

The Business Conservatory

Growing your nature centered business
one sustainable step at a time...



It's a month to month support + mentor-ship + re-treat + membership program for nature, creative & heart centered womxn entrepreneurs.

(Think: Herbalists.Creatives.Healers.Gardening coaching.Forest bathing. Coaches. Artists. Soap makers. And MORE)



The business conservatory is a haven from the hustle and grind of the entrepreneurial world. A precious space for self compassion, softness and grace to be your guiding light while navigating how to grow your sustainable business...

It's a place to rejuvenate, reset and rekindle your love and passion for your heart centered business!

You'll be supported, safe and secure to converse with an open heart because we're ALL in this together.

The conservatory is a unique space to navigate your truths, find your ebb n' flow and curate a business that is sustainable, organic, equitable and profitable for you and the folks you are here to serve.

**It's also a container of raw, deep, emotional truths...
You don't have to pretend to have all your shit together.
No fake facades needed.**

This isn't a fake it till you make it, space.

It's about being where you are, with what you have and learning to utilize the resources at YOUR fingertips.

We embrace:

Calm		Empowering
Nurturing		Safe
Discovery	Sacred	Compassion
Simplicity		Playful
Bountiful	Togetherness	Inward

Benefits of the conservatory:

Joy	Organic Growth	Soul-mate clients
Rested		
Experiment	Sacred Business	Aligned
Simple Systems		Increased Revenue
Bountiful	Togetherness	Community

The Business conservatory is unique in that it is about following nature's guidance in our business + life.

We will explore following the rhythms of the seasons. Bringing permaculture concepts to our business designs. And embracing all the healing that comes from being connected + grounded to earth.

In the simplest terms:

Winter = Planning

Spring = Planting

Summer = Nurturing

Autumn = Profit

This simple concept is our tool for growing our businesses organically, while maintaining sustainability and being profitable...



What do you receive?

Weekly topic specific live stream.

Mon - Fri business hours.

A private Facebook group.

Weekly accountability + check in's.

Your own personal 90 day plan.

A thread/doc for getting a business best friend.

A thread/doc for creating joint partnerships.

A monthly 'get shit done' session (90 min)

Occasional guest speakers.

An incredible group of other women (including gender minorities) business owners, supporting each other, every day!

***There will be random challenges if you would like to participate.**

***50% discount on all workshops while you are enrolled in The Business Conservatory.**

***A 45 minute 1:1 session with me, every 90 days for \$100 if you would like.**

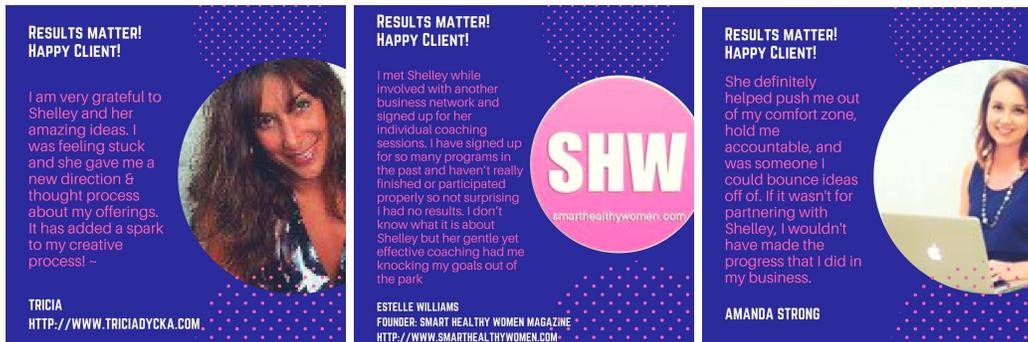


Client success + testimonials

Shel held space for me when things were dark. She encouraged me when I didn't think I could. She also allowed me to see that selfcare was of the utmost importance. She continued to work with me when I needed to have my payments spread out. She & I stayed the course together and I was able to bring in 3 new clients, host a webinar, create a library of micro courses and get my business up and running. If I could give her a big hug right now, I would! Janet A. - Coach

Do you know that I have a Shel wisdom folder and I print all the great shit you share with me?

Donna H.



With Shelley's guidance, support & simple strategies I created my first 7 day challenge, hosted several in person workshops and got published in a leading equestrian magazine. Her innate ability to gently nudge, ask questions & help me work through my fears of being judged, allowed me to grow my business in a way that felt true to my spirit. Dana D. Peak Performance Coach

Amanda Strong



I stretched out of my comfort zone and hired Shelley before I had made any money in my business. I turned around and booked 2 clients within two weeks and a third in the first 30 days of working together. She was very organized and kept me from procrastinating (which I'm really good at!). She would routinely check in with me between calls to make sure I was on track.
