

brilliant
BALANCE

BREAKTHROUGH

BY INVITATION ONLY:
Coaching & Training Experience
with Cherylanne Skolnicki





INTRODUCTION

Hello Beautiful!

I'm Cherylanne Skolnicki, the founder of Brilliant Balance and host of the Brilliant Balance podcast.

I created Breakthrough for the generation of women who were told we could have it all but were never told how to MANAGE it!

After figuring this out for myself, and teaching what I'd learned to other women, I finally pulled it all together into one proven process that just flat out works.

And that's Breakthrough.

Breakthrough provides the PLAYBOOK to help you feel more vibrant and alive, in control of your time and purposeful about the direction you're steering your life. If you want to reclaim rock star status at work and at home and start living up to your actual potential, then you, my friend, are in the right place.

I'd love to have you join me for this transformational experience that will take your life to an entirely new level and remind you what it feels like to be on your A game.

In the following pages, I'm going to walk you through everything you may want to review about Breakthrough so you can make an informed, empowered decision to do this for yourself and for all the people whose lives you'll enhance by bringing the very best YOU into the world every day.

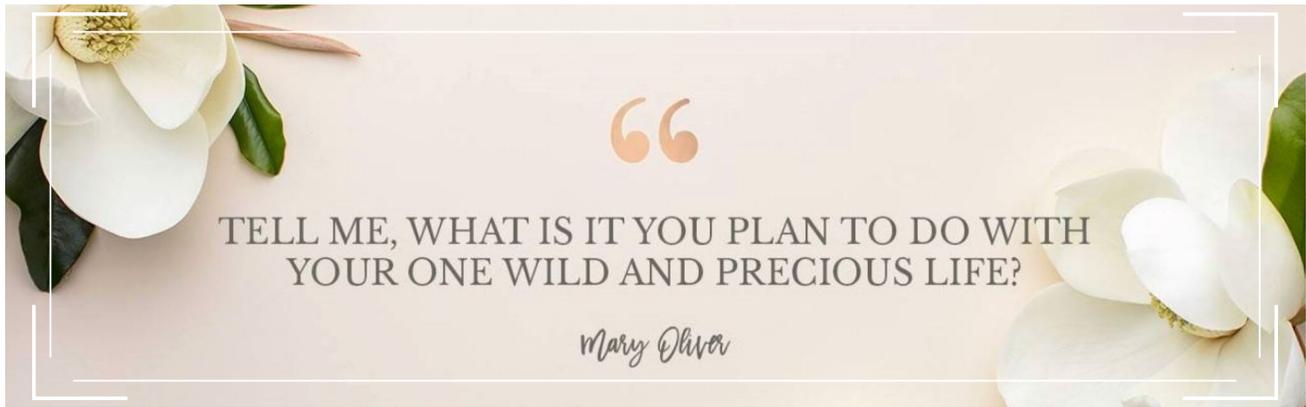
Are you ready for your Breakthrough?

Good, because I'm ready for YOU.

#letsbebrilliant

Cherylanne

CHERYLANNE SKOLNICKI
FOUNDER & CEO



THE STORY BEHIND BREAKTHROUGH

ONCE UPON A TIME...

I was having dinner on the patio with my family and my husband, John, asked me this question.

“ WHERE DO YOU THINK WE’LL ALL BE IN 10 YEARS?”

I looked across the table at the faces of my three young children.

Ella was 11 (and our aspiring Broadway star)...

Tucker was 8 (and currently sporting stitches in his knee...again)...

and Brooke was 6 (and a total firecracker!).

And as we were sitting there that evening, it hit me...

Oh my goodness, we are halfway through this parenting gig.

That’s when the tears started to flow...

Because what in the actual world? In 10 years, those little faces across the table would be 21, 18, and 16 (gulp).

On top of that, we were also probably halfway through our professional lives.

Nothing like hearing that clock ticking loud and strong...

It was a good thing that recently, my husband and I had gotten really clear about a few things:

1. OUR DREAMS
2. OUR GOALS
3. THE LEGACY WE WANT TO LEAVE

Having this clarity was allowing us to live in a state of peaceful anticipation. Rather than fighting the terrifying rush so many people feel when they think about their future, we were actually pretty excited...and confident!





Even today, we have a plan, one that is helping us ensure we are actually going to do the things we've always said we want to do...before time runs out.

