

# 90 Day Launch

## Playbook

# Welcome!

Welcome to your 12 -week training course on how to launch your circle. While this program is specifically designed to start a Sistership Circle, you can use these distinctions and methodology to start any group program. I've pulled from my 7+ years of experience of filling and leading groups both virtually and in person.

To give you an idea of what I have produced since 2010:

- San Diego's first launch party with 65+ women attending (2010)
- Sistership Circle had 4 groups of 12 women each (2010)
- 100+ members in San Diego Tribal Truth (2010-2011)
- Los Angeles launch party with 100 women attending (2011)
- San Francisco launch party with 50 women attending (2011)
- New York launch party with 50 women attending (2011)
- Trained leaders in San Francisco, San Jose, London, Las Vegas, New York, San Diego, Los Angeles, Chicago, Portland.
- Vagina Monologues with 24 actresses and a sold out show 740 attendees (2011)
- London launch party with 30 attendees (2012)
- Virtual Tribe 3 month program with 10 participants (2012)
- Dream Maker retreat with 12 participants (2011)
- 2 Leading in Truth retreats with 12-20 participants each (2013)
- Leading In Truth mastermind for 6 months with 11 participants (2013)
- 2 Peru retreats with 6 participants each (2014)
- Successfully completed 4 Sistership Circles in 2014
- Trained facilitator to run 1 SC alone in 2015 with 1 more starting in Feb and two Level 2 groups starting in Jan and March 2015
- Trained over 100 women in the How to Lead Circle Program
- Trained over 20 women in the Mastery of Circle Leadership Program
- Plus more ...

How to get the most value out of this training:

This is a step by step guide to create a "launch party" to create enough momentum and interest to fill a 12-week circle program. Each week takes you through my process of how I have successfully put on launch parties with 30-100+ women.

To have this work for you, **it is important for you to do the work.**

- 1) Watch the video and fill out the corresponding playsheet.
- 2) Get on the court in your life and take action.

- 3) Have someone, whether it is another facilitator or a friend who is a coach, be your accountability buddy. Have her hold space for you as you state DECLARATIONS, use the CLEARING technique, and set GOALS for yourself.

I've broken each module into smaller videos so that you can go back and reference the material easier.

My blessing to you:

If you have been drawn to lead a circle, remember that there is a reason. This is sacred work. It is deep, profound and magical.

There will be times during the process of building that you will want to give up. Don't. You are being given medicine that you need so that you can effectively lead. It may be easier to write it off and say it's bad timing, not really what you want, or too difficult. But the truth is: you can do it. Dig deep down to find that passion and that why that you have inside of you to rekindle the flame. Keep your fire lit. It may feel like you are in the dark and the light will never shine. But the light is within you. YOU are the light. Remember that.

Every breakdown you have during the creation process is an opportunity for a breakthrough in your leadership. Every breakdown is showing you something you need to know to lead this circle. Think of it as your rite of passage.

Not everyone makes it to lead a circle. Not because they aren't capable, but because they give up when they are three feet from gold. Keep digging. Keep taking the action. Keep clearing. Keep believing. Those who continue to walk the path will make it to the destination. Those who continue to make the phone calls, keep setting their intention, keep focused on "I can do this!" are the ones who make it.

As Paulo Coelho wrote in *The Alchemist*: "When a person really desires something, all the universe conspires to help that person to realize her dream."

You have a choice right now before you start to commit to yourself that you won't give up no matter how difficult it becomes. You will persevere. I know who you are. I believe in you.

In sistership,

Tanya Lynn

# MODULE 1

## *Getting Started*

# My 90-Day Plan

My why for leading circle is ...

*Additional writing prompts:*

*Why are YOU currently in Sistership Circle? Why did you step in?*

*What does SC mean to you? Why are you passionate about being part of this movement?*

*What do you want to personally receive from leading SC?*

*Why would anyone else want to join you in the circle? What's available for women?*

My vision for myself as a leader is to create ...

*Additional writing prompts: What is your vision for bringing this program to your community? Why are you called to do this work? What is the driving force that has you feel committed to fulfilling on this vision? Is there something even bigger than that for you to claim right now?*

Who I am being is ...

One year from now, I will ...

Six months from now, I will ...

Three months from now, I will ...

At my Launch Party, I am offering ...

My goal is to have \_\_\_ women in my circle program starting \_\_\_\_\_.

My goal is to have \_\_\_ women at my Launch Party on \_\_\_\_\_.

The title of my circle program is \_\_\_\_\_.

The title of my Launch Party is \_\_\_\_\_.

The tagline of my Launch Party is \_\_\_\_\_.

# Reverse Engineering

Work backwards to achieve your goals. Be specific with your dates and numbers.

S - specific

M - measureable

A - attainable

R - realistic

T - timely

Focus on one thing at a time and don't get bogged down by over complicating it!

K - Keep

I - It

S - Simple

S - Sweetheart

Target date:

Goal:

Milestone 3 date:

Goal:

Milestone 2 date:

Goal:

Milestone 1 date:

Goal:

Actions:

Week 1: Date \_\_\_\_\_

Week 2: Date \_\_\_\_\_

Week 3: Date \_\_\_\_\_

Week 4: Date \_\_\_\_\_

Week 5: Date \_\_\_\_\_

Week 6: Date \_\_\_\_\_

Week 7: Date \_\_\_\_\_

Week 8: Date \_\_\_\_\_

Week 9: Date \_\_\_\_\_

Week 10: Date \_\_\_\_\_

Week 11: Date \_\_\_\_\_

Week 12: Date \_\_\_\_\_



# Example 90 Day Plan for Sistership Circle Licensed Facilitator

My why for leading circle is ...

*To create a safe space for women to receive support, learn how to be their true selves, gain confidence and feel a sense of belonging.*

My vision for myself as a leader is to create ...

*To be known as a feminine leader who co-creates, collaborates and inspires women. To build a local community with a membership for monthly gatherings, quarterly 12-week circles, annual advanced circle and weekend retreat.*

Who I am being is ...

The example of feminine leadership: courageous in my vulnerability, real and authentic as myself, inspiring in taking action.

One year from now, I will ...

*Have a community of 100 members, have led 3 Circle Experiences, started The Continuum (Advanced Circle) and am gearing up for the first Annual Sistership Circle Festival in my town.*

Six months from now, I will ...

*Be starting my second Circle Experience and filling it to 12 women. Have the women from my first Circle Experience joining the membership if they are not already and taking a mentorship role by supporting women in joining the next Circle Experience.*

Three months from now, I will ...

*Be starting my first Circle Experience with 12 women. Celebrating the success of my Launch Party.*

At my Launch Party, I am offering ...

*The Circle Experience.*

My goal is to have 12 women in my circle program starting Feb 5 on Monday evenings 6:30 - 9pm.

My goal is to have 50 women at my Launch Party on Sat Jan 20.

The title of my circle program is *The Circle Experience*.

The title of my Launch Party is *Sistership Circle Launch Party*.

The tagline of my Launch Party is *Embody and Express Your Essence*.

Target date: Feb 5

Goal: Start 12-week circle with 12 women, making \$3300

Milestone 3 date: Jan 20

Goal: 50 women at Launch Party, making \$1300

Milestone 2 date: Jan 1

Goal: start promotion and get 5 women register first week

Milestone 1 date: Dec 11

Goal: have 8 amazing HUBs on board as my partners in this launch

Week 1: Nov 20 - write my plan, set my date

Week 2: Nov 27 - confirm my venue

Week 3: Dec 4 - find 8 HUBs

Week 4: Dec 11 - confirm 8 HUBs

Week 5: Dec 18 - create marketing

Week 6: Dec 25 - design event, start promotion

Week 7: Jan 1 - design offer, promote

Week 8: Jan 8 - build volunteer team, promote

Week 9: Jan 15 - promote, prep for event on Sat

Week 10: Jan 22 - fill circle

Week 11: Jan 29 - fill circle

Week 12: Feb 5 - start circle

# Commitment Ceremony

"Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative and creation, there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance which no man could have dreamed would have come his way. Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now." -- Johann Wolfgang Von Goethe

It's time to call in your vision with a Commitment Ritual. The first step is to write down your vision as a declaration like the example here. Be specific. Paint the vision clearly.

Example:

On Wednesday March 25<sup>th</sup> I will lead the Sistership Circle Launch Party at X Spa Resort to call in my tribe. There will be a minimum of 30 women attending who are interested in joining the Sistership Circle Program and want to find out more about it. These women will be strong spiritual women, who want connection with other like-minded women and have a common desire to make a difference in the world with their unique talents and gifts. On this day at least 6 women will register for the 12 week circle.

By April 8<sup>th</sup> there will be 12 women sitting in this circle with me every Wednesday at noon. These women are my sisters from many generations ago who want to re-connect with their tribe of like-minded spiritual sisters to once again create sacred space to honour each other's magnificence and embody the individual and collective power of the feminine to heal the world. I am starting this circle because it is my soul responsibility - I am called to reunite my soul sisters; it is a deep soul awakening. We have been waiting for a long time. Now is the time for us to speak our truth and live our divine life purpose - this is my vision – I have seen this, I have felt this and so it is. In this circle I will receive strength, wisdom, connection, expansion and the embodiment of the divine queen that I am so that I may use my voice freely with love and without fear. My intention for the women is that they receive inspiration, connection and safety to speak their truth as well as the re-discovery of their divine feminine power and to feel the magic of co-creation.

And so it is.

Your turn ...

On [ SPECIFIC DATE ] I will lead the [ NAME ] Launch Party at [ VENUE ] with [ HOW MANY WOMEN ]. These women are [ DESCRIBE YOUR IDEAL CIRCLE PARTICIPANTS ]. On this day, [HOW MANY WOMEN WILL REGISTER ] for my [ NAME OF YOUR CIRCLE PROGRAM ].

By [ SPECIFIC DATE ] I will lead the [ NAME ] circle program at [ VENUE ] with [ HOW MANY WOMEN]. These women are [ DESCRIBE YOUR IDEAL CIRCLE PARTICIPANTS ]. My vision is [DESCRIPTION]. My intention is [DESCRIPTION]. And so it is.

Next, create a ritual around this to declaration in out loud to the universe. I suggest setting up your living room as if you were hosting your 12-week circle there. Set up the altar, pillows on the floor in a circle, play music. Enter the space by saging or anointing yourself then crossing a threshold (either through a doorway or draw a line) to symbolize stepping into the circle. Sit down at the facilitator seat and imagine 12 week sitting with you. Read the declaration out loud. Finish the ritual by anchoring your declaration with an action such as drinking a glass of water, putting on a piece of jewelry or eating a seed of some sort.

Optional: Invite a sister hold space for you and witness the ritual.

