

KK ON TAP BROCHURE // 2021



Ahoy there!

LEMME GUESS...

You're here because trying to do ALL THE THINGS on your own in business has resulted in some combination of making lots of lists, eating your feelings, and doomscrolling. (Add pandemic to the mix and you daydream about quitting altogether.)

You're reading this because I can help. We can respond to whatever comes your way with buckets of courage and creativity, and we can do it without killing your soul in the process.

This brochure gives you looooooots of details but here's the gist:

Roadblocks, BIG feelings, and unpredictable challenges are 100% normal when you own a business. You can keep on putting out fires (all by yourself), drowning in overwhelm (all by yourself), and buying more \$\$\$ programs you vaguely complete (all by yourself). Or you can work with me in KK on Tap. ;)

Get supported with the shit you hate (or avoid!) in biz so that you look forward to work instead of dreading another EXHAUSTING day of your own making.

If you've got any questions, please email me via k@kristenkalp.com -- or text/WhatsApp 215.206.3689 and I'll be happy to answer.

With all my love,

Kristen

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WORKING WITH ME HAS

SIDE EFFECTS.

KK ON TAP HAS BEEN
KNOWN TO PRODUCE
THESE CHANGES.

THE PARTS OF YOU THAT
HAVE ACQUIRED STAY-
SMALL-SAFE-AND-STUCK
SYNDROME WILL *NOT*
SURVIVE.



Working together means you'll:

- Reclaim an average of 2 additional hours each day through cutting screen time by 50% or more. (That's 56 reclaimed hours per month!)
- Sell your work confidently so that you get to experience a full client calendar, less financial strain, AND a trip to that beach house you've been eyeing on Airbnb.
- Get paid for your work without using douche-y marketing techniques so that you have time to go to ALL THE MUSEUMS *and* the money to sustain your work for the long term.
- Reconnect with your body and breath so that you can take the next right steps in your life without giving in to people pleasing or constantly second-guessing yourself.
- Earn enough money to use your time and energy as you see fit. (Paris, anyone?)

INCLUDED:



QUARTERLY 1-ON-1 CALLS

These 75-minute coaching calls help you make progress and keep you accountable for doing the big scary things you say you're going to do. We'll figure out which goals and tasks are most important together, then I'll send you a list of things to check off and otherwise accomplish between meetings. You're encouraged to email and text between calls and speakeasys when you need help!

THE SPEAKEASY

Twice a month, all the Tappers and I gather to talk about EVERYTHING. These sessions aren't recorded, so we can go deep and feel safe as we tackle life's goodness and bullshit together. You'll have the option to attend 24 (yes, TWENTY-FOUR!) of these throughout the year! Those with the highest attendance rate are seeing more successes in everyday life. Coincidence? ;)

EVERYTHING EVER

All my books (Go Your Own Way, Calling to the Deep, Introverts at Work, All the Selves I Used to Be), an enormous breathwork class library, my secret podcast, completely unavailable programs (Sales Without Shame, Write Like a Pro), Space (which helps you cut phone time in half), and any new offerings valued at up to \$500 are yours for the taking. You also get to take \$500 off the cost of any live experiences with me!

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HOLD ON A SEC...

I know you saw 'group coaching,'
rolled your eyes, and thought
'WHAT A WASTE,'
right?

I, too, know of the group call nonsense,
AND I promise this doesn't suck.

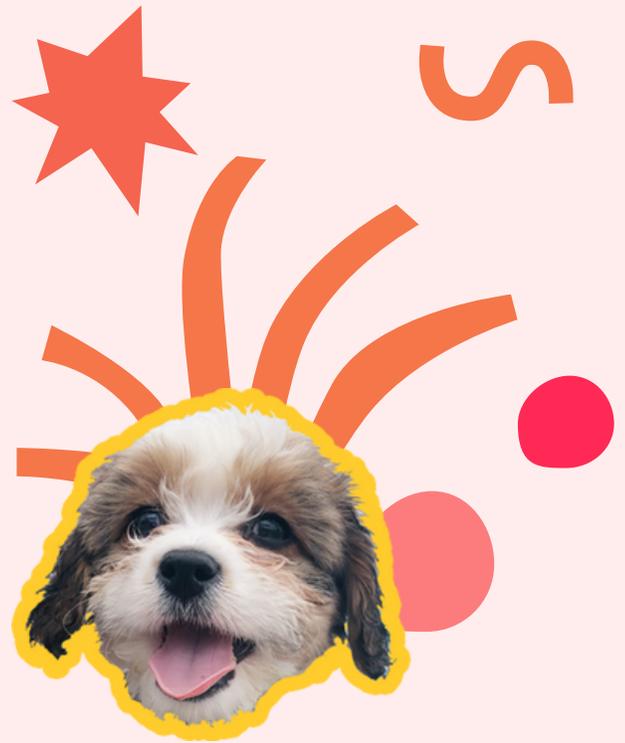
Here's what peeps had to say about
the group calls:

"You have the fucking BEST clients
seriously. You've managed to pull
such awesome people together.
T H A N K Y O U!!!"

-- Liane Bourke

"First off, just to say how much I enjoyed the group call on Friday. I was skeptical about its value for some reason (?!), but it was SO much more than I anticipated. The way you can just spit wisdom like that, without getting kerfuffled, is amazing to me. Was also nice to see "the others" in the chat box too."

— Lotte Lane



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HERE'S HOW IT WORKS:

|

1

SIGN UP.

KK On Tap is \$420 a month for 12 months. (The price goes up quarterly, so this IS the cheapest you'll ever find it!)

2

SPILL IT.

Fill out a magical questionnaire so I can get a handle on your current whereabouts, struggles, and roadblocks. I'll make a custom to-do list and a giant list of questions that will make you grateful/awkward (gawkward?) that I can see the depths of you, then we'll schedule our first call.

3

CHAT!

We'll have our first call, and then you'll get to work checking items off the to-do list. You're free to e-mail and/or text me between calls if you need me, and you've got a 30-minute Phone A Friend to use when shit hits the fan.

4

KEEP GOING...

Twice-monthly Speakeasy calls give you a chance to check in and ask questions between 1-on-1 calls! My goal is to get you unstuck and chugging in the direction of your aspirations. (Also to remind you that you're not alone and that YOU CAN DO IT and that you are loved.)

5

BE DELIGHTED!

Keep an eye out for bonuses that shall remain unnamed here! Surprises are my jam. Delight is my love language.

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PAST & PRESENT TAPPERS SAY:

"I just got my financials back from my accountant and wanted to tell you how much you helped me make.

I surpassed my corporate salary of \$54K.
BYE BYE CUBICLE!!!

AND I TRIPLED my income from the year before.

THANK YOU KRISTEN!"

— Debbie Smith



"Thank you Kristen for sharing your stories and wisdom. It is something so completely unique with how you can make this experience so deep and wholesome, even when you're literally on the other side of the world, living a life I can't even imagine. You really make truth of the expression the personal is universal, and I don't feel like I'm facing these things alone at all."

— Julia Lillqvist

"Because I met you...I have written over 100 poems, made 157ish pieces of art, spoken my truth countless times. Quit then started again...then quit again but started again again...cried buckets of tears, made at least 20 new friends and landed here...right here in the middle of a beautiful spiritual awakening."

-- Steph Tanner (pictured)

Thank you for everything so far, and everything still to come. Thanks for being a constant inspiration and voice of reason/motivation and butt kicking, too. You are the BEST biz/life/best-self coach I could ever hope to work with...and I KNOW that I'm already a better version of myself than I was a couple months ago.

-- Michelle Simmons



DETAILS LIKE WHOA



Quarterly one-on-one calls take place as follows:

Call #1: August or September 2021

Call #2: October or November 2021

Call #3: January or February 2022

Call #4: April or May 2022



Speakeasy meetups take place twice monthly on Tuesday afternoons. No worries if you're not in the U.S., as I take all time zones into account when making our group schedule!



Admission to ongoing breathwork or biz classes is completely optional and always available.



Archive access to books, programs, the breathwork studio, secret podcasts, and the like occurs within a week of signing up!



Text or email between calls at any time. I'll give you advance notice of my planned days off, vacations, and business trips -- otherwise, you've got me!



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WAYS IT'S DIFFERENT AROUND HERE



There's no use of the word 'hustle.' On purpose.

If you're training for a marathon, hustle is great and can get you a faster time! If you're in business by yourself, though, the constant need to hustle fuels an inner economy of meaninglessness and emptiness. It also creates a constant need to be Doing All the Things, which feeds your asshole brain and fucks with your mental health. (Read: Rest. Is. Good.)



Making your money back is built right in.

