

YOU'RE INVITED ...

Alicia Forest's Mastery of Business Academy Coaching Studio

A 12-Month Online Group Coaching Program

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 MBA Coaching Studio!

The MBA 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.

MBA Coaching Studio includes...

Weekly Online Coaching

Built-in momentum and accountability, with full support

Training + Q&A

Training + Group Q&A/Laser Coaching Calls are available every month.

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 – and 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 MBA Studio Coaching Program includes...

1. Monthly Training Class

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

Training classes are delivered via MP3 + PDF so you can dive in when it's convenient for your schedule.

2. NEW: Monthly List-Building Lift

Because Alicia firmly believes that once you build an engaged audience (your email list), anything is possible, there will be a monthly List-Building Lift. The LBL will focus on one specific strategy to build your email list that is proven and ultimately profitable.

3. NEW: Monthly Leverage Lift

Alicia's own success has been built upon the concept of Leverage, so with her expertise in this area finely honed, she will be sharing one specific leverage strategy with Studios members from her best practices to grow your business that much faster and easier, without working harder.

4. Monthly Live Q&A Call

Our Q&A Calls are your chance to talk with Alicia personally as she answers your questions and shares resources and advice as needed. Please see call dates at the end.

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 are recorded and all chats are transcribed.

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.

Alicia will 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.

All Q&A calls are led by Alicia with the exception of July and August calls, which will be led by carefully chosen experts who will bring additional benefits to the group.

5. Private Facebook Group

You'll also 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...)

6. Weekly Online Coaching & Accountability

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

7. 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, with the exception being during the summer.

The only other way to get direct support from Alicia is to be a private client, so the value of being a Studio member is at least triple the value for the investment.

8. NEW: Spring 2016 1-Day LIVE Workshop

As a Studio member, you'll get complimentary access to Alicia's brand-new 1-day LIVE workshop! More details to follow... 😊

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/virtual conference
- publishing print books and ebooks
- raising cash fast
- creating a new brand
- structuring 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 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 gives as much tailored support (and extrapolated for the group) as possible.

But if you want highly-individualized micro-step attention, please consider private coaching so Alicia can truly meet your needs.

Recently heard in the Studio...

"My income grew so much this year, I want to keep up the momentum!"

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

"Got everything done I needed to, including making a big decision (thank you, Alicia)!"

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

"Thanking you in advance for giving me a safe place to decompress."

"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!"

Studio Curriculum

Bonus: Kickstart Training Call: How to Double Your MBA Coaching Studio Investment Back *(instant access)*

While listening to this call, you'll create a specific focus and plan on how to double your investment in your program back, as quickly and creatively as possible.

1. Social Media 2.0

It's time to take your social media standings up a notch, to turn your cruising and random postings into leads, conversions and sales. It's all about being human, authentic, building community and relationships. On this training, Alicia will teach you the most timely social media strategies so your time spent on social media has the highest ROI.

2. Conversion Optimization Made Easy

On this training call, Alicia will teach you how to track your ROI on your social media and your web pages for better optimization. What does that mean? More leads and more sales without more work.

3. Simple Product Creation for Your Market

Ready to leverage your content into products? On this training call, Alicia will teach you how to create a simple physical product and an even easier digital product, which can be re-purposed into as many other formats as your market wants.

4. Small Events with Big Impact

There is no better conversion tactic than being live and in-person with your target market. On this training, Alicia will teach you the best strategies and tactics (and behind the scenes wisdom) to creating, marketing, filling and enjoying your own small event

Topic order may vary.

5. Visual Storytelling

While we'll focus on video making and marketing, let's also go deep into how to tell your story so your people find and connect with your WHY. Simon Sinek's mantra that "people don't buy what you do, they buy WHY you do it" has never been more true than in today's online marketing world.

6. List-Building 2.0

While we'll be focusing each month on different List-Building strategies, Alicia will be teaching Studio members exactly what they need to know to navigate the current email marketing landscape on this training call.

7. Funnels, Funnels & More Funnels

Alicia's over \$1 million in sales all started with the Funnel. Some business models never go away because they work. On this training, Alicia will show you how to set up three types of Funnels that you can rinse and repeat at every level in your business to increase leads, engagement and sales.

8. Webinars Embraced

Although Alicia leans towards techno-simple, webinars are one of the highest converting ways to grow your business on multiple levels - relationship-building, list-building, product creation, increased income and so much more - we'll cover it all on this training call.

9. Smarter Email Marketing

You have to do things differently today to make your email marketing efforts be successful. On this training call, Alicia will teach you how to be smarter with every email you send to increase your results.

Summer will be a time to catch-up, integrate and implement!

What's the investment?

Alicia's designed the Studio to be an affordable and accessible alternative to figuring everything out on your own.

Being a regular participant in the Studio will give you the dedicated camaraderie, support and accountability of a peer group with expert guidance from Alicia, which will significantly shorten your timeline to more income, and save you a whole lot of struggle in the meantime.

The Studio is a true workshop-style where you get to move forward not just by learning more but by DOING, and by having Alicia as your personal coach, guide and mentor.



The regular fees for the Studio are \$450/month or \$5000/annually

Open Enrollment Special Invitation: \$2995-

Spots are limited.

*Payment plans are available – please see enrollment form at
<http://aliciaforest.com/mba-coaching-studio-application-enrollment>*

If you already know you want to be connected to Alicia, the Studio is the most affordable way to have direct access to her for the next year.

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

The next step is to visit <http://aliciaforest.com/mba-coaching-studio-application-enrollment/> to fill out your application and enrollment form.

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

Your Gifts in the Coaching Studio

For additional support, you'll also receive:

1. Access to Alicia's Training Library

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 implementation and growth. Please see training topics below.

2. A Client-Only Ticket Rate* to OBBW7 (value: \$997-). **this ticket is a deeply discounted seat for \$197-*

3. 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)

4. Periodic promotions of you and your business by Alicia via social media to her 40k followers (value: priceless)

M.B.A. Training Modules

- 21 Easy & Essential Steps to Online Success System home-study training and 21 Steps Live! video trainings (value: \$297-)
- List-Buidling Secrets home-study training (value: \$497-)
- How to Prioritize All You Do
- The Simple 7-Step Autoresponder Sales Sequence
- Advanced Signature System
- 22 Ways to Instantly Boost Your Sales Page Conversion
- How to Multi-Purpose Your Content
- Self-Care and Business-Care
- 12 Steps Powerfully Effective Emails
- Moving Prospects into Customers and Clients
- Podcasting 101
- 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
- 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

M.B.A. Coaching Studio Schedule

Trainings will be released during the first week of each month.

Monthly List-Building Lifts will be posted the first week of each month.

Monthly Leverage Lifts will be posted the first week of each month.

Spring 2016 LIVE 1-Day Workshop: TBD

Group Q&A/Laser Coaching Call Dates:

October 14

November 10

December 8

January 12

February 16

March 22

April 12

May 10

June 1

July & August: TBD with guest experts

September 2016+: TBD with Alicia

Notes:

All calls are 60 minutes and are at 12pm-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 Studio members via the chat feature, if you're also at your computer.

All Q&A calls are recorded and chat logs are transcribed. Call recordings and chat transcripts are 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.

To reserve your space in this limited admission program, visit <http://aliciaforest.com/mba-coaching-studio-application-enrollment/> to apply today.

Questions? Happy to help! Email support@aliciaforest.com for the quickest response.