

The Complete Guide to Unlocking Your Unbounded Potential

With Catherine A. Wood



UNBOUNDED

The year-long mastermind and group coaching program for women entrepreneurs who want to amplify their impact, become CEO of their business (and lives), and be massively held in lockstep support with a sisterhood of powerhouses doing the exact same.

You've seen that powerhouse. She's created that incredible business you can't stop following online, lives the lifestyle of her dreams, and fills her life with massive joy, play and flow all while impacting thousands.

Meanwhile, you're spinning your wheels, trying to accomplish everything on your immediate task list, not finding time for self care, let alone the spaciousness to create and implement bigger ideas to scale past what you've accomplished thus far. And a vacation, with what time?

What allows her to create so much more with the same amount of hours in a day? (And with so much less effort and seemingly stress too?!)

It's because she learned to leverage her time, systems, community, and voice to maximize her impact. She discovered that in order to amplify her net worth, she had to amplify her self-worth first...and got the support to do just that.

She realized she was never meant to do it alone.

Think About It

The entrepreneurs you freaking adore. Why do you love them so much?



It's because they have a degree of follow-through + consistency that oozes trust + credibility.

I bet it's because they are 110% authentically themselves without fail. The quality of their relationships speak for themselves and you can tell.

They are connected with their own higher consciousness and take aligned action.

I bet it's because they have the support structures and systems in place that make their businesses work seamlessly.

They live the life and lifestyle that you someday hope is possible for you too.

I bet it's because you know that they have been where you are now, can relate 110% to your struggle, and absolutely walk the talk and practice what they preach.

Guess what?

You can TOTALLY do this too.

You just have to put down the notion that you're going to get where you're headed doing things the way you've been doing them.

Before I get ahead of myself here, let me introduce myself...



*Hello, I'm Catherine! I'm a Professional Certified Coach and bestselling author of **Belonging: Overcome Your Inner Critic and Reclaim Your Joy**. I help under-the-radar YET total badass and big-hearted women entrepreneurs scale to six and multiple-six figure businesses.*

Slow down for a minute. I want to tell you a story.

Seven Januarys ago, I up and spent all my cash savings (and then some) to become a professional coach.

*I had no idea where the clients were going to come from. I had no idea how to run a business. I had no idea how to charge FOR ME what would equate to my cushy six-figure salary and pension for the federal government. I didn't even really know how to coach people yet. *Gasp**

But I did know one thing – I was NEVER meant to work for someone else. I was never meant to have my creativity and passion be held in purgatory thanks to the bureaucracy of the government.

So, I put my head down and started studying (of course all about coaching but also) business development, project planning, lead generation, business organization, scalability models, how to be my own boss, and selling like my freedom depended on it. (Because it did.)

I took my personal experience being raised as the daughter of entrepreneurial parents with business being the topic of choice around the dinner table to this day, the sister of a talented arborist in business for himself, an undergrad degree in Economics, the MBA to boot, and I started putting my life's learnings into practice.

I started working with a craze. I took more actions outside of my comfort zone in the first year alone, than in the prior 30 to that...and haven't stopped since. I've worked with clients in 5 continents across the globe, amassed more than 2,500 paid coaching hours with over 120 clients, built and since closed a second transformational travel company, hired my own support team, and been invited to speak for esteemed multilateral organizations and at leadership conferences.

*And in the process, I discovered **me**.*

I created systems, accountability, and an organizational framework that allowed me to be CEO of my business and of my life.

I learned how to follow through on the visions I saw and the goals I declared. I learned how to master work-life balance and enjoy my life and relationships deliciously while also scaling my business past the coveted 6-figure mark.

That's the power of leveraging your strengths and support structures.

My success isn't a fluke and it's not rocket science. It's quite systematic mixed in with a dash of woo as is business.

And I'm going to show you how.

Don't take my word for it though.

Here's what UNBOUNDED alum have to say about their experience in my signature program:



Jackie Kindall, Organizational Development and Diversity Equity Inclusion Consultant on how UNBOUNDED impacted the way she approached her business goals:

"My realization came when I noticed that I was in this completely different space, as far as how I thought about my business, and the way I even framed opportunities. That's when I had my "Ah-Ha", and thought this is the impact."

Jackie's Results: She went on to develop and provide an entirely new business service to her clients after her participation in the program.



Ellen Broen, Life and Business Coach for Powerhouse Entrepreneurs, on how frustrating it was trying to scale her business before joining UNBOUNDED:

"The frustration of doing it on my own was, I never felt like I knew how. To think about building a business beyond the scope of what I currently had seemed impossible, seemed insurmountable, it seemed overwhelming. And, it seemed like I had to do it all by myself myself. That all changed with UNBOUNDED."

Ellen's Results: She scaled her business and tripled her annual revenue - she also launched a coach and leadership program of her own.



