

Methodology

DEVELOP. EQUIP. PREPARE.

Helping women prepare for business ownership through self-recognition, guided learning, practice, and purposeful support.

6 Fundamental Philosophies

01 Starting a business is not the same as being prepared to own one.

02 Develop the woman before expecting her to build.

03 Recognition informs her next move.

04 Evidence comes before expansion.

05 Functioning is not the same as owning.

06 Identify the need before handing her the tool.

Your Path Toward Business Ownership

A recommended journey. Enter where you are ready; every experience is not a required prerequisite.

01 Introductory Experience

Explore what business ownership could look like for you and identify a first step. Coming soon.

02 HypeHer® Check-In • Assessment

Recognize current patterns and understand your starting point. It does not define your identity or predict business potential. Coming soon.

03 Ideas To Income™ • Challenge

Three days to choose one idea, draft an offer concept, and plan a first test. Income is not guaranteed.

04 HypeHer® Focus • Lab

Seven weeks connecting reflection with small actions on your idea, shared feedback, and community encouragement.

05 BUILDHERS™ Academy

Sustained learning and application to develop confidence, competence, evidence, systems, and judgment for ownership.

From learning to ownership

Assemble the pieces of your experience into something you can own.

Inside the BUILDHERS™ Academy

01 / BUILDHer Phase

Develop confidence, clarity, and courage. Explore what you carry and what you may be equipped to build.

02 / ESTABLISHer Experience

Apply learning through customer discovery, testing, evidence, and refinement of your offer.

03 / OWNHerShip Stage

Develop the systems, practices, and judgment to build, operate, and sustain what you create.

How the Focus Lab connects reflection to action

Listen to The Story of HER with Meish. Use the What If SHE Is YOU? workbook to recognize patterns, choose a manageable step on your idea, and record what happens.

REFLECT Recognize what matters and what is affecting your next move.

PRACTICE Try a small action, such as a thoughtful conversation about a customer need.

LEARN Bring back what happened, exchange feedback, and decide what to try next.

Support along the way

HYPE Sessions™ with Meish

90-minute coaching and consulting for a focused question or decision at any point along your path.

FEAR Is Failing You!

Forthcoming book: examine FEAR'S role in your decisions and consider what authority you have given it.

Develop the woman. Equip the builder. Prepare the owner.

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