

CONSCIOUS CRYSTAL
COLLECTIVE™

CONSCIOUS CRYSTAL COLLECTIVE

Co-branded Collaboration Offering

CONSCIOUSCRYSTALCOLLECTIVE.COM



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who we are and what we stand for



The Conscious Crystal Collective® is a globally successful and trusted crystal brand, supporting buyers with ethical crystal buying.
We advocate a holistic view to ensure every crystal is picked with love, intuition and is of the highest grade.

The Conscious Crystal Collective was born in 2021 by Clare Garner .
Clare is a global, motivational speaker, serial entrepreneur and business mentor.
Clare has hosted hundreds of workshops, events and lives with a ripple effect of many thousands of lives transformed through crystals.

When people choose the Conscious Crystal Collective, they know they are in expert hands with professional expertise not only in the crystal industry, but also business in general.

The Conscious Crystal Collective is not just an authority in the crystal industry, we are disrupting the market to challenge the outdated competitve mindset and bring in a a new era of collaboration & community through our collective.

. We offer a completely customisable shopping experience, to help you find the perfect crystals, for your audience. BUT what we stand for is way bigger.
Every person with whom we can share the wisdom and empowerment of crystals, and passive income, which can instill life- altering changes, and collectively we can all raise to a higher, happier vibration.

ABOUT US...

We began this business back in lockdown 2021 and did not anticipate the rapid growth we experienced (nor the burn out!)

Our family consists of Clare (mum!), Sophie (in the hat!) and Tilly (often referred to as Tills)

Clare is a serial entrepreneur, global speaker, business mentor and single mum of 2. She has built 2 x multi 6 figure businesses and is renowned as a trailblazer in the movement from competition to collaboration. Clare loves empowering entrepreneurs (especially women) to stop playing small, play full out and live the life they truly desire - unapologetically!

Sophie has followed her Mum's path and also has a passion for the entreprenerial life, leaving school at 17. Sophie loves learning to play the Guitar, vintage fashion and sourcing the crystals for the collective.

As a family, we love to travel, paddleboard and generally being outside making memories.





brand collaboration

why collaboration is accelerates SUCCESS...

- Becoming a collaboration partner means you get to own your very own Crystal business - without the large investment costs involved when you go it alone!

- We have done all the hard work for you and invested multiple six figures over the past few years to refine the crystal business that works without you having any of the hassle!

- You get to fast-forward and step straight into a globally trusted brand with a business-in-a-box that gives you immediate access and income!.

- You will own your own business, get to be your own boss and work when and where you choose and, being part of a franchise, you will never feel alone with a team and community to support you.

- One voice alone in this big world needs to shout very loud just to get a tiny bit of attention but when you are part of something bigger, our collective voice becomes louder because we are stronger together!

- Being a collaboration partner of the Conscious Crystal Collective means you are part of an established and robust organisation, but not just that, it means you get to build an extra income stream without any of the back end work that comes with being a product based business owner!