AND LET ME TELL YOU, THAT PEACE OF MIND IS PRICELESS.

John looked at me that night and said, "Everyone should be having this conversation!"

And you know what, he was right.

But the truth is, most of us aren't having it. And if we are, we aren't doing anything about it. Most of us are not proactively and creatively designing our future and then carefully choosing the projects and practices that will help us get there.

Instead, most of us are just trying to survive the day-to-day grind of work and errands and carpool and groceries. We're running so fast and so hard...but toward what? Is all of it taking us where we want to go? Is all of it taking us where we want to go?

That evening on the patio was the genesis of Breakthrough, and since then we've taken so many women through the process of getting their lives moving in the direction of their dreams.

So let me ask you.... How would it feel to have a clear plan for the next several years that encompasses your work life AND your home life? What would that make possible for you?

Breakthrough is for women who want to make sure they don't run out of time before they achieve their dreams.

WOMEN WHO ARE ACTION TAKERS.

WOMEN WHO ARE READY TO RECLAIM ROCK STAR STATUS.

I want to help YOU ensure that you are doing the things you've always wanted to do... before time runs out.

If you want to finally get your life in order and experience the joy and confidence that comes with it... then it's time for your Breakthrough.



WHAT IS BREAKTHROUGH?

Growing up, our generation of women was told we could have it all...

And so we went out and GOT it all.

The career. The husband. The house. The kids. All. The. Things.

BUT... now that we have it, how on earth are we supposed to **MANAGE** it?

BECAUSE WE'RE TIRED.

AND FRUSTRATED.

AND MORE THAN A LITTLE BURNED OUT.

I'm here to tell you that it doesn't have to be this way... I'm done watching women waste key years of their lives just getting by and saying "it is what it is."

WE CAN DO BETTER.

And I wrote the **PLAYBOOK** to show you how.

Breakthrough is the signature coaching program at Brilliant Balance, where we've brought all our teachings together to help you find work life brilliance.

You'll learn how to master the 3 P's so you can finally live up to your highest potential.

THE 3 P'S ARE:

POWER - PRODUCTIVITY - POSSIBILITY

When you learn this framework and apply it to your own life, you'll be amazed by how much better you feel and how clear you are about what it will take to have the life you really truly want.



THE BREAKTHROUGH SEQUENCE

In Breakthrough, we will spend 16 weeks together, building out your Brilliant Balance BLUEPRINT.

We'll take you through our proven process that helps you get control of your life so you can create space to go after your BIGGEST DREAMS.

FIRST, WE ASSESS YOUR MINDSET.

We dig in together and uncover WHERE and WHY you're stuck? We uncover the mindset patterns you'll need to break to launch your next level life.

NEXT, WE ACTIVATE YOUR POWER SOURCES.

We establish the foundational practices that make you feel fully energized and alive. We work through physical practices, as well as mental and emotional ones that could be draining you without you even realizing it and rebuild them so they serve you well.

THEN, WE UPGRADE YOUR PRODUCTIVITY.

As a busy working woman who is likely also a mom, the cognitive demands you carry rival those of a CEO at a large corporation. (PS - if you ALSO happen to BE the CEO of a large corporation, you need this twice as much!)

To manage the crazy list of things you're carrying around in your head (everything from remembering to get new soccer cleats for your son, to hiring that new Director of Marketing, to finally completing your will) we'll teach you our proven system for keeping track of all of these ideas, putting them into order and tackling them sequentially like a boss.

Our Weekly Plan and Week in Review processes are game changers when you learn that "what gets scheduled gets done." We'll help you make intentional choices about what's in and what's out...so that your time is aligned with your priorities. We'll even make sure you schedule breathing room for yourself (because, you know, you're human after all).





AFTER THAT, WE CLARIFY YOUR PURPOSE & EXPLORE THE POSSIBILITIES IT HOLDS.

This is when we start asking and answering the BIG questions...like...

- “What is the work I was put here to do?”
- “What is my purpose?”
- “What are the things I’ll regret not doing when I’m 90?”
- “How do I want my children to remember their time with me?”

Yes, these are weighty questions and they can be totally overwhelming BUT you don’t have to know the answers yet. We know when to ask them and how to really pull the authentic answers out of you as we coach you through this process.

And it’s all so exciting, because when you dwell in possibility, the future is truly yours to create. Now, if you’re anything like me, once you get a glimpse of that life, you’ll be itching to start living it. And we’ll give you the tools to make it a reality.

