

Y O U ' R E I N V I T E D ...

Alicia Forest's Mastery of Business Academy Mentorship Programs

October 2013 – June 2014

It's time...

There comes a time when you know you need higher-level support (and maybe you've known for some time), and you're ready to make the decision to invest in yourself and your business through a mentor coach.

We have two ways for you to mentor with Alicia, to get just the support you need, via Alicia's private and group coaching programs.

**Is it your time and your
turn?
I believe it is...**



Comprehensive Training + Expert Coaching

Alicia's M.B.A. Programs are an intimate, immersive, high-touch creative space and place for passionate entrepreneurs who are ready to create a successful and sustainable business, on their terms, in their time.

Alicia's ready to guide you during the next 9 months through the next evolution of your entrepreneurial vision so it becomes your reality. Are you ready?

The Fellowship with Alicia...

Private Coaching

Fellows get ample private coaching time with Alicia.

Group Calls

Group teaching/ Q&A/Laser coaching calls are held almost every other week.

24/7 Support

Via the Fellows private Facebook Group, we're there when you need us.

The Fellowship with Alicia

A 9-month coaching program designed to guide you through creating a highly profitable business that supports your desired lifestyle, with private coaching plus group teaching and masterminding, giving you support at all levels...

Intimate

The Fellowship with Alicia is limited to a maximum of just 8 Fellows, so rest assured you'll get all the personalized support and attention you seek at this stage of your business growth.

So if you've done the big group thing before but you're now ready for more personalized support, then the Fellowship is the place for you.

Leverage

Showing you how to leverage what you already know and do is one of Alicia's specialties. As a Fellow, you'll be able to see exactly where you've been leaving money on the table, and how to take time and turn it in your favor for bigger profits.

Strategy + Intuition

Alicia blends her love of strategizing with her intuition, giving you the perfect blend of just the right kind of guidance and support so you can get the results you want more quickly and more easily, and more importantly, in the way that feels right to you!



"I love my business because it affords me the life I want, by giving me the time, money and creative freedom to experience it in the way that's most meaningful to me – does yours?"



The Fellowship with Alicia is for you if...

- You're ready to re-assess the way you're making (or not making) money. Not much is working when it comes to creating consistent cash flow, and you don't know why, but you're ready and willing to receive support to figure it out.
- You're ready to stop playing small but aren't inspired by the idea of playing big either, especially if that means working too hard for too little return.
- You don't have a desperate desire to make a million dollars but do have a deep desire to make enough income to experience life in the way of your choosing.
- You want to truly harness the power of leverage so you have much more time to spend however you want, while making a lot more money.
- You have enough information already (and then some!). What you want are actions steps to implement successfully all that you already know, tailored to your market, your message and your mission, designed in a way that honors your authenticity.
- You're open to receiving support from a 'here's what I would do' approach because you're tired of second-guessing yourself.
- You've gotten a footing in other programs, but want to build momentum and move forward faster with a much more personalized approach.
- You want just the right mix of coaching, teaching, group and individualized support, without breaking the bank.



"When your outward desire meets your inner resistance, that's when you need a coach."



Here's what you'll receive in The Fellowship with Alicia

1. One-on-One Coaching with Alicia

- *Strategic Intake Session*

- This 60-minute call allows Alicia to get a clear picture of where you are and where you want to go. We'll take a strategic assessment, look at your results to date, and craft your Planned Profit Path, including prescribing which of the Training Modules to focus on, for your next 9 months and beyond. This call will be booked as soon as possible after your application has been accepted.

- *5 Private Coaching Calls*

- These are 45-minute private coaching sessions with Alicia to use when you most need them. Sessions may be booked on any of Alicia's scheduled coaching days each month.

2. 16 Group Coaching & Teaching Calls

- *1 60-minute Kickstart Group Call: "How to Make Your Investment Back"*

- On this call, you'll create a plan on how to make your investment in your program back, as quickly and creatively as possible.

- *15 60-minute Hot Topic Training + Q&A/Laser Coaching Calls*

- Each call is led by Alicia, kicking off with a timely teaching piece and segueing into Q&A/laser coaching.

