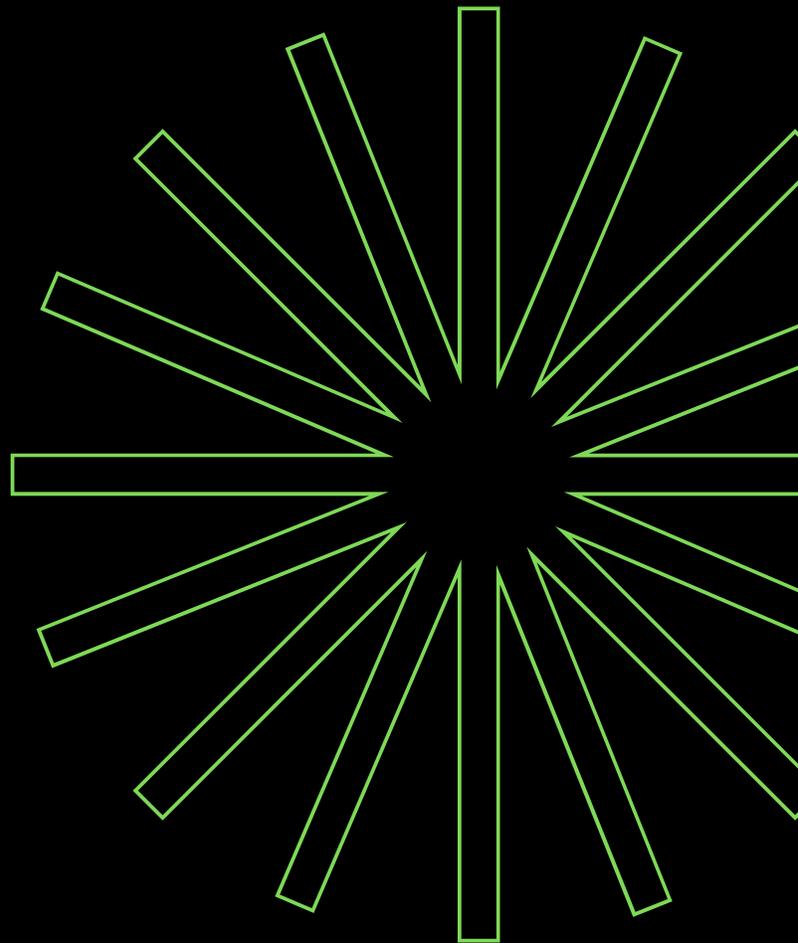
One to One Coaching Programme.

That truth is that websites, programmes and 'Reels' are not the secret to scaling a multiple six figure or even seven figure online business today. What sets apart leaders at this level is their Thought Leadership and how they disseminate it (CONSTANTLY) through their messaging, content, and programmes.

LEADERS DIG DEEPER...

It's got to be the right (Authentic) message, packaged in the right way, for the right people at the right time. But none of it works without doing the work. Leaders dig deeper than anyone to rally change. And because it takes work...

Far too many people are sharing light, 'heard before' ideas that are typical for their industries. Their offers sound the same as others and haven't been upgraded despite the enormous changes we've experienced in the world. And this is why the entrepreneurs bored, and their customers are moving on.

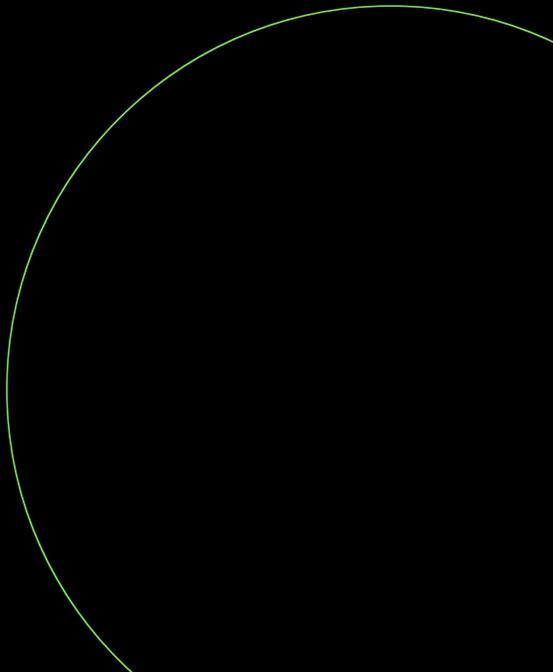




People want to be
inspired. They want
to learn.

They want to be
challenged.

