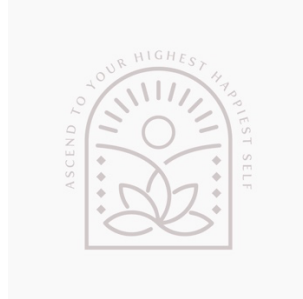


Business plan



For Ascension Happy Self By Nicola Evans

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Introduction

Ascension Happy Self, a unique fusion of Neuro-Linguistic Programming (NLP), Archangel Tuning Forks, and Stella Gateway concepts to create a transformative healing experience for clients.

At Ascension Happy Self, we believe in the holistic approach towards personal growth and healing, harnessing the power of the mind, sound, and energy to help individuals unlock their potential and lead a more fulfilled life. We provide a variety of services tailored to meet our clients' unique needs, from one-on-one NLP coaching sessions to group workshops focused on Archangel Tuning Forks and the exploration of the Stella Gateway.

Through Neuro-Linguistic Programming, we help our clients reprogram their minds, removing limiting beliefs and replacing them with empowering ones. This process helps individuals take control of their life, build better relationships, and achieve personal and professional goals.

With Archangel Tuning Forks, we leverage the power of sound healing to promote wellness and balance. These specially tuned instruments invoke the energy of specific Archangels, leading to a state of deep relaxation and facilitating emotional release and healing.

The Stella Gateway concept forms the third pillar of our services. We help our clients tap into this energy portal, which, according to certain spiritual practices, connects us to divine energy and consciousness. Through guided meditations and energy work, we assist individuals in achieving spiritual growth, increased intuition, and a profound sense of peace.

Whether you're looking to overcome personal challenges, unlock your potential, or embark on a spiritual journey, Ascension Happy Self, is here to guide you every step of the way. Our innovative approach, combining proven NLP techniques with sound and energy healing modalities, offers a unique pathway to personal transformation and growth.

Management team

I would be the primary manager and operator of the company.

Financial Information:

Give realistic figures for your projections – turnover, cash flow, profit and loss (monthly over a 12-month period is usual)

Ascension Happy Self - Monthly cashflow projection														
	Pre-startup	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
1. CASH IN THE BANK (Beginning of month)	-	-	(587)	(156)	575	1,706	3,337	4,268	5,840	7,912	10,584	13,556	17,028	
2. INCOME														
(a) Cash sales	0	500	500	900	1,400	1,900	2,200	3,000	3,500	4,100	4,400	4,900	5,100	32,400
(b) Collections from credit accounts	0	-	-	-	-	-	-	-	-	-	-	-	-	-
(c) Loan or other cash injection														
3. TOTAL INCOME	-	500	500	900	1,400	1,900	2,200	3,000	3,500	4,100	4,400	4,900	5,100	32,400
4. TOTAL AVAILABLE	-	500	(87)	744	1,975	3,606	5,537	7,268	9,340	12,012	14,984	18,456	22,128	
5. OUTGOINGS														
(a) Purchases (equipment)		500												500
Mobile phone		35	35	35	35	35	35	35	35	35	35	35	35	420
Website		500												500
Public liability insurance		25	25	25	25	25	25	25	25	25	25	25	25	300
Quickbooks		9	9	9	9	9	9	18	18	18	18	18	18	162
Stationery		10												10
First aid kit		8												8
Digital Marketing				100	200	200	200	350	350	350	350	350	350	2,800
														-
														-
														-
(r) Subtotal	-	1,087	69	169	269	269	269	428	428	428	428	428	428	4,700
(w) Owner's withdrawal							1,000	1,000	1,000	1,000	1,000	1,000	1,000	7,000
														-
														-
														-
6. TOTAL PAID OUT	-	1,087	69	169	269	269	1,269	1,428	1,428	1,428	1,428	1,428	1,428	11,700
7. FINAL BALANCE (End of month) [4 minus 6]	-	(587)	(156)	575	1,706	3,337	4,268	5,840	7,912	10,584	13,556	17,028	20,700	

Financial aspects to focus on - may vary slightly depending on your business.

The major objective is to bring in new clients while maintaining existing ones.

How many clients or sales must you make to break even?