- *3 Strategy Retreats (virtual)*

- These retreats are your opportunity to sit in the CEO seat for intensive coaching and masterminding with your circle of Fellows, with none of the hassles of travel, modeling Alicia's 'business-around-your-life' style.

3. Private Facebook Group

- The nature of a Fellowship is connection and support for the highest level of the individual and for the group. Our private Facebook group is your sacred space and place to give and receive support with your other Fellows and Alicia. We'll kick off each week with commitments, gather for a mid-week check-in, and end with the accountability you're craving. And this group is open to you 24/7 to post your requests for coaching and support, for cheering and sharing, with each other and Alicia.

4. Alicia's Training Modules

- You'll have unlimited access to a comprehensive library of training modules to utilize whenever you need specific actions steps to implement a particular strategy. The Fellowship is designed not to overwhelm you with more information, but to maintain your focus on implementing and growth. Please see training topics at the end.

Client Success Stories...

“I made \$120k in my first 12 months”

“Since working with Alicia I have run two teleseminar series, created two info-products, doubled my database through a telesummit and filled a live workshop and two high-end programs.

I made \$120,000- in my first twelve months in my new business.

If you want somebody who is there for you when it really counts, when you implement, then Alicia is the right mentor.

Alicia’s savvy advice just at the right time helped me to move extremely fast and implement more than I ever could have on my own. I could count on her to be there for me when I needed it the most, in those moments where fear got the better of me. She helped me get clear and get over myself and move forward again.

If you’re really serious about building your business, I highly recommend working with Alicia.”

Yvonne McIntosh
Solopreneur Marketing Mentor
Client Prosperity
www.ClientProsperity.com



“Hiring Alicia was one of the best decisions I could have made to get my business to the next level...”

“I’ve had the pleasure of calling Alicia my coach since January 2009. At the start of 2009, **I took the leap and signed up for her services, paying way more than I thought I could possibly afford...** my business was barely making 5-figures at the time.

Since then my income tripled and continues to grow every year.

Alicia didn’t share a secret formula that I wouldn’t have eventually figured out myself, but why should I spend who knows how many years trying to get it right on my own? Plus, I never would have made some of the drastic changes I have without Alicia’s support and the sounding board of someone I trusted to give me the extra confidence to go for it.

Hiring Alicia as a coach was one of the best decisions I could have made to get my business to the next level.”

Lisa Nelson, RD
Online Business Manager & Dietician
<http://healthpracticesonline.com>



Client Success Stories...

“I generated \$100k in my business...”

“I have had the privilege and opportunity to have Alicia Forest as my coach, and **as a result of Alicia’s wisdom combined with the structure and support that she has provided, I have made outrageous progress toward setting the foundation for success in my coaching company.**

I chose a defined target market in the financial services industry and capitalized on my unique personal brand to attract it. I created a valuable signature system and custom designed my website with a free report and opt--- in page. To further enhance my brand identity, I designed and printed professional marketing collateral.

I delivered 9 VIP Days designed to significantly move my clients forward in their businesses. I also created more robust programs including a Diamond, Private Platinum and Gold Level coaching programs. I have enrolled my first two Private Platinum clients and a Gold level client as well. I developed an alliance with another coaching company who is now a strategic partner.



During this time, I also generated \$100,000 in new business.

I highly recommend working with Alicia if you want to grow your business much more quickly and easily.”

Susan Danzig
Business Development Expert to Financial Services
Professionals
www.susandanzig.com

“Alicia gives you everything and doesn’t hold back...”

“I can’t say enough about getting the chance to work with Alicia.

After attending her OBBW Workshop I signed up on the spot to work with her privately.



To kick off our work together I attended **a full day private retreat where together we mapped out a plan for my business, my launches, my marketing and how to generate the income I was looking to achieve.** Not only did I leave the retreat with exactly what I was looking for but much more. Alicia gives you everything and doesn’t hold back. I’m so fortunate to have her as both a mentor and friend and I can’t recommend her highly enough. It will be one of the best business decisions you will ever make.”

Jeannie Spiro
www.jeanniespiro.com

Investment & Commitment

What's the investment?

So, what's the investment to become one of only 8 of Alicia's Fellows?

