

# WHAT IS THE AUTHENTIC BUSINESS COMMUNITY?

The Authentic Business Community is a network of conscious business owners, committed to having a positive impact by supporting each others growth and reach. If you are an independent business owner who cares about authenticity and community, ABC can help you do two things you love...build a supportive audience for yourself, and share your peers' services with those you think could benefit. Imagine if you could gain a new supporter/referral source for your business every 2 weeks, continuously -- and yet you only have to make ONE referral, ever. Read on to understand how this magical system works!

## 3 PRINCIPLES OF AUTHENTIC BUSINESS

- 1. Aim to do marketing honestly and with love.** You value your long-term reputation and the trust of your audience, and will not sacrifice those for short-term profits.
- 2. Fulfill all promises made to customers.** It's easy to hype things up to make sales, but you believe in giving realistic offerings that you are confident in delivering.
- 3. Prioritize self-care and connection with your Source.** A business can only be truly authentic if built from an energetic space of security and well-being. You prioritize your self-care and spiritual practices (if any) above work.

## HOW ABC WORKS

You join ABC under an advisor (current member) and in doing so get a free gift and some support to get set up as an advisor yourself.

Once set up (web page online, free gift established and email templates created), you then consider who you know and refer **one** person to your advisor (to join as *their* supporter) and enrol one person to join as *your* supporter. *You now have one supporter.*

The person you enrol (your supporter) does the same.

That means that they then refer **one** person to you (who joins as your supporter) and enrol one person as their supporter. *You now have **two** supporters.*

Your second supporter then has to do the same. Refer **one** person to you and enrol one person. *You now have **three** supporters.*

Your third supporter then has to do the same: refer one person to you and enrol one person. *You now have **four** supporters.*

And so on and so on. This is how the network grows and your group of supporters (people willing to share your content/offerings each month) continues to grow and all you ever had to do was make one referral and enrol one person.

# ABC IN 4 STEPS

STEP 1  
JOIN ABC

STEP 2  
SET UP

STEP 3  
REFER + ENROL

STEP 4  
SHARE

The ABC Network has a number of advisors. To join the network find an **advisor** you resonate with and feel excited to support. When you enrol with them you'll receive their free gift and commit to becoming their **supporter**. You'll receive a monthly newsletter from them with details of what they would like you to share of theirs.

Set yourself up as an advisor. This includes: 1. creating a page on your website allowing people to enrol with you 2. Creating a free gift for your supporters and 3. Setting up a **monthly newsletter** for your supporters to communicate with them what you would like them to share.

**Refer one person** to your advisor (this person will then become their supporter) and **enrol one person** to become your supporter. The person you enrol does the same They will then do the same (refer a supporter to you and enrol one person) Thus grows the network

Once a month **share something from your advisor** (a blog post, an offering etc (they will let you know via a monthly email) and once a month **share with your supporters** an email containing details of what you would like them to share of yours.

## WHAT YOU HAVE TO DO

- Join ABC via an advisor (to join through me send me an email at [caroline@carolineleon.com](mailto:caroline@carolineleon.com))
- Refer one person to your advisor
- Enrol one person
- Create a web page on your site where people can enrol with you.
- Set up a supporter email.
- Once a month share something that your advisor shares with you. This is likely to be details of an offering, a blog post or social media post.
- Once a month send an email to your supporters asking them to share something of yours.

## WHAT YOU RECEIVE

As a result of the above, you'll get a steady stream of supporters who are happy and willing to share your content and your offerings with their people on a monthly basis. As the network grows so does your group of supporters and so therefore does your reach. Imagine the impact on your business if when you post something online, rather than it reach just a handful of people in your audience you have a group of people sharing it with theirs.