why franchise over going solo

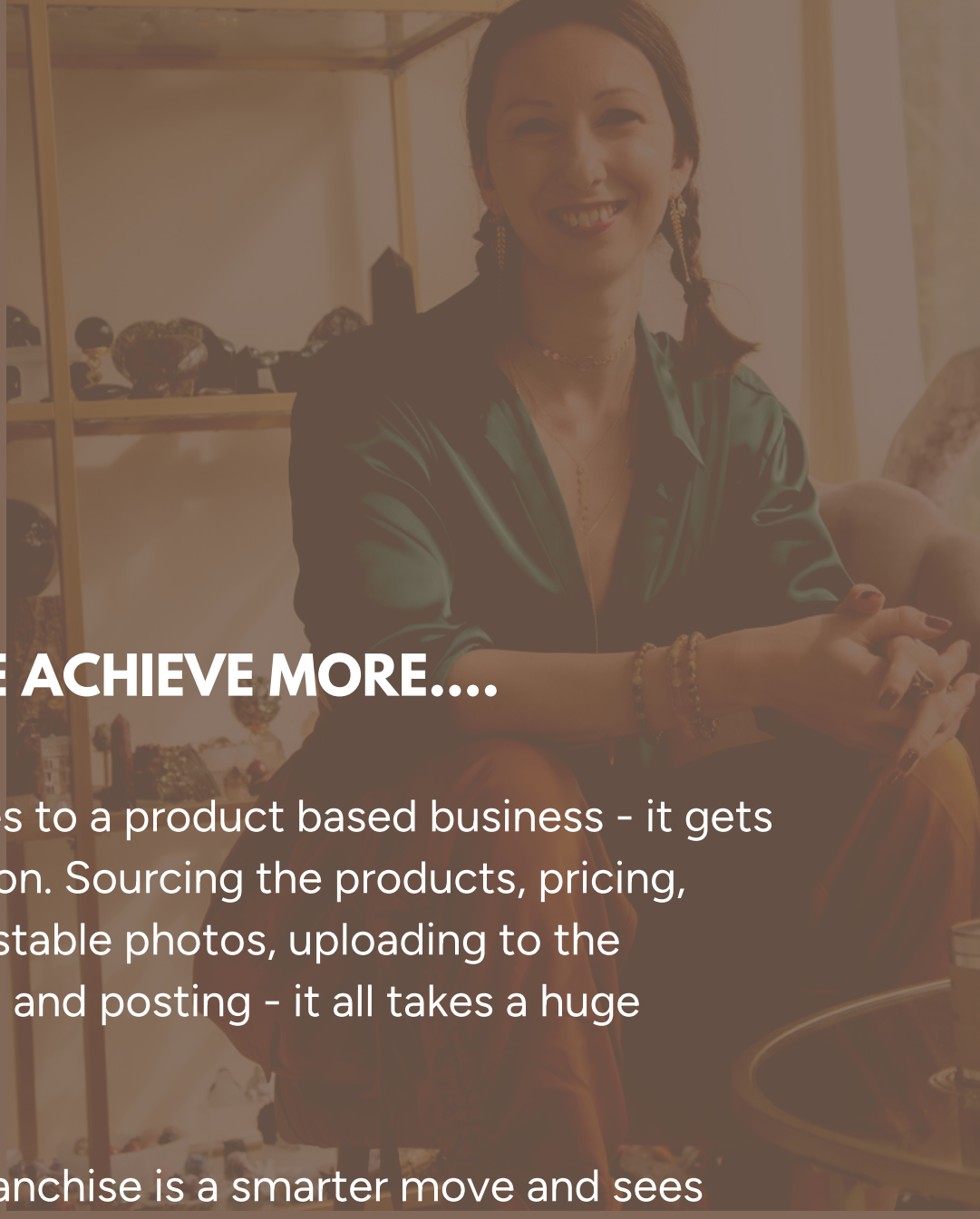


According to the latest data a staggering 80% of independent startups fail within five years while 80% of franchises are still going strong after 5 years!

There is a reason for this...
Most people start a business to do something they love or something they are good at while being their own boss so that they can do it their way, when and where they choose. They start a business based on a passion or talent.

This is a valuable contribution to being in business, BUT it is just a small part. There are lots of other aspects to operating a successful business, many of which the average startup has no knowledge, skill or desire to get involved in. So, inevitably, after a while, the startup owner is burn out from trying to keep all the plates spinning.

They didn't sign up to be the marketing manager, the strategist, the operations manager, the copywriter, the bookkeeper, the graphic designer, the tech expert, the presenter, the sales rep, the admin assistant, the lawyer, the publicist or the CEO responsible for investment decisions.



TOGETHER WE ACHIEVE MORE....

And when it comes to a product based business - it gets even more hands on. Sourcing the products, pricing, taking those irresistable photos, uploading to the website, wrapping and posting - it all takes a huge amount of time!

So the reason a franchise is a smarter move and sees 80% still operating after 5 years is because it is a proven business model with all the back end operations done for you! It is tried and tested, and has been packaged up in a way that it can be plugged in by the franchisee. with none of the leg work in the back end.

Becoming a Conscious Crystal Collective Partner is your ticket to owning a successful crystal business - while still focusing on your existing clients, benefiting from processes and team already in place for you.

Expertise:

exclusive advantage with holistic expertise to transform lives

To practice as a crystal seller and support buyers, and clients is an unregulated profession, meaning anyone can do it.

So, of course anyone can set up their own crystal business, but do you really want to have thousands of pounds tied up in stock? To spend hundreds of hours packing orders, to be uploading every single item to a website, and to be so busy in the business you loose sight of the life you started out as an entrepreneur for in the first place!

We take all of this out off the equation, so that you get the best of both worlds.

You get to have your very own crystal business, without any of the workload that comes with it.

- Exclusive to your training as a Conscious Crystal Collective Partner, you will have access to a whole suite of back end resources
- ongoing support
- access to training videos,
- along with the opportunity to work closely as part of a mastermind with the founder and owner, Clare Garner to support you in close proximity, ensuring your success.