# MODULE 2

## *Securing Your Venue*

# Venue Suggestions

Where to find: Google, Meetup.com, Facebook, referrals, someone's home

Type: Community center, Library, Yoga studios, Hotels, Outdoor space (someone's yard, NOT a public area), Wellness studio, local event space

Size: 500 - 1500 sq ft

Square over rectangle

*(Feminine Uprising LIVE event was in a space 1100 sq ft with 50 women and a stage)*

Cost: \$100 - 800

Deposit: Pay as little as possible upfront and pay remaining balance the week before the event

What to include:

- Audio: microphone, ipod/iphone plugin into speakers for music
- Stage (optional)
- Chairs or backjacks
- Yoga mats (optional)
- 6x6 Tables for vendors, HUBs display and registration table

Other questions:

- Can we have food in the room?
- Can we have candles, incenses in the room?
- What time can we set up?
- What time do we need to be out of the room?
- Will anyone else be in the building?
- How do we enter the space?
- Who do we call in case we need help?
- What's the room capacity?
- Who will show us how to use the Audio?
- Is the space covered for Liability?
- Will you promote the event?

Signing a contract:

- See what happens in case of cancellation
- See what you are liable for
- See what's included and what you have to pay extra for
- Double check date and hours you have contracted

# MODULE 3 & 4

## *Bringing Partners on Board*

# Sample Agenda Half Day

12:00 PM	set up	volunteers
12:30 - 1pm	check in + networking Activity	
1 - 1:30pm	Introduction + Connection Activity	Ariel
1:30 - 1:50pm	Facilitated Movement	Becky Center
2 - 2:30pm	Speaker #1	Tanya
2:30 - 2:40pm	Intro Breakout Facilitators (1 min ea)	Arielle, Chrissy, Michelle, Eden
2:40 - 3:10pm	Breakout Circles with Facilitators	Arielle, Chrissy, Michelle, Eden
3:10 - 3:40pm	Speaker #2	Elayne
3:40 - 4:00pm	Connection Activity (puja)	Ariel
4 - 4:30pm	Breakout Circles with Facilitators	Arielle, Chrissy, Michelle, Eden
4:30 - 4:45pm	12-Week Circle Offer	Ariel
4:45 - 5pm	Closing Activity	Ariel
5 - 6pm	breakdown	volunteers

Total HUBs:

2 speakers

1 movement

4 breakout facilitators

Leader (Ariel)



# Sample Agenda Full Day

10:45 - 10:50am	Favorite Frame	Jolie
10:50 - 11:20am	Freedom in my Flesh (Body Image)	Ahlea and Emily
11:20 - 11:30am	Partner Dance / Bathroom Break	Alison
11:30 - 11:35am	Favorite Frame, Raffle	Jolie
11:35am - 12:05pm	Creating Deep Sisterhood for Life	Tanya & Debbie
12:05 - 12:10pm	Favorite Frame, Introduce Vendors	Jolie & Tanya
12:10pm - 1:15pm	Lunch and Marketplace	
1:15 PM	Bell	Jolie
1:15 - 1:20pm	Follow the leader Dance	Jolie
1:20 - 1:25pm	Massage Train	Jolie
1:25 - 1:55pm	Shamanic Journey	Alison and Lola
2 - 2:30pm	Sistership Circle Offer & Registration Break	Tanya
2:30 - 2:35pm	Bell	Jolie
2:35 - 3:05pm	The Conscious Relationship	Caroline & Sage
3 - 4pm	Closing Circle	Tanya
4 - 4:45pm	Marketplace open	
4:45 - 5pm	Clean up	Volunteers

Total HUBs:

1 MC

7 co-facilitators

Leader (Tanya)

# Getting HUBs on Board for your Launch

A HUB is a woman who has a large network in your community. She is influential and powerful. By having HUBs as speakers/facilitators at your event, they help attract their communities to participate. They add value to your event.

For your launch, you want at least 8 HUBS: 3 have their own speaking spots, 4 are small group facilitators, and 1 is a movement facilitator.

## **What to look for in a HUB:**

She is an organizer and “ring leader”. She will help bring women to your event. She may have a large list or following. Or she is someone who naturally brings 10 women wherever she goes. She typically creates her own events locally and gets a good turnout. Examples: Laura Swan, Tanya Lynn, Jessica Hadari, Christina Dunbar, KC Baker, Elayne Doughty, Devaa Haley.

While motivational speakers and authors are great, they tend to go from event to event and don't have a following. They can bring credibility to your event, but not necessarily help with attendance. Unless they are at the status of Marianne Williamson.

## **Intention of your first reach out: Get the meeting**

In your first email or Facebook message, do not sell them on the event, look too eager, or look too needy! You want to date first before committing. Less is more in your first email or FB Message!

If you can have someone introduce you to this person, that is best! This gives you credibility and edification and makes it more of a warm lead than a cold one. Go on FB and see who your mutual friends are. Let's say Sue is friends with your target HUB, Joan. Ask Sue if she would be willing to make an e-introduction either by email or FB message because you want to connect with Joan.

## **What to include in your message:**

Praise them, why are you reaching out to them? What is amazing about her? Acknowledgement of her work, or who she is, or how she inspires. How can you acknowledge and have this woman feel special? If referred, let them know who made the referral (if not given an introduction).

## **Elements to include:**

- Date
- Name of the event
- Why her
- Schedule 15 min connection call

## **Example of your first reach out:**

Hi Joan! I am looking for some speakers and facilitators to feature at my launch event “Embody and Express Your Essence” coming up on Sunday Feb 26 in Oakland. When I asked Sue for a recommendation, the first person she mentioned was you. When I went to your website I was so excited because I resonated with your message so much! If you are free on that date and interested in being a part of this sisterhood and feminine leadership event, I’d love to connect for 15 minutes or so on the phone. Just let me know a few times that work best for you :)

If you don’t hear back within a couple days, message again with the following (if emailing, including your first message):

Hi Joan ... I’m sure you are quite busy and may have missed the message I sent a couple days ago (see above in the thread) so wanted to follow up and see if you saw it. Would love to connect with you. Let me know your thoughts!

### **During your call:**

#### *Thank her for her time*

First and foremost, acknowledge and appreciate her getting on the phone with you.

#### *Have her speak first*

Lead with connection ... you want to get to know each other. Ask her right off the bat to share a little about her business and what her mission is

#### *Lead with your WHY*

Before going into the details, make sure you share WHY you are doing this event and WHY it is so important to you. Share the mission and the vision. Get her touched, moved and inspired.

#### *What’s in it for her?*

Let her know what the benefit is for participating: she’s getting exposure in front of 50+ women, she can have a table at the back of the room, she’ll be featured on the website and social media, etc.

#### *Details to include*

- 1) Make sure she’s clear on the intention of the event: we are all about “embodiment” which means that everything is an experience. We want every speaker to be interactive and have women participating instead of just sitting and listening to a talk.
- 2) Make sure she understands that everyone who is part of the event is collaborating to support the event in its success, which means everyone is asked to promote to their communities via email list and social media.
- 3) Make sure she understands that speakers are not separate or put on a pedestal but are asked to participate during the day when not leading their section. This means meeting women, being engaged, having fun and enjoying herself as a participant!
- 4) If a “speaker,” she’ll have 20 minutes.

- 5) If a “facilitator,” she’ll have a small breakout group and will introduce herself in 1 minute in front of the room and then will hold up the number of fingers of women she can hold in her group and put up “0” when full. We’ll divide up each group evenly.
- 6) If “movement facilitator,” she’ll have 10 min to lead the group in getting into their bodies.

*Try to get an answer on the phone*

Ask “So what do you think? Would you like to be part of the event?” before you get off the phone if you feel a YES to having her.

*If she’s a yes ...*

Let her know the next step is you will send an agreement with all the details you discussed in an email and that you’d like her to send it back within a week along with her bio, photo and title of her piece.

**Follow up:**

Send an email thanking her and appreciating her with details in the body of the email and an attachment with the agreement with the date due written in the email. Let her know that the sooner we get everyone’s bios/photos, the sooner we’ll have promo material sent to everyone so we can rock out registrations together!

# Finding HUBs

## Where to look:

Referrals from friends and people you know

Ask the HUBs who say yes for referrals!

Google search: women's circles and other related keywords

Meetup.com

LinkedIn

Facebook and Instagram hashtags (ex: #houstonwomensgroups)

## Keep a spreadsheet of who you find, where you find them and when you reached out:

NAME	WHERE I FOUND	REACHED OUT	DATE	OUTCOME
Alison Love	Facebook	Emailed	11/20	Waiting



### **Facilitator Agreement for Sistership Circle Launch Party**

Thank you for your participation as a Facilitator at the Sistership Circle Launch Party! Please review the following document. In signing this document, you agree to the terms as noted below for your participation at the event.

#### About the Launch Party:

The Sistership Circle Launch Party is a community celebration for women to come together to empower, uplift, celebrate and inspire one another.

It is the official launch of our organization in Oakland CA on Sunday Feb 26 from 1 - 5pm located at Aquarian Heart Space, 4920 Telegraph Avenue, Suite H, Oakland CA 94609.

The event's theme is: **Embody and Express Your Essence**

The event is designed to give women an experience of personal and collective power through inspirational speaking, small group breakouts, connection activities, movement and embodiment experiences.

We have invited you to be a facilitator and create a short experience for the women that will be empowering and inspiring.

#### About Sistership Circle:

Sistership Circle started in June 2010 when 12 women in San Diego got together to support each other's dreams. The format was to create a "game plan" for a project they were working on and each woman would get support during the 90 day period.

Four years later, the founder, Tanya Paluso, created The Circle Experience: a 12-week circle curriculum based on her book *Open Your Heart: How to be a New Generation Feminine Leader*.

Today, Sistership Circle is an international organization that offers circle programs both locally and virtually, as well as facilitator training for women who want to lead circle.

Sistership Circle is committed to women awakening their inner feminine power and experiencing the freedom to be authentically and unapologetically themselves.

Our circle programs are designed to support women in unlocking the depths of their feminine power, connect with like-minded women in sisterhood, and practice their feminine leadership.

#### General Terms:

You agree to participate as a Facilitator for the Sistership Circle Launch Party on Feb 26.

You agree to “facilitate” on the subject area discussed prior for 2 sessions of 30 minutes each with 12 women or less per breakout. This means having small group participation through some type of interactive exercise. You will have about 90 seconds in front of the entire room to give your “elevator pitch” about your breakout session.

You agree to be at the event by 12:30pm to set up your materials at the promotional tables and leave no earlier than 5pm. You also agree to participate and enjoy the event during the time that you are not the facilitator.

You agree to be video recorded by Ariel Ollivier, a representative of Sistership Circle Inc.

