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— THE —
PRESENCE
— METHOD™ —
BUSINESS BUILDER

Your Step-by-Step Execution
System to Build a Profitable
Online Business

A Strategic Companion to The PRESENCE Method™

PROFITABLE PRESENCE CO | MICHELLE FOURIE

INTRODUCTION

Welcome!

If you are reading this, you are no longer “thinking about starting.”
You are building.

Most people never reach this point.
They stay stuck in ideas, research, and hesitation.
This document exists to change that.

This is not a workbook filled with empty exercises.

This is your Business Builder System – designed to guide you from:

- confusion
- to clarity
- to execution
- to a fully structured business foundation

HOW TO USE THIS SYSTEM

READ THIS FIRST (IMPORTANT)

This system is designed to be used alongside
The PRESENCE Method™ course.

The course provides:

- strategy
- explanation
- depth

This system provides:

- structure
- implementation
- execution

How to Use This Effectively:

1. Watch the lesson inside the course
2. Come to the matching section in this document
3. Complete the thinking + prompts
4. Move forward only when clear

Non-Negotiables:

- Do not skip sections
- Do not rush decisions
- Do not aim for perfection

Clarity is built through movement.

WHAT YOU ARE BUILDING

Your Business System:

By the end of this process, you will have built:

- A clear niche and positioning
- A defined transformation
- A structured offer
- A working funnel
- A nurture email system
- A conversion-ready sales system
- A growth plan for consistency

Important Perspective:

You are not building pages.

You are building a system that:

- attracts
- nurtures
- converts
- grows

THE 6 CORE SYSTEMS

Your Business Framework:

1. Positioning System
2. Offer System
3. Funnel System
4. Email System
5. Sales System
6. Growth System

Each system supports the next.

Weakness in one → affects all.



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SECTION 1:

POSITIONING

POSITIONING FOUNDATIONS

Why This Matters

If your positioning is unclear:

- your content won't connect
- your offer won't convert
- your audience won't trust you

Clarity creates confidence.

NICHE SIMPLICITY

Strong vs Weak

Weak:

“I help everyone with everything”

Strong:

“I help [*specific person*] achieve [*specific result*]”

Your Role:

You are not creating content.

You are solving a problem for a specific person.

DECISION FRAMEWORK

If you are unsure, choose:

- a problem you understand
- a person you relate to
- a result you believe in

CHATGPT GUIDED PROMPTS:

Context Prompt:

Act as a business strategist. Help me define a niche based on my experience.

Execution Prompt:

Here is what I do: *[insert]*

Refine this into a clear niche with audience + outcome.

Refinement Prompt:

Make this more specific, premium, and results-driven.



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SECTION 2:

OFFER SYSTEM

OFFER TRUTH

People don't buy information.

They buy:

- clarity
- speed
- transformation

Define Your Outcome:

What does someone have after your offer?

Be specific.

OFFER STRUCTURE

Your offer must answer:

1. What result do I get?
2. How fast?
3. Why is this easier here?

CHATGPT PROMPTS

Act as a high-level digital business strategist and offer creation expert.
I am building a premium beginner-friendly online offer and I need your help to structure it clearly and powerfully.

Here is my niche and audience:

[Insert niche + who you help]

Here is the transformation I want to deliver:

[Insert result they will achieve]

Your task is to:

1. Create a premium offer concept that feels clear, outcome-driven, and valuable
2. Define the core transformation in a specific and compelling way
3. Suggest a simple and logical structure (modules or steps)
4. Recommend a realistic timeframe for achieving the result
5. Position the offer so it feels easy to follow and beginner-friendly
6. Suggest a strong name for the offer (clear, not clever)

Then evaluate the offer and tell me:

- Is this clear enough for a beginner to understand instantly?
- Does it feel valuable and outcome-driven?
- What would make it stronger?

Finally, refine the offer to a higher standard.



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SECTION 3:

FUNNEL SYSTEM

FUNNEL UNDERSTANDING

Your funnel is not pages.

It is a journey:

Stranger → Lead → Trust → Buyer

FUNNEL FLOW

1. Lead Magnet
2. Opt-In Page
3. Thank You Page
4. Emails
5. Sales Page

COMMON ERROR

Building pages without strategy.

Each step has ONE job.

CHATGPT PROMPT

Act as a funnel strategist specializing in simple, high-converting systems for beginners. I am building a funnel for my online offer and I want it to be clear, minimal, and effective.