5 to 6 per month.

How many clients or sales of what kind are optimal for you to live comfortably?

40 clients each month

What is the most people you can hold in a session, for the size of the place, per day, per week, etc.?

Since its personal, I can only assist one person at a time. My goal is to reach 60 clients every month, or two clients per day.

How much profit must the company make in order to be viable?

To break even, I need about 5 customers each month; to establish a successful ongoing business, I would like to add about 15–20.

Marketing - How will you market your business?

The initial step will be to create a website to advertise the company on Google. Afterward, naturally promoting the company on Facebook and developing a fan base will help it gain ground online. I'll continue to market in the following other ways:

Online marketing - Using Facebook and Google ads will be essential to increasing sales. On my website, I have blogs that discuss NLP.

Email - Using a form on the website to collect inquiries and then following up to convert those inquiries into sales. Keeping them informed by running a weekly or monthly email marketing campaign.

What distinguishes you from the competition?

Ascension Happy Self offers individualised, research-based development programmes that are intended to bring about actual, lasting change. It does this by fusing the strength of conventional NLP techniques with the most recent findings in cognitive neuroscience. Unlike many other programmes for personal and professional growth, our services are not universal.

Instead, we take the time to comprehend the needs, objectives, and difficulties of each client. Then, using specific NLP techniques, we develop a tailored plan to assist the client in overcoming challenges, improving performance, and achieving their goals. In addition to NLP, I also have training in Stella Gateway and Archangel Tuning Forks as an NLP practitioner. We have a strong foundation in cognitive behaviour, which enables us to

comprehend and articulate the research underlying my techniques. For our clients, this increases our credibility and confidence.

Additionally, rather than providing a one-time training session, I offer a supportive, continuing coaching relationship. This enables us to continuously modify the programme to meet the client's changing needs and guarantees that they have the assistance they require to put what they have learned into practice and experience true change in their day-to-day life and job.

Finally, our services are offered both offline and online, giving our customers flexibility and enabling us to reach people who would not have access to such services in their local area.

In essence, our USP is a combination of our highly qualified staff, individualised, science-based approach, continuing support, and adaptable delivery methods.

PEST evaluation

Political Aspects

Healthcare Regulation: In the UK, many regulatory organisations have jurisdiction over alternative therapies. These requirements must be met for the system to function and be credible.

Data Privacy regulations: Strict data privacy regulations are followed in the UK. When processing sensitive customer data, compliance with the UK General Data Protection Regulation (UK GDPR) is essential.

Economical aspects

Consumer spending power and the state of the economy have a big impact on discretionary expenditure on wellness and alternative treatments.

Alternative therapies are often not covered by the National Health Service (NHS) in the UK, in contrast to mainstream medical treatments. Customers will probably have to pay for services themselves, which would affect demand.

Social Aspects

Growing Interest in Holistic Health: In the UK, there is a growing trend of interest in complementary therapies and holistic health, which may increase demand for special services like Stella Gateway investigation and Archangel Tuning Forks.

Cultural Acceptance

The acceptance and openness towards holistic and spiritual therapies can have a significant impact on the profitability of the business. It can be important to run awareness campaigns to inform the potential market.

Technical considerations

Digital platforms

The capacity to provide services electronically and a strong internet presence can both significantly expand market reach. Digital platforms were increasingly used for health and wellness services during COVID-19.

Booking and Payment Systems: In the contemporary market, clients nearly demand online booking and payment systems, which speed operations and enhance the customer experience.

SWOT evaluation

Strengths:

1. Archangel Tuning Forks and Stella Gateway concepts combine to create a unique service offering that sets the company apart in the crowded wellness market.
2. Growing Interest in Holistic Wellness: The company's operations are in line with consumer demand as interest in holistic wellness and alternative treatments increases.
3. Practitioners with experience: Having professionals with experience lends credibility and can improve client outcomes.

Weaknesses:

1. Niche Market: The distinctiveness of the services may draw customers from a specific group, which could reduce the client base.
2. Lack of Knowledge: It's possible that people are unaware of Stella Gateway and Archangel Tuning Forks principles, which may necessitate intensive marketing and teaching initiatives.
3. Dependence on Import: If the tuning forks are imported, the company may have supply chain problems because of modifications to trade laws or delays in international shipping.

