

ONLINE BUSINESS MANAGEMENT

# *Service Guide*



LIVE IN YOUR  
GENIUS



Dear Coach,

If I'm being fully transparent with you, I see a lot of myself in high-achieving coaches like yourself. That relentless drive, the hunger to always level up, the belief that outworking everyone is the path to success. I've lived that grind mentality.

But I learned an important truth: You can't just hustle your way to scaling a business while still doing excellent work. No matter how many late nights or early mornings you log, there are only 24 hours in a day. You simply can't do everything yourself and still have a life outside of your coaching practice.

You may have tried hiring virtual assistants to help. But for a perfectionist like you, having things fall through the cracks or getting poor-quality work is unacceptable. You have very high standards that require detailed processes executed perfectly.

The key is bringing on a team that matches your keen eye for detail and commitment to excellence. That's exactly what Live In Your Genius, the Online Business Management agency for Type-A, perfectionist coaches, provides.

We are a team of execution experts who match your relentless drive and razor-sharp attention to detail. Our process aims for flawless execution across all aspects of your business. This allows you to grow with total confidence, never compromising quality or dropping the ball.

You've worked too hard to settle for anything less than operating at the highest level. It's time to upgrade to the premium business engine you need to truly soar.

*Ali Land*

FOUNDER, LIVE IN YOUR GENIUS



# ONLINE BUSINESS MANAGEMENT

Our Online Business Management service is ideal for the experienced coach who has outgrown the capacity to manage operations solo, but doesn't want to settle for anything less than perfection as she scales higher.

## Does this sound like you?

You want:

- Rapid business growth without compromising quality so that you increase revenue and impact
- Operational peace of mind so that you don't lie awake at night worrying about balls being dropped
- More time and energy freedom so that you can focus on your genius work and live a better life
- Consistent execution of your vision so that you achieve your big goals rapidly instead of stalling out
- A maximized, fully-optimized operation so that you don't leave money, time or opportunities on the table

...If that's a full-hearted YES,

*Read on!*



# A DAY IN THE LIFE

A GLIMPSE INTO WHAT PARTNERING WITH US LOOKS LIKE



You wake up feeling energized and focused, excited for the day ahead. There are no looming operational fires to put out or minutiae clogging your mind.

Over your morning coffee, you review the organized business hub, giving a quick approval to some new client welcome packet designs your team uploaded. You smile, appreciating the consistent branded experience your clients now have.

Jumping into your genius zone activities, you spend the morning recording new training videos for an upcoming course launch. No tedious upload process or tech hassles...you know your team will seamlessly integrate the videos into the membership site later.

After a break for lunch, you dive into preparing for an upcoming live webinar. Having all the marketing assets, webinar flow, and sales materials meticulously organized allows you to review everything swiftly.

You wrap up your workday with laser-focus time blocked for client coaching calls. No distractions from operational details or dropping balls. You are fully present with your clients.

In the evening, you spend quality time with your family, totally disconnected. You've structured your business to a point where you can truly have work-life balance and harmony.



# OUR FRAMEWORK

Most OBMs start with a to-do list. We start with our framework built around your unique coaching business.

The Coach to CEO Launchpad™ is built for high-achieving coaches who are ready to step out of the day-to-day and into the role their business actually needs them in.

Three deliberate, sequential pillars so your team executes, your systems hold, and your genius is the only thing left on your calendar.



## Well-Managed Projects

Your projects, launches, and team management, taken off your plate completely. Projects get completed on time by the right people. Launches run on a repeatable system your team owns. The day-to-day stops landing on your desk.



## Strong Foundations

High revenue with no real architecture underneath is just chaos with good branding. We go through every area of your business and build the structure that matches the company you're actually running. Clear systems. Documented processes. Tools that talk to each other.



## Zone of Genius

Once operations are managed and foundations are in place, we focus on the most valuable asset in your business: you. We progressively free up your hours as systems solidify and your team steps into real ownership. You stop being the Head Doer. You start being the CEO.

# OUR PROCESS

There's no one-size-fits-all timeline here. Once we get inside your business and really understand what's going on, we'll map out exactly what needs to happen and when. Think of what you see below as a starting point. The stages are the same for everyone, but how fast we move and how deep we go? That's all up to you!



## Assess & Audit

WEEKS 1-2

Before we touch anything, we learn everything. We go deep on your team structure, your systems, your workflows, and your role in all of it. Where are you the bottleneck? What's held together with duct tape? What's actually working? By the end of week two, you have complete clarity on the state of your business and a custom action plan that maps exactly what we're fixing and in what order.