You agree that you will not make a product/program offer from the stage, but can have promotional materials at a table booth in the back of the room and direct people to see you during the break and after the event.

You agree to send your bio, photo, title of your talk and a short description of your talk that would have women excited to meet you to [admin@sistershipcircle.com](mailto:admin@sistershipcircle.com) ASAP (before January 30).

You agree to be on a co-creation call with the other facilitators to go over logistics and align our energies on Monday Feb 20 at 12pm for 30 minutes (time subject to change).

Sistership Circle Inc. agrees to provide the back-end coordination and production for this event including registration, day of set up, day of breakdown, email reminders to participants, etc.

Sistership Circle Inc. agrees to promote you as a featured expert at the event on marketing materials including website, Facebook event and other social media.

\*\* You have the option of doing an additional “teaching interview” that will air as a bonus for the Sistership Circle 12-week participants between March - May 2017 and that will be stored in our library for future Circle participants.

#### Compensation for Interview:

You agree to do the interview without charge, and agree not to request compensation from Ariel Ollivier, Sistership Circle Inc at any point in the future.

#### Offering Bonuses (Optional):

You have the option to offer a “free” bonus for the Sistership Circle Program participants with the dollar value and link emailed to [admin@sistershipcircle.com](mailto:admin@sistershipcircle.com).

#### Intellectual Property:

The material you share is, and will remain, solely yours.

You will be provided with a link to the recording of your part. You are free to re-purpose, re-sell and re-use your expert call recording indefinitely, and without compensation to Ariel Ollivier/Sistership Circle Inc. In so doing we ask that you identify Sistership Circle as the event host, and provide a link to our website [sistershipcircle.com](http://sistershipcircle.com).

Ariel Ollivier/Sistership Circle Inc. owns the recordings of the event. Ariel Ollivier/Sistership Circle Inc. may re-purpose, re-sell, and re-use your recording indefinitely, and without compensation to you.

Marketing Commitment:

You agree to send to your community 1 solo email, invite your Facebook friends to the Facebook event, and provide at least 3 social media marketing posts for the event within the 3 week promotional period between Feb 6 - Feb 25. We highly recommend sending 2 solo emails for better results, the first being during the week of Feb 6 and the second being the week of Feb 13, but this is not required to participate. Remember, the more collaboration we have in promoting this event, the more exposure you personally get!

You also have the option of doing a short video interview (Facebook Live) with Ariel prior to the event to be promoted via social media.

The electronic signatures noted below indicate full compliance with the terms, requests and promises stated above.

Expert

Representative, Sistership Circle Inc

Date

Date



## 2015 SISTERSHIP CIRCLE FESTIVAL SPONSORSHIP AGREEMENT

### Event Details:

Set-up for Vendors: 8am  
Check-in for participants: 9 - 9:30am  
Start time for event: 9:30am  
End time for event: 4pm

**Location:** Marina Village (Dockside Room)  
1936 Quivira Way, San Diego, California 92109

**Your contact during the event:** Elena Stasik: [elenastasik@gmail.com](mailto:elenastasik@gmail.com), (858)205-4744

### About:

12 Sistership Circle alumni will be paired up and co-leading 6 30-minute experiential activities on the themes of CONNECTION, SISTERSHIP and FEMININE LEADERSHIP for the day. We will offer a "friendship salad" lunch where everyone brings a salad topping to share.

We will feature local artisans, have a raffles, music and dancing.

Sistership Circle is a 12-week experience for women to connect more deeply with themselves, one another and their leadership in the world.

### Benefits Include:

- Opportunity to have a booth (table) and company reps at the event to sell company products
- Opportunity to be featured on our website and FB page with a link to your website

**Complete the Application and email back an electronic or scanned copy at least 1 week prior to your scheduled event to [info@tribal-truth.com](mailto:info@tribal-truth.com). First come first serve.**

X \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Business Name \_\_\_\_\_

### BOOTH FEES

All vendors are required to pay the door fee of the event + 10% of all sales during the event (and pre-order sales to be delivered after the event).

Non-profits must show proof of 501c3 status to be exempt from the 10% commission. Vendors are required to give a check made payable to Tribal Truth or cash to Tanya Paluso before leaving the event premises. Please email [info@tribal-truth.com](mailto:info@tribal-truth.com) to make other arrangements or requests.

**Vendors are required to bring their own chairs, table and any display equipment needed for their space. Vendors may not nail any holes into any walls or use any tape permanent adhesives, etc., that may cause damage to the facility.**

**CLEANING AFTER EVENT:**

All vendors are required to clean up their booths, tables and items at the close of the event. If any damage is caused, or clean up required, vendors will be charged a \$50 clean up fee.

**RULES:**

**DATES, TIMES AND LOCATION:** *All tables must be set-up by 9:15am for the Sistership Circle Festival. If you arrive after 9:30am you will not be able to set up a table and no refund.* Booth and table set-up may begin one hour before start time (8:00am). All tables can begin break-down when the event finishes (no early breakdown unless approved).

**YOUR PROMOTION OF OUR EVENTS:** Because this is a community event, we are excited to bring together many different groups of women together and hope to meet your network in addition to you meeting the Tribal Truth network and all of the other vendor's networks!

We ask that all vendors promote the event via:

- Your website,
- Your Facebook, Twitter, Instagram
- Your email and/or newsletter blasts (you can forward our newsletter or email [info@tribal-truth.com](mailto:info@tribal-truth.com) for a template email you can use).
- (See sample posts and other promo material [here](#))

**If you have anyone assisting you at your table, they must pay the door fee NO EXCEPTIONS.**

**Booth Information:**

All tables must be operational and staffed throughout the entire event. No Styrofoam products, plastic bags, or plastic water bottles may be sold or given away from any booth or table. PLEASE DISPOSE OF AND RECYCLE TRASH AND ANY PERSONAL ITEMS USED DURING EVENT.

**I have read the 2015 On-site Vendor Agreement Rules and agree to the table rules and regulations outlined above.**

X \_\_\_\_\_ X \_\_\_\_\_  
*Authorized Signature and Title* *Date*

# MODULE 5

## *Creating Marketing Materials*

# Save the Date Announcement, Teasers, etc.

## FOR YOU:

I am so excited ... I am putting together a big event soon that brings together all that I am passionate about ... sisterhood, women's leadership, connection, collaboration. Stay tuned for the BIG REVEAL soon ...

I just confirmed the lineup for the Sistership Circle Launch Party ... sisters get ready for a super juicy party and save the date for Feb 26! Stay tuned for an announcement coming soon ...

## FOR YOUR HUBS:

I just confirmed that I'll be speaking on TOPIC at a big local event and can't wait to reveal more details soon! Sisters, stay tuned ... you won't want to miss this one!

There is so much power when women co-create and collaborate ... together we are stronger! That's why I just said YES to a huge collaboration. I can't share details yet but stay tuned for a big reveal!

# Event Registration Page

## Oakland Example



### Sistership Circle Launch Party

#### Embody and Express Your Essence

Aquariun Heart Center | Oakland, CA | February 26, 2017

Are you holding back from giving yourself permission to be fully expressed?

Are you ready to move out of pain and experience pleasure?

Are you looking to step out of isolation and belong to a community of like-minded women?

**If you are feeling a YES, then please join us at the Sistership Circle Launch Party!**

What you can expect:

- new moon activation to plant dream seeds for the next cycle
- powerful facilitators guiding you through exercises, meditation and movement to **embody and express your feminine power**
- **celebration, connection, and support** from conscious women in your community
- beautiful local vendors sharing their crafts

Join an experience that frees you up to feel full of energy, be unapologetically self-expressed, and awaken your shakti so you are the woman who you've always wanted to be. Come be part of an amazing community of women who embody love, support and depth.

**Featuring these amazing Facilitators:** Elayne Kalila Doughty, Sarah Eden Davis, Chrissy Brady-Smith, Becky Center, Maria Owl, Arielle Brown, Michelle Powell and Tanya Lynn

Check-in begins at 12:30pm

Event is 1 – 5pm

\* Light refreshments will be provided

Early Bird discounts available til Feb 10; tickets are \$50 at the door

**Space is limited to save your seat by registering today!**

Sistership Circle is committed to women awakening their inner feminine power and experiencing the freedom to be authentically and unapologetically themselves. You are a powerful woman with the ability to manifest all that you desire. Awaken your power and live a life you love!

We offer circle programs for women to unlock the depths of their feminine power, connect with like-minded women in sisterhood, and practice their feminine leadership.

You'll have an opportunity to learn about our 12-week circle during the Launch Party and join if you feel the call.

#### **About the Facilitators:**



#### **Elayne Kalila Doughty ~ “Your Sacred Purpose & Initiation”**

Elayne Kalila Doughty, MA, MFT, founder of Priestess Presence, has been on a path of passionate service for the past twenty years, inspiring women around the world to unleash their leadership gifts and step into their full potential. She specializes in helping women tap into their deepest wisdom, enabling them to harness their own transformational power to be more effective and whole in every aspect of their lives. She is a psychotherapist, spiritual activist, best-selling author, speaker, soul midwife, and ordained Priestess and Focalizer of the 13 Moon Mystery School lineage.



#### **Tanya Lynn ~ “Healing The Sisterhood Wound”**

Tanya Lynn, founder of Sistership Circle, has been building community her whole life. Her house was known as the gathering spot growing up and they had 30-50 people over for every holiday. Professionally over the past 7 years she has run the organizations Tribal Truth and Sistership Circle, bringing both men and women together to connect and collaborate. The author of two books “Open Your Heart” and “How to Lead Circle” she is known for being real and sharing it like it is. She currently trains women leaders to facilitate circles, workshops and retreats all over the world.



### **Maria Owl ~ “The Great Mother Transmission and Activation”**

Maria is excited to offer a live transmission of the Great Mother Presence for the Sistership Circle launch party. Maria has been a medium and channel all her life. Since 2011 her body went through a major re-calibration during a year-long Orisha Priest initiation process. Since that time she’s been channeling streams of information, blessings and activations from many emanations of the Divine Feminine. Maria simply calls these The Great Mother. People who have attended live transmissions in the past have had very powerful openings and sometimes major life shifts.



### **Eden Amadora ~ “Activate, Awaken, Embody and Express your Inner Goddess”**

After more than 20 years of yogic and shamanic training, Eden found her heart at home in the mysteries of the Sacred Feminine of the 13 Moon Mystery school. She is now an ordained priestess, an authentic voice and embodiment coach as well as a singer, ceremonialist and prayer-formance artist. She performs at concerts, benefits and transformational festivals as “Amadora”.



