



Webinar Sales Page

Business by Pleasure - The Anti-Hustle Approach

What if I told you that the reason you've not been able to scale your business is that you're not leveraging one thing...

PLEASURE.

Pleasure is the source - it's the REASON that you have been able to scale your business - or have been stuck.

As a crisis-trained coach who loves to help high-achieving leaders elevate their business and become unashamedly expressive in their work and life, I talk a lot about operating from pleasure.

Here's the thing - adopting an anti-hustle mindset is often easier said than done when you've been doing business the same way for years. **Reimagining your entire business can be overwhelming** — especially to those who are already overwhelmed.

Pleasure shouldn't be another item on your to-do list to check off. It should be a way of living, being, and doing business.

Stay tuned because I'm going to share the secret that other experts don't want you to know - how to grow in a way that allows you to expand.

I work with diamond people- you are brilliant and hard to miss.

You have so much to give.

And you really want to bring it.

You are polyamorous when it comes to your creativity. You're not just one-sided. You have many facets.

You want to be seen. And yet, you are hiding.

Maybe it feels like your light is too bright if you were really going to let it shine.

Maybe you feel they just won't get it.

Reject or judge you.

Maybe you're too tired from all this "normal" life.

You don't do things by half.

You believe in excellence as a standard.

You want to really be big in the world and it's overwhelming sometimes.

Or scary. Or exciting. Real. Unrealistic. Totally doable.

Your light is here to shine. Real stars don't shine alone.

And Fame is nothing without YOU.

Who are YOU?

Being YOU is art.

Let's create.

Today, in the next [TIME], I'm going to share:

1. The anti-hustle approach to growth.
2. What business by pleasure actually means.
3. How to work smarter, not harder (and get better results).

So grab a pen and paper, and your favorite cuppa, and let's dive in.

I have a universal truth for you - There is an ANTI-HUSTLE approach to growth. And it WORKS.

A lasting, fulfilling, growth that keeps you from suffocating on the gas of your own shooting star.

But more about that in a minute.

First, let me introduce myself! I am Evelyne Brink!

I have been a business growth and confidence coach for over 15 years.

I traded in my Madonna impersonator cones (yeah, that's quite a story) for my invisible pom poms!

I have overcome so many significant obstacles in my personal and professional life. Here are just a few things I've been told along my journey:

"You will not dance again." The doctors dropped that bombshell as they handed me the crutches. Well, the jokes on them because I toured the world as UK's #1 Madonna impersonator the very next year.

"Your son isn't going to live." Another bombshell from the medical "experts". My son is 9 now and attends a mainstream school.

"You will never work again. Taking care of your children will be a full-time job". Both of my little blessings have medical extras. Lucky Channel 4 didn't know that when they hired me because it certainly didn't stop me.

Like so many souls around the globe, 2020 was a wild and highly domesticated ride for me and mine.

If you're new to my world, both of my children have medical issues - and as such, we had to approach Covid in a unique way.

Anyways - I have been single parenting since May - staying home a lot and making the most of the time we got to go outside. Our family is definitely all caught up on kid's movies!

Interestingly, as the world went into crisis, I felt well-prepared in a way. After nine years of dealing with emergencies, extreme hygiene precautions, and infection control, as much as this is a new thing, I am more crisis trained than most.

This allowed me to rise in my leadership and availability to serve.

I make wild and crazy ideas a reality.

I THRIVE on creating the impossible.

My clients have gained record deals with Universal and won prestigious awards. I have helped them land jobs they thought they would neverland.

They have been able to connect with people they never thought they could reach. I have worked alongside them as they built satisfying relationships in life and business.

I truly enjoy being a catalyst for your personal and professional development. And I'm pretty good at it, too.

Which is how I settled upon the anti-hustle approach to business.

[TESTIMONIAL]

What does that look like?

Close your eyes for just a moment and imagine what it would feel like to STOP hustling.

What does your new morning routine look like?

What projects have you now handed off to someone else? How are you spending that extra time?

When you're at your desk, staring at your monitor and perhaps a few family photos, what pressures are you no longer feeling?