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Business training:

Be the boss without the stress!

You get to be the boss and we have training dedicated to teaching you how to do this and do it very well! you'll understand how to:
-talk about crystals
-build your unique crystal brand awareness
-market your business (both online and offline/real-world
-make sales
-plan and strategise

Everything is taught, templated or done for you so you are not going to have to spend hours or money trying to setup a robust business or think of all of the things that only come to mind after the ball is dropped!

From the knowledge to the marketing
the legals to the stock checking, the graphic design to the web tech... You do not need to become an expert in ALL of these areas because we have done that for you.

This gets to be as hands on (or off) as you desire it to be!



The essential ingredient to business success!

The difference between a successful business and a failed business is marketing. Without marketing, you have no business.

You could be the best at what you do and get nowhere while someone else, who is terrible at it becomes a roaring success simply because their marketing is better! The training you will receive in this area is exclusive to the Conscious Crystal Collective and comes from our extensive in-house expertise and experience.

You will learn the essentials for marketing and consumer psychology and utilise the many marketing tools and resources ready-made for you.
In addition to understanding how to market your business yourself, there are a number of added tools available for you, including;

SPOTLIGHT ON OUR SOCIALS
Guest speaking on podcast
Social Media templates
Go live together opportunities
Email copy for plug in marketing!

products

A
CRYSTALS





B
STANDS

C
SHOP



support

Your ready made team have got your back.

Business coaching, back office support, product specialists, sourcing and more!

Introducing some of the incredible team we have at The Conscious Crystal Collective.
Whether you have a question about an order, or you need to map out your marketing strategy, we are here to support you.

- No need to hire your own packing team - we have already taken care of that. No need to face your tech fears or invest in developers - we setup your website and provide your digital marketing template.

- every month, your account will be automatically credited with your commissions.

- Having over 10,000 hours of working behind the scenes in this industry, we know exactly where you would get stuck, out of depth or overwhelmed which is why we have plugged every one of those business leaks for you in creating this partnership opportunity.

Global community



How amazing will it be to be part of something bigger where your never alone?
Starting your own business is exciting but it can quickly become very lonely. Even with networking and business support groups, no-one there really ‘gets it’ and it doesn’t feel like time well invested.
Being surrounded by like-minded people who share a vision, values and mission is a faster way to grow yourself and your business.

We pride ourselves on the incredible global community we have built and the brand culture we intend to elevate even more as we unite our collaboration partners. A community who lifts you, holds you, drives you and celebrates with you.
We are the Conscious Crystal Collective.

Development



Growth, planning, retreats, events and awards await you...

Whether you want to focus on your existing business and use this as an extra string to your bow, or go all in with this being your main focus - we have the support, the products, the knowledge and the team for you to do it.

Regular planning sessions are held so that you always know where to focus your attention when you are working, regardless of whether it is a full time or part time business for you - time is always precious.

You will be invited to take part in
our in-person events, awards and retreats for further development, recognition and most importantly community.
(fees may be applicable)

A liscence to use our reputable IP

Exclusive rights to an elite, trusted brand and opportunity.

when you become a Conscious Crystal Collective partner, you will recieve the legal rights via a license agreement to use our business IP (intellectual property)

This allows you to be visibly associated with and part of a recognised, established and trusted brand.

It is vital that you understand the legalities of running a business and providing a service to your clients. Without the appropriate contracts and insurances, you could find yourself and even your family's finances in difficulty.

Don't worry though - we offer a full advisory service

the investment:

Business startup costs can vary greatly. It is important to understand what level of investment is required and how that compares to the revenue you expect to generate from your business.

To allow you to decide if this is a good fit for you, we want to provide you with complete transparency regarding the true costs of starting and growing a successful crystal business.

Starting a business from scratch inevitably carries higher costs and higher risk than purchasing an established and proven business format franchise.

Comparison Chart

Feature	CCC	Most crystal training courses	Typical cost if sourced independently
training in crystal expertise	✓	✓	£3-£5k
training in coaching	✓		£2-£5k
training in business operations	✓		£1-£3k
training in marketing and sales	✓		£10k
monthly training classes	✓		£1k
exclusive community	✓		£500
business coaching calls			£10k
direct message access to support	✓		£1-£3k
business dashboard & CRM			£1-£3k
data tracking and financial dashboard	✓	×	£1-£3k
step by step business blueprint (exactly what to do and when)		×	£5k
'ready to deliver' services	✓	×	£5k
product range	✓	×	£10-£100k
monthly recurring revenue model	✓	×	£3-£5k
business & marketing strategy planning	✓	×	£5k
email		×	£100
tech support	✓	×	£1k
'done for you' social media	✓	×	£1k
'done for you' lead generation system		×	£5k
biz cards, leaflets, posters & banners		×	£2k
spotlight opportunities	✓	×	priceless!
PR exposure	✓	×	£10k
TOTAL COST			**£80k PLUS**

ROI

Success looks different to everyone...