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## Stabilize

WEEKS 3-6

Here's where things start to feel different. We take the wheel on your team, your launches, and your projects so you can stop being the person everything runs through. The day-to-day is ours now. We might still need your input as we learn your business, but you feel the shift almost immediately.

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## Organize

WEEKS 7-9

You know all those processes that only exist because you've done them a hundred times? We're pulling them out of your head and putting them somewhere your team can actually use. SOPs, clear roles, organized processes...everything your business has needed for a while but never had time to build. This is where the foundation gets real.



## Optimize

WEEKS 10-14

The foundation is built, now we make it shine. We automate what can be automated, streamline what's still clunky, and start pulling you out of decisions that never needed you in the first place. Your team gets more confident. Your calendar gets lighter. Things just start to hum.

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## Liberate

WEEKS 14-16+

This is what we've been building toward the whole time. Your calendar is full of the work only you can do. Your team knows exactly what to do without pinging you first. The business runs beautifully... not because you're holding it together, but because the infrastructure finally caught up to the company you've built.

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## ...AND THEN?

Reaching the Liberate stage is a huge milestone and something worth celebrating. But it's not the end of the road...it's actually where things get really exciting!

Once the foundation is solid and your team is running, the focus shifts from fixing and building to growing and evolving. New offers, bigger launches, expanding your impact. And because we already know your business, your systems, and your vision inside and out, you never have to start from scratch or bring someone new up to speed. We just keep going, together, toward everything that comes next.



# THE LIVE IN YOUR GENIUS DIFFERENCE

## 1 Full Team

Most OBMs are a one-person show. Strategy, project management, automation, team oversight, all on one plate, all the time. Spoiler: something always gets dropped.

When you work with us, you get three experts dedicated to your business from day one. Your OBM is zoomed all the way out on strategy and planning. Your Project Manager keeps your team on track and makes sure nothing quietly disappears into the void. Your Automation Expert builds the workflows and tracking that make your business run without anyone manually doing the thing. A whole team. All yours. No juggling required.



## 2 Agency Benefits

With a solo OBM, you're one person away from everything stalling. Maternity leave, sabbatical, or a resignation means starting over...finding someone new, onboarding from scratch, and losing momentum you worked hard to build.

With us, none of that happens. Everything about your business lives in your Notion hub, documented and accessible to our whole team. If your OBM needs to step away, someone who already knows your systems and your business steps in. No chaos, no "Wait, where does this live again?" and no starting from square one. And as your business evolves, you can move to an OBM with a different background and skillset without losing a single thing we built together.

### 3 Async Support

You're busy. Like, really busy. The last thing you need is a decision sitting in a holding pattern until your next scheduled call while everything waits for Thursday to arrive.

We work asynchronously via email and WhatsApp, Monday through Friday. No standing calls, no Zoom fatigue, no "let's circle back on that next week." Something comes up, you message us, we handle it. Decisions get made when they need to be made, not when the calendar finally gives permission.



### 4 Proud Data Nerds

We are, genuinely, data nerds. We track everything. Where your clients are coming from, which marketing efforts are actually making you money, what's working in your launches and what isn't. All of it. Every month you get a full performance review with written insights so you're making decisions based on actual numbers instead of vibes and gut feelings.

No more guessing which email sequence converted. No more wondering which marketing channel is worth your time. You'll just know. It's kind of the best feeling.

### 5 Genius Curation

Live In Your Genius isn't just a name we thought sounded cute. It's literally the whole point. Every week we ask you one question: what can we take off your plate? Because our job isn't just to keep things running. It's to keep moving things off your list and onto ours until your calendar is so full of the work only you love to do: coaching, creating, leading.

# PICK YOUR PATH

## The Coach Level

\$1.5K PER 4 WEEKS

Best if you're a coach starting to grow and want to do things properly before things get more chaotic and busy

- ✓ Up to 1 team member (ex. VA, graphic designer, web designer, etc.)
- ✓ You only have a maximum of three offers, such as:
  - Private Coaching
  - Digital Products
  - Group Coaching
  - Course



## The Creator Level

\$3K PER 4 WEEKS

For coaches like you who have reached your limit, ready for operational support so you can just coach and create content & new offers

- ✓ Up to 7 team members
- ✓ You offer any number of:
  - Private Coaching
  - Courses
  - Digital Products
  - Group Coaching
  - Memberships
  - Retreats & Live Events
  - Launches
  - Anything else



