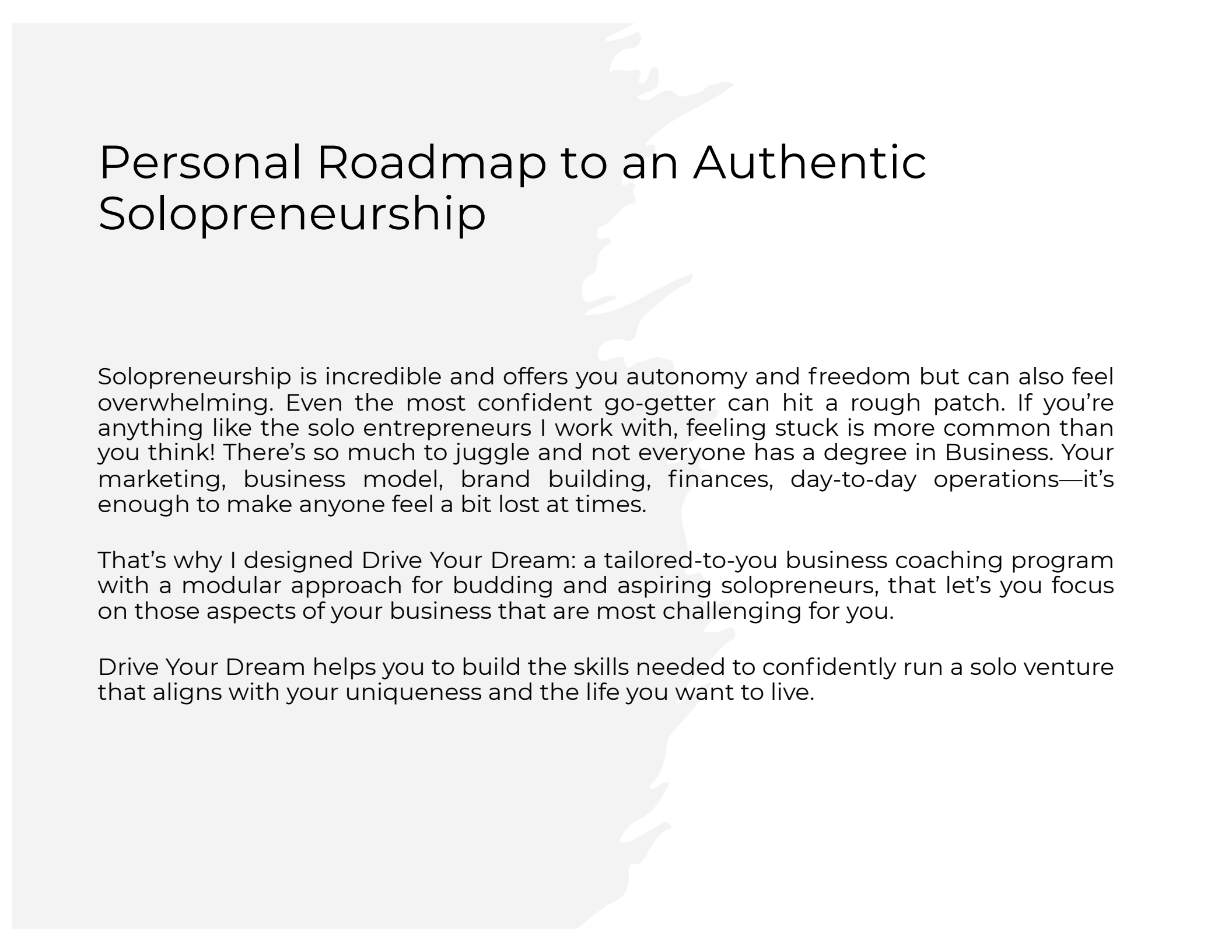


*Go Luppes*

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DRIVE YOUR DREAM  
DRIVE YOUR DREAM  
**DRIVE YOUR DREAM**  
DRIVE YOUR DREAM  
DRIVE YOUR DREAM



# Personal Roadmap to an Authentic Solopreneurship

Solopreneurship is incredible and offers you autonomy and freedom but can also feel overwhelming. Even the most confident go-getter can hit a rough patch. If you're anything like the solo entrepreneurs I work with, feeling stuck is more common than you think! There's so much to juggle and not everyone has a degree in Business. Your marketing, business model, brand building, finances, day-to-day operations—it's enough to make anyone feel a bit lost at times.