### **Chrissy Brady-Smith ~ “Your Shadow is Sexy”**

Chrissy is a women’s empowerment coach and certified COR Woman Facilitator from San Francisco. With a Masters in Urban Education and Social Justice and over a decade of transformational training from UC Berkeley, Landmark Education, and COR; she creates the safest space possible for women to discover their own unique gifts and heal any insecurities holding them back from stepping into their power and expressing their truth. Leaving no shadow unturned, her coaching and Rite of Passage retreats liberate women in their bodies, hearts, minds, and spirits.

At this launch party, she’ll be leading “Your Shadow is Sexy,” a process to liberate women from their secret pain and darkness, using the shadow as a portal to unshakable power.

### **Becky Center ~ “Embody Your Voice, Embrace Your Power”**

When we come together as women our power is amplified and it is important for us to learn to sync up with one another so that we are energized by this and not overwhelmed or exhausted. Most of us have



had our voice, our bodies or our power shut down at some point in our lives and we are being called now to realign and bring this power back home so that we may transmit our messages through our voices, through our bodies and through our being.

Join Becky Center, the Mantra Mama, in harnessing the power of your own voice and beginning to draw it deeper into your body. The added alignment of the New Moon and Solar Eclipse will be anchored into the experience as we co-create with our fellow sisters on the path.



**Michelle Powell** is the owner of Some Like It Organized and works with ambitious + optimistic women all over the country to conquer clutter in their head, heart and home. She is a member of the National Association of Professional Organizers, certified in Tibetan Feng Shui and a certified Life Coach. Michelle's Energy Alignment System which blends the practical with the magical, is her cornerstone approach that guides people through emotional blocks, physical clutter and energetic discrepancies. She offers virtual or in person coaching, spiritual mentorship and revolutionary productivity consulting through private sessions, group programs and in-person workshops.



**Arielle Brown** has B.A. in Clinical/Counseling Psychology and a minor in Philosophy together with a Certification in Eating Psychology Coaching, a Certification in Orgasmic Meditation & Relationship Coaching, with a Certification in Transformational Leadership from the Sacred Future School for the Transformation of Consciousness and Culture. Together, these growth trainings and experiences have cohesively and uniquely become a way to support individuals in removing the mask we wear to hide our authentic self, and becoming fully somatically embodied so we live our life connected to our soul's wisdom and intuition.

#### **FAQ:**

*What should I bring?*

Bring a water bottle, a journal, pen and wear what makes you feel like a goddess!

*Will you be taking photos of me?*

Yes, we will be taking photos and ask that you sign a permission form when you check in. These photos may be used on our website and social media channels. Because it will be difficult to control who's in the group photo, this event may not be for you if you don't want your photo taken.

*What is your refund policy?*

For this event, we do not offer any refunds or exchanges for a future event. If you cannot make it, you can transfer your ticket to another goddess by writing to [admin@sistershipcircle.com](mailto:admin@sistershipcircle.com) with "OAKLAND LAUNCH TRANSFER" in the subject line and letting us know the name and email address of the woman who will take your ticket.



### *What are you launching?*

This is the official Launch Party for The Circle Experience that starts in March and we can't wait to introduce it to you! You'll receive a taste of what it's like to be in The Circle Experience, a 12-week circle program that connects you with your essence, sisterhood and your feminine leadership. There is no obligation to join the circle, but after feeling so connected with the women at the launch, there is a good chance you'll want to keep that energy alive!

# Marketing Materials to Give to HUBs Oakland Example

## Sistership Circle Oakland Launch Party Marketing Copy

Please find emails to send to your list, newsletter blurbs, and social media posts to share this event with your community.

We have provide two separate emails, and you can mix and match as well as use your own language. We highly recommend writing a short paragraph with the name and description of your breakout.

Please invite your friends to the Facebook event as this is a great way to spread the word:  
<https://www.facebook.com/events/1240659699355940/>

Short link: <http://bit.ly/2kr6x9k>

### **EMAIL #1:**

#### SUBJECT OPTIONS:

I'm facilitating at the best party in town on Feb 26. Will you come with me?  
I'm facilitating on Feb 26 with 8 other women in Oakland. Invitation to join me

Hi [NAME],

I'm really excited to share something with you and I think you will love it.

I am honored to be a featured facilitator at Sistership Circle's Oakland Launch Party and I am inviting you to join me at this experiential and premier event.

Sistership Circle is an international organization that offers circle programs for women to unlock the depths of their feminine power, connect with like-minded women in sisterhood, and practice their feminine leadership. Their launch parties are known to be deep, fun and transformational and I can't wait to be part of it!

<https://sistershipcircle.com/event/oakland-launch-party/>

Here's why you want to be there:

\* 9 of the Bay Area's amazing feminine leaders will be guiding you through exercises, meditation and movement to embody and express your feminine power.

\* Dozens of women like yourself who are committed to divine feminine leadership and sisterhood will be there for you to connect with.

\* You will hear from the founder, Tanya Lynn, about how to shift from competition to celebration with other women so we rise up into our power together.

\* It's on the new moon which is the PERFECT time to plant new dream seeds for the next cycle!

Hundreds of women will be receiving this invitation and there are only a limited number of seats.

Here are the details:

Sunday Feb 26

1-5pm

Aquarian Heart Center in Oakland CA

There is an Early Bird Special right now for more than 50% off and even more when you bring a friend. I'd highly recommend grabbing your spot now:

= = > > "Yes, I want to embody and express my essence!" [Here's the link](#)

Again, spots are limited and this event will sell out.

Join an experience that frees you up to feel full of energy, be unapologetically self-expressed, and awaken your shakti so you are the woman who you've always wanted to be. Come be part of an amazing community of women who embody love, support and depth.

Love,  
YOUR SIGNATURE

PS. If you have a soul sister or two who are also looking for deeper connections, bring them along!

I know you are going to love this because I've personally got a very special experience planned out for you!

Here's the link again: <https://sistershipcircle.com/event/oakland-launch-party/>

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EMAIL OPTION 2:

Subject Options:

Embody and Express Your Essence Event in Oakland  
Can you join me on Feb 26 in Oakland for a Launch Party?

Hi sister,

Are you holding back from giving yourself permission to be fully expressed?

Are you ready to move out of pain and experience pleasure?

Are you looking to step out of isolation and belong to a community of like-minded women?

If you are feeling a YES, then I have a special invitation for you: join me at the Sistership Circle Launch Party in Oakland!

<https://sistershipcircle.com/event/oakland-launch-party/>

I am honored to be one of the facilitators of this experiential event and said yes because I am a stand for women rising up into our feminine leadership and co-creating sisterhood, which is what this event is all about!

Here's why you want to be there:

- 9 powerful facilitators will guide you through exercises, meditation and movement to embody and express your feminine power
- Give and receive support from conscious women in your community
- Experience yourself loved, accepted and celebrated as your true self
- It's on the new moon which is the PERFECT time to plant new dream seeds for the next cycle!

Join an experience that frees you up to feel full of energy, be unapologetically self-expressed, and awaken your shakti so you are the woman who you've always wanted to be. Come be part of an amazing community of women who embody love, support and depth.

Here are the details:

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There is an Early Bird Special right now for more than 50% off and even more when you bring a friend. I'd highly recommend grabbing your spot now:

= = > > "Yes, I want to embody and express my essence!" [Here's the link](#)

Looking forward to seeing you there!

Love,  
YOUR SIGNATURE

PS. If you have a soul sister or two who are also looking for deeper connections, bring them along!

I know you are going to love this because I've personally got a very special experience planned out for you!

Here's the link again: <https://sistershipcircle.com/event/oakland-launch-party/>

+++++

### **NEWSLETTER BLURB:**

If you live in the Bay Area, I have been invited as a featured facilitator at Sistership Circle's Oakland Launch Party and I am inviting you to join me at this experiential new moon event.

Here are the details:

Sunday Feb 26

1-5pm

Aquarian Heart Center in Oakland CA

<https://sistershipcircle.com/event/oakland-launch-party/>

There is an Early Bird Special right now for more than 50% off and even more when you bring a friend. I'd highly recommend grabbing your spot now:

= = > "Yes, I want to embody and express my essence!" [Here's the link](#)

Join an experience that frees you up to feel full of energy, be unapologetically self-expressed, and awaken your shakti so you are the woman who you've always wanted to be. Come be part of an amazing community of women who embody love, support and depth.

+++++

### **FACEBOOK:**

A woman who embodies and expresses her feminine essence is a woman who ...

Is unapologetic

Feels full of energy

Celebrates other women

Loves her body

Feeds her soul with sisterhood

If you are ready to give yourself permission to be fully expressed, join me for a New Moon Activation on Feb 26 from 1-5pm with Sistership Circle at Aquarian Heart in Oakland: <http://bit.ly/2kr6x9k>

=====

[ PARAGRAPH ABOUT YOUR BREAKOUT ]

I am honored to be a featured facilitator at Sistership Circle's Oakland Launch Party and I am inviting you to join me at this experiential and premier event.

There is an Early Bird Special right now for more than 50% off and even more when you bring a friend. I'd highly recommend grabbing your spot now: <http://bit.ly/2kr6x9k>

+++++

TWITTER:

Embody and Express Your Essence at the Sistership Circle Oakland Launch Party 2/26 New Moon  
<http://bit.ly/2kr6x9k> @sistershipcircl

Join me to plant dream seeds for the next cycle at Sistership Circle's Launch Party in Oakland on the new moon 2/26 <http://bit.ly/2kr6x9k>

Step out of isolation and belong to a community of goddesses: at Sistership Circle's 2/26 Oakland Launch Party <http://bit.ly/2kr6x9k>

Give yourself permission to be fully expressed at the Sistership Circle Oakland Launch Party. Join me 2/26 1-5pm: <http://bit.ly/2kr6x9k>

Feel full of energy, express your essence & awaken your shakti at Sistership Circle's Oakland Launch Party on 2/26: <http://bit.ly/2kr6x9k>



# Event Registration Page

## San Diego Festival Example

Welcome to the second year of the Sistership Circle Festival! Last year, we did a full week of events.

This year, we've condensed it into one fun and festive action-packed day on the themes of CONNECTION, SISTERHOOD & FEMININE LEADERSHIP.

Are you looking to connect with amazing women who lift you up and inspire you?

Do you want to fully own your worth so you live life on your terms?

Are you ready to embrace your feminine power and break through the fears that hold you back from shining?

Come to this one day event, bring a girlfriend, and get ready to be CELEBRATED for your beauty, strength and resilience as a WOMAN.

ONLY \$29 for one ticket Super Early Bird til Sept 16, then \$35 til Sept 26  
\$49 for two tickets – Bring a friend!

Grab your Seat here...

<http://sistershipcircle.com/2015-festival/>

\$50 at the door

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Schedule:

Check-in is from 9 - 9:30am

Starting at 9:30am, our amazing facilitator team will take you through 30 minute mini-experiences until 4pm.