Opportunities:

1. Expanding online: By providing services remotely, businesses might reach a wider range of clients.

2. Partnerships: Working together with other wellness firms or professionals may improve service options and draw in more customers.

3. Workshops and Training: There is a chance to provide workshops and training courses, which could broaden the sources of income and raise public awareness of the services.

Threats:

1. Regulatory Changes: Modifications to trade or healthcare regulations may have an effect on corporate operations.

2. Economic Recession: A recession may result in less discretionary expenditure, which will affect the demand for wellness services.

3. Although the offerings are distinctive, the wellness industry is competitive. If other companies notice a demand, they might begin to provide comparable services.

Competitor Research

There are a few NLP practitioners in Swansea, but by providing a fresh perspective on the subject, I will be able to compete with those who are already well-established.

What market sector do you serve?

- Both males and females
- Ages 22 – 60
- Middle- to high-earning people
- Mainly corporate directors or individuals in senior positions
- Primarily in the vicinity of Mumbles, Gower, Birchgrove, and other outside Swansea neighbourhoods.

Rating ▾ Hours ▾

Natural Health Service

5.0 ★★★★★ (8) · Holistic medicine practitioner

Pagefield House, Page St · 01792 651717

Closed · Opens 8 am Mon



Directions

Susan Cole - Gower Life Coaching

5.0 ★★★★★ (2) · Life coach

Closed · Opens 9 am Mon



Website

Andi Hiscott

5.0 ★★★★★ (1) · Health consultant

2 Harbour Winds Ct, Overland Rd · 07754 579254

Closed · Opens 9 am Mon



Website



Directions

More places →



hypnotherapyswansea.co.uk

https://www.hypnotherapyswansea.co.uk › services

Hypnotherapy | NLP | Services | South Wales | Swansea

Your Professional Hypnotherapist and NLP coach. Anxiety **Swansea**. Gary offers a range of complementary support using Hypnotherapy and NLP coaching in the ...

https://www.hypnotherapyswansea.co.uk › hypnothera...

Hypnotherapy and NLP | An Explanation | South Wales

In his **Swansea** based hypnotherapy and NLP practice, Gary's aim is to provide the very best in customer care and satisfaction.



nlp swansea



horizontherapyswansea.co.uk

http://www.horizontherapyswansea.co.uk › therapies

Neuro Linguistic Programming (NLP)

Neuro Linguistic Programming (NLP). We all experience the world through our senses in different ways, translating sensory information into thought processes ...



Dr Bridget NLP

https://www.drbridgetnlp.com › ...

Home - Dr Bridget NLP - NLP Courses, South Wales

Dr Bridget's NLP courses are designed to give you the skills to develop yourself and has certification which enables you help others.



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https://www.springest.co.uk › nlp › swansea

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https://www.nobleprog.co.uk › nlp › training › swansea

Natural Language Processing (NLP) Training in Swansea

31 Dec 2021 — Online or onsite, instructor-led live **Natural Language Processing (NLP)** training courses demonstrate through interactive discussion and ...

What, who, and where are you aiming for?

Who:

People Pursuing Personal Development: These people want to change their thinking, increase their self-confidence, improve their ability to make decisions, and hone their communication abilities. They could be people who feel trapped in life, those going through difficult times, or anyone seeking general self-improvement.

Professionals Aiming for Career Growth - This group of people includes mid- to high-level workers who desire to enhance their leadership, communication, decision-making, and other professional qualities. Examples of these workers include team leaders, managers, and executives. They can be trying to progress their careers or improve how they manage and motivate their staff.

Organisations Seeking Team Development Solutions - This category includes small and large businesses that want to enhance the productivity and cohesiveness of their teams. They may be organisations that are experiencing poor team morale, ones that are going through changes and need to improve team adaptability, or simply organisations looking to boost their productivity and success through team development.

What:

Through our assortment of NLP services, which include individualised counselling, group workshops, and corporate training programmes, we are addressing their demand for personal and professional development. Our services are made to support clients in overcoming obstacles, achieving their objectives, and realising their full potential.

