



LIONESSENCE PRESENTS

The Launch Program

Bring your brand to life.

6 WEEKS · 1:1 WITH SHAYLA · \$2,799 USD

or 3 monthly payments of \$1,000

In the world of Lionessence, our brand is not separate from our calling. They are one and the same. The brand then serves as the catalyst to align you with your soulmate clients and start bringing organic sales into your business.

WHO IT'S FOR

This is for new creators, existing entrepreneurs ready to step into personal branding, and existing brands ready to take their messaging and presence on social media to the next level.

The Launch Program is a 1:1 coaching experience for the creative, spiritual, purpose-driven entrepreneur who is ready to stop overthinking their brand and start building it. Together, we get clear on who you are as a brand, how you communicate, how you show up on social media and on camera, and how to create organic content that works as organic marketing, bringing soul-aligned clients directly to your offers.

The goal is simple: launch yourself as a brand online, and begin generating organic sales, virtually.

THE FOUNDATION

Three pillars

I

Brand as Soul Extension

Your business is an extension of who you are. Understand your unique energy and build a brand that creates massive impact while keeping you in harmony.

II

Embody Your Future Self

Step into the version of you that is already the brand. Use visualization and Living As If to show up today as the creator and leader you are becoming.

III

Silence the Saboteur

Discern between your Executive Self and the Inner Saboteur. Turn visibility wounds, fear of being seen and self-doubt into empowered, inspired action.

WHAT WE COVER

Brand Clarity & Identity

Who you are, who you serve, and the movement you're here to create. We uncover what you truly stand for and how to communicate it in a way that magnetizes your soulmate clients.

Social Media Strategy

Platform focus, content formats and posting rhythms, all built around what feels aligned for you. Movement-driven content that positions you as an authority and grows your audience from day one.

Speaking & Presence

Find your voice and own it, on camera, on lives, on podcasts and on stage. Learn to speak about what you do with clarity and confidence wherever you show up.

Your Soulmate Audience

No more creating for everyone. We identify exactly who you're talking to and craft messaging that speaks directly to them, so your content attracts devoted clients, not just followers.

Organic Marketing

Show up authentically, use your natural magnetism, and turn attention into clients without a single paid ad. Organic content that funnels soul-aligned clients directly into your offers.

Content Creation Execution

Editing tools, batching strategies and scheduling systems. The tactical how-tos so you can show up consistently, sustainably and without burning out.

WHAT YOU WILL MASTER

- Find and embody your authentic, heart-centered voice
- Write magnetic copy that speaks to your soul-aligned clients
- Speak about your work with confidence, on camera and on stage
- Transform the fear of being seen into magnetic visibility
- Create authentic, movement-driven content unique to you
- Position yourself as the undeniable expert in your field
- Get in front of your ideal audience organically, no paid ads
- Show up as your brand consistently and sustainably

HOW IT WORKS

6 weekly sessions

One 1:1 session per week, booked at your pace through Shayla's Calendly link.

Strategy to execution

Weeks 1 and 2 build your brand foundation and strategy. Weeks 3 to 6 shift into full execution.

Direct access

Shayla's personal WhatsApp for real-time feedback, content reviews and support between sessions.

Fully flexible

Sessions evolve with you, pivoting as clarity and momentum build.

THIS IS FOR YOU IF

You are a purpose-driven creative who knows you are here to make a real impact

You are done following strategies that feel completely misaligned with who you are

You are ready to build a brand that is meaningful, visible and entirely your own

You believe business and authentic self-expression are partners, not opposites

INVESTMENT

PAID IN FULL

\$2,799

USD · save \$201

PAYMENT PLAN

3 × \$1,000

USD · paid monthly

With love, we ask that all six sessions are completed within 8 weeks of your purchase date.