Emy Crinklaw-Bunch, Women's Holistic Health Coach, on what it felt like to be vulnerable in UNBOUNDED:

"Being vulnerable was hard. At the same time it was freeing, liberating and a bit of a relief to share so much of myself with people and to be truly seen and also called out when I wasn't being my best. Having the group and Cat hold my highest self as a realistic and attainable goal to embrace being all the time."

Emy's Results: She moved to a whole new state with her family. She resigned from her hospital job and jumped into her business full-time.

Are you a slightly under-the-radar yet total badass business owner who is killing it behind the scenes and ready to take that to center stage?

Let me see if this resonates with you for a second...



You love the work you do and you're masterful at it, but you have no idea how to leverage your craft into a sustainable business model that allows you the freedom you crave and of course the ideal clients--who will pay YOU what you're WORTH.



You are an experienced entrepreneur by now but you feel stuck and like you've hit a ceiling in your biz. You're tired of the same patterns and excuses and are ready to break on through to the other side, but aren't sure how. *as Jim Morrison sings on repeat in the background*



Time seems to elude you. There's so much more you want to do for your business and for yourself, but you can't seem to master your calendar, your productivity, and ultimately your results. Your dreams and your self-care end up being kicked to the sidelines.



You know accountability is the secret sauce and that while everyone wants you to be their accountabilibuddy, you don't gift this support to yourself too.



You don't know how to attract clients consistently with the least effort. Your efforts are scattered, inconsistent, and often exhausting plus a lot of times the clients you attract aren't the right fit. You need to streamline your systems so selling is joyous and easy and to clients who are a dream.



Your dreams mean so much, yet you're actually afraid of going ALL IN and you're finding yourself in patterns of delay and procrastination. You're ready for the community that will finally help you soar by lovingly calling you on your BS, holding you to your promises AND your dreams, and helping you powerfully rise up into your biggest vision.

UNBOUNDED *is*

the missing piece in your business jigsaw. It's the high-vibe transformational work, self-care and systems that took 7 years to master + and the support, resources and structures it took to thrive.

It's your business working for you rather than you working sooo dang hard for your business. You are CEO of your business and your life.

It's the mindset shifts and leveling up that have you let go of once and for all perfectionism, procrastination and people pleasing ruling your business and relationships. Oh, and let's not forget you mastering your time rather than your time mastering you which has become your zone of genius.

It's the sisterhood of fellow CEOs who champion and ambassador you in the online world and make you know without a shadow of a doubt that you're not the only one out there hustling in service of a much larger vision for your life and for your business.

It's the system and organizational framework which take the greek out of business and offer you the roadmap to follow, the plan of action to take, and the dollar signs to back you up.

It's clients already knowing they want to work with you long before you pick up their call (or perhaps you don't even have to have one).

Join the business bestie group you've always wanted to be part of, who will champion you when your inner critic takes you hostage, respect your boundaries, and hold you accountable in a sacred container of sisterhood, celebrating and belonging.

Grab a glass of rosé and let's sip through the
U N B O U N D E D
curriculum, shall we?

QUARTER 1

Setting Your Foundation and Your Biz GPS

Our first stop is making sure you know who you really are and are not, 'cause we all gotta start somewhere. You already have tons of experience here, but you know there's still room to uplevel your opinion of yourself and your capabilities. You have finally mastered a golden maxim in business that you've avoided for years... "self-care is what makes systems and success sustainable."

We'll talk about what it looks like to operate in business every day with a full tank of gas ready to race to where you're headed. We'll set the GPS on your business for the next year and you'll learn the systems and framework to set you up to reach your final destination by year end. When your mindset, well-being and vision are in place, you'll have the foundation to soar.

QUARTER 2

Leveraging Your Authentic Voice and Creating Accountability Structures that Actually Stick

I know, doing things alone has always been your M.O., but it's time to become CEO of your biz and your life. You're not going to get where you're headed doing things the same way you've been doing them. It's time to really show up as yourself in your business. You know you've been your brand for a while, but you'll uncover how to leverage that and really step into your authentic voice for yourself and for your dream clients.

This quarter, we'll also focus on employing sustainable structures that will set you up to win everywhere, scale your business, and keep you organized and on your game. Mastering your time and productivity will reach new heights as you learn to leverage the support of your business besties to call you forth and become the gas for your vision.

QUARTER 3

Sales and Money Mastery

Sure, mindset is important, but you're not going to get anywhere without taking action. So, we're going to hone in this quarter on implementing those business goals you've been talking about wanting to launch, those clients you've been wanting to invite to work with you, and how you'll know once and for all where the next client is going to come from.

We'll take the guesswork and mystery out of lead generation. You'll learn how to discover what YOUR major client sources are to stop wasting your efforts elsewhere. You'll also master how to speak most directly to them so that when it comes down to the pitch, they are already sold. In fact, when you're authentic and on point with your languaging, as you'll learn to be here, there is no such thing as "selling"... only connecting to the perfect clients who can't wait to hire you! Oh, and as a bonus, I'll add in my personal sales tracking systems to make this whole business thing a bit clearer for ya. And trust me, you've never seen a more efficient project management tool and sales tracking system than the one you'll get from me. You'll never love a spreadsheet so much!