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Key Programme Principles:

THERE ARE FOUR(4) CRITICAL COMPONENTS TO THIS:

What is called for now is that leaders add the next degree of Authenticity to their content, strategies, programmes and lives; that they go deeper on the Thought Leadership they teach, that they position themselves as a true leader of change for the people who look up to them.

YOU MUST ALIGN YOURSELF WITH YOUR AMBITIOUS GOALS

Far too many leaders have stepped back following the 2020 world event. The world became overbearing for most and many leaders, exhausted from the global changes, pulled back, hunkered down, decided to slow down over 2021, and 2022. And they're feeling the effects of it now. If you've hit six figures, it's time to put seven figures back on the table. If you're used to £10k months and you've shrunk back, it's time to aim for £30k months and takes a bold and dynamic leap onward.

It's never too late to get that engine back into gear and reinvigorate your business, to reconnect with your authentic dreams. But you must start by being boldly honest - what do you want from your life and business?



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You must define your Uniqueness.

You must define your unique Thought Leadership and have it underpin your message, your content and your programmes in the coming years.

This should be a core principles, a model, a curriculum, and the foundation of everything you speak including your training courses online. Give it a name, a brand, an identity. Let it be scalable. Build from that.

YOUR SHOULD STAND OUT...

You need to stick out like a sore thumb for the people you can help. You must be on the 'top two' list of people they think can help them hit the result they want in life. And you do this through consistent content that hits home, that demonstrates a model, that shows there is a path you can guide them down.

You must raise your brand profile and dramatically extend your reach through organic content and paid funnels.

Both are powerful. Both work. Both are required. I want to see leaders create shows - be it a weekly podcast or video, or weekly voice note or write up - to develop and share their ideas.

Creating a Content Plan

This wealth of material, based on the pillars of your uniqueness, your authentic Leadership style, will form a deep reservoir of rich content that can be used to reach new people, build new audiences and grow your brand.

Besides the content, I want to see leaders creating high impact funnels that reach new audiences through paid spend that breaks even in its own right. This can be on any social media channel but it's not to be ignored. Leaders cannot keep pitching tweaked versions of the same offer to the same people over and over – they must proactively grow their audience in a systemised, scalable way that does not take over their whole day.

SOLIDIFY YOUR MESSAGE

There is a vision you hold into yourself at your highest potential. The way you are. How you dress. What you're known for. How you turn up for your family. Rather than asking for things to be easier, leaders must dig into their next level of growth. They must think, behave and act in a way most people will never attempt. And they must be comfortable knowing they're entering a brand new period of expansion that will include more failure and more lessons on the journey to their next level. This is the Authenticity leader. This is the Authenticity business. **AUTHENTICITY**. IS my brand new one-to-one coaching programme for entrepreneurs ready to do this work.

The Recreation Process

Working with me over the next 6-12 months, I am committed to help you achieve these three key outcomes:

- You will reconnect with your true ambitious goals and regain utter clarity on your next five -ten year plan.
- Don't shrink back. Admit the truth of what you want and immediately begin working on becoming the person who can hold it in your hands.
- This means exploring multiple ways forwards, getting to the truth 'for you' and leaning on your purpose to truly uncover the path forward over the next five-ten years.
- I see a huge amount of imposter syndrome at this level, with leaders not feeling up to the challenge, or not feeling like they have anything to say at this level, or that they don't belong.

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Together we will do the work

→ YOU DO! YOU HAVE THE MESSAGE

the truth and the grit within you. And together we'll do the work to find it, face it, accept it and convey it. Together we will find the blocks, we'll explore each option and we'll make an informed decision based on your desires, your growth, your purpose and your potential so you can move forward with clarity, power and confidence.

→ ADMIT WHAT YOU WANT

Accepting your life's purpose (as you know it today) and stepping up to becoming the person who can make it happen.

→ DEFINE THE ENHANCED MODEL

Define the new or enhanced model for your business you want to live and build over the next five years. When I work with people at this level, they have offers, they have systems, and they have processes. But...there's a problem. Something doesn't feel right. The leader feels bored or fed up or stalled. Something has to change and they know there is a leap to make. They can often tell me what that leap is. But they haven't taken it and they won't for three reasons:

Take the big giant leap

→ WORD TO THE WISE

1. Imposter syndrome - as mentioned above, they feel they don't belong at the next level;
2. Lack of clarity – meaning they're spinning on a wheel, losing traction with every repeated rotation; or,
3. Fear of letting go of what they've built in case the new model will fail.

