

# The Acorn Club

Purple Squirrel Consultancy Ltd | Financial Clarity for Confident Decisions

## THE ACORN CLUB

A six-month business coaching programme  
*for heart-led women who are ready to grow*



### Founding Cohort -- Eight Places Only

Special founding member pricing | Won't be repeated

### Meet Beth

Hi, I am Beth Nadin -- founder of Purple Squirrel Consultancy and creator of The Acorn Club.

I spent nearly thirty years as a Finance Director and Internal Auditor in large corporate manufacturing organisations. I was the person who understood the numbers when nobody else did. And then I burnt out, left that world behind, and started again.

Starting over taught me more about being a small business owner than three decades in the corporate world ever could. I know what it feels like to be uncertain. To wonder if you are doing it right. To care deeply about your work and feel quietly terrified about the business side of things.

I created The Acorn Club because I kept meeting women who reminded me of myself -- brilliant at what they did, overwhelmed by everything else, and carrying a quiet fear that they were somehow failing. They were not failing. They just needed the right conditions to grow.

I bring thirty years of financial expertise -- and a very human understanding of what it actually feels like to run a small business -- to every single session. You will never feel judged here. You will always feel supported.

*Financial Clarity for Confident Decisions*

To read more about why I started this club, go to the Blog section on my website: [purple-squirrel.uk](https://purple-squirrel.uk)

## Does any of this sound familiar?...

You started your business because you love what you do. You are good at it. Your clients feel it. And yet somehow, no matter how hard you work, the business side of things never quite feels under control.

You are always busy -- but you are not sure you are making money.

You know you should look at your numbers -- but opening that spreadsheet feels like opening a door you would rather keep shut.

You see other women online who seem to have it all sorted, and you wonder quietly what you are doing wrong.

You are juggling your business, your children, your friendships, your home -- and somewhere at the bottom of the pile, your dreams.

*You are not failing. You are not bad at business. You are an acorn that hasn't had the right conditions to grow. That is exactly what The Acorn Club is here to change.*

## This programme is for you if...

- You run a small business in the creative or wellbeing space -- perhaps you are a reflexologist, massage therapist, counsellor, aesthetician, maker, artist, or coach.
- You are passionate about what you offer but feel out of your depth when it comes to the business side.
- You avoid your finances because they feel uncomfortable, confusing, or even a little shameful.
- You are craving connection with women who truly understand -- the juggle, the self-doubt, the love of what you do, all of it.
- You are ready to stop spinning your wheels and start building something solid.
- You want support that feels warm and human -- not corporate, not intimidating, not one-size-fits-all.

## What is The Acorn Club?

The Acorn Club is a six-month small group coaching programme combining financial clarity, business strategy, and genuine community -- designed specifically for heart-led women building businesses they love in Derby and the surrounding area.

It is not a course. It is not a lecture series. It is a nurturing space where you will finally be able to look at your business honestly, understand what the numbers are really telling you, and build a plan that works around your real life.

*An acorn already contains everything it needs to become an oak. It just needs the right conditions -- good soil, enough light, and the right support. You already have everything you need. The Acorn Club gives you the conditions to grow.*

## Your six-month journey

Each month focuses on one foundation of a thriving business:

### Month 1 -- Your Vision and Goals

Where do you actually want to go?

We start here, because everything else builds on this. You will get clear on what success really looks like for you -- not the version you think you should want, but the one that genuinely lights you up.

### Month 2 -- Business Basics and Your Toolbox

The fundamentals that nobody ever explained in plain English.

We cut through the jargon and make sure you have the right tools and systems in place, without overwhelm.

### Month 3 -- Getting Rid of the Noise

What is actually moving your business forward -- and what is just keeping you busy?

This month we clear the clutter, stop the guilt-driven busywork, and help you focus on what genuinely matters.

### Month 4 -- Understanding Your Finances

The month most of my clients are both dreading and desperately needing.

We make numbers safe. You will understand your income, your costs, your profit, and what your figures are actually telling you -- in plain English, with no judgment and no jargon.

### Month 5 -- Measuring Progress

How do you know if it is working?

This month we look at how to track the right things, celebrate what is going well, and spot what needs attention before it becomes a problem.

### Month 6 -- Your 90-Day Plan

So what next?

Finally, we pull everything together into a clear, manageable action plan for the next three months. Not a grand five-year strategy that gathers dust. A real, grounded plan built around your life -- that you actually believe in.

## Everything that is included

### Acorn Session intro workshop

Your starting point -- a half-day introductory workshop. Just a morning that might change everything. For the founding cohort only, this is credited in full against the programme when you join.

### Free Business MOT

Before the programme begins, so we know exactly where you are starting from and you arrive at month one with clarity rather than guesswork.

### Free 30-minute MOT debrief call

Just you and Beth, going through what your MOT revealed and what it means for your six months ahead.

### Six monthly group workshops

Your core learning, delivered in a warm and interactive group setting where connection is just as important as content.

### Six monthly 1:1 coaching calls

Your dedicated time with Beth, focused entirely on your business, your challenges, and your progress.

### All worksheets and handouts

Everything you need to take action between sessions, designed to be practical and straightforward.

### A free group wellbeing get-together

Because you are a whole person, not just a business owner, and you deserve a space that nourishes that too.

## A note about this founding cohort

The Acorn Club is launching for the very first time, and I am looking for eight founding members to be part of something special.

This is not a finished, polished product being sold to you. It is a programme I have built with care, based on years of experience and a deep understanding of exactly where you are right now. And I want the right eight women in the room -- women whose feedback, energy, and presence will help shape every cohort that follows.

As a founding member you will receive the full programme at a special introductory price that will not be repeated. Your Acorn Session is credited in full when you join the 6 month programme. And you will always be the people who were there first -- the ones who helped build this.

*Eight places. One cohort. When they are gone, they are gone.*

## Your investment

As a founding member of The Acorn Club, you have two options:

Option	Price	What's included
The Acorn Session	£99*	Founding cohort only - your half-day intro workshop is credited in full against the programme when you join
Monthly payment plan	£199 per month	Six monthly payments -- £1,194 in total
Pay in full	£995	Full programme upfront -- month six completely free, saving £199

\* The Acorn Session credit is available to this founding cohort only. Future cohorts will pay £99 for the introductory workshop.

*That works out at less than £33 a week for a 1:1 business coach, a group community, financial clarity support, and a programme designed entirely around your real life.*

## What happens when you have the right conditions?

- You open your bank app without dreading what you will find.
- You can talk about your business -- your numbers, your goals, your plans -- with quiet confidence.
- You stop feeling like you are failing and start feeling like you are building.
- You have a community of women around you who genuinely understand.
- You have a plan. A real one. Built around your real life.
- You grow.

## Ready to plant your acorn?

If you have read this far, something in here has spoken to you. Trust that.

There are eight places in this founding cohort and they will not be replaced once they are filled. If you are ready to stop wondering and start growing, I would love to hear from you.

To claim your fully refundable Acorn Session, reserve your founding member place, or simply have an honest conversation about whether this is right for you -- get in touch with Beth directly:

**Email:** [beth@purple-squirrel.uk](mailto:beth@purple-squirrel.uk) **Website:** [purple-squirrel.uk](http://purple-squirrel.uk)

**Small beginnings. Strong roots. Real growth.**

*Where heart-led women grow.*