## The CEO Level

\$10K PER 4 WEEKS

For coaching businesses scaling at multiple 6+ figures a year, with a larger team needing highly advanced systems and strategies

- ✓ Unlimited team members (contractors/employees)
- ✓ You offer any number of:
  - Private Coaching
  - Courses
  - Digital Products
  - Group Coaching
  - Memberships
  - Retreats & Live Events
  - Launches
  - Anything else



# The *Coach* Level

You've proven you can coach. Clients get results, word is spreading, and the revenue is real. But behind the scenes? Your business is still running on a combination of willpower, Google Docs, and figuring it out as you go. You might have someone helping you (ex. a VA who schedules posts or handles your inbox) but the big decisions, the launches, the strategy? Still all you.

Your ideas are good and your offers work. What's missing is the structure to support them, and someone who can step in and build it without you having to explain everything twice or manage the process yourself.

That's exactly what we do. We come into the backend of your business, make sense of what's there, and start building the foundation that lets you grow without carrying all of it on your own.

You just need help. Not another course. Not another tip. You need someone who can step in and take charge of the stuff behind the scenes. That's what our Online Business Manager (OBM) does. We bring calm, clarity, and structure. We help you build a business that works for you...so you can finally breathe, grow, and feel proud of what you're creating.

## YOUR TOP ISSUES

- Inconsistent income and unpredictable client flow
- No clear structure for offers, marketing, or systems
- Constantly switching between creative work and admin tasks
- Too many ideas and not enough follow-through
- Feel behind on "doing business right"

## WHAT YOU ACTUALLY NEED

- A strategic partner who helps you get organized and feel in control of your business
- Support turning your big ideas into clear, doable plans so you can launch and deliver without the stress
- A simple, repeatable way to market and sell without relying on last-minute bursts of energy
- Clean systems and a smooth backend, so things stop falling through the cracks
- Guidance to grow your team the right way and shift from hustling solo to leading a real business



# The *Creator* Level

You've come so far. You're not just coaching one-on-one anymore, you've got offers, ideas, and income that's starting to feel steady. You've worked with clients, built some courses, maybe even hosted a retreat or ran a group program. You've tried a few launches and they did okay... but if you're honest? Everything feels a little messy behind the scenes.

You've hired help...a VA, a designer, maybe a tech person here and there. But you're still the one keeping it all moving. You're answering questions, fixing problems, planning launches, writing emails, running payments... and trying to coach and create on top of that. It's a lot.

You have big dreams. You want more time to coach and create. You want your systems to just work without you having to double-check every little thing. You want your team to handle things without needing constant direction. And more than anything, you want your business to feel smooth, fun, and free, not heavy and hard.

This is the moment where an OBM changes everything. You don't need to do it all. You just need someone to help you run the business, so you can focus on growing it.

## YOUR TOP ISSUES

- You're the only one holding everything together
- Tired of being the project manager for your own business
- Pulled in too many directions, with no breathing room
- Worried your backend is a mess (because... it kinda is)
- You're doing well, but know it could be so much better

## WHAT YOU ACTUALLY NEED

- Time to coach, create, and rest without your brain being full of to-dos
- A team that takes action without waiting on you, with clear roles and support
- A business backend that's organized and runs smoothly so nothing gets missed
- Launches that feel simple, strategic, and actually sell without the chaos
- A trusted OBM who leads behind the scenes so you can stop being the manager



# The CEO Level

You run a big business. You have a full offer suite: courses, group programs, retreats, masterminds, maybe even a certification or licensing offer. You have a team of VAs, tech support, maybe even employees. People know your name. You've built a real brand.

And the money is coming in...\$50k, \$100k, or more each month. But it still feels heavy.

You're leading launches, giving approvals, managing timelines, fixing mistakes. You're the one people come to for answers. And that means you're always thinking about the business, even when you're not working.

You've made it. But you don't feel free yet. You dream about letting go. Not letting go of your vision, but letting go of being needed all the time. You want your team to lead. You want your systems to run. You want to focus on growth, impact, and the work that truly lights you up.