That's why I designed Drive Your Dream: a tailored-to-you business coaching program with a modular approach for budding and aspiring solopreneurs, that let's you focus on those aspects of your business that are most challenging for you.

Drive Your Dream helps you to build the skills needed to confidently run a solo venture that aligns with your uniqueness and the life you want to live.



# From Self-Doubt to Laser-Focus

*"Your biggest competition is still yourself." — Simone Biles, Olympic Athlete*

Athletes know the power of mental fitness and the importance of not letting negative self-talk get the best of them. Their journeys remind us how crucial mindset is to our success. Like with athletes, how successful and fulfilling your Solopreneurship is, depends heavily on your mental fitness.

Drive Your Dream includes a world-renowned mental fitness program to help you recognize and manage self-sabotage. With its proven, science-backed approach, this program helps to rid you from your biggest competition: yourself. It equips you with the resilience and clarity of mind you need to push through self-doubt and stay laser focused on your goals.

# Discovering the Power of Your True Self

💬 “I had just completed an online convention on Speech Therapists starting private practices, and each speaker said to bring your authentic self to your business. However, I didn’t REALLY know what this meant. You have really helped me to understand what this means and what/who my authentic self is. I finally can embrace that I AM ENOUGH!!!! Just as I am.”

**Tamara Taylor — Speech Therapist**



Hi, I am Bo!

As a CTA-certified life coach PQ® Mental Fitness Coach with decades of firsthand experience building and running my solo businesses, I offer my clients a unique blend of heart-centered mindset coaching, mentoring, business know-how, and marketing expertise.

Aspiring and budding solopreneurs come to me for the foundational and strategic skills they need to build and run their solo venture. By the end of our time together, my clients possess the business acumen, mindset, and mental fitness to confidently navigate the inevitable challenges while enjoying the freedom and autonomy that are part of a solopreneur lifestyle.

Let me take you from self-doubt to laser-focus with my business coaching program that's as unique as you are. Let me help you to drive your dream!



*Bo Luppé*

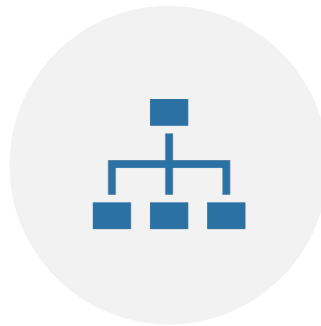
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# 10 Skill Building Modules

## 3 Main Categories



AUTHENTIC  
SOLOPRENEURSHIP



BUSINESS  
FUNDAMENTALS



MARKET STRATEGY  
AND ENGAGEMENT

# Authentic Solopreneurship

Your life as a solopreneur starts with embracing your authentic self, understanding your journey, motivations, and the unique value you bring to your business.

In a crowded market, your uniqueness is your greatest asset. When you are authentically yourself, the right clients will naturally resonate with your message, and your marketing flows naturally.

These modules are designed to help you explore what sets you apart so you can build a business that feels deeply fulfilling, prevents burnout, and is aligned with your values and life goals.



Your choice of modules within

**Authentic Solopreneurship:**

- ❑ Align your deeper why with your niche
- ❑ Your Values and Your Business
- ❑ Leverage Your Strengths and Weaknesses





## **1. Align Your Deeper Why with Your Niche**

Understanding your deeper “why” is the foundation of your solopreneurship journey. This module will guide you through exercises to uncover your motivations and align them with a niche that excites you. We'll focus on defining your niche based on your uniqueness and the desires of your ideal clients, creating a connection that feels purposeful and inspiring.

## **2. Your Values and Your Business**

Values are your internal compass that guides your decisions, helping you stay true to what matters most. In this module, you will clarify your core values and explore how to integrate them into your business. We will examine how your values can inform your branding, client relationships, and daily activities, creating a business environment that feels genuine and energizing.

## **3. Leverage Your Strengths and Weaknesses**

Your strengths are what make you shine, and your weaknesses offer opportunities for growth or delegation. This module will help you identify both, using tools like self-assessments and reflection exercises. You'll learn how to leverage your strengths to add value and address your weaknesses in ways that reduce overwhelm, ensuring that your business is built on a realistic, sustainable foundation.