If we broke it down, element-by-element, the fees for The Fellowship with Alicia Mentoring Program would be over \$15,000.



This year's special invitation is: \$8,000.

Monthly payment plans are available. Please see full details and fill out your application at the end.

"The Fellowship program was perfect as far as the amount of coaching and content. Any more would have been overwhelming. I loved all the personal attention we got. Basically anything that came up in my business that I needed help with, I had the opportunity to get assistance very quickly, through the Q&A times on the Fellowship or Studio calls, the Facebook group and private coaching.

At first I thought that five individual sessions seemed light, but we had so much time with you in the small group and the 3 virtual retreats that it was just right. I loved the group virtual retreats the best."



Melissa Kitto
www.CommunicateWithAngels.com

Diamond Coaching with Alicia

This 9-month coaching program is designed to guide you with personal, intensive, private attention. The core of Diamond is private coaching, via in-person, phone and email. Due to its intimacy and intensity, there are just 3 spots available.

You're a Diamond Client if...

- You're self-disciplined enough to hold your own without need for a support group (though happy to connect with peers from time to time when you need a shot of camaraderie).
- You want to get on a coaching call and dive deep into your agenda, where the focus is solely on you.
- You thrive under personal attention, are able to take the direct coaching and run with it, knowing you can ask for additional support when you need it.
- You feel a resonance with Alicia and her particular approach to designing a business that keeps your priorities first, that's not time-intensive, yet still highly profitable.

- You want a partner who will help you create something YOU love that's based on your desires, terms and time. There's no such thing as a 'do whatever it takes, no excuses approach' to Alicia's coaching.

- More than anything, you're ready to take action – and you know it. You're finally ready to take the leap, stay in faith, and finally realize that investing in yourself at this level is nothing less than believing in yourself at the next.

Diamond is all about you, your unique goals and desires, achieved on your terms, in your time.



Here's what you'll receive in the Diamond Program

1. One-on-One Coaching with Alicia

- *In-Person Full Day Strategy Retreat*

- This full-day retreat allows you and Alicia to get a clear picture of what you'll be creating. We'll take an audit and strategic assessment of your business, look in-depth at your results to date, dig deep to excavate your deeper desires, focus on the big picture and the long view, get the strategic sequence right and on paper, and build execution into strategy for your next 9 months and beyond.

Note: We'll book your strategy retreat as soon as possible after your application is received. Retreats are held at Alicia's home in West Newbury, MA, and include snacks and lunch. Travel and lodging are not included.

- *1 ½-day private virtual retreat*

- This 1½-day virtual retreat may be used during the course of your program when you need a chunk of time to dig deep into something specific in your business, whether it's re-assessing your Planned Profit Path, designing a specific program in detail, planning a launch, or a crash course in hosting your live event – the agenda and timing is set by you.

- *12 Private Coaching Calls*

- These 60-minute private coaching sessions with Alicia are yours to use when you most need them. Sessions may be booked on any of Alicia's scheduled coaching days each month.

- *Private Direct Email Coaching with Alicia*

- As a Diamond client, you can email Alicia just when you need coaching and support the most, instead of waiting for your next scheduled coaching phone session. Using a private client-only email address, your questions and requests for support rise to the top of Alicia's inbox so you receive a priority response.

Alicia places a high value on email coaching, as her experience and client feedback over the years has shown that extraordinary shifts are made in this format, oftentimes more than can occur during a phone session.

- *Fellowship (with the exception of private coaching) and Studio benefits* are included in your Diamond program to take part in as much or as little as you'd like.

- *Alicia's Training Modules:* You'll have unlimited access to a comprehensive library of training modules to utilize whenever you need specific actions steps to implement a particular strategy. This is specifically designed not to overwhelm you with more information, but to maintain your focus on implementing and growth. Please see training topics at the end.

Client Success Stories...

“After two years of coaching privately with Alicia, I went from zero income to 6-figures...”

“I have learned so much from working with Alicia, but the one thing that really stands out is when she taught the class on “How to make \$1000 in a day.”