Friendship Salad for lunch! Everyone bring a salad topping, we'll supply the lettuce.

Here's the lineup (in no particular order):

Jolie Dawn as our MC  
Tanya Lynn and Debbie Lichter  
Alison Love and Lola Yagareté Pickett  
Caroline Wogan Andrews and Sage De Beixedon Breslin  
Elena Stasik and Chandra Lovejoy



Ahlea Khadro and Emily Grey Berman

# Marketing Materials to Give to HUBs

## San Diego Festival Example

Please invite friends to to the Facebook Event:

<https://www.facebook.com/events/1618875975067940/>

Go to the event, invite all your friends in SoCal please ;)

Please send women to the Registration link: <http://sistershipcircle.com/2015-festival>

### **Facebook Posts:**

A year ago, the first Sistership Circle Festival for 4 nights in SD and it was a huge success, livestreaming out to hundreds of women around the world.

This year, it's condensed down to one day on SEPT 27, featuring 12 amazing women leaders in San Diego who are doing something unique: we are all paired up to co-create experiences for you. This is truly a demonstration of collaborative feminine leadership.

Early bird tickets (BRING A FRIEND!) are available til Sept 14 here:

<http://sistershipcircle.com/2015-festival>

Be sure to RSVP at the FB event too: <https://www.facebook.com/events/1618875975067940/>

+++

I feel so honored to be co-leading an experience on [TOPIC] with [PARTNER] for the Sistership Circle Festival on Sept 27! Come to this one day event, bring a girlfriend, and get ready to be CELEBRATED for your beauty, strength and resilience as a WOMAN. You can find all the deets here:

<https://www.facebook.com/events/1618875975067940/>

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I participated in Sistership Circle [WHEN?] and had an extraordinary experience connecting with amazing women. One of the best parts was co-leading with another sister and now I'm so excited because I get to co-lead with [PARTNER] on [TOPIC] during the Sistership Circle Festival! If you are looking to connect with amazing women who lift you up and inspire you, then join us on Sunday Sept 27 at Mission Bay. Here's the link: <https://www.facebook.com/events/1618875975067940/>

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Are you looking to connect with amazing women who lift you up and inspire you? Get yourself a dose of SISTERHOOD LOVE at the Sistership Circle Festival on Sunday Sept 27. I'll be co-leading an experience along with 11 other leaders in the community. You can find all the details about this one-day event at: <https://www.facebook.com/events/1618875975067940/>

[Create your own post based on your experience of Sistership Circle and why women should join you at the festival]

**Twitter:**

Get your dose of sisterhood connection at the 1-day Sistership Circle Festival on 9/27 in SD:  
<http://bit.ly/1FcVJf1> [#sandiegoevents](#)

Are you looking to connect with amazing women who uplift and inspire you? Join 12 leaders on 9/27 at  
<http://bit.ly/1FcVJf1> [#sandiegoevents](#)

Ready to embrace your feminine power and break through that hold you back from shining?  
<http://bit.ly/1FcVJf1> [#sisterhood](#) [#sandiegoevents](#)

Come to the Sistership Circle 1-Day Festival on 9/27, bring a friend, and get ready to be CELEBRATED as a WOMAN: <http://bit.ly/1FcVJf1>

[@TanyaPaluso](#) [@JolieDawn\\_xoxo](#) [@lola\\_yaguarrete](#) will be creating magic at the Sistership Circle Festival with me on 9/27 <http://bit.ly/1FcVJf1>

Fully own your worth so you live life on your terms. Get inspired at the Sistership Circle Festival with me on 9/27: <http://bit.ly/1FcVJf1>

**Email:**

Hi -

Back in (MONTH) I participated in Sistership Circle, a 12 week experience where I connected with a group of 12 women each week and explored our feminine leadership. I had an extraordinary experience connecting with these amazing sisters.

One of the best parts was co-leading with another sister and now I'm so excited because I get to co-lead with [PARTNER] on [TOPIC] during the Sistership Circle Festival!

This is the 2nd Annual Sistership Circle Festival, a one-Day Event of Freedom, Expression & Connection.

Are you looking to connect with amazing women who lift you up and inspire you?

Do you want to fully own your worth so you live life on your terms?

Are you ready to embrace your feminine power and break through the fears that hold you back from shining?

Come to this one day event, bring a girlfriend, and get ready to be CELEBRATED for your beauty, strength and resilience as a WOMAN.

If you are looking to connect with amazing women who lift you up and inspire you, then join us on Sunday Sept 27 at Mission Bay.

The SUPER early bird special ends on Tues Sept 15, so grab your tickets today! It's only \$29 or if you bring a friend, 2 for \$49.

== >> "YES, I'm IN!" == >> <http://sistershipcircle.com/2015-festival>

Look forward to seeing you there :)

YOUR NAME

# Thank you Email for Registrants

SUBJECT: important details for the Sistership Circle Launch Party! (2/26)

Hi sister,

Are you ready for an amazing event where you get to embody and express your essence and be surrounded by incredible sisters?

YES!!

We are so excited to celebrate and honor you as a woman on Sunday!

This is the official Launch Party for The Circle Experience that starts in March and we can't wait to introduce it to you!

Take a moment right now to set your intention for the event and hit REPLY to share it with us so we can hold it in our hearts.

## **Here are some important details for the event:**

Sunday Feb 26 (new moon)  
Aquarium Heart  
4920 Telegraph Ave, Oakland, California 94609  
Check-in begins at 12:30pm  
Event is 1 – 5pm

## **Share with your sisters!**

We'd love your help in spreading the word. For every sister you bring, you'll receive a raffle ticket for some amazing prizes!

You can use this post on social media:

*I'm so excited to be going to the Sistership Circle Launch Party on Feb 26! Sisters, please join me in an experience that frees you up to feel full of energy, be unapologetically self-expressed, and awaken your shakti so you are the woman who you've always wanted to be. Come be part of an amazing community of women who embody love, support and depth.*

Here's the link: <https://sistershipcircle.com/event/oakland-launch-party/>

## **What to Wear and Bring:**

Please wear whatever you feel is YOUR embodiment of the goddess.

Bring a water bottle, journal and pen.

Come with your heart open wide ... ready to participate, connect and engage.

See you soon!

Much love,  
Tanya & Ariel

# Visibility

## **Create Congruency with your Story**

What had you want to start circle?

Is there a specific story you can tie in?

What was the point of transformation?

How has circle changed your life?

## **What's your block around Visibility?**

LOOKING GOOD:

Need to be "on"

What if you were real?

NOT GOOD ENOUGH:

Need more expertise

Need more experience

Feeling like a fraud

TOO MUCH:

Feeling like you are sharing too much

Feeling like you are being too salesy

INAUTHENTIC:

What will my family and friends think?

Coming out of the closet

# MODULE 6

## *Designing Your Event*



# Elements of the launch party

## Opening

- Welcome
- Opening Ceremony/Ritual
- Connection
- Introductions
- Agreements
- Permission

## Speakers/Large Group Facilitators

## Breakouts (optional)

## Movement

- Use as a break
- Get women in their bodies at beginning

## Breaks

- Lunch break if full day
- Short breaks (more like transitions)
- Marketplace Vendors

## Reflections

- Journaling
- Paired shares
- Large group shares

## Offer

- Enrollment Conversation
- Q&A
- Registration (collect forms)

## Closing Ceremony

- Favorite Frames
- Feedback Forms
- Circle up - connect with sisterhood
- Leave on a high note

# Sample Agenda Half Day

12:00 PM	set up	volunteers
12:30 - 1pm	check in + networking Activity	
1 - 1:30pm	Introduction + Connection Activity	Ariel
1:30 - 1:50pm	Facilitated Movement	Becky Center
2 - 2:30pm	Speaker #1	Tanya
2:30 - 2:40pm	Intro Breakout Facilitators (1 min ea)	Arielle, Chrissy, Michelle, Eden
2:40 - 3:10pm	Breakout Circles with Facilitators	Arielle, Chrissy, Michelle, Eden
3:10 - 3:40pm	Speaker #2	Elayne
3:40 - 4:00pm	Connection Activity (puja)	Ariel
4 - 4:30pm	Breakout Circles with Facilitators	Arielle, Chrissy, Michelle, Eden
4:30 - 4:45pm	12-Week Circle Offer	Ariel
4:45 - 5pm	Closing Activity, Feedback Forms, Group Photo	Ariel
5 - 6pm	breakdown	volunteers

# Sample Agenda Full Day

10:45 - 10:50am	Favorite Frame	Jolie
10:50 - 11:20am	Freedom in my Flesh (Body Image)	Ahlea and Emily
11:20 - 11:30am	Partner Dance / Bathroom Break	Alison
11:30 - 11:35am	Favorite Frame, Raffle	Jolie
11:35am - 12:05pm	Creating Deep Sisterhood for Life	Tanya & Debbie
12:05 - 12:10pm	Favorite Frame, Introduce Vendors	Jolie & Tanya
12:10pm - 1:15pm	Lunch and Marketplace	
1:15 PM	Bell	Jolie
1:15 - 1:20pm	Follow the leader Dance	Jolie
1:20 - 1:25pm	Massage Train	Jolie
1:25 - 1:55pm	Shamanic Journey	Alison and Lola
2 - 2:30pm	Sistership Circle Offer & Registration Break	Tanya
2:30 - 2:35pm	Bell	Jolie
2:35 - 3:05pm	The Conscious Relationship	Caroline & Sage
3 - 4pm	Closing Circle, Feedback Forms, Favorite Frames, Group photo	Tanya
4 - 4:45pm	Marketplace open	
4:45 - 5pm	Clean up	Volunteers

# Sistership Circle Opening Script

## Welcome

Welcome to our Sistership Circle Launch Party where we are coming together, to celebrate the divine feminine and the power of sisterhood. We will be reclaiming our sense of feminine power, purpose and pleasure so we can fully step into and celebrate the power of sacred sisterhood.

Before we go any further, I want to thank you for whatever it has taken for you to get here today. I want you all to acknowledge yourselves and each other for showing up because sometimes it isn't easy to show up but you did.

## Quick logistics

Quick logistics: please take a bathroom break quietly when needed. We will not take an official break since we have a short time together, only movement breaks between speakers and activities.

First, we'll start with our opening meditation and invocation.

## Opening Presence Meditation

Settle in your seat. Feel both feet on the floor. Close your eyes.

Bringing your attention down into your feet, imagine big roots coming up from the earth beneath you, wrapping themselves around your feet and ankles and securing you firmly to the earth. Feel yourself rooted to mother earth.

Now noticing your breath, breathing in through the nose and out through the mouth. On the next inhale, paying attention to the sensation of the breath as it enters your nostrils. breathing in slowly and deeply and exhaling through the mouth noticing the sensations. Feeling a sense of stillness as your focus your attention, feeling yourself going inwards.