TO GET FROM HERE TO THERE,

WE’LL BUILD YOUR BRILLIANT BALANCE BLUEPRINT.

We’ll reverse engineer the steps you’ll need to take and put them in exactly the right sequence so you can get results quickly. We’ll sketch out the plans to make your dream life your REAL life.

TO SUM IT UP, IN BREAKTHROUGH WE WILL HELP YOU:

- Find the COURAGE to play bigger
- Break MINDSET patterns that are keeping you stuck
- Optimize your PRODUCTIVITY practices
- Cast a bigger VISION for your life
- Build PLANS to make that vision your reality
- With ACCOUNTABILITY to sustain momentum

SO, IF YOU WANT TO:

- Finally get control over your TIME and ENERGY
- Discover and move toward your PURPOSE
- Advance your CAREER (without breaking your life)
- Make your BIGGEST DREAMS come true
- Reclaim your ROCK STAR status



Then BREAKTHROUGH is for you!



BE *fearless* IN THE PURSUIT OF
WHAT SETS YOUR SOUL ON FIRE

HOW IS BREAKTHROUGH DELIVERED?

FOUR MONTH PROVEN PROCESS that delivers predictable, fast results

- **COACHING + CONTENT + COMMUNITY**
- Action-oriented process (doing, not just learning)
- Predictable, proven path to results

POWERFUL CONTENT to teach you the elements of our process

- 12 video lessons with assignments and tools
- Self paced curriculum over 16 weeks (with time built in for “life” to happen)
- Easy to navigate membership site

PERSONALIZED COACHING AND MENTORSHIP

- WEEKLY Group Video Calls with CHERYLANNE
- BIWEEKLY 1:1 Coaching Calls with your Dedicated Success Coach
- DAILY Office Hours available with a Breakthrough Coach
- BONUS: WEEKLY Live Workshops on key topics

STRONG COMMUNITY of extraordinary women

- Learn with other women like you
- Go-to tribe for advice and recommendations
- Facebook Group, Coaching Calls, DMs, Meetups
- Annual Client Retreat - live and in person each year in October



THE COACHING EXPERIENCE

First, let's talk about the most exciting part of this experience - live coaching. We believe in the power of personalized support. You need it and you'll get it.

All our coaching calls are held via Zoom video conference, so it feels like you are sitting across the table from your coach having a face-to-face conversation when you meet.

WEEKLY GROUP VIDEO CALLS WITH CHERYLANNE

Every week, you have direct access to me via our Weekly Group Video Call where you can ask a question on any topic and get coaching on exactly what you need to do to move forward. These calls run about an hour and we get to chat face to face via Zoom.

But I'll let you in on a little secret... you may find the most valuable part of this call may not actually be getting answers to YOUR questions. It may be having the chance to hear other women ask theirs - ones you may not yet have thought of but get to learn from.

ONE-ON-ONE PRIVATE COACHING SESSIONS

You are able to schedule a private one-on-one video call with your dedicated coach up to twice a month. Most people settle into a cadence of about once a month, but she's there if you need her more often!

During these sessions, you will dig deeply into your BLUEPRINT and all the plans to make your dreams your reality. You will be amazed by how much clarity you can get with one of our coaches helping you one-on-one!

In the off weeks, if you need a little extra support privately, you can schedule time during office hours for a short private session.



LIVE COACHING CALLS EVERY.SINGLE.DAY

(MONDAY-FRIDAY)

GROUP COACHING CALLS

On top of all that, we hold Live Coaching Calls EVERY. SINGLE. DAY. Monday - Friday.

You can come to as many of them as you'd like to get extra accountability and support, choosing what works for your schedule and what addresses your unique needs.

THESE ARE FORUMS FOR YOU TO ASK QUESTIONS AND GET ANSWERS.

Or to workshop your BLUEPRINT.

Or to help you process the assignments you are working on that week.

Or to break through a mindset pattern that is keeping you stuck.

Or to be your accountability partner to make sure you're on the fast track to the life you want!

You can pop in and out as you need them, but just know that any day that you need support, we've got you covered. You'll be so glad for this level of access as you get into the heart of Breakthrough and your progress accelerates!

HERE'S A SAMPLE OF THE COACHING CALENDAR OPTIONS FOR A WEEK:

Mindset Mondays: Kick the week off with the right mindset and intention. Shift any mindsets that are blocking you from starting the week off strong, hit the reset button, set your intentions for the week, immerse yourself in a group of go-getter women.

