

Leading business strategist and coach, Shelley Tilbrook, presents...



Be empowered for juicy growth

90-DAY
fruitful
foundations
scaling system

[APPLY NOW](#)

Female Founder Coaching



Unlock 90 Days of Personalised Coaching for Business Growth!

Join our intensive 1-on-1 coaching program and breathe new life into your brand. We'll help you craft magnetic messaging, establish a rock-solid foundation for mindset, marketing, and management, all aimed at propelling your purpose-driven business to unprecedented heights.

I understand you, because I was you

Are you a female founder who started your business with big dreams and hasn't been able to grow past the \$100K mark?

Do you feel the drain of hustling hard but it's not showing in your bank account?

Are you following your passion, but so far the profits are pitiful?

Are you over-giving and feel undervalued and it's holding you back?

Are you overwhelmed with your to-do list and life demands with zero time to nourish and nurture yourself?

Do you find yourself constantly wishing you can pay all the bills, school fees and a holiday without having to check your bank balance?

I'm here to tell you...

It doesn't have to be this hard and you can do it.

There is an easier way...

..Now it's YOUR time to feel **seen, heard, valued** and most of all, making a positive impact **doing what you love**. You can become a 7-figure business boss without the burnout.





Your Coach, Shelley Tilbrook

I've run a successful agency growing my clients from \$3M to \$20M while my business hovered around \$300K, trading my time for money. I ran an eCommerce side-hustle growing organically, but fear of failure held me back from scaling. I've been a corporate executive smashing targets while over-delivering and feeling undervalued, the perfect recipe for burnout.

That's when I **reset, reimagined** and **revolutionised** my business model, crafting the fruitful foundations scaling system, learned from working with and scaling hundreds of businesses across many industries and niches.

With proven formulas, growth strategies and a mindset makeover, the results started flowing.

BE EMPOWERED FOR JUICY GROWTH

 **fruitful**
ENTREPRENEURS
BUSINESS COACHING



Now it's your time to evolve as a fiery **Fruitful Female Founder** to reach your financial freedom!

This 90-day intensive will transform the way you do business as a fruitful female founder.

imagine yourself...

#1

LOVING WHAT YOU DO

YOU have aligned your **purpose, passion and power** into a powerhouse business. Monetising your magic doing what you love.

#2

UNLOCKING YOUR LIMITLESS MINDSET

YOU have removed your **self-limiting beliefs** with the latest neuroscience methods to master your mindset and subconscious thoughts to reimagine your potential.

#3

BOLDLY ATTRACTING DREAM CLIENTS

YOU have rebirthed your **bold blooming brand** with magnetic marketing messages to consistently captivate, connect and convert your ideal customers.

#4

PITCHING WITH POWER & PERSUASION

YOU have transformed your sales presentations into **powerful persuasive pitches** with soulful selling to win over the room, investor or customer. Hell Yesss!

#5

FREEDOM WITHOUT THE BURNOUT

YOU can see the **cash and clients** pouring in, with a structured commercial business model you can scale. No more just trading your time for money. You'll create predictable income and financial freedom. Without the burnout baby.

#6

GENERATING IMPACT AT SPEED

Clear alignment to maximise your time and your team with focus and clarity on your **strategic priorities**.