Now moving your attention down into your heart, into your chest. Becoming aware of any sensations in this powerful yet delicate centre. This is a place where we can put up blocks and barriers, where we can stem the flow of love to and from ourselves. We can close or open our hearts.

Taking a moment to tune in and feel into what is happening with your own heart right now? As you breath, is there a possibility that you can allow your heart to soften and open.

Continue to be aware of your heart as I read you the opening Sistership Circle invocation."

## Invocation

"I welcome you as a member for this gathering.  
I open this tribe to share space with you and honor your truth.

I hold you as a member today of our sacred space.  
This is my gift to you.  
You belong.  
I am your sister who sees your power and your truth as a leader.  
I feel and honor your heart.  
I accept you for who you are and who you are not.  
Thank you for showing up in this world and today, in this circle.  
Put down your sword, my sweet sister, for I have come to hold your hand.  
Release your shield, my dear friend, for I now support you safe in my arms.  
Speak to me, as you once did your mother, whispering of your heart's deepest desires.  
Cry with me, as we again hold each other, shivering in the face of our fears.  
Illuminate your brilliance, my kind neighbor -  
Reflecting, like the full moon, the sun's unequivocal offering.  
Allow me, as you would a child, the dreams that once danced in your night vision.  
Build with me, my Tribe sister,  
as we roll up our sleeves,  
and dig deep into the fertile soil of our collective good -  
Co-creating, together, balance, harmony and peace on Earth;  
A New World of Divine Feminine Leadership."

## **Stitch**

"Everyone please stand up for our circle stitch."

Instructions: Create one large circle. Everyone stands separate not holding hands. Leader starts: face the woman to her left and ask for her hand. Get fully present to her by looking into her eyes then say: "I am [Name]. To me, sisterhood is [ONE WORD]." Then the next woman goes til everyone is holding hands around the circle.

"Now we are one circle, united. Look around and connect with these beautiful women in the circle who you have attracted as mirrors of your."(you could do 3 breaths together)

## **Hugs**

"Now give everyone a hug hello!"

## **Agreements**

To create safe space, we have three agreements.

First agreement: we come to the circle open with no expectations. We each came here for a reason, so we are in trust of the magic that circle offers each one of us. If you agree, please raise your hand and say YES.

Second agreement: we do not give one another feedback unless asked. Instead we beam one another at the end of a share. To beam, hold both your hands up like this (demonstrate) with palms facing the woman sharing. This is to honor and celebrate what she said so she feels seen, heard and valued. If you agree, please raise your hand and say YES.

Third agreement: We give ourselves permission to be fully self-expressed and hold nothing back. We play our edge of vulnerability to create deeper connection with one another. If you agree, please raise your hand and say YES.

### **Connection Activity**

(See next handout)

# Connection Activities

## Large Circle Stitch

Everyone stands in a large circle. Start with leader. State your name and one thing you are bringing to the circle and then hold the hand of the person to your left. She then does the same thing until everyone is holding hands.

===

## Puja style paired shares

Divide the group in half (1, 2, 1, 2). All the 1s stay in a large circle, the 2s create an inner circle and each person faces a 1.

1s will rotate clockwise with each ring of the bell to share with a new partner. Each rotation is 1 minute each person.

First rotation: Share your intention with your partner.

Second rotation: Outer circle receive a massage.

Third rotation: What is something you are struggling with in your life?

Fourth rotation: Inner circle receive a massage.

Fifth rotation: What are you passionate about in your life?

Sixty rotation: Eye gaze, no talking.

Can create more rotations with more questions.

===

## “Circle of Resonant Feedback”

One person stands in middle of circle. Share a frustration, struggles or fears around connection and community in the middle of the circle. Outer circle moves into the degree that they relate.

Example: “I don’t belong.”

Everyone in the circle then moves toward her in the middle. Those who completely relate come closest. Those who don’t, stay where they are further away.

Then popcorn style share affirmations for her:

You belong. You matter. You are a part of this circle. Etc.

===

## **“Empathy Dancing”**

Circles of 6, person in the middle dances and everyone mirrors her movement and her energy

Playlist:

<https://open.spotify.com/user/sistershipcircle/playlist/4U3Ej2HdNezkJNSgm0ehb5?si=cs3J1Sm0Q4ugA-wd8aAlJg>

===

## **“From Disconnection to Connection” Exercise**

Walk around the room in disconnection embodying one of the types below.

Disconnection Types:

I’m Shame

I’m Competition

I’m Comparison and Jealousy

I’m Scared of being judged or criticized

I don’t feel safe in the world

I don’t belong

I’m better than everyone here

Stop in front of someone still embodying that disconnect. Check in with body ... how does this feel?

Switch to CONNECTION.

If you were the opposite of the Disconnection Embodiment, what would that be? Now walk around the room embodying that. Stop in front of someone embodying the connection. What would you say and do? Check in with body ... how does this feel in comparison?



# MODULE 7

## *Designing Your Offer*



SISTERSHIP  
—CIRCLE—

# The Circle Experience

## Registration Form

### 12 weeks to connect with the divine feminine, sisterhood & co-creative leadership

*Communion, Connection, Sisterhood, Support, Personal Evolution, Opening Your Heart, Going Deeper, tribe of belonging ... BEing Support ...and receiving support!*

The Circle Experience is about being seen, heard, loved and valued as your authentic self. The sisterhood holds space for you to step into your power as a new generation feminine leader.

Each week we will dive deep as a collective into what it means to be a woman in this world and how you can live connected to your heart and receive support to achieve your dreams.

#### 6 weeks focus on YOU as a woman:

- How to embody self-love, self-acceptance, self-care, self-expression, self-worth, self-forgiveness
- Call in money, let go of sexual shame, become free of what's holding you back and more

#### 6 weeks focus on how to step into your feminine leadership and how WE can support each other:

- Practice co-leading with another sister
- Develop better relationships with the men in your life, heal the sisterhood wound and more

*circle your payment option:*

**Pay in Full \$395 (10% discount!)**

**3-Payments \$150/month**

**LAUNCH SPECIAL GOOD TIL 11:59pm TODAY ONLY:**

**Pay in Full \$270 (10% discount!)**

**3-Payments \$99/month**

*Write which circle you are registering for:*

\_\_\_\_\_  
*(Potluck starts at 6:30pm, Circle goes from 7-9pm.)*

-----  
Name: \_\_\_\_\_ Date: \_\_\_\_\_

Best Phone #: \_\_\_\_\_ Primary Email (please print clearly): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Payment Method: MC Visa Cash Check (Check made payable to \_\_\_\_\_) **Total \$** \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_ Vcode: \_\_\_\_\_

Name on Card \_\_\_\_\_ **Signature** \_\_\_\_\_

# Elements of an Offer

## WHY

Vivid Share - Tell your story of transformation before and after circle  
Why you are starting this circle

## WHAT

What Sistership Circle is, what The Circle Experience is

## HOW

Format, curriculum, structure

## WHEN

When it starts, how often we meet, what time we meet til when

## WHERE

Where it will be located

## INVESTMENT

- How much pay in full
- How much payment plan
- What's the Launch special discount if they register today

## HAND OUT ORDER FORMS, ASK TO REGISTER

## YOU ARE IN 1 OF 3 PLACES ...

- If Yes, turn in form now.
- If Maybe, activity to tune in.
- If No, thank you. You are welcome in the future.

## MEDITATION TO TUNE INTO WISE WOMAN AND COMMIT or DANCE WITH CONCERNS

## OVERCOME OBJECTIONS

Use stories to overcome the TIME and MONEY objections

# Objections

The biggest illusion about objections, the thing we make up in our head, is that we think it is about us. We make up a story that “she rejected me,” “I wasn’t good enough,” “I don’t want to push her,” or something to that effect.

Objections are NOT personal!

Most objections are just obstacles and blocks that come up for this woman in her life. Find the courage to stand for her and what she desires!

Hold safe space so she can move through her blocks and receive what she wants.

Here are the most common objections:

## 1) MONEY

We can always come up with the money for the things we truly want, need and value.

Common things you will hear:

“I don’t have the money right now.”

“Shouldn’t women’s circles be free?”

“It’s too expensive.”

To overcome this objection, focus on the VALUE.

How much does she value the desire she expressed or overcoming the pain?

Should circles be free? Not this one!

- This is a program with a structure
- Value is in the container
- Transformation from the book, playbook, structure, and YOU, the facilitator
- Value in these particular women coming together

**If I didn’t do this, who would?**

Have the courage to activate the circle!

**YOU stand in your value and worth as the facilitator providing this container and the value of the program itself that has WORKED and is credible!**

If she is an entrepreneur, where is she not owning her own worth and projecting that onto other women’s work?

The vision is for women to support women to ALL be financially abundant

Where is she putting her money?

- Find where she could reallocate funds
- Or ask her to be honest that she's not broke; she's just invested in another program or area of her life

**All objections are reflections of your own limited beliefs and blocks**

What is your MONEY STORY?

What did you say about circle?

What are your beliefs about women and paying for circle?

Where are you NOT owning your self-worth and value?

How can you shift that and own that you are worth receiving compensation?

**2) TIME**

What we value, we will commit our time to.

Common things you will hear:

"I have too many commitments"

"I'm already in a networking group"

"I need to check my calendar and make sure I can commit"

"It's too frequent, do you have monthly meetings?"

"I need to make sure I can show up and give and be present"

Women say they don't want to overcommit because they have to give and deplete themselves. They are overwhelmed by how much they put themselves out. But this isn't about over-giving and sacrificing.

You can refute:

"Where are you receiving support, love, nurturing, filling your cup?"

"You don't have to show up a certain way."

"Let's get clear on what YOU WANT TO RECEIVE."

**All objections are reflections of your own limited beliefs and blocks**

What is your TIME STORY?

What did you say about circle's time commitment?

What are your beliefs about women and committing to circle?

Where are you afraid of making a commitment in your life?

Where are you overwhelmed and over-giving?

What do you want to RECEIVE?

**3) FEAR**

The objection can be felt but not necessarily said because there may be shame around it, or it is based on a subconscious limited belief. It may be hidden from view.

Common things you will hear or feel:

“Afraid of being seen”

“I don’t belong”

“No one will like me”

“Separation”

“Wound of sisterhood from past”

“Not ready to face it”

Allow the fear and shame to come up and be disclosed.

Share your own fears and how you overcame them in Circle.

**All objections are reflections of your own limited beliefs and blocks**

What is your SHAME STORY?

What was your biggest fear about Circle?

What are your wounds around sisterhood?

Where do you feel like an outcast or outsider?

When have you experienced oneness and connection within Circle?

#### **4) FAMILY**

Hold space so she can give to herself and show up for her family more empowered.