Productivity Workshop: Working through the Weekly Plan or Week in Review? Trying to decide what to delegate and what to do yourself? Pop into the productivity workshop and dig through those choices with support.

Purpose Workshop: On a quest for work that matters and has meaning? Ready to pursue your purpose (if you could just figure out what it was)? Then participate in the purpose workshop and we'll pull the answers out of you...

Topic-Based Trainings: Each week, we select a topic from the Breakthrough curriculum and go deeper in a workshop format. If the weekly topic is a hot one for you, then you'll want to jump into this session for sure!



TRAINING & CONTENT

In addition to the coaching you'll receive, there are lessons you'll need to go through and some homework you'll need to do to bring your Breakthroughs to life. I've developed 12 lessons that will guide you through the process step-by-step.

You'll complete the lessons, do the assignments, and turn them in so your coaches can use them in your coaching sessions.

REMEMBER, THIS IS A "GET IT DONE" KIND OF PROGRAM,
SO IMPLEMENTATION IS KEY.

We've put these lessons into a careful sequence so you can get the results you want as quickly as possible.

TAKE A LOOK AT WHAT'S INCLUDED IN THIS GUIDED TRANSFORMATION:



LESSON BREAKDOWN

Lesson 1 Get Your Head in the Game: Important Mindset Shifts, foundational balance practices, best practices building strategies, Baseline to Breakthrough: What needs to change? & setting starting your day right

Lesson 2 Time & To-Do Baseline: Time study, Building a Balanced Week, Brilliant Balance Weekly Planning Method

Lesson 3 Time-Saving Strategy A: How to Say "No", Time Study Analysis, Prioritization Strategies, Mindset check-in

Lesson 4 Finding Efficiencies: Proven Household Hacks & Time-saving Efficiency Builders to get everyday life handled in less time

Lesson 5 Time-Saving Strategy: Delegating: Asking for help & outsourcing, Delegating at work and at home, Finding what you're uniquely qualified to do

Lesson 6 Reflect, Refine, and Catch Up: Solidify any practices that need improvements

Lesson 7 Breakthrough Action Planning Part 1: Carefully map out the steps you'll need to take to move from your Baseline to your Breakthrough

Lesson 8 Breakthrough Action Planning Part 2: Identify the projects and practices that need to be initiated to reach your Breakthroughs and put them in sequence. Understand habit change principles so you can apply them

Lesson 9 Deepening Connections: Next level work around relationship growth or repair, Mindset check-in

Lesson 10 Exploring Your Purpose: Identify your passions and interests, explore how they intersect with opportunities to be of service, develop your purpose statement, explore how that manifests in meaningful work

Lesson 11 Chasing Your Dreams: Develop a dream list, explore time sequencing for dreams and how they connect to breakthroughs

Lesson 12 B.O.L.D. Living to Sustain Your Momentum: Explore how your personal Breakthrough goals will lead to Legacy work. Learn strategies to sustain the rate of change established in Breakthrough in the coming months





Celebrate

YOUR B.O.L.D. beautiful SELF

PRIVATE FACEBOOK GROUP

As part of the Breakthrough experience, you'll be in our private client Facebook group where you will connect with the other members and your coaches as often as you'd like. This is your home base throughout the experience and also the place where you can catch the recordings of any group calls you can't join live.

ANNUAL CLIENT RETREAT

Your ticket to our annual client retreat is included in your Breakthrough membership. This two day event is held annually in October and provides the opportunity to connect with your fellow members live and in person, learn advanced training, and refresh your Blueprint.

AND, IT'S A BLAST.

Think girlfriend-getaway-meets-personal-development-conference in a gorgeous venue with beautiful food and your high vibe tribe.

MONEY BACK GUARANTEE

By the way, I'm 100% not interested in wasting your time or money. Nor do I want fear to stand between you and the extraordinary transformation you're about to have.

THAT'S WHY I OFFER A MONEY-BACK GUARANTEE ON BREAKTHROUGH. In short, if you show up and do the work, completing the program in good faith as designed, and you don't get results, I'll refund your program investment in full.

I hope you'll join me for this incredible journey of transformation. I can't wait to see what's possible for you when you do!

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Cherylanne Skolnicki

BREAKTHROUGH