Jo has an existing coaching business and is wanting to add extra income without taking on more clients or thinking of new offers. She knows her clients are spiritual and are always interested in anything Jo recommends. Jo became a Collaboration partner with the aim of selling a couple of statement crystals a month just byt sending her clients to the website in passing conversation.

Meet Collaboration partner 1 - lets call her Jo...

This isn't about one size fits all. The whole reason we began this Collective was so that everyone could create their own business to give them the life they desire. That will look different for everyone and there is no right or wrong. With that being said, let's give some examples of what it may look like for you

members of Jo's community buy on average 1 statement piece a week at £800. Equating to £3,200 RRP and £960 in Jo's bank. Jo's ROI is just over 1 month!

Meet Collaboration partner 2 - lets call her Jane...

Jane has an existing crystal business and is pretty maxed out. She wants to create extra revenue but doesn't want to add any more wrapping and uploading to her plate. She joined the Collective to have access to more stock, without investing any more of her money and knowing any of those sales would be facilated without her having to do any more work. She has her Collective page as part of her existing website and traffic flows organically.

Jane's Collective page has a mixture of sales from big to small daily due to her current traffic. Her sales average £1000 RRP PW, equating to £1,200 in Janes bank. Janes ROI is 1 month!

Success looks different to everyone...

Meet Collaboration partner 3 - lets call her Jill...

Jill is a stay at home mum and has been out of the business World for a while. Reluctant to sacrifice time with her babies, but also wanting to do something that brings in a bit of extra money for her to enjoy with her family. She also wants it to be something she is truly passionate about as hates those icky sales feelings!
Jill joined the Collective as she didn't know what to start and felt an instant pull when she saw this opportunity. She loves having a community to be a part of as it can get lonely being at home all day on your own, plus she hardly has to work with this! Jill buys some of the wholesale stock bundles to do her own IG lives once a month - which she really enjoys! Her audience always add on extra pieces when checking out as well! Jill also naturally talks about her new business to anyone who will listen and is quickly becoming the 'go to' person for crystals in her friendship groups!

Jills monthly lives generally make between £1-£3k RRP (minus £500 stock), added items give an extra £200 plus the sales from her friends and family are picking up around £500pm as well! Averaging 2,200pm RRP and £660 in Jills bank. Jills ROI is 2 months

Meet Collaboration partner 4 - lets call her Julie...

Julie wants to start a Crystal business of her own and have it as her full time income stream. She found the idea of going it alone so top heavy it didn't quite make sense - so she joined the Collective. Julie has her own IG page, markets the business, does ads and even sometimes events! Julies website has amazing reach, she loves what she does and is very good at being seen and putting the business in front of people.

Julies business took a while to take off as she started from scratch, but by the third month she had a warm audience, a brand awareness and sales started coming through. By month 6 her sales were averaging £10k a week RRP through lives, website traffic and some events. Julies monthly payments float around £12,000 PM. Her ROI took a little longer but she is flying now!

Starting from scratch would require you to source additional tools and expertise such as investing thousands of pounds into stock, branding and packaging resources, not to mention all of the hours required to manage it all.

Adding thousands to your business investment. These are all handled centrally at The Conscious Crystal Collective relieving you not only of the cost but also the learning curve, the tech and time it takes to establish visibility and traction for your business and most importantly - the burn out!

You can become a Conscious Crystal Collective partner for an initial investment of just £999!

As apposed to the £80k as on the above table!!!

We can't wait to share this journey with you and invite you into the Collective.

If you haven't already - book your Discovery Call today and lets start your journey to FREEDOM!



franchise discolusure document

Facts and figures for you to know!

- 30% commision on ALL products unless stated otherwise
- Commision is paid directly into your bank/paypal once a month
- Monthly franchise fee £147 (covering backend support, distribution & ongoing costs to the franchisor) is legally required for the entire term (starting month 3)
- Upfront cost £999
- 2yr contract (cooling off not applicable)

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