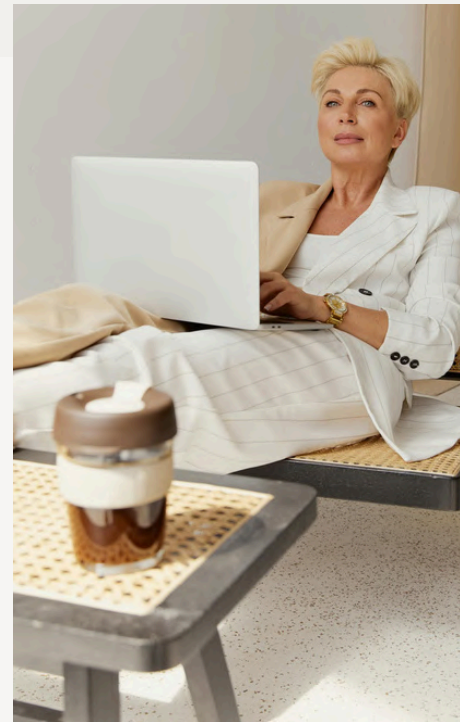
It's time to stop managing and start leading. You need an OBM who can take over operations, run the team, oversee launches, clean up systems, and lead behind the scenes, so you can finally sit in the CEO seat.

## YOUR TOP ISSUES

- Every big project still runs through you
- Your team is waiting for you to make all the decisions
- Your calendar is full, but your brain is even fuller
- You're making great money, but still working too hard
- You're stuck managing instead of leading

## WHAT YOU ACTUALLY NEED

- A self-led team and a strategic OBM who keeps everything moving without you
- Launches and events that run smoothly from start to finish without your input
- Clean systems, automations, and SOPs that make your business feel light
- Clear dashboards and backend tracking so you know what's working
- Time and mental space to focus on vision, not operations





# WHAT'S INCLUDED

Here's what's included in our Online Business Management:

## ✓ Strategic Planning & Oversight

A 90-minute kickoff to cover everything, then ongoing strategy support and a full quarterly review every ninety days. So you always know what's next, why it's next, and who's actually doing it. (Spoiler: not you.)

## ✓ Business Audits & Analysis

We come in and look at everything. And we mean everything. Operations, systems, tech stack, offers, finances, client experience. The stuff you're proud of and the stuff you've been hoping nobody would notice. Every four weeks after that, you get written notes on what's working and what needs attention. No more flying blind in your own business.

## ✓ Business Hub

You know that thing where the answer to every question is "ask Sarah"? We fix that. Your entire business lives in one Notion hub, built and maintained by us. Every process, every SOP, every asset, all of it documented and actually findable. Sarah can take a vacation.

## ✓ Operations, Systems & Automation

The day-to-day running of your business, handled. Automations, CRM, tech infrastructure, all of it. Set up properly, managed continuously, improved as you grow. Not set up once in 2024 and held together with prayers and a Zapier free plan.

## ✓ Project Management

Every project managed start to finish. Timelines, task breakdowns, team coordination, progress tracking. When priorities shift we shift. Nothing falls through the cracks and nobody sends a "just checking in on this!" email into the void.

## ✓ Client & Pipeline Management

Leads tracked, onboarding smooth, every client touchpoint coordinated. Your clients feel genuinely taken care of and you stop doing that thing where you lie awake mentally running through your pipeline at midnight.

## ✓ Team Management & Support

Your team, managed from hiring through offboarding. Aligned, accountable, and actually moving without you cc'd on every single email. We know. It's going to feel weird at first.

## ✓ Administrative Support

Contracts, invoices, proposals, research, podcast logistics, client gifts. The stuff that's been eating your best hours for years. You don't have to pretend you were about to delegate it. We've got it.

## ✓ Communication & Support

No standing weekly calls. No Zoom fatigue. Email and WhatsApp, Monday through Friday. Support when you actually need it, not at whatever time someone else pencilled into your calendar six weeks ago.





## Online Business Manager (OBM) vs. Virtual Assistant (VA)

# What's the Difference?

One of the most common questions we get is: what's the difference between an OBM and a VA?

- A VA is a doer. They complete tasks, follow processes, and execute what's assigned to them.
- An OBM is a leader. They manage the team, own the operations, and keep the whole business moving forward without you in the middle of every decision.

### VIRTUAL ASSISTANT:

Completes assigned work  
Waits for direction  
Manages their own to-do list  
Follows existing processes  
Works inside your tools  
Handles what you assign  
Supports one area

### ONLINE BUSINESS MANAGER:

Assigns the work  
Thinks ahead and plans  
Manages your entire team  
Builds and improves processes  
Designs how your tools work together  
Identifies what needs to happen next  
Sees the whole business

## Why We Don't Manage Your Inbox or Run Your Zoom Calls

Every role has a zone of genius. Ours is building the infrastructure, leading the strategy, and making sure your whole operation runs without you in the weeds. That's where we do our best work and where we create the most value for your business.