#7

COURAGEOUS, CONFIDENT QUEEN

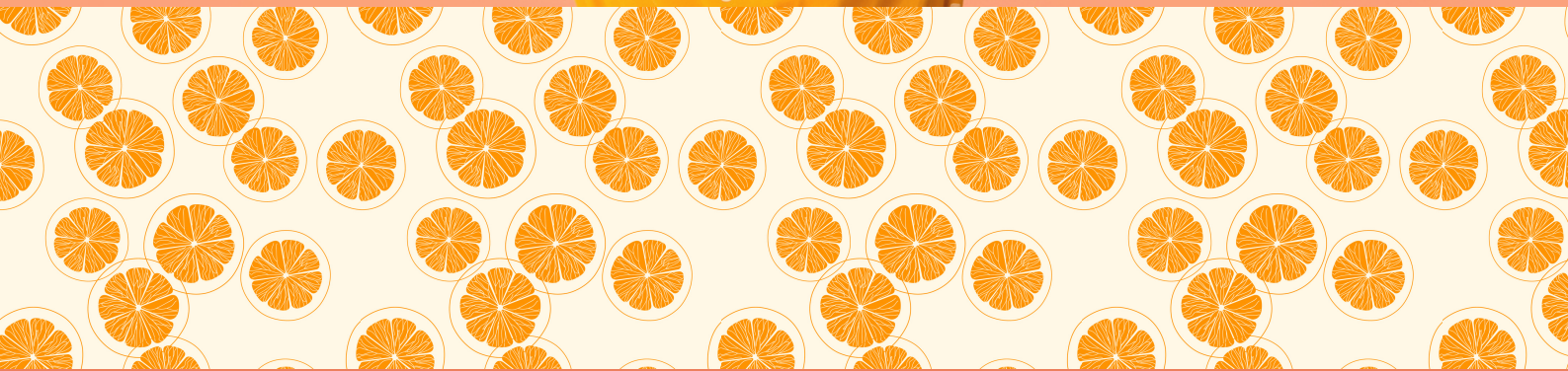
YOU **lead with courage and confidence** to skyrocket your personal brand and voice. Own your story with strategic storytelling and soulful selling. Step out of the shadows sister.

#8

DITCH THE DIGITAL DRAMA

YOU have become a **digital diva**. Mastering automation, AI, retargeting, SEO, digital footprints and own your platforms. This is the new age of tech.

Yes - this is YOU, ripe for juicy freedom, happiness, soul-fulfilling purpose!



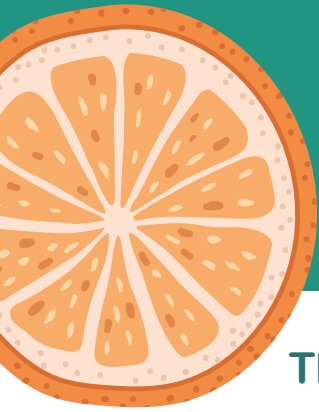
We'll help you...

Dream. Believe. Create. Succeed!

 **fruitful**
ENTREPRENEURS

Here's what you get in this 90-day intensive,

gorgeous!



The Fruitful Foundations Scaling System CURRICULUM



Module 1: Fruitful Foundations, Financials & Forecasting

Know your numbers! Calculate your financial freedom metric. Get clarity on operating costs, profit margins, revenue sources, industry growth, ROI, average customer value, cost per acquisition and benchmarks.

Let's stop the leaky bucket, optimise ROI and build out your 12-month business plan with glorious goal setting and fruitful forecasting.

Value: \$2,000



Module 2: Rebirthing your Bold Blooming Brand

Magnetic messaging that captivates, connects and converts your ideal customer into a raving fan. Review your brand positioning, segmentation, identity, taglines and core message. Create a clear succinct purpose, vision, mission and values to birth your brand 2.0

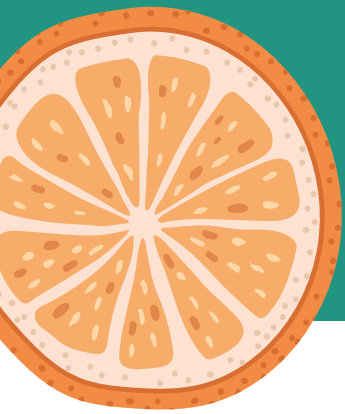
Value: \$2,000



Module 3: Successful Scaling Sales Systems

Unlock the secrets to the Powerful Persuasive Pitch, master the sales process, learn potent sales triggers, move prospects to an emotional state ready to buy, how to initiate profitable partnerships and create the fruitful ingredients for low-ticket, high-ticket, up-sells, order bumps, downsells and add-ons.