When your workday is done, how are you now able to relax? What hobbies or people have you been able to reconnect with?

I hope you're taking notes - this is the catalyst to growth.

So now that you know what it looks like to STOP the hustle...let's talk about what "business by pleasure" actually means.

[TESTIMONIAL]

Business By Pleasure is a new way of programming to move you out of the mindset that harder work = greater reward.

Whose idea was that anyway?!

Just because something isn't a struggle, doesn't mean the payoff wasn't worth it. Sure, when something's difficult and you come out the other end properly chuffed at the outcome, it feels good.

The trap is getting stuck riding the adrenaline high thinking this is how it should always be.

Business by Pleasure focuses on deciding what you need to implement, how to confidently make it happen, and making confident implementation the norm.

I want you working smarter, not harder, so there's more of you leftover for your own personal desires. Most of my clients are shocked when they finally realize working smarter and not harder actually gets them BETTER RESULTS.

"Evelyne is amazing. She just gets it and she gets me! Evelynne challenges my thinking and my outlook in a way which tests me to the full."

- Happy Client Sharon

Is this resonating with you?

Do you want someone in your corner who “gets” you and “challenges you to the full”?

Do you want confident implementation to be your norm?

Then it's time to change how you leverage your time - and how you work in (and on) your business.

If you are a high achiever and an ultra performer who is not satisfied with the mediocre or mundane...

Then I'd be willing to bet that you do!

And that's good news - because I'm officially opening a few, exclusive slots in my program!!

Business by Pleasure - The Anti-Hustle Approach

Instead of following another cookie-cutter productivity program that just gives you more things to DO, here's what we'll be focused on:

- Embarking on a transformative journey to your deepest expression.
- Creating pleasure in your workday.
- Maximizing your profit whilst still prioritizing yourself.
- Leveraging your genius to 6 or 7 figures whilst still finding pleasure in the process.

Prioritizing yourself can feel counterproductive to your professional success.
But that is simply the lies of your conditioning!

[TESTIMONIAL]

Your ego says you have to be a superhero in order to be successful.

How EXHAUSTING!

Would you not rather FUEL your success THROUGH your own extreme wellbeing?

If you're the CEO that wants to prioritize YOURSELF in order to achieve even higher levels of pleasure within your success, then you're talking to the right coach.

Together, we will:

- Go right to the bottom of what's going on for you. Your deepest dreams, your biggest fears and the stuff you didn't even know was there. *We'll get it all out.*
- You will say things you didn't even know were important and see it clearly for exactly what it is.
- You will recognize where you're holding back and find new ways to be bolder, stronger, kinder, and more graceful.

It may sound easy, but this process is intense! It's not for the serial dropouts. You'll need courage to look yourself in the soul so directly.

[TESTIMONIAL]

If you're still reading along with me, you're probably what I like to call "a diamond person." You're not fake or phony and you don't half-a\$\$ anything.

Maybe you're thinking *"I've got this! I don't need a program."*

Wrong. The MOST successful people in the world hire coaches. Do you really think Olympic athletes don't know how to twirl or cycle on their own?

Sure they do. But they achieve **HIGHER GOALS FASTER** with help and accountability. A coach catalyzes your way into the fast lane.

We will try on different realities for your life and you will walk away with the power to create the one you liked best.

And I am ready to help you get there.

YOU are my diamond person, ready to jump in! JOIN ME on the journey to your ideal future.

IF you're interested in fueling your success through achieving your own extreme wellbeing...

IF you want to achieve HIGHER GOALS FASTER with my help and accountability....

IF you're willing to embark on a transformative journey to your deepest expression....

IF it's worth it to you to create pleasure in your workday...

IF you're ready to maximize your profit whilst still prioritizing yourself...

IF you want to leverage your genius to 6 or 7 figures whilst still finding pleasure in the process...

IF you want to recognize where you're holding back and find new ways to be bolder, stronger, kinder, and more graceful....

IF you're ready to create and live the life you like best...

THEN let's make **Business by Pleasure** a reality in YOUR life.

No more hustle. Just more pleasure.

See you in the program!!