Managing your inbox, handling client messages, and taking notes on group calls are important. They just belong to your team, not your OBM. A skilled VA can handle your inbox. A well-run team doesn't need a standing call to know what to do next. Our job is to build the systems, write the SOPs, and create the structure that makes all of that possible.

When we do our job well, your team doesn't need us in the details. They just need us leading the strategy.



# ONBOARDING PROCESS

## STEP 1 Application

The process starts with filling out the OBM Application to see if you're an initial good fit.

## STEP 2 Discovery Call

Next is a 3-way Zoom call with you, your OBM, and agency founder to better understand your needs and ensure we're an ideal match to support your vision. This is a mutual interview process.

## STEP 3 Agreement & Payment

If we're confirmed as a fit after the call, you get the contract to make it official along with an invoice for payment.

## STEP 4 Onboarding Questionnaire

Before we touch anything, we want to know everything. You fill out our onboarding questionnaire covering every corner of your business, from your tech stack to your team structure to the thing that's been driving you quietly insane for six months. The more you tell us, the faster we can stop asking questions and start actually fixing things.

## STEP 5 Kick-Off Party

On this Zoom call, we start with the fun part: introductions, communication styles, roles, and setting goals for your time together. Then we go through your onboarding questionnaire to make sure we've got the full picture before we touch anything. Marketing, sales, operations, finances, team, administration. Nothing gets missed.

After this, onboarding is officially complete! We then start work, building your customized action plan and proceeding through our Coach to CEO Launchpad™ framework.

# RETURN ON INVESTMENT

Curious how coaches often make back their investment after bringing in an OBM to support and scale their businesses? Here are some examples below:

## MORE TIME

Your OBM does all your busy work, saving you 2 hours every day. Now you can talk to 4 more leads each day. Which might bring in 2 new clients every month. Each client pays you \$2,000. That's \$4,000 more money each month just because you had time to talk to more leads.

## BETTER LAUNCHES

Your OBM takes care of everything during your launch, like managing your team, setting up systems, and helping customers. This lets you focus on making videos and talking to leads. With everything running smoothly and your marketing working better, your launch goes from \$15,000 to \$19,500 (an extra \$4,500) just because you had the help!

## MORE HAPPY CLIENTS

Your OBM makes sure your clients feel happy, who then stay with you longer. Now you've got a 85% retention rate, instead of 60%. That means for every 10 clients, about 3 more keep paying you for around \$5,000 more money. Plus, happy clients tell their friends about you. You get 3 new clients this way. That's \$6,000 more without doing any extra work.

## MORE OFFERS

Your OBM runs your day-to-day work. Now you can make that group program you've been thinking about. You get 20 people to join at \$997 each. That's about \$20,000 new money you wouldn't have made without your OBM.





WE'VE GOT YOU COVERED

# GREAT FIT GUARANTEE

We understand that partnering with an Online Business Management agency is a big decision. That's why we made working with us totally risk-free.

Try us for four weeks, and if it's not the right fit, get a full refund...plus you can keep your Notion dashboard!

*Hint...*

## This is the next level you've been waiting for...

When you casually mention during your mastermind hot seat that your OBM runs your team meetings, just watch...everyone will lean in, asking how you've scaled so fast. You'll be the one with real systems, while your business besties are still buried in admin chaos.

You wrap your day by 11 AM and head to lunch while others grind through back-to-back calls until dinner. You're now the coach who somehow delivers more while working less. Your secret? A business that can manage without you 24/7, thanks to your OBM.

Our first priority is immediately giving you hours back...hiring the right team member or clearing your plate of low-value tasks. From there, we plug in proven dashboards, templates, and frameworks so you're not starting from scratch. You're simply reviewing and approving in minutes, not building for hours.

Your future is waiting...and it's calm, clear, and wildly effective. All that's left is to say yes.

*Get started*

# NEXT STEPS

## Start Now

Feeling like a kid in a candy store  
and can't wait to get started?

Apply now at  
[liveinyourgenius.com/apply](https://liveinyourgenius.com/apply)

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## Got Questions?

If what you've read has you intrigued, but you still  
have some questions, please email us at  
[hello@liveinyourgenius.com](mailto:hello@liveinyourgenius.com) or go to  
[liveinyourgenius.com/contact](https://liveinyourgenius.com/contact)

We're happy to answer them!

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