Value: \$2,000



Plus



Module 4: Master Magnetic Marketing

Drive leads with magnetic messaging and marketing. Map your customer journey, create customer-centric solutions for their pain-killer problems. Learn the social media playbook, strategic storytelling and neuro-marketing secrets. to trigger sales.

Value: \$2,000



Module 5: Unleash Your Leadership & Self-Love

Time to lead like a boss! Unpack your leadership style and learn personality profiles and how best to communicate with them. Understand best-practice for growing your team and managing performance. Boost your Personal Brand and become a video vixen and PR princess. Plus some women's wellbeing and balancing happy hormones naturally.

Value: \$2,000

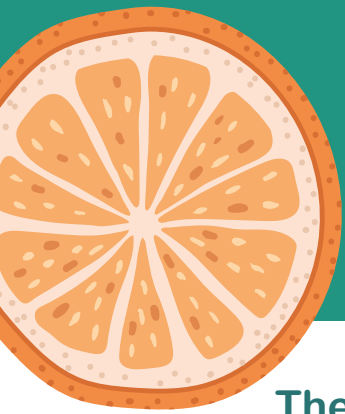


Module 6: Digital Diva

Transform your business digital setup with a website that wows, accessible automation, AI tools, analytics, tracking and retargeting. We'll help you fast-track your digital footprint growth, build social proof, ace your SEO and get your thinking about digital product creation for scaling.

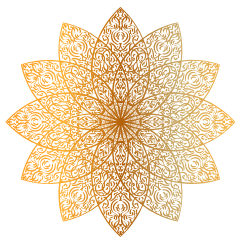
Value: \$2,000

TOTAL CURRICULUM VALUE: \$12,000



Live Support

The Fruitful Foundations Scaling System LIVE SUPPORT

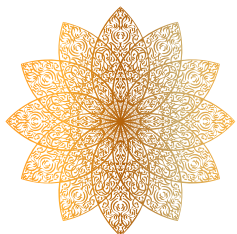


Live Coaching

12 x 60-minute live 1-on-1 coaching sessions (weekly via zoom) with Coach Shelley

- Discuss the lessons, theory and practical advice to implement

Value: \$12,000

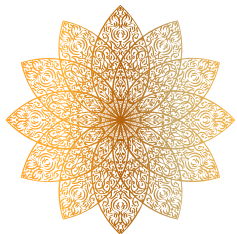


Live Q&A Sessions

12 x 60-minute live Group Q&A Session (weekly)

- Ask questions to get unstuck or receive feedback

Value: \$8,000

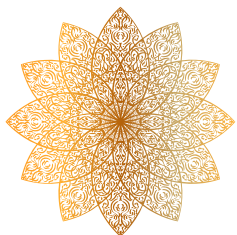


Real-time Support

12 months access to support via the private @Fruitfulentrepreneurs facebook group or LinkedIn Group

- Connect with the community of female founders, share wins, get support and feedback

Value: \$1,500



Live Events

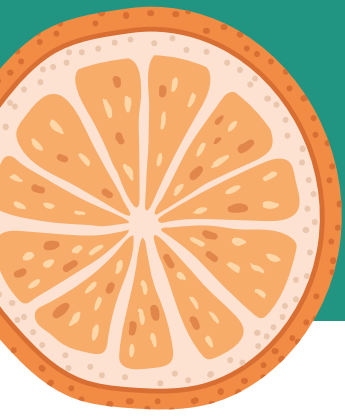
Exclusive first access to live VIP events with 20% off PIF price

Immersive 5-day retreats to refocus, reset and reimagine

April, June or Oct 2024 in Bali or Fiji

Value: \$2,000

TOTAL LIVE VALUE: \$23,500



Bonuses

The Fruitful Foundations Scaling System

Bonus 1

Fruitful Entrepreneurs EmpowerHER Resilience Journal

Journal, mindfulness and
self-care

Value: \$27

Bonus 2

Fruitful Foundations Meditations

5 x 10 minute 5-part
meditation video and audio
series will tap into
subconscious success