Where:

Our main target market is Wales (Swansea), more specifically, urban, and suburban regions with high concentrations of enterprises and professionals.

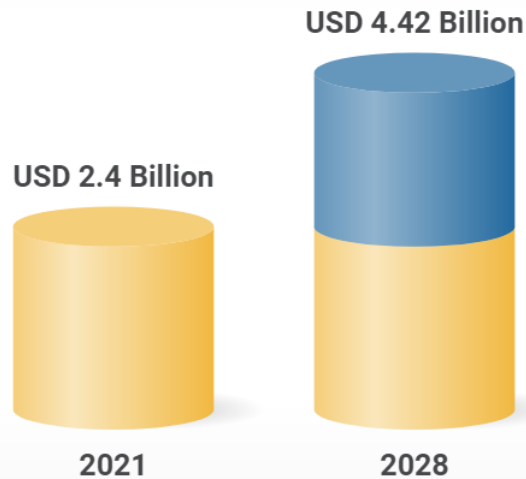
These target demographics will be the focus of all our marketing initiatives, both traditional and digital, to ensure that we are reaching potential customers who will most appreciate our offerings.

How big is the market that you serve?

The market prediction, which was set at \$2.4 billion in 2021 and is expected to reach \$4.42 billion by 2028, shows that the market is always growing.

Global Music Therapy Market

Market forecast to grow at a CAGR of 9.1%



<https://www.researchandmarkets.com/reports/5697687>

RESEARCH AND MARKETS
THE WORLD'S LARGEST MARKET RESEARCH STORE

Marketing objectives

Over the coming year, raise brand awareness by 50%. This could be assessed by surveys or by monitoring measures like website traffic, followers on social media, and media or online mentions.

In the first year of business, bring on 100 new individual clients and 10 new corporate clients. This can be observed by keeping track of the quantity of new customers who register for services.

In the first year, reach a 75% client retention rate. The number of customers that join up for extra services after their initial interaction can be used to gauge this.

Over the following 12 months, boost social media followers by 50% and website traffic by 100%. Analytics for websites and social media can be used to quantify this.

In the upcoming 12 months, increase participation on social media and blog postings by 30%. Likes, comments, shares, and time spent on the blog or website can all be used to keep tabs on this.

Within the next two years, we want to position Swansea's Ascension Happy Self as a market leader in NLP personal and professional growth. Referrals and client testimonials can be used to evaluate this.

Revenue and Pricing Strategy:

How did you arrive at your pricing strategy?

It's based off an hourly rate which is the rate that the market around locally is achievable.

How much will you charge for your goods and services?

Archangel Forks is £50 per hour and a half
Stella gateway is £75 for one hour

How many sources of income are you expecting?

Archangel Tuning Forks

When practising sound therapy, an alternative kind of therapy that makes use of the vibrations of sound to encourage healing and relaxation, tuning forks are frequently employed. Particularly tuned to frequencies that are said to correspond to particular Archangels are archangel tuning forks. The matching tuning fork is used to call forth the energies that each Archangel symbolises in terms of certain characteristics or themes. You might sell these tuning forks as products or include them in sound therapy sessions as part of your service offerings to generate income. Additionally, you might provide workshops or training sessions on how to use them.

Stella Gateway

A concept known as the Stella Gateway can be found in some types of spiritual or energy healing practises. A chakra or energy doorway that connects the person to divine energy or consciousness is frequently described as being placed above the crown of the head. We provide energy healing sessions that concentrate on activating or balancing the Stella Gateway as a service, or you can conduct workshops or educational programmes on the subject. You might also market similar goods that are said to aid in this process, like crystals or essential oils.

Operations

How much will you receive from each source of income?

It costs £50 per hour and a half at Archangel Forks.
Cost of Stella Gateway for an hour is £75.

locations, properties, and tools

Right now, we're in a spacious room. On the outskirts of Swansea, that costs £50 per week.

Already purchased equipment will be recognised on the financials.

People, employees, and suppliers

Staff: This would be myself.