The Make Your Money Back curriculum will help you recoup your investment! I'll unleash a new podcast and assignment combo via email once per month, then it's your job to do the work and track your results.



One-on-one work is the whole point.

I would rather know you -- the human with unique soul contours and specific-to-you ways of being -- than give general advice. KK on Tap includes one year of working together with a *maximum* of 25 clients for that reason.

Intimacy is my JAM. Show me your soul and I'll lean in and ask questions, forever and ever.



Long-term work lets us go deep.

The work I do for myself and with clients is deeeeeep work. It's a little bit 'learn to market yourself better' work -- though that's important -- and a lot of 'realign the foundations of your life to serve your talents for the long term' work.



Taking your money forever and ever is NOT the goal.

The goal of working with me is for you to not need me anymore! I'm thrilled each time a client 'graduates.' Unfortunately, you can't graduate if you never hire me, so hit that 'join now' button anytime!





TALK TO ME!

Freaking out a little and want to talk to me about your situation -- for free and on the phone?

Book a tiny call!



LET'S TALK!

If you SUSPECT I can help but aren't sure, or want to make certain that I can handle X, or want to see if we jive when we're talking in real time...please book a call!

MORE KIND WORDS (READ: THIS SHIT WORKS!)



"I was finally able to qualify [for a mortgage] on my own, and I honestly owe a HUGE thanks to you!

Without your help...I don't know if I would have been able to get my business on track and growing.

"I'm looking to surpass my income from last year by 10k. You are magical."

— Krysta Norman

I'm investing my time in what will give the highest return instead of the stuff I think I 'should' be doing. I know what I need to do and I can get focused enough to do it - and working on not feeling guilty when I'm not working, even when it's 2pm!

I'm gaining a better understanding of what I can control and what I can't control. I'm way less anxious than I was two years ago. I have a much stronger sense of being a whole human rather than needing to work all the time to make my business work.

-- Eadaoin Curtin (pictured)

“THANK YOU FOR PUSHING ME IN SCARY DIRECTIONS.”

— Jo Robertson

"There's no metric for this kind of growth. It's always about lbs lost or \$ made. It's virtually impossible to quantify the deep, spiritual growth that I've gone through."

-- Laura Harris

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I GET IT: THIS IS SCARY.

You don't have to know how the coming year will work or what will happen next.

You just have to trust that I'm a good traveling partner for the next leg of your business journey.

Wanna make some magic together?

There's an ongoing pandemic and overwhelming levels of WTF IS EVEN HAPPENING are circulating around the globe.

Life is Objectively Scary a lot of the time, and now I want you to trust that I CAN ACTUALLY HELP YOU BRING YOUR TRUEST WORK TO THE WORLD? UGH.

It's friggin hard to trust the parts of you that believe it's even POSSIBLE to reach a place in which you have enough time, money, and energy. You can't see how it would happen.

Except...I'M HERE TO HELP YOU SEE. I'm here to help you find possibilities and pursue the ones that light your heart on fire.

I want you to FEEL what it's like to have enough time, money, and energy in your life. And I want you to experience that feeling AS SOON AS POSSIBLE. (Thus, this brochure! ;)

SIGN ME UP!



Why me? Glad you asked!

In 3rd person:

Kristen Kalp is a teacher, healer, and business coach who helps people create lives of meaning.

She facilitates long-lasting change with the help of simple techniques, gentle presence, and laughter; has published a bunch of books as both an author and a ghostwriter; has been living with and learning from chronic depression for 20 years; and has facilitated speaking gigs, retreats, and workshops in 17 cities and in 6 countries around the world.

Standing ovations are her favorite drug.

In 1st person:

I'm committed to helping a handful of people overhaul their interiors and bring their truest work to life by working together.

I'm ready to help you build the dream, release the product, make the thing, TRY the thing, and/or admit your lifelong desires out loud!

I'll also encourage you to ask for help (instead of quietly drowning because you're 'fine'); use your voice; own your gifts; and market like a mofo.

Through January 2022, just SIX spots are open on a first-come, first-served basis.

FOR REAL, TALK TO ME!

*There's no reason to struggle through the next year all by yourself, hoping things will change even though you're exhausted, overwhelmed, and slightly panicked about *everything.**

Let. Me. Help.

*I solemnly swear to take your money only if I can be of **TREMENDOUS** service to you and your work.*

LET'S TALK!