QUARTER 4

Amplifying Your Impact

This is what transformation looks like and dannnggg, you look good. You've mastered your self-care and time has become yours, you're looking into the future, and it's illuminating you with possibility. You've never been more confident about fully committing to and going after your business dreams because you have a sisterhood of fellow entrepreneurs holding you up while they do the same. This is where your biggest visions start to become a reality, all while fully held in this powerhouse container of support and accountability.

It's time to fine tune your systems and look at scalability for the future. With your established new radiance, clarity and efficiency, we'll get to work at solidifying current structures with future aspirations and bring it all together with a grounded, well-oiled bang!

Here's what **UNBOUNDED** alum have to say about their experience in my signature program:

Martha Cristina Garza, Martha Cristina Garza, Marketing and Brand Strategist & Jewelry Designer, on how UNBOUNDED was distinct from other transformational programs:

"UNBOUNDED felt different. Cat is really good at curating the people that are in the group and I felt like I belonged. We were all in different stages of business and we all grew together. You truly are a part of this family. In so little time, we became this very strong, tight knit community. You're not only learning from Cat, you're also learning from all these amazing people."

Martha's Results: She launched her signature jewelry brand through her participation in UNBOUNDED. Her first wholesale order netted her \$4,000. With the launch of Martha's brand strategy and marketing business, she brought in \$13,000 in her first month.

Liz Rohr, Family Nurse Practitioner and Founder of Real World NP, an online educational platform for nurses, on the type of community that UNBOUNDED has been for her:

"What was special about the group was that it was a really strong group of heart-centered women entrepreneurs. I was very hesitant to join because I wasn't sure what I was getting myself into or who else was going to be there. I should not be surprised at all in retrospect given the type of person Cat is and the types of people that she attracts. I definitely feel like I have lifelong friends that I've met through the mastermind."

Liz's Results: She grew her business to multiple 6 figures in her 1st year in business through her participation in UNBOUNDED while also coaching 1-on-1 with Cat.

Mariana Padilla, Founder and CEO of Red Lab Marketing, on the moment she realized UNBOUNDED was working for her:

"I realized the program was working for me when I was able to quit my day job and immediately the next day turn around and have a full caseload of clients for my new business that I was able to start. It was so empowering to know I had control over everything that my life could become. So I wasn't chasing someone else's vision, this is my vision. The mindset shifts are confidence, confidence in me that I can do this and I have the capability, and letting go of imposter syndrome and digging down to some of the unconscious blockers standing in my way."

All of this and more is what's waiting for you in UNBOUNDED including...



Business and Life Transformation - This transformational program is 12 months and is designed for 10 service-based business owners who will become your lifelong friends and business besties.



Mastermind Calls - Three 90-minute group video calls each month for transformation, training and tools.



One-on-One Coaching Calls - Each participant receives a total of twelve 30-minute calls or six 60-minute calls with Catherine over the duration of the program to get the individual support you need.



Business Book Club - Monthly books for your business and personal development needs. Books will be chosen to capitalize on your growth edges.



Buddy Calls - Each participant will have a buddy call weekly with another participant in the program. Buddies change every quarter.



UNBOUNDED Curriculum - Get access to the Unbounded Potential signature project management tool (for project planning, sales tracking, lead generation) plus dozens of tools and coaching distinctions uniquely designed for your transformation.

All of this and more is what's waiting for you in UNBOUNDED including...



Accountability - Each participant states objectives to produce out of their participation in the program throughout the year. Updates and requests for support are brought to mastermind calls, buddy calls, individual coaching calls, and tracked on shared Google spreadsheets.



Group Presentations - Each participant will facilitate a topic to the group, presenting on an area of their business expertise. This is an opportunity to leverage the group wisdom of UNBOUNDED and contribute what you are passionate about to your colleagues. It is also an opportunity to request feedback or brainstorming support on a business product, honing your message, etc.



Quarterly Practice Areas - Get customized quarterly practice areas to uplevel your CEO mindset in business and life, plus tangible systems and practices for scaling your business.



Two Virtual Retreats - Virtual retreat will be strategically held at the beginning and halfway through your program for team building, strategic visioning, hot seat coaching, and mastermind support.



Group WhatsApp Channel - Maintain connection, leverage the support of your brand ambassadors and business besties in the digital and real world, and get spot coaching when you need it most.



Year-Long Commitment - Just like in business and life, your success lies just beyond the edge of your comfort zone as long as you don't stop taking action and moving forward. The program assumes 100% participation for the duration of the program. It is designed to have each participant play an integral role in the development and success of each other.

**If you're still reading this...
there's probably a reason.**

**Let's hop on a call and discover if this
is the perfect next step for you. I offer
you my heartfelt congratulations on
taking this first step to create the life
you were always meant to live. It
would be my honor to support you.**

**Apply for an Interview
With Catherine**