# Finding Your Passion

… “Many times, when Bo was coaching me, I felt the chill of that ‘aha’ moment... when it finally clicks. Her questions stirred the thoughts, and therefore the emotions deep inside my mind and my spirit. I have been able to get in touch with what my passion truly is, and that in turn is making me ready to be the kind of solopreneur that I want to be.”

**Susie DeLorenzo — Life Coach**



# Business Fundamentals

Make your dream a reality with the nuts and bolts of building and operating a successful solo business. These modules help you get clarity on how your offerings align with your YES! client and their desires and needs. You will create a business model that delivers for you and your financial objectives. You will learn how to set strategic goals and a tactical plan to reach them.

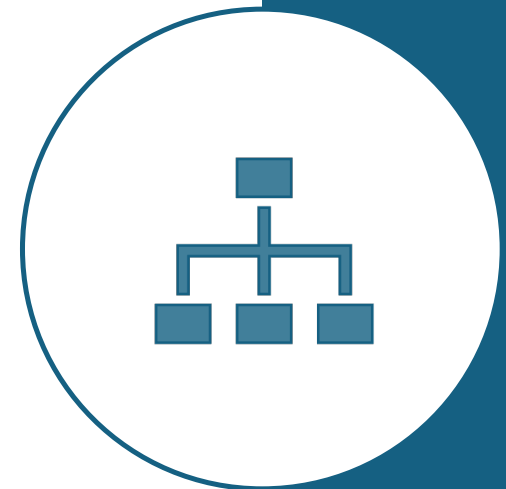
These modules also cover the practical aspects of your daily operations, from time management to administrative tasks and choosing the right platform for your website.



Your choice of modules within

**Business Fundamentals:**

- Offerings and Customer Journey
- Day-to-Day Operations
- The Solopreneur Business Model
- Goal Setting: Strategy and Tactical Plan



#### **4. Offerings and Customer Journey**

Your offerings are the heart of your business. In this module, you'll define or refine your products or services to meet the needs of your YES! client. You'll map out the customer journey from the first point of contact through to becoming a loyal client, ensuring every touchpoint feels seamless, supportive, and engaging.

#### **5. Day-to-Day Operations**

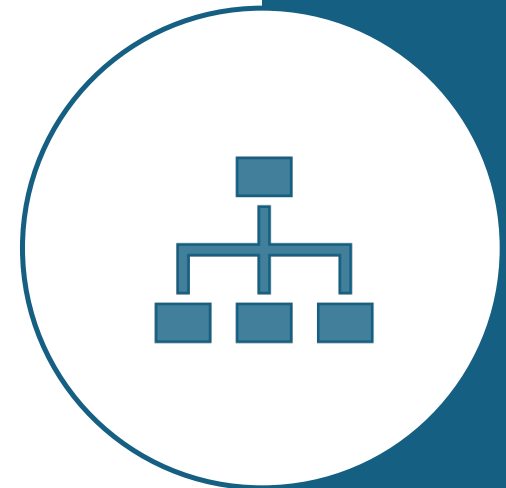
Successful solopreneurship requires effective daily management. This module will provide you with the tools you need to keep things running smoothly. We'll cover time management techniques, productivity hacks, and tips for organizing administrative tasks, making sure your business is efficient without being overwhelming.

#### **6. The Solopreneur Business Model**

The right business model makes your solopreneur venture financially viable and enjoyable. In this module, we'll explore different models—such as subscription services, one-on-one consulting, or digital products—and help you decide which works best for you. You'll create a tailored business model that aligns with your unique lifestyle and revenue goals.

#### **7. Goal Setting Strategy and Tactical Plan**

Set goals that are ambitious but achievable. In this module, you'll learn how to create meaningful goals and break them down into manageable action steps. We'll work on creating a tactical strategy to support each goal, helping you stay on track and maintain momentum toward your bigger vision.



# Market Strategy and Engagement

Here's where the rubber meets the road! These modules are all about getting your message out there and growing your business. Shape your vision and mission, build your brand, and create content that truly resonates with your audience. Write a sounding business plan that you can take to the bank and get clarity on your financials. Your goals are clear, let's design the plan to get you there!

