



C-SWEET

OVERVIEW

C-Sweet is a membership platform hosted through Patreon. The purpose is to provide a network of comprehensive education and resources that intersect between business and business owner.

A common challenge for solopreneurs and small business owners, is that they get stuck in the 'lucrative hobby' phase. They are brilliant in their own right, but do not have the training needed to successfully structure, grow, and run a business. They do not perceive themselves to be 'C-Suite' Executives, and may not be familiar with the terminology at all.

C-Sweet is a subset brand of HoneyMAP that offers relatable support in personal challenges and experiences, as well as tangible and practical tools and resources for proper implementation. This membership platform specifically offers training in the roles of:

CEO- the primary decision maker

CFO- the money decision maker

CMO- the marketing decision maker

COO- the operations handler

Members may choose from one of three tiered options based on their support needs. This platform is run and operated by Sarah Michelle, with some guest expertise.

AUDIENCE

The C-Sweet audience is presently solopreneurs and small business leaders.

The solopreneur is running their business entirely by themselves, or with the assistance of outsourced support such as a VA or brand partner. They likely do not have business training or corporate expertise, and may not be familiar with what a C-Suite is, or why they need to know. They likely struggle to have a CEO mindset, and may not even refer to themselves as the CEO of their business. They are however not resistant to this title. They understand the importance of mindset, and they take their business seriously. They are looking to grow personally and professionally, and they are seeking affordable resources to do so.

The small business team may have C-Suite roles, traditionally named or not. There may not be a single CEO as it could be a team of colleagues starting a business together. This team needs support in defining roles so that multiple people are not sharing multiple hats. They need structure and affordable resources to grow their business, and grow in their individual roles.

As C-Sweet evolves, traditional corporate C-Suite teams may also find value, but that is not the primary targeted audience at this time.

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COAOTTO

The Chief of all of the Things Officer. The COAOTTO is the solpreneur who is wearing all of the hats- and needs to. They are responsible for managing all facets of their business, and knowing when and how to outsource and ask for help.

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ROLES DEFINED

CEO

The Chief Executive {aka Chief Everything} Officer. The CEO is the individual who is primarily in charge of making decisions for the company, for leading the other C-Suite members, and is possibly the name listed on the LLC.

CFO

The Chief Financial Officer. The CFO is the individual responsible for all fiduciary decisions. They oversee revenue goals, and business expenses. They either manage the accounting and business taxes themselves, or they are the liaison with the Bookkeeper or CPA.

CMO

The Chief Marketing Officer. The CMO is the individual responsible for marketing strategy. They decide what to take in-house and what to outsource. They are responsible for defining and articulating the business brand, and sharing appropriate messaging across appropriate channels. They are also responsible to audit regularly whether the marketing and messaging are effective.

COO

The Chief Operations Officer. The COO is the individual responsible for maintaining all administrative tasks. They decide what operations should look like, and ensure that any practices implemented by CEO/CFO/CMO are running smoothly.

TIERS

Tier 1: C-Sweet, \$60/mo

Branding expertise should be available to anyone willing to learn. This tier hosts all of Sarah's content posts on the personal and professional aspects connected to each C-Suite role.

Tier 2: C-Sweet Coaching, \$200/mo

For business leaders looking to grow with more personalized attention, Tier 2 offers all of the content from Tier 1&2, as well as monthly group coaching calls, and a C-Sweet ToolBox.

Tier 3: C-Sweet 1:1 Consulting, \$850/mo

For business leaders looking to grow with more personalized attention, Tier 3 offers all of the content from Tier 1&2, as well as individual 1:1 consultation.

Because the HoneyMAP brand is rooted in small business success, 50% of all member profits go directly into the C-Sweet Grant. A recipient will be awarded annually with a free year of membership, a strategy call with Sarah, and grant funds to implement marketing strategy.

MESSAGING THEMES

Messaging spans the personal and professional topics relevant to C-Suite leaders.

- CEO Mindset
- C-Suite Roles and Responsibilities
- Mental Health
- Daily Habits/Practices
- Core Values
- Thought Leadership
- Boundaries
- Setting Goals
- Time Management
- Business Structure
- Branding
- Business Development
- Budgets
- Financial Management
- Marketing Strategies
- Work/Life Balance
- Criticism
- Outsourcing
- Meditation
- Tools & Resources
- Books
- Mentorship
- Business Collaborations and Partnerships
- Common Mistakes

C - SWEET RETREATS

Every business owner knows the struggle between keeping clients happy, and working on their own growth.

C-Sweet Retreats are structured DIY retreats that come with a HoneyMAP foundations workbook, daily schedule, packing list, and guided business help.

Clients will have the opportunity to book their preferred retreat and purchase either the C-Sweet Retreat package with digital instruction, or the C-Sweet Retreat package with personalized zoom sessions with Sarah.

The goal of this retreat is to spend a week walking through a HoneyMAP, so that the client will leave with a solid understanding of their brand and strategy for the next year.

There will also be a C-Sweet Mini Retreat, which will condense this program into a weekend so that clients can learn how to implement a daily structure to achieve their goals.

The cost of the C-Sweet Retreat will be \$397 for the self-guided, and \$797 for facilitated.

C-SWEET COACHING

Many C-Sweet members may want additional, personal assistance. C-Sweet Coaching will be a quarterly commitment that includes creating and implementing a HoneyMAP, as well as mindset and educational training. This is set to roll out in 2022, and will cost \$4500/quarter.

There will also be a quarterly group coaching offered at set times each quarter. The cost will be \$2700 and will follow a similar format as 1:1, but in a group setting of 8 individuals. There will be 1:1 check-ins at the beginning, middle, and end.