Common things you will hear:

“I need to figure out a babysitter”

“I need to talk to my husband”

“I need to ask my husband if I can do this”

With husband:

What would it look like if she came from “I need this because [ x ] is what it would provide me and can you be aligned with this?” vs. asking permission from partner/husband.

MEN JUST WANT TO PROVIDE! Allow her partner to contribute to and support her.

Happy wife = happy life

Refute with:

Empowerment

Equality

Not giving our power away

**All objections are reflections of your own limited beliefs and blocks**

What is your family or partner STORY?

Where do you need to ask permission and/or give your power away to someone else?

What are your wounds around men?

#### **5) Additional Objections**

We will get objections that mirror our own blocks



What other objections have you heard when making an offer?

What are your blocks?

# MODULE 8 & 9

*Promo Time!*

# Promotion Ideas

Host Facebook live events by yourself or with your HUBs

Have your HUBs or friends host you in a Facebook Live on their newsfeed

Ask friends and HUBs to invite women directly to the Facebook event

Create partnerships with Meetup.com hosts

Post in local Facebook groups you belong to (make sure you adhere to group guidelines on promotions!)

Create and post a flyer in local yoga studios and bulletin boards

Give away scholarships to 5 women

Give each HUB 1-2 free tickets (make sure they don't share publicly and make sure they email you the name and email address)

Make an announcement at your local favorite class (yoga, meditation, pilates class, etc)

# Sample Marketing Calendar

Sistership Circle Launch: Embody and Express Your Essence

Day 21: Big Reveal Sistership Circle Launch Party - what it is, why I'm doing it, who it's for  
Day 20: Embodiment is the way of the divine feminine  
Day 19: How Sisterhood saved my life  
Day 18: What is Feminine Leadership  
Day 17: Express Your Essence  
Day 16: Introduce Speaker 1  
Day 15: Power of Circle  
Day 14: Early bird ends!  
Day 13: The Edge of Vulnerability  
Day 12: Introduce Speaker 2  
Day 11: Volunteer Announcement  
Day 10: Scholarship Announcement  
Day 9: Introduce Speaker 3  
Day 8: Introduce Speaker 4  
Day 7: Introduce Speaker 5  
Day 6: Introduce Speaker 6  
Day 5: Introduce Speaker 7  
Day 4: Introduce Speaker 8  
Day 3: Final prep photo  
Day 2: Last call  
Day 1: LAUNCH DAY!

Batch process:

Create any social media posts and pre-schedule them in:

Hootsuite.com for Twitter, LinkedIn, Google+

I recommend copy and paste for Facebook instead of using Hootsuite

Use Later.com for instagram

# Clear and Create Process

**Clearing** - creating a blank canvas of the present moment, free of anxieties about the future and constraints of the past. Clearing is a technique to be here now.

- 1) Get yourself cleared; ask for your buddy or someone else to clear you. You are responsible for your participation in life and in this program.
- 2) "Be with" the person you are clearing. Just be there without adding anything. No feedback. Take a breath together. If on the phone, ask if the person is ready and committed to being cleared.
- 3) Ask the person you are clearing what they are present to. Stay in the experience. If they go into story, ask how they "feel." The first question deals with the shadow/wound.
  - a) What is in your space?
  - b) What is in the way of you being here right now?
  - c) What version of "there's something wrong" are you listening to?
  - d) What would you love to be forgiven for?
  - e) What are you resisting?
  - f) How are you diminishing yourself?
  - g) What failure has you stopped?
  - h) Where are you not living up to your own standards?
  - i) Where are you being victim?
  - j) What past experience is causing you suffering?
- 4) Listen. Don't fix. Repeat verbatim what you heard without adding anything so they feel listened to. Do NOT coach, offer feedback, suggestions or ideas.
- 5) Create something new. Get present to the now, to love.
  - a) What do you want to be acknowledged for?
  - b) What do you love about yourself?
  - c) What are grateful for?
  - d) What does your sisterhood love about you?
  - e) What is now available for you to create?
  - f) What are you inspired by? What lights you up?
- 6) Acknowledge the person being cleared. Thank her for her commitment, courage and vulnerability.

## Create

Who I am being today is ...

My intention for today is ...

My goal today is ...

My action today is ...

# MODULE 10

## *Prepping the Week Before*

# Prep Checklist

## To bring

Altar items (scarf, statue, candles, lighter, stones, etc)  
Talking stick  
Sage/palo santo  
Goddess cards  
Timer  
Music device &/or speakers  
Box of tissues  
Flowers  
Decor  
Chocolates  
Name tags  
Music  
Bell or Chime  
Anything you are selling (books, etc)  
Pens, paper, scissors, tape  
Print

- Pre-Registration list
- Sign-in Sheet
- Photo release
- Order form
- Feedback Form
- Volunteer instructions
- Time Cards

## To do

Photographer confirmed  
Volunteers confirmed  
Talk with Venue about set up  
FB message to RSVPS  
Co-creation call Monday before with HUBs  
Reminder email to participants day before  
Vendors confirmed  
Who's bringing food and water?

# Sign-In Sheet



SISTERSHIP  
—CIRCLE—

NameEmailPhoneReferral[illegible]



## General Liability Release Agreement

**Not Therapy:** Participant understands that circle is not to be used as a substitute for professional advice by legal, mental, medical or other qualified professionals and will seek independent professional guidance for such matters. If Participant is currently under the care of a mental health professional, Facilitator will recommend that Participant inform the mental health care provider.

**Limited Liability:** Except as expressly provided in this agreement, Sistership Circle makes no guarantees or warranties, express or implied. In no event will Sistership Circle be liable to the Client for consequential or special damages. Notwithstanding any damages that the Client may incur, Sistership Circle's entire liability under this agreement, and the Client's exclusive remedy, will be limited to the amount paid by the Client to Sistership Circle under this agreement for all services rendered up until the program end date.

This is the entire agreement of the parties, and reflects a complete understanding of the parties with respect to the subject matter. This agreement supersedes all prior written and oral representations.

If a dispute arises out of this agreement that cannot be resolved by mutual consent, the Client and Sistership Circle International agree to attempt to mediate in good faith for up to (certain amount of time such as 30 days) after notice given. If the dispute is not resolved, and in the event of legal action, the prevailing party shall be entitled to recover attorney's fees and court costs from the other party.

**Applicable Law:** This contract shall be governed by the laws of the State of CA in San Diego County and any applicable Federal Law.

Name	Signature	Date
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____

7.	_____	_____	_____
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23.	_____	_____	_____
24.	_____	_____	_____
25.	_____	_____	_____
26.	_____	_____	_____

# Photo, Video and Audio Release Form

## Launch Party

The undersigned enters into the following agreement ("Agreement") with Sistership Circle International ("Producer"). I have been informed that Producer is capturing footage and that my name, likeness, image, voice, appearance and/or performance is being recorded and made part of the recording in which I appear ("Product").

1. I grant Producer and its designees the right to use the Product in any format, now known or later developed. I grant, without limitation, the right to edit, mix or duplicate and use or re-use Product in whole or in parts as Producer may elect. Producer or its designees have complete ownership of the Product, including copyright interests.
2. I grant Producer and its designees the right to broadcast, exhibit, market and otherwise distribute the Product, in whole or in parts, and alone or with other products, for any purpose Producer or its designees determine. This grant includes the right to use Product for promoting or publicizing.
3. I have the right to enter into Agreement and am not restricted by commitments to third parties.
4. Producer has no financial commitment or obligations to me as a result of Agreement.
5. In consideration of all the above, I hereby acknowledge receipt of reasonable and fair consideration from Producer. I have read, understand and agree to all of the above and that the rights granted Producer herein are perpetual and worldwide:

Name	Signature	Date
27. _____	_____	_____
28. _____	_____	_____
29. _____	_____	_____
30. _____	_____	_____

31.	_____	_____	_____
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51.	_____	_____	_____
52.	_____	_____	_____

# Bay Area Launch Party Feedback Form

Thank you so much for attending our Launch Party! We'd love to hear from you so we can continue to serve the community! Once we receive your answers, we'll send you a free copy of Tanya's book "Open Your Heart," which our 12-week circle curriculum is based on.

Name

Email to send GIFT to

What was your favorite part of the launch party?

Anything we could have eliminated, changed or improved? Please leave all suggestions here.

How was Tanya's "Healing the Sisterhood Wound" talk?

*Scale of 1 (poor) to 10 (excellent)*

How was Elayne's "Life as an Initiation" talk?

*Scale of 1 (poor) to 10 (excellent)*

How was your 1st breakout?

*Scale of 1 (poor) to 10 (excellent)*

How was your 2nd breakout?

*Scale of 1 (poor) to 10 (excellent)*

How was the day overall?

*Scale of 1 (poor) to 10 (excellent)*

We need your help! Please leave a testimonial to help us spread the word and create launch events in new cities:

Are you joining the 12-week circle?

Yes or No

If no, why not?

- I'd like to set up a connection call to explore
- Thursdays don't work for me
- Oakland is too far from my home
- Other

Would you be interested in a monthly membership for monthly gatherings?

Yes

No  
Maybe

Would you be interested in becoming a facilitator in the future and leading your own circle?

Yes  
No  
Maybe

# HUB Co-creation Meeting Agenda

Share the intention of the launch party

Each woman take 3 minutes to share her name, her business, and her personal intention

Go over how many registrations you have and what your goal is

Go over logistics of the day

Talk about promotion

- FB live
- Marketing Calendar
- Invite to FB event
- 1-2 free tickets
- etc

Q&A

# Reminder Email to Participants

SUBJECT: Important details for tomorrow's Launch Party! (2/26)

Hi sister,

Are you ready for an amazing event where you get to embody and express your essence and be surrounded by incredible sisters?

YES!!

We are so excited to celebrate and honor you as a woman on Sunday!

Here are some important details for the event:

Sunday Feb 26 (new moon)  
Aquarium Heart  
4920 Telegraph Ave, Oakland, California 94609  
Check-in begins at 12:30pm  
Event is 1 – 5pm

Please wear whatever you feel is YOUR embodiment of the goddess.

Bring a water bottle, journal and pen.

Come with your heart open wide ... ready to participate, connect and engage.

See you soon!

Much love,  
Tanya & Ariel



# Morning of Co-Creation Meeting

Anything to be cleared

Share the intention of the launch party

Each woman take 1 minute to share her name and her personal intention

Go over logistics of the day

Importance of participation and holding space

Hold hands and say a prayer

Q&A

# Volunteer Instructions

## Handouts & Mic Runner Instructions

### Handouts

Have paperwork collated. If the chairs are in rows, count the rows. For example, 4 women on right and four on left. Have four papers facing vertical with four papers facing horizontal under and so on.

Walk down middle row to the front, turn around and pass out to right and left.