Upon completing these modules, you are hitting the ground running with strategies and a practical plan you can immediately implement. You will be well on your way to putting your business out there, forming partnerships that boost your reach, and executing your marketing strategy toward real progress.



Your choice of modules within

**Market Strategy and Engagement**

- Marketing and Brand Building
- Business Finances and Strategy
- Writing Your Business Plan



## **8. Marketing and Brand Building**

In this module, we will cover everything from creating a brand identity that reflects your authenticity, to developing a marketing strategy that captures your audience's attention. You will also learn how to create a content strategy that aligns with your values and helps you to engage with your ideal clients across various platforms.

## **9. Business Finances and Strategy**

Numbers don't have to be intimidating—they can be empowering. This module will give you clarity on your business finances, including budgeting, and income projections. You'll learn how to create a financial strategy in connection with your business model while reducing unnecessary stress, putting you in control of your financial journey. You've got this!

## **10. Writing Your Business Plan**

A business plan is more than a document—it's a roadmap to success. In this module, you'll learn how to write a compelling business plan that reflects your mission, vision, and strategic direction. We'll break down each section of the plan, ensuring it is both inspiring to you and credible to potential partners or investors. By the end, you'll have a living document that guides your decisions and actions as your business grows.





# Drive Your Dream

Drive Your Dream combines strategic and practical business skill building with a renowned mental fitness program to lay down the perfect foundation to weather the storms of Solopreneur life. You compile your own **personal roadmap** without wasting time on business skills you already master.

Drive Your Dream lets you pick-and-choose your modules, so that you'll focus solely on those parts of your business that are most challenging to you.

Each module is self-paced and includes 60-minutes 1:1 coaching/mentoring ("Mentor Minutes"), and an exclusive communication channel between you and me.

# What's Included?

- ✓ World renowned **Mental Fitness** program\*
- ✓ **FIVE** business skill modules **of your choice**
- ✓ **300 "Mentor Minutes"**: individual coaching/mentoring\*\*
- ✓ A 30-minute personal **kick-off meeting**
- ✓ **24/7 access** to your personal training environment on my website
- ✓ Your **personal Roadmap and Workbook**
- ✓ Exclusive **Direct Communication Channel** with me for the duration of your program
- ❖ **BONUS**: 12 months "Mental Fitness for Life" subscription

\* *Six-week app-based program*

\*\* *You will receive your personal booking link to schedule sessions at your convenience.*

# Clarity, Confidence, and Practical Results

💬 “I am thrilled to share my experience with Bo and her "Drive Your Dream" program for solopreneurs. Bo truly stands out as an exceptional guide in this challenging path. The program also brings much-needed clarity to the often- overwhelming world of entrepreneurship.

Bo has a gift for simplifying complex concepts and breaking down goals into manageable steps. Truly enjoyed the collaborative environment within the program also.

I highly recommend Bo and the "Drive Your Dream" program. Her unwavering support, and commitment to clarity have been instrumental in my entrepreneurial journey. Thank you again!”

**Patti Mayo, Real Estate Professional**



# Pricing

Included in Drive Your Dream are five (5) modules of your choice.

But don't let that hold you back!

Each additional module can be added to your **Personal Roadmap** *at any time*.

## **Price:**

Personal Drive Your Dream Program: **\$3,500**

Each Additional Module: **\$499**

# Your Business Uniquely You

It is time for a business coaching program that is as unique as you are. A program that brings out that underlying superpower in you, increases your confidence, and gives you the knowledge, tools, and mindset so you can fulfill the dreams you have for yourself.

**Drive Your Dream** equips you with the mental fitness and business skills to confidently build and run a rewarding solo venture that's authentic to you. And since the program is a personal 1:1 experience, weekly start dates can be accommodated.

This brochure was created to answer questions you may have related to my Drive Your Dream Program. Did I miss something? Feel free to reach out to me with any questions related to your specific situation. I'd be happy to address them!

With warm regards,

A handwritten signature in black ink, consisting of the letters 'B' and 'o' in a cursive, flowing style.

# Interested? Let's Chat!

➤ Email me: [bo@coach4solopreneurs.com](mailto:bo@coach4solopreneurs.com)

OR

➤ Schedule a Call [Here](#)