At first I looked at that title and felt a bit resistant—as a newer online business owner, how was that even possible for me? But as Alicia went through the content, so many light bulbs went off. She actually gave specific, concrete examples of how any of us could bring in that kind of money—no matter what type of business we are in. I learned realistic methods I could start putting into place right now.

Alicia shifted my thinking profoundly. Because of her examples, ideas and encouragement, I now have several plans in the works for how I can generate that kind of money in my business. Before, I had sort of a hazy idea about how to go about it—and I wasn’t so confident. Now I am so excited because I feel I have the steps to implement the strategies to make those kind of pay days a reality.

I believe in myself so much more and can’t wait to implement what I have learned. The best part is knowing that these are things I can do not just once, but over and over as I grow my business. It’s very exciting!

Update: After two years of coaching privately with Alicia, I went from zero income to 6-figures, created the brand I’m now known for, held my first live event (and have my second coming up), and so much more. The bottom line is that Alicia changed my life.”

Christine Gallagher
Relationship Marketing Mentor
<http://shesgotclients.com>

“Coaching with Alicia has enabled me to build a \$250,000 business in less than 6 months...”

“I was one of Alicia’s very first Private Platinum clients, after having participated in pretty much every one of her programs before that.

Each time I worked with Alicia, my business grew by leaps and bounds (as I share on many of her program pages).

But what I wanted to share with the OBBW attendees is this:

Coaching with Alicia has enabled me to build a \$250,000 business in less than 6 months and to have a team around to support me while I went through a major ordeal with my family, allowing me the time and energy I needed to be present with them.

It wasn’t a cake walk, but it all fell into place and we’re on track to breaking \$500k by year end.”

Laura Lee Sparks, CEO, Legal Marketing Maven



Client Success Stories...

“Alicia always over delivers ...”

“I’ve worked with Alicia as my coach and trainer and what I love about her is that she gives you all the tools, templates, emails and other resources you need to succeed. She doesn’t hold back and she is all about business abundance and wants the same for her clients. **Alicia always over delivers and you will be thanking yourself for investing time with her!**”

Sandra De Freitas
www.wpblogsites.com



“What I value most about Alicia is her honesty and her optimism...”

“I decided to work with Alicia privately when I was in the midst of shifting from being a marketing coach to working with those I call spiritual adventurers.

I know my way around the marketing block. I’ve been teaching marketing and business building to my own clients for the last 5 years. But I also know how challenging it can be to maintain an objective perspective on your own business. I loved having



Alicia’s viewpoint and experience in helping me create a really solid foundation for my new business direction.

Being able to spend the whole day with both of us focusing on my business, brainstorming and mapping out a personalized business plan in my retreat was so incredibly helpful. Right off the bat, we came up with this really simple list-building strategy that allowed me to go from zero to 225 people on the new list in just 2-3 weeks.

Alicia’s very generous in sharing what she has, and it seems like no matter how much I might already know about a specific topic, she always has another idea, or tool, or resource to offer. As an example, recently I created a spiritual inspiration card deck and Alicia was able to suggest this really cool funding resource that I had never heard about as a way to get the deck published without me spending money out of pocket.

What I value most about Alicia is her honesty and her optimism. Those are the qualities that allow a coach to be the most supportive and effective in moving clients forward. And that’s what Alicia does for her clients.”

Helen Graves
www.PowerofYourThought.com

Your Gifts in The Fellowship and Diamond

To help you strengthen the underpinnings of what you're creating in the Fellowship and Diamond, you'll also receive:

1. 21 Easy & Essential Steps to Online Success System home-study training and 21 Steps Live! video trainings (value: \$297-)



2. List-Building Secrets: 50+ Easy & Essential Ways to Build Your List with Authenticity & Integrity home-study training (value: \$497-)



3. Launch Logistics Intensive, a 5-part teleseminar course, including audios, transcripts, worksheets, checklists, charts and more. (value: \$997)



4. Strategic Business Planning Virtual Retreat, includes 5 recorded calls with accompanying worksheets. (value: \$297-)

5. Complete access to the M.B.A. Coaching Studio, with twice monthly group coaching support and private Facebook group. (value: \$4000-)

6. A VIP ticket to Alicia's Online Business Breakthrough Workshop 2014. (value: \$997-)

7. Client-Only special savings on specific live training programs coming from Alicia, and on additional coaching calls and VIP days, when available. (value \$100-\$1000)

8. Periodic promotions of you and your business by Alicia via social media (value: priceless)



These gifts are here for you, when and if, you need them...