Value: \$1,000

Bonus 3

3 x Masterful Mindset eBooks

Wired for Greatness,
Unshakeable Confidence &
The Abundance

Value: \$300

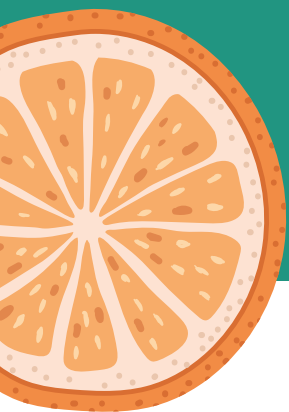
TOTAL BONUS VALUE: \$1,327

TOTAL CURRICULUM VALUE: \$12,000

TOTAL LIVE SESSIONS VALUE: \$23,500

TOTAL BONUS VALUE: \$1,327

TOTAL PROGRAM VALUE: \$36,827



Pay In Full Bonus

The Fruitful Foundations Scaling System

PIF Bonus 1 **1-on-1 60-minute** **Strategy Session**

to help you map out your 12-month, 3-year and 10-year strategic plan

Value: \$1,500

PIF Bonus 2 **Business Plan Review** **and feedback**

with our leading strategist

Value: \$1,000

Bonus 3 **Deluxe Design Templates** **Series**

covering social media, website graphics and sales material

Value: \$500

TOTAL PIF BONUS VALUE: \$3,000

Your Investment

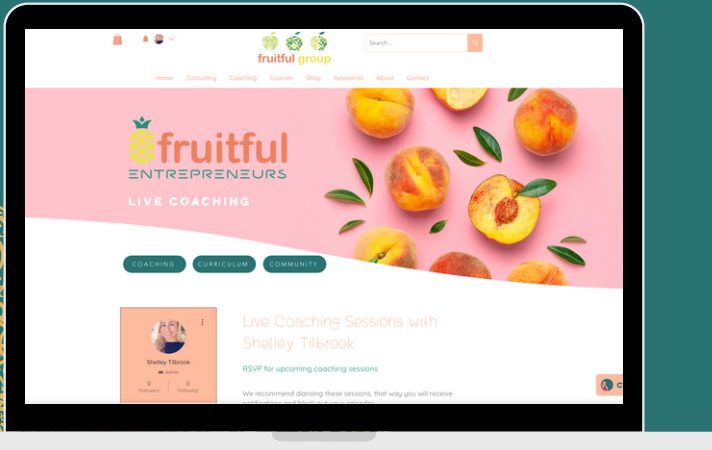
1 x payment of \$4,000 AUD + GST

Claim your \$1,000 partial scholarship offer available for the next 48 hours!

Pay in full: \$3,000 + receive your pay in full bonuses of 1-on-1 strategy session valued at \$1,500, plus a business plan review valued at \$1,000 and design templates valued at \$500

Payment Plan 1: Downpayment \$1,111 + 2 monthly payments \$1,111 (total \$3,333 + GST)

Payment Plan 2: \$1,555 upfront + 1 further monthly payment of \$1,555 (total \$3,110 + GST)



You'll have 90-days access to the member portal to connect with members, watch video curriculum or coaching sessions and download checklists, templates and swipe files that you can access anywhere.



A holistic approach to building blooming brands & fruitful foundations



Women Who've Worked With Me

“



Shelley has a unique ability for storytelling. She has an ability to capture and convey key messages in a way that connects and resonates with the audience. She has a highly collaborative and professional approach. If you need someone to share a vision, convey a message, market a concept, refine your strategy or elevate your presentation, I would recommend Shelley.

- Anna Fitzgerald

“



"Her ideas, vision and creativity helped us find clarity around what we wanted to achieve. Shelley is professional, passionate and really loves what she does. We would highly recommend Fruitful Group."

