

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

Alicia Forest's Mastery of Business Academy Coaching Studio

October 2013 to June 2014

Affordable, Accessible

This is the place to have online access to Alicia, create momentum, increase cash flow, make things easier, and have a whole lot more fun along the way, without having to invest tens of thousands of dollars.

**No reason to wait –
Let's get rocking!**



Welcome to the M.B.A. Coaching Studio!

The M.B.A. Coaching Studio is an online coaching program, personally led by Alicia, for new and seasoned business owners, that includes personalized coaching at a very affordable investment.

The Studio is ideal for you if you're looking for a supportive place to go to as you reach for your next level of business success.

M.B.A. Coaching Studio includes...

Weekly Online Coaching

Built-in momentum and accountability, with full support

Group Calls

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

24/7 Support

Via the Studio private Facebook Group; we're there when you need us.

The Studio is for you if...

(check all that apply)



☐ You're feeling the loneliness of being out there all by yourself, behind your computer screen, trying to figure it all out on your own.

☐ You wish you had a safe place to go where your real fears and doubts were addressed so you could move forward.

☐ You're seeking great coaching support where admission to participate isn't out of proportion to your income.

☐ You've already tried to make your business work by cobbling together a little support from here and there, but you're craving a place where the puzzle pieces are put together for you.

☐ You're experiencing some success but you're concerned about continuing to make decisions without some level of 'been there, done that' expertise to back them up.

☐ You're not necessarily looking for more information but would like to be able to ask specific questions as it applies to your business.

☐ You love how Alicia lasers in on what's most important to focus on next, not allowing you to stay stuck in the spin-cycle of doubt and confusion.

☐ You want a place where you can go 24/7 and get just the support you need in that moment.

☐ You want specific help in staying on top of what's working so you can stop wasting time and energy on what's not.

☐ You want immediate access to a support group and a place to toss out ideas, titles, price points, launch strategies, language, etc. where you get direction from Alicia as well as from the wisdom of the group.

☐ You crave a safe place to share your ideas, thoughts, fears, doubts, celebrations and more – to vent too, if need be.

☐ You like the way Alicia's designed her business, and you appreciate that she focuses on the whole picture and not just on making money. And you want to stay connected to her in some way.

☐ Private mentoring would be wonderful, but you're simply not there – yet. Being in the Studio is a great way to pave the way to getting there.

The M.B.A. Studio Coaching Programs includes...

1. Weekly Online Coaching

Connect with your Studio partners and Alicia in our private Facebook Group, where Alicia will post questions and gentle challenges each week. You can be as present as you'd like, and as your needs warrant. It's open 24/7.

2. 16 Group Coaching Calls – approximately 2 per month

Each 60-minute call is led by Alicia, kicking off with a timely teaching topic and segueing into laser coaching.

This is your opportunity to learn just-in-time content or techniques that are working right now, which are critical to your online business success.

We'll also be addressing common stumbling blocks and mindset shifts, as well as other issues that bubble up from the Studio discussions themselves, giving you the most timely coaching and support possible.

The laser coaching portion of the calls is your chance to talk with Alicia personally as she answers your questions and shares resources and advice as needed.

These calls have the additional benefit of a chat, which allows the members to share their wisdom with the group as there is as much to benefit from the other participants as there is from Alicia. And of course you can send in your questions in advance if you can't join us live, and all calls/chats will be recorded.

Even if you don't have a particular question, it can be especially valuable for you to listen in on others' situations and questions. Oftentimes, just the right piece of information will pop up on the call that you didn't even know you needed.

3. Private Studio Members-Only Facebook Group

In addition to our twice-monthly Q&A/Laser Group Coaching calls, you'll have exclusive access to the Studio Facebook Group, where you'll find ALL of the information and content for the program in one neat place.

The Studio is a welcoming, fun, and safe place for the members to get feedback, support, accountability, ideas and resources.

And yes, Alicia will be a frequent participant in the Studio (see below...)

4. Group e-Coaching with Alicia

Alicia will be present and coaching within the Studio, so for every appropriate question that's posted to the private Facebook group, she will personally answer it.

The only other way to get this level of support from Alicia is to be a Fellow or Diamond client, so the value of being a Studio member is literally triple the value for the investment.

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

Real Examples of What Studio Clients Do...

The purpose of the Studio is to get you to focus on leveraging what you already have or are about to create, and implementing to get more money in the door sooner than later, all while honoring your priorities and desired lifestyle.

The following is a short list of just some of the things that Studio clients have worked on while receiving support and coaching from Alicia and the rest of the Studio members:

- creating your signature system
- hosting a telesummit
- raising cash fast
- creating a new brand
- structure email sequences
- languaging for all your sticky business situations
- launch guidance
- closing clients and enrollment processes
- sales conversions
- time management
- self-sabotage and procrastination
- surveying
- hiring help
- pricing and structuring your offers
- brainstorming
- recommended resources
- Facebook Ads
- streamlining and systems
- preview call design
- speaking
- opt-in pages
- teleseminars/webinars/livestream
- VIP days
- money tracking
- videos
- live events
- list-building
- and more...