Diamond Investment

What's the investment?

So, what's the investment to become one of only 3 of Alicia's Diamond Clients?

If we broke it down, element-by-element, the fees for the Diamond Mentoring Program would be over \$24,000.



This year's special invitation is: \$12,000.

Monthly payment plans are available. Please see full details and fill out your application at the end.

What can you expect from Alicia?

Her all – her 12 years of entrepreneurial experience, her proven track record of success with hundreds of clients, her current and future knowledge, her earned wisdom, and her intuitive guidance. And a whole lot of caring about your business and life dreams too. No less than that.



"Thank you, Alicia, for creating such a beautiful and sacred Diamond space where I could show up as I am, with my many ideas and visions for my work and how I see them unfolding in the world. You allowed me to ramble what I felt were disconnected thoughts and ideas - and you somehow magically connected them for me, helping me see that I wasn't off track - I was very much ON TRACK!

Through our phone coaching, our e-coaching, and our personal retreat, you captured every thought, every idea, and every thread of discussion - and gave me more juicy nuggets to ponder. **Your business coaching and intuitive guidance was always spot-on, and your powerful questions led to many breakthrough moments. I have never felt so taken care of in my business!"**

Tina M Games

"The Moonlight Muse"

Life Purpose Intuitive and Creative Possibility Catalyst

www.JournalingByTheMoonlight.com

www.LifePurposeLegacy.com



Lifestyle, Leverage, Legacy...

My desire for you is singular – that you create the highly profitable business that YOU desire and deserve – around your priorities and what's most important to you, and you do it on your terms, in your time.

Perhaps you know by now that I am about three things:

1. Lifestyle
2. Leverage
3. Legacy

Succinctly that means that I've built my business to fund the lifestyle I desire based around my priorities, which for me is Family First. I use leverage to make that happen in small pockets of time and effort for big results. And at the same time, I'm building a legacy for my family.

Now, you may not want all of those things, but I'd be willing to bet that at least the first two are on your 'wanted' list. And once you have those down, the third may open up for you too.

My core strength is helping entrepreneurs build highly profitable businesses that truly honor what's most important to them, and to do that in less than part-time hours so they can create and enjoy the freedom they ache for. It's how and why I do what I do.

I'd love to do it with and for you too.

Cheers,



M.B.A. Training Modules

Here is a list of the training modules currently available to Fellows and Diamonds:

- 21 Easy & Essential Steps to Online Success System home-study training and 21 Steps Live! video trainings (*value: \$297-*)
- List-Building Secrets: 50+ Easy & Essential Ways to Build Your List with Authenticity & Integrity home-study training (*value: \$497-*)
- Launch Logistics home-study training (*value: \$997*)
- Strategic Business Planning Virtual Retreat, includes 5 recorded calls with accompanying worksheets. (*value: \$297-*)

Fellowship 2012-2013 Trainings:

- Business Design Mindset
- Your Next Evolution
- What's Closest to the Cash Flow?
- How to Create Strategic and Successful Launches
- Hitting the Reset Button on Your Free Taste
- Increase Engagement with Your Audience
- Going Live with LiveStream
- Going Live with Live Events

GOLD Trainings:

- Having the Courage to Create Wealth
- Leverage Your Time to Make More Money Online
- Build Your Team
- Create, Launch and Run Your Successful Membership
- Master the Art of Teleseminars
- Collaborate, Don't Compete

- 30 Days to an Income-Generating Info-Product
- Measure, Metrics and Conversions

Learning Lab Trainings:

- Power Strategies to Create and Launch Your Info-Product
- Top 4 Strategies to Make Your Ezine Make You Money (and more...)
- Top Strategies to Get the Most Out of Attending Your Next Event
- Top Strategies to Get Clients to Buy From You In This Market
- Top Strategies to Create a Successful Coaching Gym Model
- Top Strategies to Write Sales Pages That Sell
- Top Strategies to Create Coaching Packages That Sell
- Top Strategies to Recruit, Manage and Motivate Volunteers, Interns, Apprentices to Save and Earn You Money
- 3 Simple Strategies to Creating New Content Continuously
- When, Why and How to Add a New Product to Your Offers
- Get Out of Marketing Overwhelm
- Top Tips for Creating Income with Online Courses
- Top Ten Fast & Easy Credibility Boosters
- Top 20 Holiday Marketing Strategies
- Top Strategies to Building Your Network of 10,000
- Driving Tons More Traffic to Your Website
- Your Manifesto: How to Stand Out in an Over-Crowded Market
- Your Pricing 101
- Conversion Tactics for the Right Kind of Traffic
- 20 Ways to Be Ready for "Too Much" Business
- Less Work, More Money and More Fun Way to Collaborate
- 5 Easy & Effective Ways to Seed Your Offers
- 7 Steps to Quickly & Easily Create Your Signature System, While Getting Paid

Fellowship Group Coaching & Teaching Schedule

Group Teaching/Q&A/Laser Coaching Call Dates: (16)

- October 1: Kickstart Call
- October 8
- October 22
- November 5
- November 19
- December 17
- January 14
- January 28
- February 11
- February 24
- March 4
- March 18
- April 1
- April 15
- May 20
- June 3

Strategic Virtual Retreats (3) (tentative; time TBD))

- December 5
- March 27
- May 8

Notes:

All calls are 60 minutes and are at 1pm EASTERN.

We meet via conference line with optional chat participation via Alicia's LiveStream channel. This way you can listen in by phone from wherever you are, as well as connect with the other Fellows via the chat feature, if you're also at your computer.

All calls and chat logs are recorded and posted to the private Facebook group files within 24 hours.

All dates and times are confirmed. However, slight changes due to Alicia's travel schedule or unforeseen circumstances may occur over the course of the program.

Note: We'll take a break from group coaching from December 18 to January 5. Think of this extra space to power down so you can more fully and easily power-up in the new year.

Your application for the Mastery of Business Academy Mentorship Program awaits...

I'm honored by your consideration of working together to design your priority-based, profitable business, in less than part-time hours. And I wanted to share something personal with you...

I have been at this junction myself - wanting, pondering, weighing, more than once.

The first time I hired a coach, I didn't have the \$3000 to invest, but I did it anyway. I made \$43k that year.

The second time, I didn't have the \$6000- to invest, but I did it anyway. I made \$68k as a result.

The third time, I didn't have \$40k to invest, but I did it anyway and broke the 6-figure mark.

Since then I've moved into multiple 6-figures, by continuing to invest in myself and my business through a coach.

Every time, it was a HUGE leap of faith, regardless of the investment. But I knew to get where I wanted to go, I couldn't do it on my own, even though I REALLY wanted to (I'm a bit stubborn that way).



So I know the decision before you is one that requires thought, courage and faith. And if it's right, you'll join me.

I look forward to welcoming you with open arms.

Cheers,



Alicia Forest, MBA
The Business Shifter™

**Confidential Application for the 2013-2014
for Alicia Forest's Mastery of Business Academy Mentoring Programs -
The Fellowship with Alicia and Diamond Levels**

Please accept my application to enter at the following level (*circle one*):

The Fellowship

Diamond

Please print clearly. All information is 100% confidential.

Today's Date:

Name:

Business Name:

Address:

Office Phone:

Email:

Assistant's Name:

Assistant's Email:

Website(s)

Social Media links:

*** Please tell me about YOU: How would you describe your business as it is right now? The facts and the feelings.**

*** Describe you current business, including how long you've been in business, your revenue streams, team size, and list size.**

*** What are you currently doing to market your business (just the highlights are fine)?**

*** Briefly describe why you are a good candidate for mentoring with Alicia?**

*** What's the greatest outcome you'd like to see from joining Alicia's mentorship program, that you can currently envision?**

*** When you make a decision do you:**

_____ make it quickly?

_____ think about it, analyze pros/cons then decide?

_____ analyze for months before finally making a commitment?

*** What are your thoughts about what's preventing you from reaching your current goals?**

NOTE: this may be the most important question in this application, so even if you aren't clear, share something about your confusion. Doing so will help me make sure you get the most value from our work.