→ BOLD NEW PLANS ARE THE REMEDIES

if you feel this desire to grow and you can see the risks of standing still and you don't take action, you're already on a path to failure. Gut-based action; and a bold new plan are the remedies.

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What is your offer?

MOST people have never seen their authentic offer. MOST people have never read a single word of content they've produced. MOST people have no idea who they are.

Therefore, what you're building now is the offer that most people will see for the very first time and accept as you. This is your chance to level up yourself, your models and your programmes for the next years to come

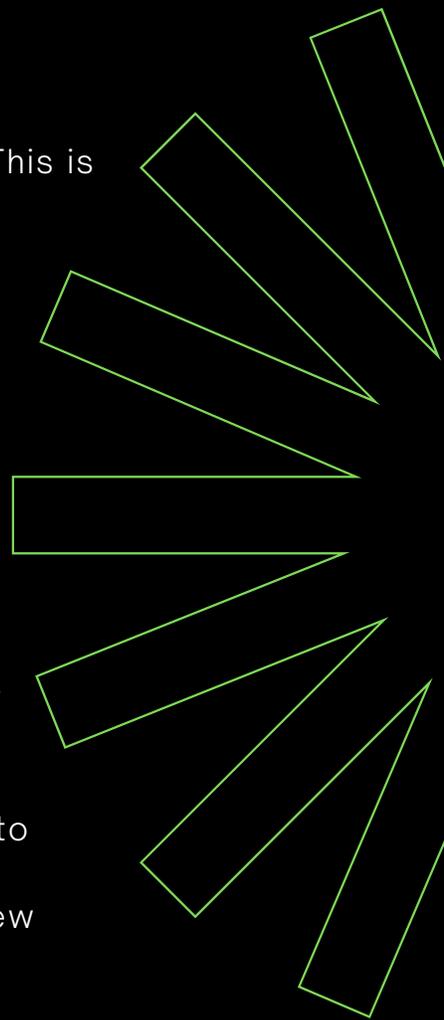
WHAT MODEL MUST I CREATE?

So, we return here to the question I asked myself many months ago: What model must I build now to support my life and business for the coming five years?

I help my clients articulate their own answer. By exploring each one, and make a powerfully aligned decision for their next moves going forward for their business.

Of course, this will likely mean breaking what you've built to breakthrough to level up, scale and drive revenue. It will certainly mean developing new mindset, new habits and new values in order to hold the next level of success.

Many people are trying to scale up based on thinking that 'got them here'. That thinking has served its purpose, it worked. Yes. But it won't get you to the next level. It's time for a new model of your life, a new model in your business, a new set of values, beliefs and principles in keeping with the next level of your success.



No competition for your **unique** **insights**

I work directly with clients, guiding them as they draft, finalise and explain their leadership uniqueness. This means lots of conversations, lots of exploration, lots of prompting to get to their true insights. There is little competition for your unique insights and wisdom.

This really is a huge part of the work. I remember really stalling in my online business because I was saying the same thing as everyone else. It wasn't until I really asked myself what it really took to succeed at this level and put that truth into my original process.

AUTHENTICITY IS CURRENTLY OPEN.

If you'd like to talk to me about working with me for the next 6-12 months, please click the link below to book a discovery call.

This is a high-end programme for entrepreneurs who are truly ready for more sophistication in their life and business. Please make sure the following points resonate before you book a discovery call:

Authenticity: is open.

1. First and foremost, you have the means and ability to invest £3,000-£6,000 in a high end one-to-one coaching programme.
2. You're available to work with me twice a month for 6-12 months. In this programme, I speak with my clients for one-two hours twice a month.
3. You know in your heart there is another level for you and you're hungry and excited to define it and work for it.
4. You're open to making major changes in your life and business. This will likely mean whole new behaviours and new offers / programmes / messaging in the world.
5. You're smart, driven and have achieved results in your business already. My one-to-one clients have already achieved 6 and even 7 figures in a core business or project in the past.
6. You're excited about producing more regular Leadership uniqueness, driven content in your business and marketing.

As part of this programme, we will speak twice a month. I'll review every single piece of content you design for your new programmes and Thought Leadership, and I'll help you to craft it all through our in depth conversations. I can help you with branding, funnels, videos, pages, web sites, podcasts, ads - the works. I've built multiple six figure businesses in three different sectors, I've built multiple, multiple-six-figure online courses that scale and I've done seven figures + in person sales in the last few years alone. If you've got a question, I will have asked it myself and found a way through it.

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