- Simone Walsh

“

"I engaged Shelley and her expert guidance made the process enjoyable and easy. I was so impressed that she spent the time to really understand my values and vision, as well as my target market, so that these important elements could be incorporated. I am thrilled with the results and would certainly recommend Shelley to anyone."

- Sarah Curtis-Fawley



“



"Thank you very much for your help with the final details. I am so happy to have had someone help me with the initial groundwork, then show me what to do so I am self-sufficient moving forward."

- Sally Tahu

“



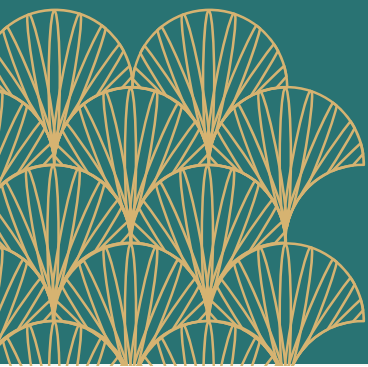
"Shelley, I am so glad I found you! Your invaluable knowledge & support has been amazing during our collaboration! I've appreciated your ideas & feedback during the whole process, especially taking the time together to develop the brand messaging, the services & getting to the heart of my vision & mission as a business owner!"

- Karen Windress

“

"She guided me through everything so thoroughly, and created a website for my business beyond what I could have ever imagined! Extremely professional, polished work, patient and very helpful."

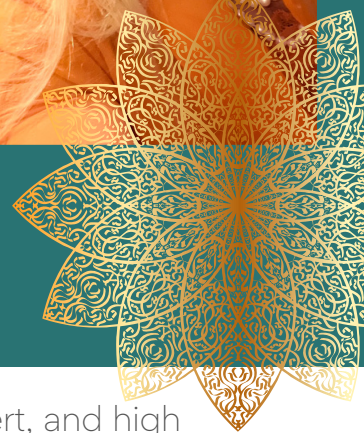
- Lisa Clark



Why Work With Me

I'm not like every coach, here's why you should work with me

- 20 years experience as senior executive, commercial marketer;
- Bachelor Business (Marketing) and part-MBA
- 12 years experience running multiple businesses - consulting agency, eCommerce, tourism, apps and coaching;
- I've developed a proven program using the latest in neuroscience to change behaviours;
- I've adapted mindset and processes learned from high performance athletes and World Champions to business operations and team management;
- I'm passionate about helping female entrepreneurs succeed - your success is my fulfilment; and
- I've been in your shoes and understand the challenges and frustrations holding your back.



Shelley Tilbrook is a million dollar brand strategist, sales & marketing expert, and high performance business coach. Her mission is to help female founders build fruitful businesses and bold blooming brands to change the world for good.

Founding Fruitful Group in 2009, Shelley Tilbrook has 20 years in the marketing industry and as a senior executive.

With a passion for technology, storytelling and positively changing lives, she has a proven track record for creating impact, building tribes and delivering sustainable results.

As an entrepreneur, she has run her own agency, launched an eCommerce brand, built an app from scratch to 25,000 users in 2 years and helped clients scale from \$3M to \$20M+. She has worked in various industries from sports, health & wellness, professional services, trade services, tourism, education, beauty, med-tech, not-for-profit and FMCG.

With business credentials in business, marketing, website design, photography and commercial management, Shelley Tilbrook offers professional marketing services, online training programs and business coaching.

She developed the fruitful foundations for building blooming brands, the pitch perfect program and fruitful formula of content marketing to help start-ups and scale-ups succeed. She founded the Fruitful Faculty, an online school for entrepreneurs and consults across sport-tech, ed-tech, med-tech, FMCG and professional services with clients ranging from startups to \$20M.



YOU CAN ...

have it all gorgeous!

Join The Fruitful Foundations Scaling System



[APPLY NOW](#)