*** If you are currently in other coaching programs, please indicate which, and how you feel additional support from Alicia's Mentorship Program will serve you best.**

*** Will investing in your business through Alicia's Mentorship Program put you in any financial distress?**

*** What are the 3 biggest challenges you're facing in your business right now (please list them in order, #1 being the MOST pressing issue)?**

*** If you could wave a magic wand and change 3 things about your business (or your life) over the next nine months what would those 3 things be?**

*** What new or expanded products/services do you plan on introducing in the next 6-12 months? (It's ok if you don't know this yet.)**

***How does your approximate gross business revenue look for each of these years?**

Estimated 2013: _____

2012: _____

2011: _____

If you feel it would be helpful to add notes to the above question, feel free to do so. Knowing your numbers simply gives me (and you & I together) a baseline from which to grow.

*** What is your long-term vision for your business and for your life? What is the big vision that you'd most like me to see with you?**

*** Is there anything else you'd like me to know that I haven't asked?**

Signature Form MUST be signed in order to be considered for Alicia's Mentorship Program

I, _____, have read the Mastery of Business Academy Mentorship Program description and would like to be considered for acceptance as one of Alicia's coaching clients.

I understand that if I'm accepted into this program, I am committed to the program for its duration. If, for any reason, I choose not to continue or choose to stop participating, I will be financially liable for the fees of this program. I agree, therefore, to honor my coaching fee payment schedule.

Print Name: _____

Signature _____

Date: _____

Thank you for your honesty and authenticity in completing this application. You have taken a big step forward in your commitment to creating a priority-based, highly profitable business, on your terms, in your time.

THANK YOU!

2 Mentorship Program Options

Please note that your registration will be processed in the order it's received. There is limited seating at all levels.

The Fellowship with Alicia

Program Investment: \$8,000

Please choose your payment plan:

☐ **OPTION 1 – Pay in Full - \$8000-**

Secure your spot via a \$1000- deposit at OBBW, with the balance of \$7000- due by October 15, 2013.

☐ **OPTION 2 – Payment Plan**

I'd like to secure my spot via a deposit of \$1000- and divide the remainder of my dues into 9 monthly payments of \$800- each beginning October 15, 2013 and continuing through June 15, 2014. (Total program investment under this option is \$8200-)

Diamond Level

Program Investment: \$12,000

Please choose your payment plan:

☐ **OPTION 1 – Pay in Full - \$12,000**

If you select this option, secure your spot via a \$3000- deposit at OBBW, with the balance of \$9000- due by October 15, 2013.

☐ **OPTION 2 – Payment Plan**

I'd like to secure my spot via a deposit of \$3000- and divide the remainder of my dues into 9 monthly payments of \$1028- each beginning October 15, 2013 and continuing through June 15, 2014. (Total program investment under this option is \$12,250-)

For Client Re-Enrollment Special Savings, please see next page for Option 3.

☐ **OPTION 3 – I am a past Fellowship/Diamond/Studio Client and want to renew/upgrade!**
(*\$1000 savings*)

☐ **Fellowship:**

___ **Full Pay: \$7000-**

Secure your spot via \$1000- deposit with the balance of \$6000- due by October 15, 2013.

___ **Payment Plan:**

I'd like to secure my spot via a deposit of \$1000- and divide the remainder of my dues into 9 monthly payments of \$675- each beginning October 15, 2013 and continuing through June 15, 2014. (Total program investment under this option is \$7075-)

☐ **Diamond**

___ **Full Pay: \$11,000**

Secure your spot via \$3000- deposit with the balance of \$8,000- due by October 15, 2013.

___ **Payment Plan:**

I'd like to secure my spot via a deposit of \$3000- and divide the remainder of my dues into 9 monthly payments of \$900- each beginning October 15, 2013 and continuing through June 15, 2014. (Total program investment under this option is \$11,100-)

Please note that if upon review, we agree that the timing of your application to the Diamond isn't quite right, you will be given priority consideration for The Fellowship with Alicia.