For the near future, no additional employees would be hired. Because I would be the main person running this company, I would need to maintain costs low and profit margins high.
Suppliers: Since I handle most of the day-to-day work, we wouldn't have suppliers in the traditional sense. However, we would have other businesses or persons who provide:
Companies that provide our booking system, client management software, video conferencing software (for virtual sessions), website hosting, and other digital tools are examples of software providers.

Processes and systems

Process for Onboarding Clients

There should be a formal onboarding procedure in place when a new client signs up for my services to explain how sessions operate, gather any necessary data, and address their initial inquiries. This procedure can involve a welcome call or meeting, intake forms, and a preliminary evaluation.

Session Scheduling Software

Clients will require a dependable way to schedule and change their appointments. Clients may be able to view my availability and select a time that works for them via an online booking system.

Session Organisation

To maintain consistency and efficacy, each session should adhere to a defined structure. This may consist of an introduction, the major portion of the session, and a conclusion where we discuss our progress and decide what we want to accomplish in the next meeting.

System for Managing Clients

You might utilise a client management system or Customer Relationship Management (CRM) software to track client details, session notes, and progress. This system would have to be safe and adhere to privacy regulations.

Payment System

It's imperative to have a user-friendly and secure payment system if you want to collect customer money. This might work with our reservation system, or it might be a different online payment method.

Conversational Process

When it comes to how and when clients can contact us between sessions, how quickly they can anticipate a response, and what sort of support we can provide outside of sessions, we will set clear communication procedures.

Review and Feedback Process

We can continually enhance our services by getting customer feedback. After a particular number of sessions or after the conclusion of a programme, we could send out surveys.

Procedures for Data Protection and Privacy

We should have policies in place for how to securely gather, store, and manage customer data in accordance with privacy regulations.

Emergency Procedures

We should have a strategy in place for how to respond if a client is in crisis or is experiencing extreme emotional distress, including when and how to refer the client to other mental health specialists.

Health & safety, legal compliance

Any company should put the health and safety of its customers and staff first. This can entail making sure that sessions are held in a secure and welcoming setting at an NLP firm.

Although there is usually no physical risk involved in NLP sessions, psychological safety is crucial. Clients' emotional health and confidentiality should always be respected. Additionally, the company will have policies and procedures in place to handle any potential emotional distress that may surface during or following sessions. Businesses may also need to consider hygiene and social distance measures, especially for in-person meetings, in light of the COVID-19 epidemic.

To run a business legally and morally, it is essential to comply with laws and regulations. This could involve in the context of a holistic business.

1. Data protection and privacy laws, such as the General Data Protection Regulation (GDPR), must be complied with by the company.
2. Business rules - The company must be legally registered and have all required licences and permissions.
3. Regulations pertaining to healthcare may be necessary if the company is positioned as a kind of therapy or mental health support. This could include criteria for professional licensure or laws governing the delivery of healthcare.
4. Ethics - Although they are not required by law, holistic practitioners are frequently expected to abide by the moral standards established by trade associations like the Association for Neuro Linguistic Programming.

Executive Summary

Using a ground-breaking synthesis of the principles of Stella Gateway, Archangel Tuning Forks, and Neuro-Linguistic Programming (NLP), Ascension Happy Self offers transforming experiences. Our main goal is to encourage holistic health and personal development so that people can overcome challenges, realise their full potential, and feel more fulfilled.

Delivering individualised one-on-one sessions, workshops, and group sessions with the goal of empowering our customers and bringing about lasting change in their life is the foundation of our distinctive business approach. We use NLP's capacity to give clients the tools they need to change their behaviour and thought patterns. Additionally, the immersive experience offered by our sound therapy employing Archangel Tuning Forks promotes profound relaxation and emotional healing.

Finally, by focusing specifically on Stella Gateway ideas, we enable our clients to connect to higher realms of consciousness by inviting them on a path of spiritual inquiry and development. We offer a thorough and individualised approach to healing and personal growth by blending these three different approaches.

This distinctive combination of services, which addresses a rising market demand for holistic and integrative approaches to mental health and wellness, gives Ascension Happy Self a competitive advantage. We are well-positioned to make a substantial difference in the field of holistic treatment and personal development because to our committed team of qualified professionals and commitment to offering great service.