Whatever you want nuggets of help with, we're here.

Let's be clear...

You'll get a lot of support and a ton done in the Studio, absolutely. Studio clients agree that Alicia attempts to give as much tailored support (and extrapolated for the group) as possible.

But if you want highly-individualized micro-step attention, please consider joining us in The Fellowship or Diamond, so Alicia can truly meet your needs.

Recently heard in the Studio...

"I'm so grateful I have this group to ask for feedback from! Thanks everyone for always being there for me – especially Alicia!"

"Alicia, how do you always teach just the piece I need to hear on our calls?"

"WOW! Thanks for all the help in languaging what I was trying to say, Alicia!"

"Yes, Alicia, another great call. I love the style of these calls because we all get to learn from everyone else's situations. We feel so supported by you! hugs!"

"Wow. When I look at it from that perspective, your argument makes so much sense, Alicia!"

"Thanks for the 'script.', Alicia. That helps immensely!"

What's the investment?

Alicia's designed the Studio to be 100% group coaching oriented as an accessible alternative to two 'alternatives' she's personally tried that have failed:

1. Being part of a mastermind or buddy coaching group made up of your colleagues but without a leader, only to find it simple doesn't serve your needs, and you quickly become frustrated with feeling obligated to continue with something that's simply doesn't work.

2. Wishing you could afford a higher-level coaching program and hoping to make it work on your own so you can come back next year.

Being a regular participant in the Studio will give you the dedicated camaraderie of a group with the expert guidance from Alicia (and others who are also invested in the Studio), will shorten your timeline to more income, and save you a whole lot of trial and error.



The regular fees for the Studio are \$450/month or \$3995/9-month package.

This Year's At-Event Special Invitation: \$2495-*

**For applications received during OBBW.*

If you already know you want to stay connected to Alicia, the Studio is the way to have direct access to her for the next 9 months.

You can even take advantage of our installment plan to help you make this decision easy for you.

The next step is to fill out your application and hand it in to one of Alicia's team.

(And yes, The Fellowship with Alicia and Diamond Levels include the M.B.A. Coaching Studio benefits.)

We're waiting in the Studio for you...!

Your Gifts in the Coaching Studio

For additional support, you'll also receive:

1. Two Additional Months in the Studio

While the Coaching Studio is officially a 9-month coaching group (October 2013-June 2014), you will have continued access to the private Facebook Group, your Studio partners, and all the materials of the Studio through August 31, 2014.

The only thing you won't see there is Alicia ;-)

2. 21 Easy & Essential Steps to Online Success System home-study training and 21 Steps Live! video trainings (value: \$297-)

3. Access to 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.

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

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

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



**a bonus ticket is a deeply discounted seat for \$97-*

M.B.A. Training Modules

Here is a list of the training modules currently available to Studio Clients:

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

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

**Training modules come with downloadable MP3s, transcripts, learning guides, and other materials as applicable.*

M.B.A. Coaching Studio Schedule of Calls

Group Teaching/Q&A/Laser Coaching Call Dates: (17 total)

- October 1: Kickstart Call
- October 15
- October 29
- November 12
- November 26
- December 10
- January 7
- January 21
- February 4
- February 25
- March 11
- March 25
- April 8
- April 29
- May 13
- May 27
- June 10

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.

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 Coaching Studio 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 Coaching Studio**

NAME: _____

1. What have you been most frustrated with lately, as far as your business results?

2. How do you feel about your business right now?

3. How do you want to feel about your business?

4. What is the greatest outcome you'd like to see from the help you'll get in the Studio?

Mastery of Business Academy Coaching Studio
October 2013 to June 2014

To reserve your spot in the Studio now, and get started right after OBBW, fill out the form below and hand it into Alicia's team.

Regular Investment: \$450/month or \$3995/9-month package.

At OBBW Investment: \$2495-

Please write your name: _____ and choose your payment plan by checking one box below:

☐ **OPTION 1 – Pay in Full for \$2495-**

☐ **OPTION 2 – Payment Plan**

I'd like to reserve my spot with \$495- deposit today and divide my remaining payments into 11 monthly payments of \$182- each, beginning October 15, 2013 and every 30 days, with final payment on August 15, 2014.

☐ **OPTION 3 – I am a current Studio Client and want to renew! (\$500 savings)**

☐ **\$1995 – Pay in Full**

☐ **Payment Plan**

I'd like to reserve my spot with \$495- deposit today and divide my remaining payments into 11 monthly payments of \$137- each, beginning October 15, 2013 and every 30 days, with final payment on August 15, 2014.

*****Please complete 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 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.