Please enter your payment information on the next page

Please complete your payment information below (please print clearly):

PRIMARY CREDIT CARD

Card Number: _____

Expiration Date: _____
(Month/Year)

Name on card: _____

Signature: _____

Address that credit card billing statements are sent to:

Street address: _____

City/Town: _____ State/Province/Other: _____

Zip/Code: _____

If more than one card is listed for full payment, we will be happy to divide payments among these cards. If you opted for monthly payments, please list a second card for us to keep on file as a backup.

"I prefer to have my investment on ___ ONE credit card above or split between ___ TWO or ___ THREE credit cards."

ADDITIONAL CARDS:

Credit Card Number: _____

Exp Date: _____

Credit Card Number: _____

Exp Date: _____

If paying by check, please make checks payable to Alicia Forest, 20 Middle Street, West Newbury, MA 01985.

If paying by wire transfer, please contact us for instructions.

The Mastery of Business Academy (M.B.A) Mentorship Program - The Fellowship with Alicia/Diamond: Participant Agreement

By signing where indicated below, you irrevocably agree that, if Alicia Forest In International LLC., (the "Company" or "we/us") approves your application and accepts you as a 2013-2014 M.B.A. Mentorship Program - The Fellowship with Alicia/Diamond (the "Program") participant, then this M.B.A. Mentorship Program - The Fellowship with Alicia/Diamond Program Agreement (the "Agreement") automatically becomes a binding contract between you and the Company, and applies to your participation in the Program. By signing below, you are acknowledging that you have read, agree to and accept all of the terms and conditions contained in this Agreement. We may amend this Agreement at any time by sending you a revised version at the address you provided above.

By completing the Application and signing below, you authorize the Company to charge your credit or debit card, or cash your check, as indicated above, as payment for your membership in the Program, if the Company approves your Application and accepts you into the Program.

Furthermore, you agree that if you are accepted into the Program, you are responsible for full payment of fees for the entire course of the Program, regardless of whether you actually attend or complete the Program, and regardless of whether you have selected a lump sum or monthly payment plan. To further clarify, no refunds will be issued and all monthly payments must be paid on a timely basis. If a monthly payment becomes more than 30 days late, the entire balance becomes due and payable immediately at day 31.

We are committed to providing all Program participants with a positive Program experience. By signing below, you agree that the Company may, at its sole discretion, terminate this agreement, and limit, suspend, or terminate your participation in the Program without refund or forgiveness of remaining monthly payments if you become disruptive or difficult to work with, if you fail to follow the Program guidelines, or if you impair the participation of Program instructors or participants in the Program.

We respect your privacy and must insist that you respect the privacy of fellow Program participants. By signing below, you agree not to violate the publicity or privacy rights of any Program participant. We respect your confidential and proprietary information ideas, plans and trade secrets (collectively, "Confidential Information") and must insist that you respect the same rights of fellow Program participants and of the Company. By signing below, you agree (1) not to infringe any Program- participants or the Company's copyright, patent, trademark, trade secret or other intellectual property rights, (2) that any Confidential Information shared by Program participants or any representative of the Company is confidential and Proprietary, and belongs solely and exclusively to the Participant who discloses it or the Company,

(3) you agree not to disclose such information to any other person or use it in any manner other than in discussion with other Program participants during Program sessions. By signing below, you further agree that (4) all materials and information provided to you by the Company are its confidential and proprietary intellectual property belonging solely and exclusively to the Company, and may only be used by you as authorized by the Company, and (5) the reproduction, distribution and sale of these materials by anyone but the Company is strictly prohibited. Further, by signing below, you agree that, if you violate, or display any likelihood of violating, any of your agreements contained in this paragraph the Company and/or the other Program participant(s) will be entitled to injunctive relief to prohibit any such violations to protect against the harm of such violations.

We have made every effort to accurately represent the program and its potential. By signing below, you acknowledge that as with any business endeavor, there is an inherent risk of loss of capital and there is no guarantee that you will earn any money as a result of your Participation in the program.

Also, by signing below, you acknowledge payment of your program fees will not place a significant financial burden on you or your family.

Print Name _____

Signature _____

Date _____