When done, turn around and see if anyone missed a handout.

If there are no rows of chairs and everyone is on the ground or in a circle, go to one side and give half the papers to someone and tell them to pass around. Then go to other side and do the same. Then start individually handing out.

### Mic Runner

Be ready to run to the person who will speak during group shares. Have microphone OFF and then turn to ON when you get to the person. Turn OFF after she shares.

## Registration Table Instructions

When someone comes to registration table, have them do the following:

- 1) Sign waiver
- 2) Check off either the main registration list or scholarship list
- 3) Give them their name badge
- 4) Parking

Tell them what to do next:

- 1) Go outside for saging and to give pre-event testimonial with their intention and what they are looking to getting out of the weekend.

What to do about:

Women who come late

- Sign in, go over 3 agreements, have her set her intention and make sure she feels welcome

Women who don't want photo

- Let them know it may be difficult to control and they can get a refund. Send them to me if they want to stay.

Women who leave

- See if they need to share anything to feel complete. Thank them for coming.

Women who show up at the door wanting to pay

- Have her send a paypal to paypal me link: xx
- Give cash and put in cashbox
- Checks payable to: xx
- Please create a sheet with names of anyone who paid at the door and place in cashbox.

## **Greeter Instructions**

Do all Saging outside.

Two Greeters at the door when it opens at 8:45am. Anoint each woman who enters with an oil on her third eye. Give her a hug if she gives permission and then say "Welcome Home, Sister."

# Time Cards

**10 min left**

**5 min left**

**1 min left**

# **Time's up!**



# MODULE 11

*What's Next...*

# Follow up Thank you Email

SUBJECT: Thank you! Post-launch party GIFT for you ...

Thank you sister, for coming to the Sistership Circle Launch Party!

We are still beaming from such incredible energy in the room, all the transformation, connection and healing.

It would not have been possible without you! From the bottom of our hearts, THANK YOU for showing up so courageously and playing full out.



We are on a mission to spread sisterhood throughout the world and we'd love your help ... **can you please take 5 minutes today to fill out the feedback form telling us how the event was for you?**

It will help us continue to serve the Bay Area community as well as create future launch events in other cities.

Here is the feedback form link:

==>> <https://goo.gl/forms/nl8nVnoJ2wuLHN7w2>

**When you fill out the form, we will send the following appreciation GIFTS:**

\* the eBook copy of Tanya's best selling book "Open Your Heart: How to be a New Generation Feminine Leadership" which is the basis for the Sistership Circle 12-week Experience (\$20 value)

\* a discount code to extend the launch special to join our 12-week circle experience (\$45 value)

=====

We have created a Facebook Group to stay connected and build our local tribe of sisters. [Please join and introduce yourself here.](#)

=====

If you went home without signing up for The Circle Experience and feeling like you may want to join, we'd love to explore how you could personally benefit from it. Please hit REPLY to this email and Ariel will get back to you to schedule a connection call.

Much love,

Ariel & Tanya

PS. We'll be sharing the photos from the event soon so stay tuned!

# *Feminine Based Enrollment Conversations*

## **Before the conversation**

### ***It's a conversation!***

Remember, the feminine loves to connect. This is a conversation to connect heart to heart with the woman interested in enrolling. She needs to feel you as much as you need to feel her. Enrollment happens when two people feel connected.

### ***Clear your concerns***

Take a moment to see if anything is in your space. Do you have any fear, doubt, or worry about this woman enrolling into your circle? Reframe any limited beliefs and transform any concerns from negative to positive.

### ***Set your intention***

Create an intention for the conversation. Who will you be during this conversation? What will the outcome be?

### ***Drop into your why in your heart and womb***

Make sure you are present to your own WHY - the reason you do this work and the reason people want to work with you. Feel your genuine passion and excitement for your offer so it is contagious.

### ***Confirm the call/appointment***

Send an email, text or FB message to confirm the time and location of the conversation. Make sure to include a request for a response in return so you know she received the message and will be attending.

## **During the conversation**

### ***Be early***

Be the first one there so you can welcome the other woman and have her feel like she's coming into your home (if you are meeting outside of your home).

### ***Take the lead***

Initiate the conversation and take the lead as if you are the driver. Steer her in the direction you want to take her, as if you are guiding a journey. If she says, "So tell me about this circle," do not jump straight

into the logistics; instead redirect her to share about herself so you can get to know each other first and foremost.

### ***Connect***

Establish rapport by asking questions and having her share who she is, why she's interested and what she's looking for. Look for common interests and background. When appropriate, you may even want to share something vulnerable or real right off the bat to have her drop her guard and drop into the space with you.

### ***Presence through empty listening***

Be fully engaged with undivided attention when she's sharing. Stop thinking about what she's saying and just listen intently so you feel her words and her essence. Genuinely desire to get to know this person; get curious and have her feel seen, heard and valued.

### ***Explore pain and pleasure***

Why does she want to potentially join? What's not working in her life? What's she struggling with? What does she desire in her life? What is her vision for the future? And what's the gap between where she is and where she wants to go? These are all powerful questions to dive into to open up the space for possibility.

### ***Share to touch, move and inspire***

Once you are connected with her pain and pleasure, you now have an access point to share the offer as a solution for what she needs/wants. Share in a way where you use a story of your own personal breakthrough as it relates to what her pain/pleasure is (or use someone else's story) to effectively deliver the solution in a way that touches, moves and inspires her to take action.

### ***Give Features and benefits***

After she is inspired, then give the logistics as "feature/benefit". Use "so that" to connect the feature with its benefit. This will help eliminate rebuttals and objections. For example: "We meet weekly for 12 weeks so that we create a sisterhood bond that then lasts for a lifetime. You can't create as deep of a connection if we meet shortly or less frequently."

### ***Check in***

After sharing the detail, check in and see if she's "in". You can use a question like, "how does this feel to you?" or "would you like to join the program?"

### ***Call to action***

Once she says yes, or “what’s the price,” then make a call to action, asking her to register. Give her specific instructions of how to register. Include any authentic limiters such as time the offer expires or number of seats left. If you can take payment right then via order form or credit card over the phone, you will be more effective.

### **After the conversation**

#### ***Immediate follow up email***

As soon as you conclude the conversation, send an email with the details to register including a link, FAQ, discount code if applicable and a BY WHEN to register. The deadline date is crucial for your follow up.

#### ***Follow up***

Once the deadline comes around, follow up with a reminder email to register that day and see if she has any concerns or questions that came up that you can support her with.

# Welcome to Circle Email

Welcome to Sistership Circle!

First, I want to THANK YOU for saying YES to this 12-week experience. We will have a magical time together because each of you brings something unique and special to the group. Take a moment to recognize this power within yourself and the power of our collective in coming together.

The intention of this email is to give you all the details to prep for [START DATE], and if you have any questions, please email me back.

**If you can hit REPLY to this email letting me know you received and read through it, that would help me know that I have the correct email address and whether I need to follow up :)**

## **START DATE:**

Our intended start date is [ xx ].

We need 6 women to start so if we do not have all 6 within 48 hours of our start date, we will let you know and we will postpone for 1 week. This has happened in the past and the circle got full with that extra week.

If you can invite any women in your life to join you in circle, it will be an amazing experience for both of you. You can send her to register at <http://sistershipcircle.com/sistership-circle> and just shoot me an email so I can let you know that she has registered.

## **LOCATION:**

XXX

## **TIME:**

Arrive by 6:30pm for potluck. Circle goes from 7-9pm.

## **WHAT TO BRING and HOW TO PREP:**

- Please do Playbook Week 1 (which you can download here: xx). This will allow us to have a richer discussion each week.

- The curriculum is based on Tanya's book *Open Your Heart: How to be a New Generation Feminine Leader*. It is not mandatory to read the book, but you will want to because she is so easily relatable. If you can, read up through Chapter 1 before our first session.

*\* If you want a signed copy of the book, please bring \$20 to circle (San Diego only). Or you can buy it on Amazon: <http://amzn.to/1AAXZuJ> for kindle or paperback.*

- Bring your calendar so we can take note of any weeks you will miss - if you know you will be traveling, we want to have all those dates up front for scheduling purposes.

- Bring a healthy potluck dish to share (no alcohol please)

- An altar item (this is any small item like a crystal, a photo, a charm, etc that represents your energy in the circle)

### **SPECIAL REQUEST:**

Please take a moment to write an email with your intention for circle.

*What do you want to get out of your experience? What are you most looking forward to? What brought you here? If there is one thing you want to receive or accomplish by the time we finish, what would it be?*

**I am excited to see you!**

Love [YOUR NAME]

PLAYBOOK download link: xx



# Circle Program Announcement

The post needs to be inspiring. Something like:

[USE PHOTO FROM THE LAUNCH]

[YOUR WHY]

4 years ago, I sat alone in my apartment in Colorado in the dead of winter with a halo brace around my head.

I had just suffered from a car accident with broken x,y,z, my husband deployed to x, and my father passed from a stroke.

Utterly alone.

I moved back to the Bay because I knew I needed community and wanted to make sure that i would never go through something like that again alone and that no woman go through any type of transition by herself.

We need each other.

We need community.

We need Sistership.

I'm such a stand for sisterhood that I am starting a 12-week Sistership Circle on March 16.

This is for all women on the path of women's empowerment looking for deeper, more authentic connection with other women.

If you are interested in joining us, please PM me so we can connect.

# MODULE 12

## *Continuity and Sustainability*

# *Your Next 90 Days*

Step 1: Fill and start your 12-week circle

Step 2: Create and Maintain a Facebook Group

Step 3: Set the date for your next 12-week Circle and create next 90 day plan

Step 4: Create Monthly Gathering Schedule

Step 5: Offer Membership and announce next 12-week circle at first gathering

# Sample Next 90 Day Plan

Launch Party: Feb 26

12-week Circle starts: March 13

Next Circle starts: June 19, 12 women

Milestone 1: First gathering: April 5 with 20 women

2 register for next circle

10 sign up for \$11 membership

Milestone 2: Second gathering: May 3 with 20 women

2 register for next circle

5 sign up for \$11 membership

Milestone 3: Third gathering: June 7 with 20 women

4 register for next circle

5 sign up for \$11 membership

Actions:

March 6: fill 12-week, start FB Group

March 13: start 12-week

March 20: find venue for gathering, announce gathering

March 27: promote gathering

April 3: get circle reg page ready, gathering this week

April 10: plan member dinner nights as third week of every month

April 17: get 2 HUBs on board to co-lead next gathering

April 24: promote gathering

May 1: gathering this week

May 8: get 2 HUBs on board to co-lead next gathering

May 15: rest

May 22: promote gathering

May 29: promote gathering

June 5: gathering this week

June 12: fill circle

June 19: start next circle