Here is my offer:

[Insert offer details]

Here is my target audience:

[Insert audience]

Your task is to map a complete funnel system including:

1. Lead magnet idea (simple, valuable, and aligned with the offer)
2. Opt-in page goal and what it must communicate
3. Thank you page purpose and what should happen next
4. Email sequence purpose and flow (not full emails, just structure)
5. Sales page role and key focus

For each step, explain:

- Its purpose
- What mistake beginners usually make
- What makes it effective

Then simplify the funnel as much as possible while keeping it effective.



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SECTION 4:

EMAIL
SYSTEM

EMAIL PURPOSE

Email builds:

- trust
- authority
- connection

BALANCE MODEL

Too much value → no sales

Too much selling → no trust

Balance creates conversion.

EMAIL STRUCTURE

- Hook
- Story
- Lesson
- Direction

CHATGPT PROMPT

Act as an email marketing strategist focused on trust-based selling and beginner audiences. I want to create a nurture sequence that builds trust, authority, and naturally leads to my offer without pressure.

Here is my offer: *[Insert offer]*

Here is my audience: *[Insert audience]*

Your task is to:

Create a 5-email nurture sequence with the following:

For each email include:

- Subject line
- Core theme
- Key message
- Emotional objective (what the reader should feel)
- Soft transition toward the offer

Sequence structure:

1. Welcome + trust building
2. Problem awareness
3. Authority + insight
4. Shift in belief
5. Offer introduction

Then review the sequence and:

- Remove anything that feels pushy
- Strengthen clarity and flow
- Ensure it feels natural and supportive



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SECTION 5:

SALES
SYSTEM

SALES REFRAME

Selling is not pressure.

Selling is clarity.

CORE STRUCTURE

- Problem
- Amplify
- Solution
- Offer
- CTA

OBJECTION HANDLING

Answer:

- Will this work?
- Is it worth it?
- Can I trust this?

CHATGPT PROMPT

Act as a high-level conversion copywriter specializing in clear, calm, and trust-based sales pages. I want to create a sales page that converts without pressure or hype.

Here is my offer: *[Insert offer]*

Here is my audience: *[Insert audience]*

Your task is to write a structured sales page including:

1. Headline (clear, outcome-driven, not hype)
2. Opening section (connect to the reader's current situation)
3. Problem explanation (what they are struggling with and why)
4. Solution introduction (your method or offer)
5. Offer breakdown (what they get and how it helps)
6. Transformation (what life looks like after)
7. Objection handling (address doubts naturally)
8. Call-to-action (clear, confident, no pressure)

Tone guidelines:

- Calm and confident
- Clear and easy to understand
- No hype, no exaggeration

Then:

- Simplify the language
- Remove fluff
- Strengthen clarity and flow



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SECTION 6:

GROWTH
SYSTEM

MOMENTUM TRUTH

Consistency beats intensity.

CONTENT SYSTEM

3 pillars:

- Education
- Authority
- Relatability

CHATGPT PROMPT

Act as a content strategist focused on building authority, trust, and consistency for beginners.

I want a simple, sustainable content system that supports my business without overwhelming me.

Here is my niche: *[Insert niche]*

Here is my offer: *[Insert offer]*

Your task is to:

1. Create a weekly content plan using 3 content pillars:
 - Education
 - Authority
 - Relatability
2. For each pillar, provide:
 - Content ideas
 - Examples of topics
 - Purpose of that content type
3. Build a simple weekly posting structure (realistic for consistency)
4. Suggest content formats (e.g. short form, carousel, video)

Then:

- Simplify the plan so it feels manageable
- Ensure everything aligns back to the offer
- Remove anything unnecessary or overwhelming



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FINAL
SECTION

EXECUTION STANDARD

Most people fail because they stop.
Not because they can't.

YOUR NEW STANDARD

You:

- execute
- refine
- improve

IDENTITY SHIFT

You are no longer:

- guessing
- confused
- inconsistent

You are:

- building
- thinking strategically
- executing intentionally



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FOUNDER'S
MESSAGE

CONGRATULATIONS!

You Built This!

Most people will never get here. Not because they aren't capable.
But because they never commit long enough to understand how things
actually work.

You did. You didn't just learn. You built.

And that changes everything.

From this point forward, you don't move with confusion.

You move with structure. With clarity. With intention.

Your Next Step: Your system is in place.

Now your responsibility is simple:

→ show up

→ refine

→ grow

If You Want to Move Faster. Inside your course, you'll find:

Recommended Resources

These are designed to:

→ save you time

→ simplify execution

→ remove friction

Use them when you're ready.

Final Note!

Build properly. It changes everything.

Michelle Fourie

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